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5 STEPS TO BOOK WEDDINGS WITH ALISON ELLIS

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Floralpreneur® Fundamentals

Your Path To Maximize Profits, Book Great Clients & Find More Freedom In Your Flower Business!

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1. Floristry Skills & Knowledge
2. Pricing for Profitability
3. Booking & Sales Skills
4. Building Brand Reputation

YOU ARE HERE!

CLARITY HELPS LEAD THE CLIENT.

FROM PRE-QUALIFYING TO BOOKING,
DEFINE THE STEPS TO GET TO "YES".



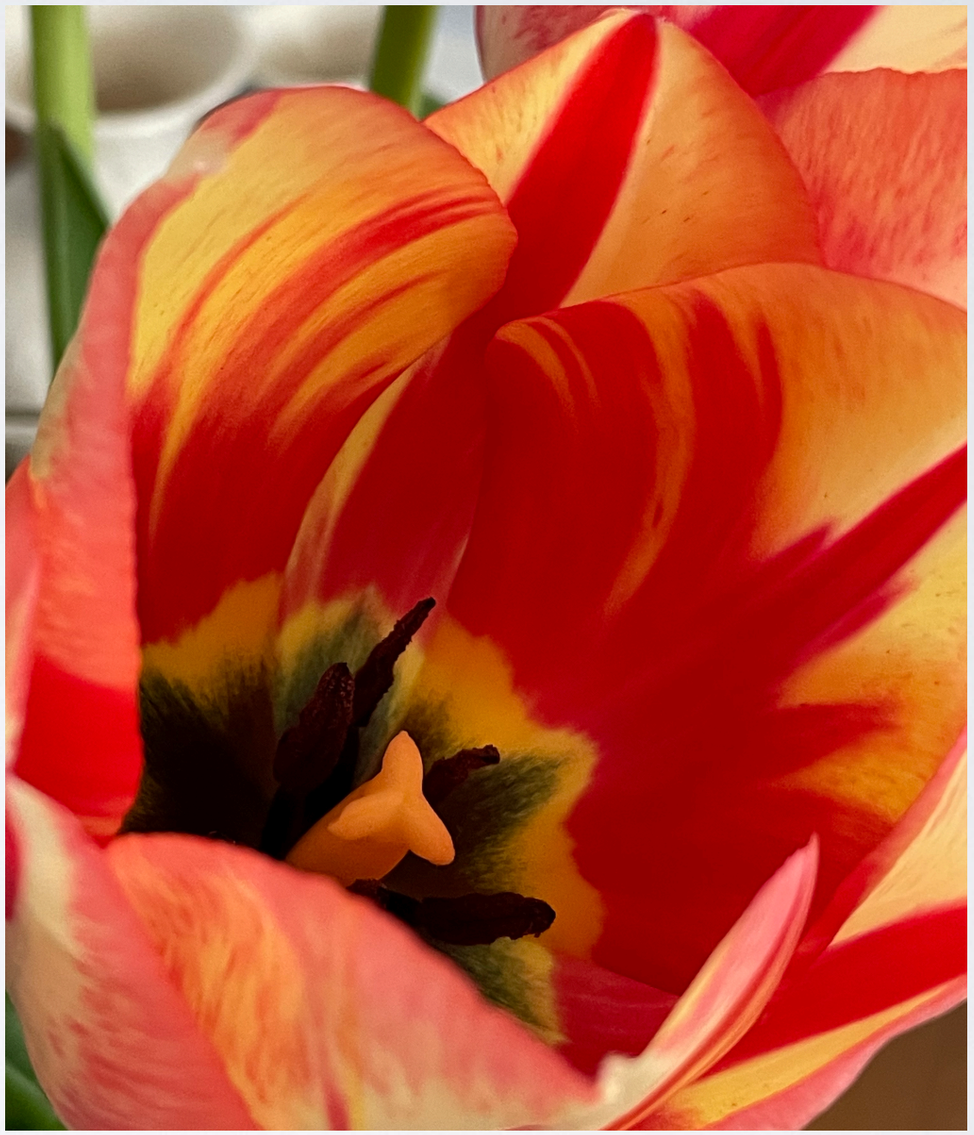
TOUCH POINTS DEFINE A BRAND EXPERIENCE.

