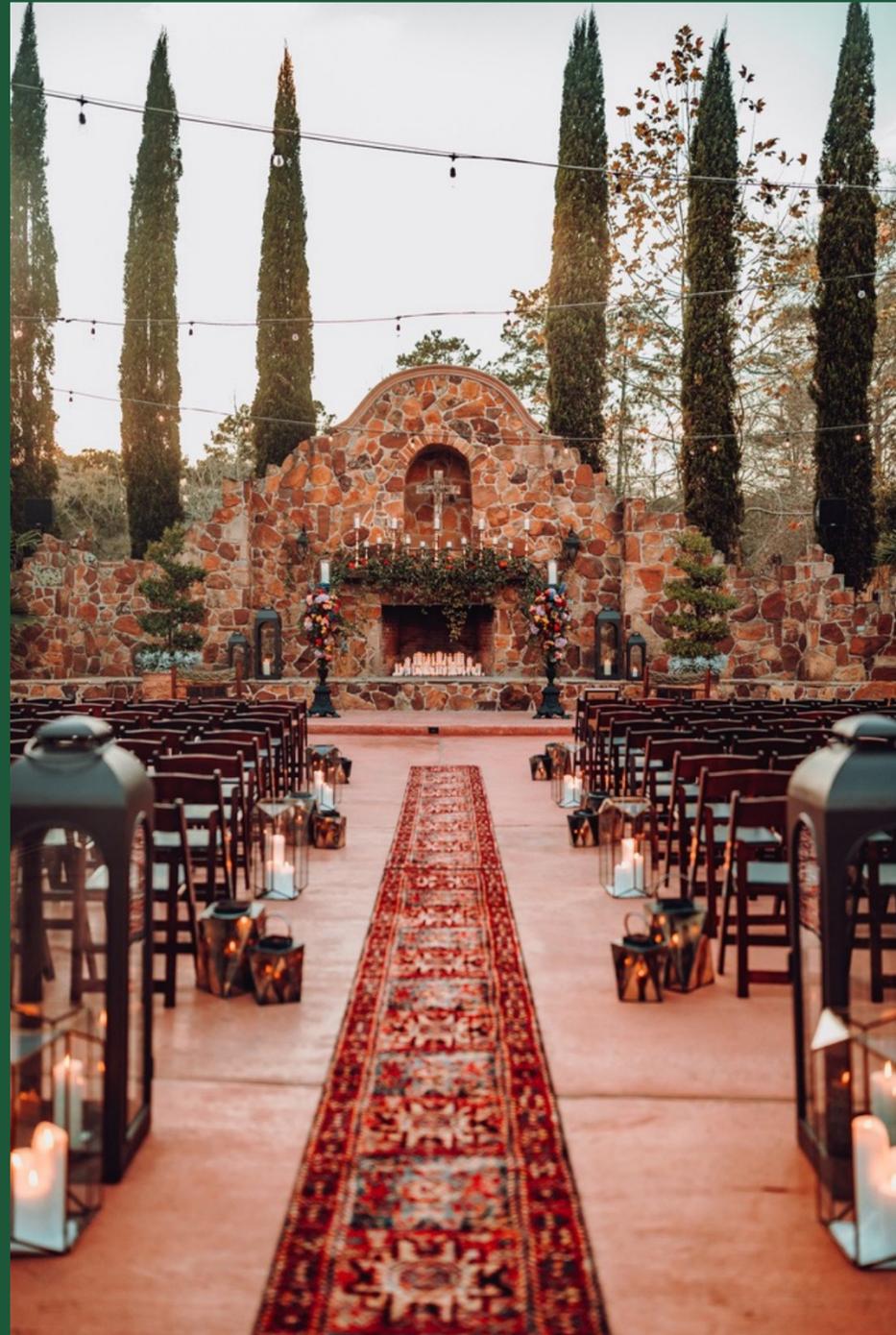




Madera Estates



As we get started...

Follow along on social media!



@maderaestates

@venuehelpdesk



Introducing The Venue Help Desk

Helping Wedding & Event Venues Solve One Problem at a Time!



