### The Power Of

### PROFITABLE PACKAGES

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# I like to communicate using GIFS

### I talk REALLY FAST!





# When you see this on a slide... Take a picture of it!



# Just in case you were wondering (3)







### 35 shows Since January 2019



#### My Client Observations...

- Clients are overwhelmed from the jump
- TOO MUCH information available now
- Each supplier has lots of options
- The costs are higher than expected
- Personal priorities drive the budget
- Hiring cheap & inexperienced competitors



#### My Vendor Observations...

- Massive global staffing and supply issues
- Costs are increasing so pricing goes up too
- Profit margins are shrinking
- Too much business right now
- Yesterday's ideal client is not today's
- New businesses coming into the market

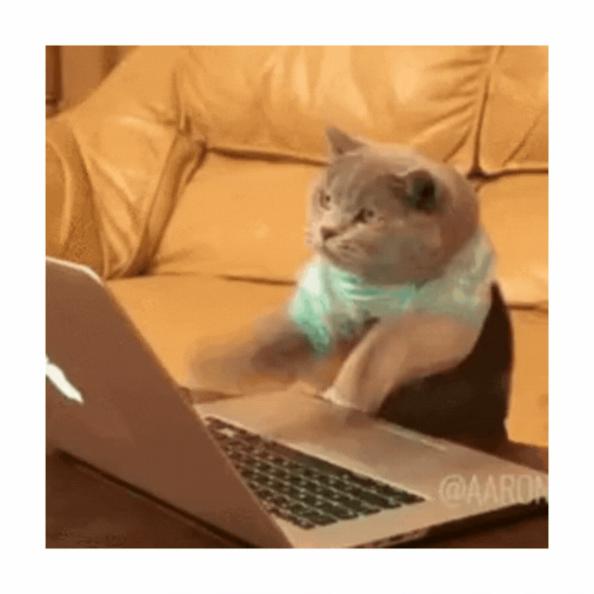




# THE PHRASE OF THE YEAR:

### <u>ALL INCLUSIVE</u>

#### I DON'T KNOW ABOUT YOU ...







### The company that provides the client the easiest path to make a decision will usually win the business!

# What do I mean by PACKAGING?

### Packaging simply means:

Grouping your offerings into different levels that your clients can choose from



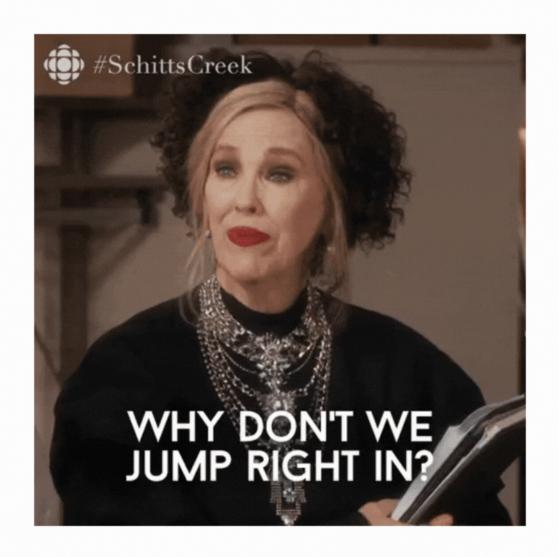




#### WHY PACKAGING?

- Faster sales closing with less follow-up
- Better value for the client
- Upselling without much effort
- Clear messaging to your ideal client
- Differentiate from your competitors
- Guides them to what you WANT to sell
- Positions your expertise

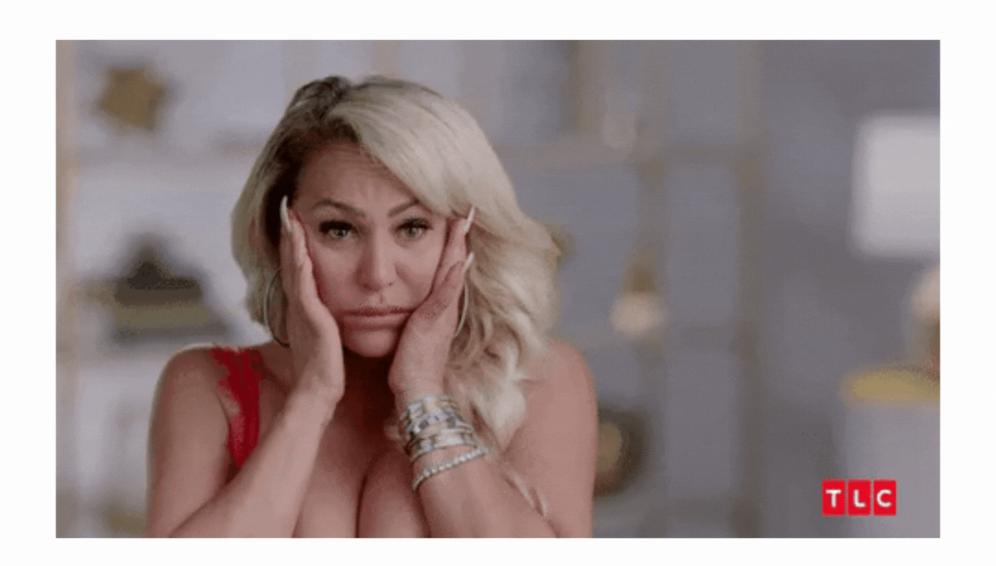




### BUILDING PACKAGES

# 1. RESEARCH YOUR COMPETITORS





### How can you DIFFERENTIATE If you have no idea what else is out there?



#### How to Research:

- 1. Learn the range for your area
- 2. Look at their website and social media profiles
- 3. Ask the right questions in sales meetings
- 4. Poll your planning partners
- 5. Just freaking ask them
- 6. Look at BIG corporate companies too



#### \*\*\*STOP RIGHT NOW\*\*\*

Write down the 3 companies that your customers are comparing you against!

# 2. FIGURE OUT WHAT TO INCLUDE



## TWO QUESTIONS TO ASK YOURSELF:

Who is your *ideal client*? What is their *level of need*?





#### THINK OF IT LIKE THIS...

If they're buying X from you, what additional services / products really optimize the results they'll get from X?