EVERYTHING YOUR CLIENT SEES OR TOUCHES.



WHAT ARE YOUR TOUCH POINTS?

- Website
- Storefront
- Phone calls
- Meetings
- Social media posts
- E-mails, proposals, other written correspondence



DEFINE THE STEPS.

(SO CLIENTS CAN DANCE WITH YOU!)



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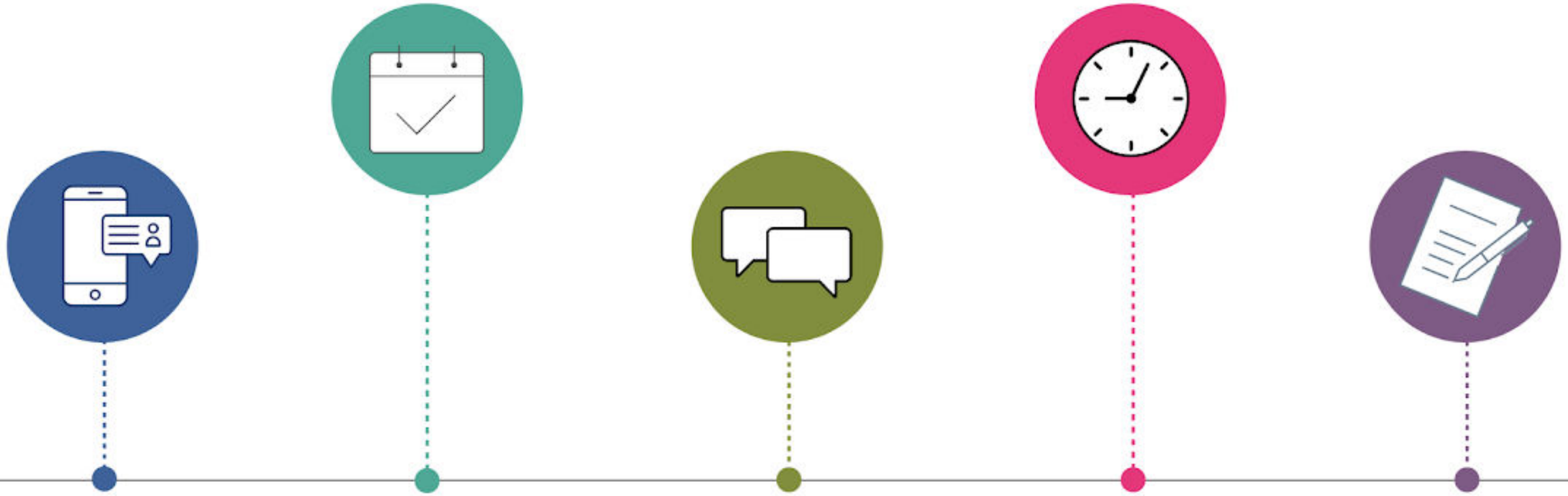


Step 1
CLIENT INQUIRES VIA EMAIL/PHONE

Step 2
REPLY & SCHEDULE CALL

Step 3
30-MIN. PHONE CONSULTATION

Step 4
SEND PROMPT PROPOSAL

Step 5
FOLLOW UP TO CLOSE SALE

I DEFINE THE STEPS TO BOOKING ON MY WEBSITE:

Let's Get Started...

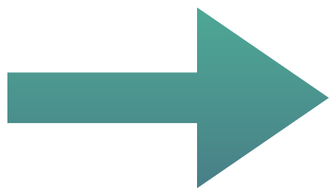
First, fill out the wedding query form below and share some details about your wedding. **I will get back to you asap.**

Then, we set up a phone consultation. Ideally, we hit it off and decide we're a good match.

Next, I put together a preliminary proposal for you to make sure we're on the same page in terms of style and budget before signing a contract.

Finally, I ask that you move forward with a contract & non-refundable deposit within 5 days. **I cannot hold your date without a deposit.**

An in-person meeting can be arranged when you are in Vermont or we can do all of our planning long-distance if need be.