The **Venue Help Desk** is the ultimate resource for venues, connecting them with a directory of vetted professionals, easy-to-use tools, and proven systems to help solve any problem, one step at a time.



Scan the QR code for more information.

WEDDINGpro

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the knot +  WEDDINGWIRE

Grow your wedding business with the industry leaders couples love

WeddingPro combines The Knot and WeddingWire, two of the best wedding advertising marketplaces, to give you access to more couples in your area and increase your booking opportunities.



Passionate professionals

Let's partner together

2023

WEDDINGpro
Educator





An In-Person Workshop Powered by Venue Help Desk

Are you looking to book more tours? Join us at this highly anticipated venue strategy workshop, where industry experts Ian Ramirez and Shannon Tarrant guide you through the secrets of booking more tours, closing more sales, and navigating the challenges unique to wedding venues.

Date: June 10 - 11, 2024
Location: Orlando, Florida



Early bird tickets now on sale!



catersource® + THE SPECIAL EVENT®

SCRIPTED

A Wedding Venue's
Playbook to Winning Tours



Meet me!



Ian Ramirez, CSEP

Venue Owner | Opera Singer | Yogi

Heidi

Scripted



Scripted

All the world's a
stage and most
of us are
desperately
unrehearsed.

Sean O'Casey



1

5 Tips for a Captivating Venue Tour

1

5 Tips for a Captivating Venue Tour

2

How to Handle Different Personalities That Walk in Your Door



1

5 Tips for a Captivating Venue Tour

2

How to Handle Different Personalities That Walk in Your Door

3

Lines and Scripts to Utilize in Negotiation and Closing on the Spot



THE SCRIPT

Tips for a Captivating Venue Tour



Set the Stage





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**Setting the stage is
more than just
dressing the reception
space...**





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It's about **engaging**
the five senses of your
potential client.

