

*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 🤔





*She talks. And more talking. She talks a lot.*





**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:

**ALL INCLUSIVE**





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







SO MANY CHOICES...

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









**YOU GOT TWO POSSIBILITIES.**

**DEBY**

# 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



 #SchittsCreek



**WHY DON'T WE  
JUMP RIGHT IN?**



# **BUILDING PACKAGES**

# 1. RESEARCH YOUR COMPETITORS





How can you

**DIFFERENTIATE**

If you have no idea  
what else is out there?



That is why you fail.



# 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*?





**I've been on this journey  
for a long time.**

# 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?





**MM-HMM.**