SUBMIT A WEDDING QUERY

SUCCESSFUL SCREENING HELPS YOU...

- ESTABLISH AUTHORITY
- GATHER DETAILS
- PRE-QUALIFY FOR BUDGET
- SET EXPECTATIONS
- SAVE TIME





STEP 1

The Online Inquiry Form

THE INQUIRY FORM ON YOUR WEBSITE IS A FUNNEL.

MAKE IT EASY TO REACH OUT TO YOU & GATHER INFORMATION.

#1 REASON YOU'RE SENDING QUOTES TO CLIENTS WHO CAN'T AFFORD YOU:

Failure to pre-qualify.

FAILURE TO PRE-QUALIFY RESULTS IN:

- BUDGET ISSUES
- EXPECTATIONS NOT MET
- TIME WASTED (FOR NO REASON)
- FEELING RESENTFUL, GUARDED, LESS JOY IN YOUR BIZ



STEP 2

The E-mail Reply & Invite To Call

AN E-MAIL REPLY CONTAINS THE 4 C'S:

- **Congratulations** on their engagement

- **Confirmation** that I'm available for their date

- **Compliment** on their venue or a detail mentioned in the form

- **Consultation invitation** with an offer of 2 dates & times when I'm available for an initial call



STEP 3

The Phone Consultation

CONSULTATIONS TAKE PRACTICE!

- MUTUAL INTERVIEW
- SAVE TIME FOR YOU AND YOUR CLIENT
- ESTABLISH TRUST
- GATHER INFORMATION



FOLLOW A SCRIPT:

- **Check in** on how the wedding planning is going.

- **General conversation** of the overall style, feeling, vibe and tone of the wedding, as well as the couple.

- **Inquire** as to the other vendors who are already booked and which areas of planning are still undecided.

- **Listen and take detailed notes** on floral elements discussed.

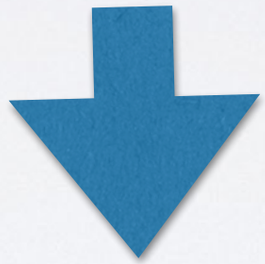
IT MIGHT START LIKE THIS...

- Hi, Liz? This is Alison Ellis of Floral Artistry. Is now still a good time for you?

- How is the wedding planning going so far?

- Take a beat to listen; then compliment or encourage to help transition to the floral details you're interested in.

CLOSE THE CALL BY DEFINING THE STEPS.



(SO CLIENTS CAN FOLLOW YOUR LEAD.)

HERE ARE MY STEPS:

- Next, I'll put together a preliminary proposal for you to make sure we're on the same page in terms of style and budget before signing a contract.

- If you'd like to work with me, I ask that you move forward with a contract & non-refundable deposit within 5 days. I cannot hold your date without a deposit.

- An in-person meeting can be arranged when you are in Vermont or we can do all of our planning long-distance if need be.

2-SIDES TO MY STEPS:

- What I need the client to do. (Fill out my form, book a call, reply within 5 days to my quote.)

- Promises or guarantees from me. (I'll send a proposal with all the info you need, answer your questions, and meet you after we're booked.)



"DO YOU HAVE QUESTIONS FOR ME?"

This is the transition to wrap up any final questions that either one of us may have.



STEP 4

The Prompt Proposal

I AIM TO SEND
A PROPOSAL & QUOTE
WITHIN 5-7 DAYS OF
AN INITIAL CONSULTATION.

(SO CLIENTS CAN BOOK MORE QUICKLY.)

KEEP PROPOSALS SHORT & SWEET...

- FOLLOW A TEMPLATE
- RELAY A GENERAL DESCRIPTION
- CLEARLY STATE PRICING & MINIMUMS
- INCLUDE A CONTRACT
- HAVE EXPIRATION DATE!



ITEMIZING IS OPTIONAL, BUT AN EXPIRATION DATE IS A MUST.

(I. CAN'T. WAIT. FOREVER.)



AN EXPIRATION DATE IS PART OF THE PROCESS...

- ENCOURAGES THE CLIENT TO ACT.
- GIVES A PROMPT FOR YOU TO FOLLOW UP TO CLOSE THE SALE.
- HELPS IDENTIFY PRICE SHOPPERS.