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sight

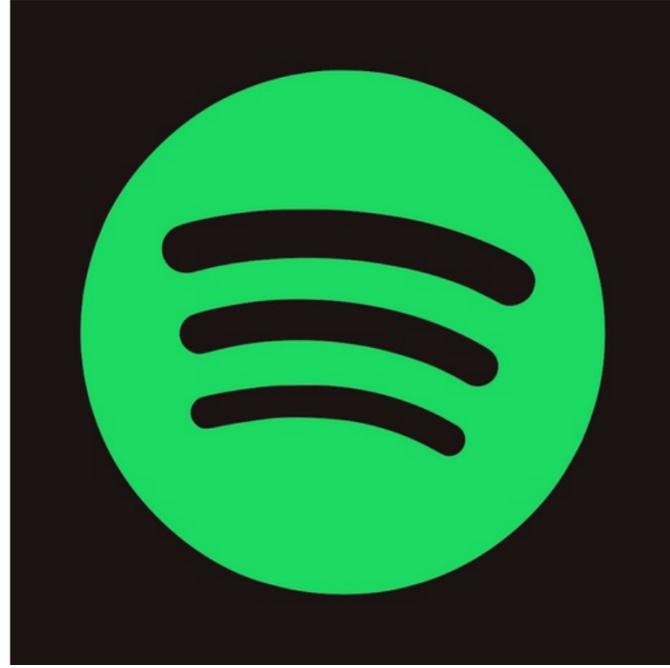
Scripted



SENSES

sight
sound

Scripted



SENNSES

sight
sound
smell



Scentex



Scripted

SENSES

sight
sound
smell
taste



Scripted

SENSES

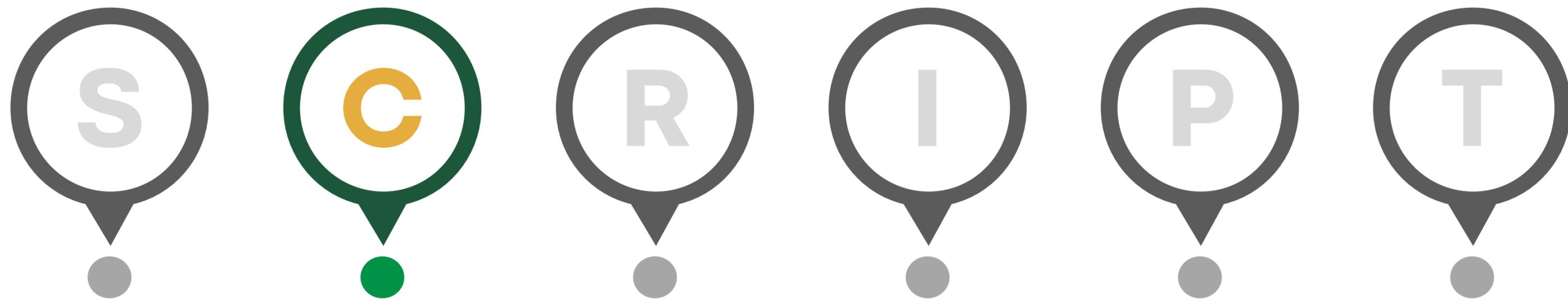
sight
sound
smell
taste
touch



Scripted

**S
E
S
I
O
N
S**

Scripted



**Co-Creative
Process**



Madera Estates



Scripted

The co-creative process capitalizes on a prospect's emotions and engages their senses, allowing the consumer to build on to a story in their own minds.





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Scripted

How do I **engage** the co-creative process?





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Scripted

THEATRICAL TOOLKIT



Scripted

Research

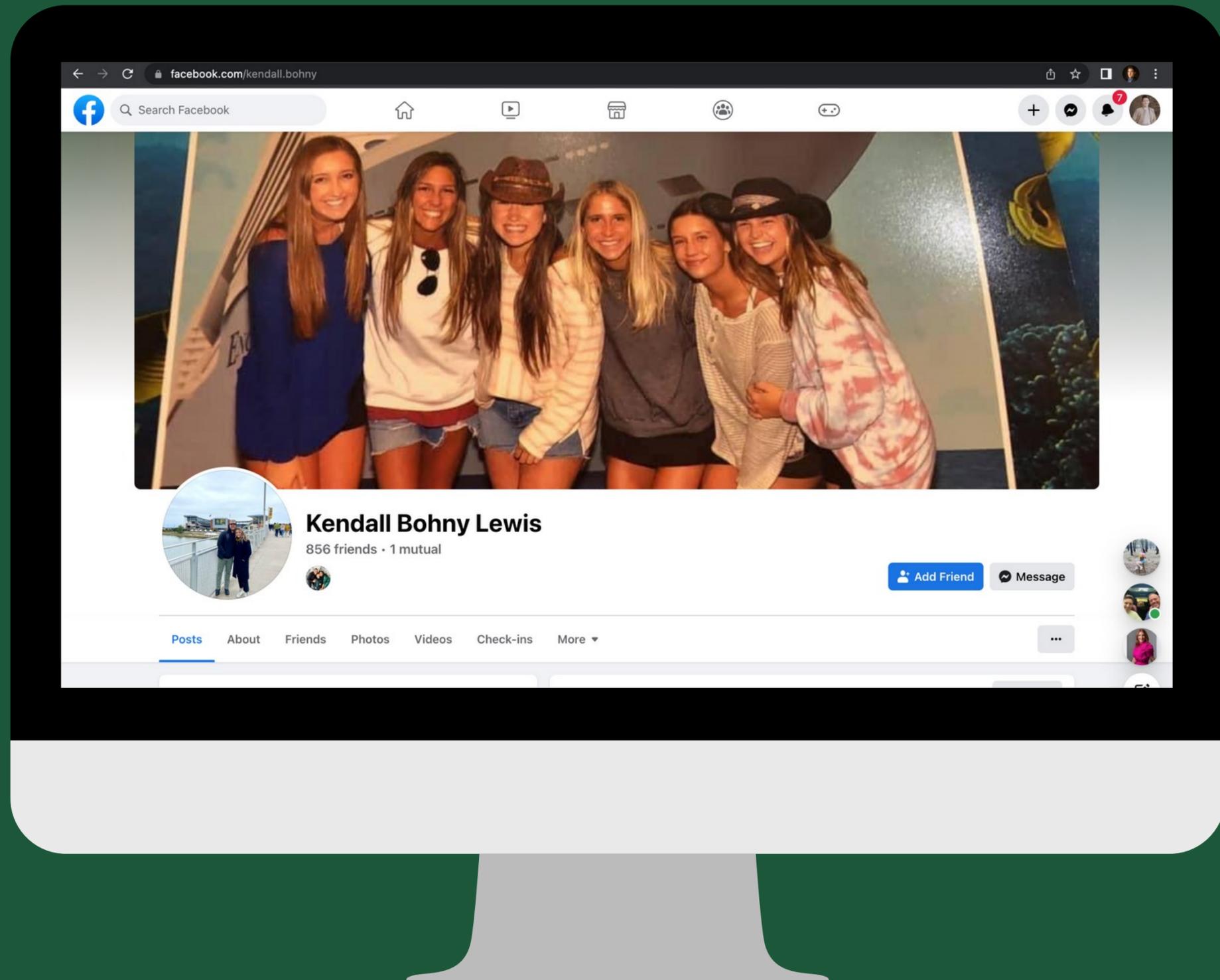




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Scripted

- **Are they qualified?**





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Scripted

- **Are they qualified?**
- **What dominates their social feed?**





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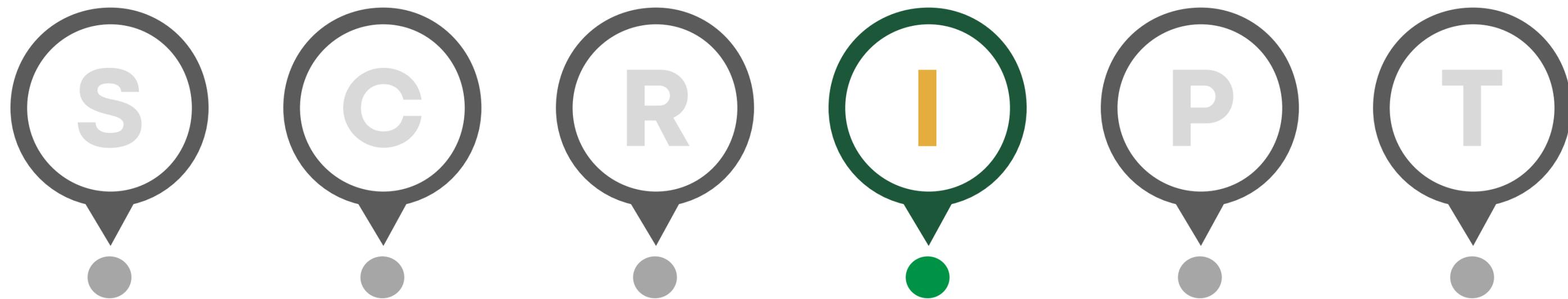


Scripted

- **Are they qualified?**
- **What dominates their social feed?**
- **Do they have a wedding mood board or website on The Knot?**



Scripted



**Information
Temptation**

Scripted



The more emotionally invested you are in anything in your life, the **less** critical and the **less** objectively observant you become.

David JP Phillips



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Scripted

Too much information,
lists of services, and
amenities are the
death knell for
winning tours.





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Scripted

How do I avoid information temptation?





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Scripted

Storytelling.