GIVE THEM EVERYTHING THEY NEED TO MOVE FORWARD.

- How do they book you?
- When is the deposit due?
- What's the minimum spend?
- How do they sign a contract?
- What's your mailing address?
- Who do they make the payment out to?





STEP 5

Follow Up To Close The Sale

FOLLOW UP BEFORE A PROPOSAL EXPIRES:

Dear Liz,

I have a note on my calendar that your proposal is expiring on Friday and I wanted to check in to see if you have any questions for me or need any additional info at this time.

If you decide you'd like to work with me a signed contract and deposit will secure your date.

Again, if any questions for me, please don't hesitate to be in touch.

Best regards,
Alison

CLOSING THE SALE IS EASIER WITH TRUST.

LISTEN. LEARN. LEAD.

HOW TO BOOK A WEDDING IN 10 DAYS...

- Day 1: New client inquires via website inquiry form (or phone).
- Day 1 or 2: Reply promptly and invite the client to book a call.
- Days 2-5: Ideally the consultation call happens ASAP.
- Days 6-8: After the call, I send out the initial quote ASAP.
- Days 9-10: Follow up to close the sale!





I WANT TO BE AN EASY YES!

TAKE ACTION FROM HERE!

- **PRE-QUALIFY CLIENTS WITH AN INQUIRY FORM.**
- **START WITH A PHONE CONSULTATION.**
- **SEND PROMPT QUOTES WITH EXPIRATION DATE.**
- **FOLLOW UP TO CLOSE THE SALE.**



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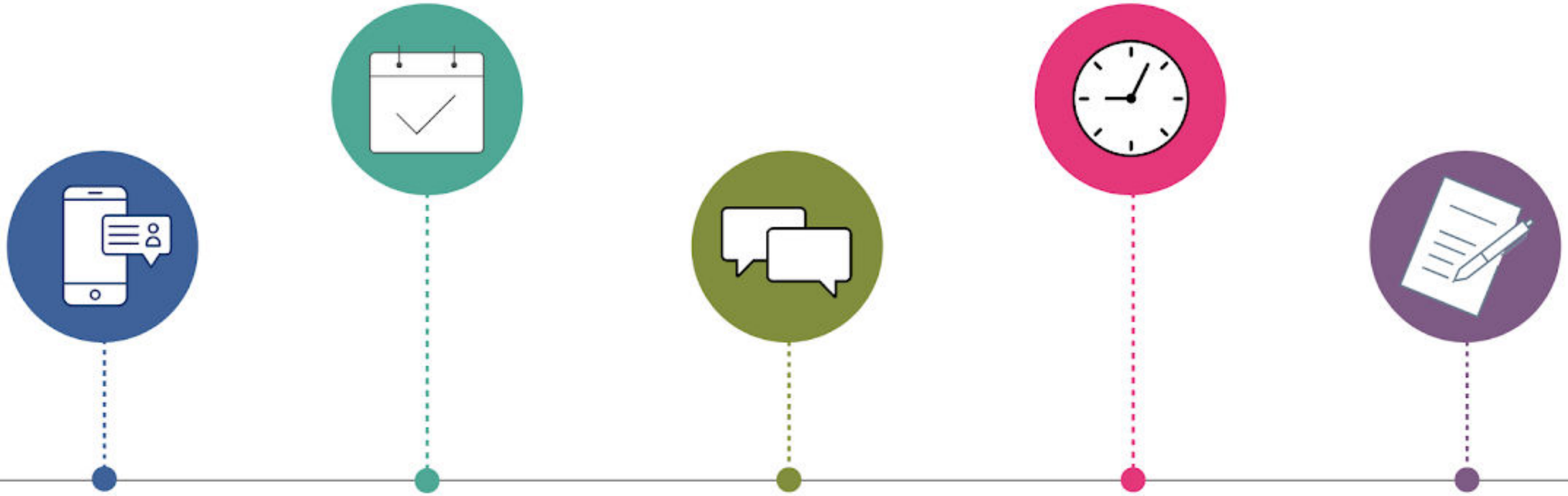

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