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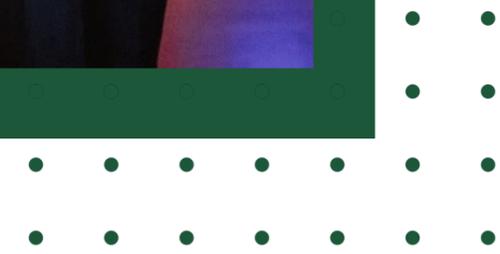
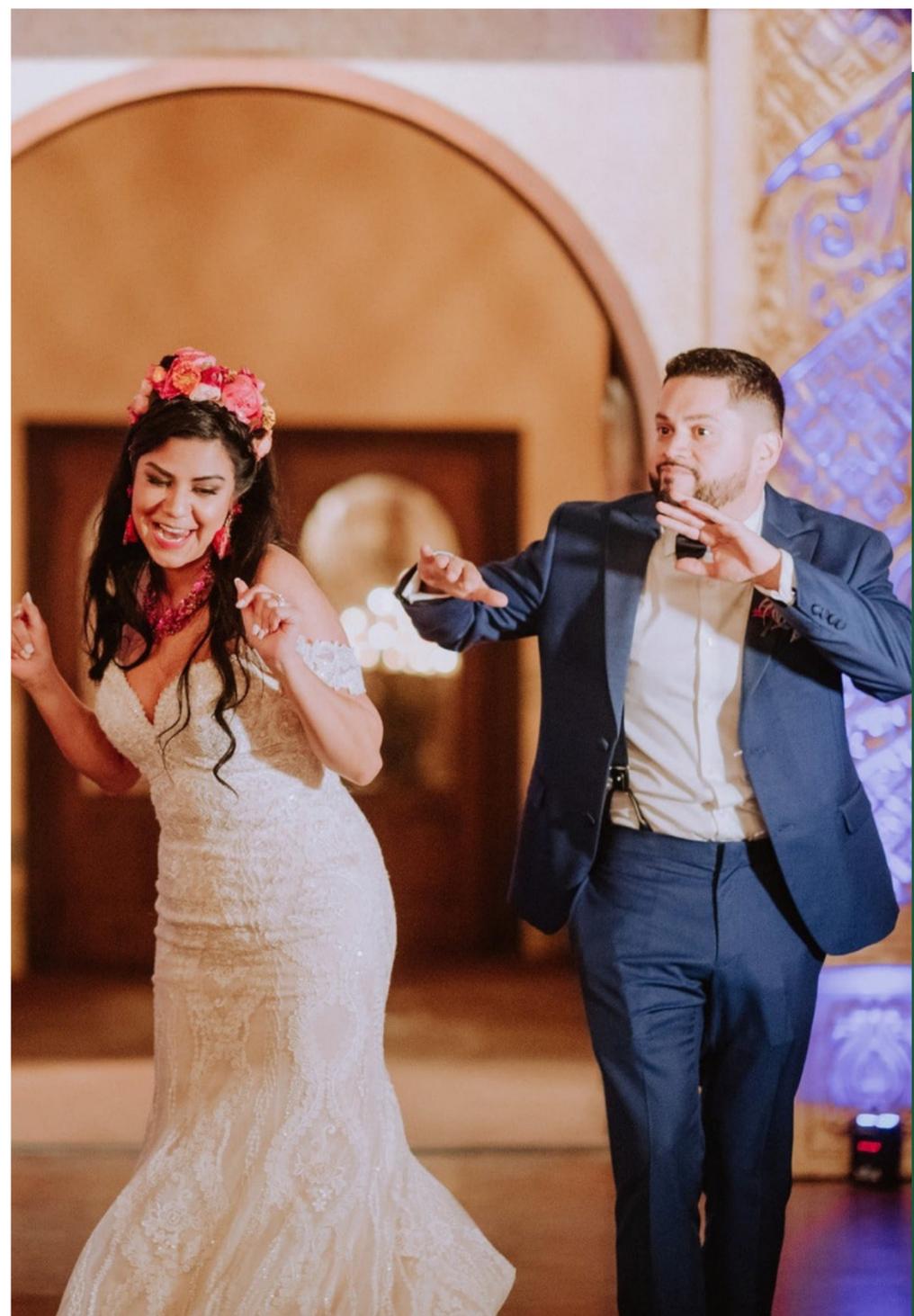


Scripted

10-second stories



Tell a *story*



Tell a *story*



Tell a *story*



Scripted

People forget
facts, but they
remember
stories.

Joseph Campbell

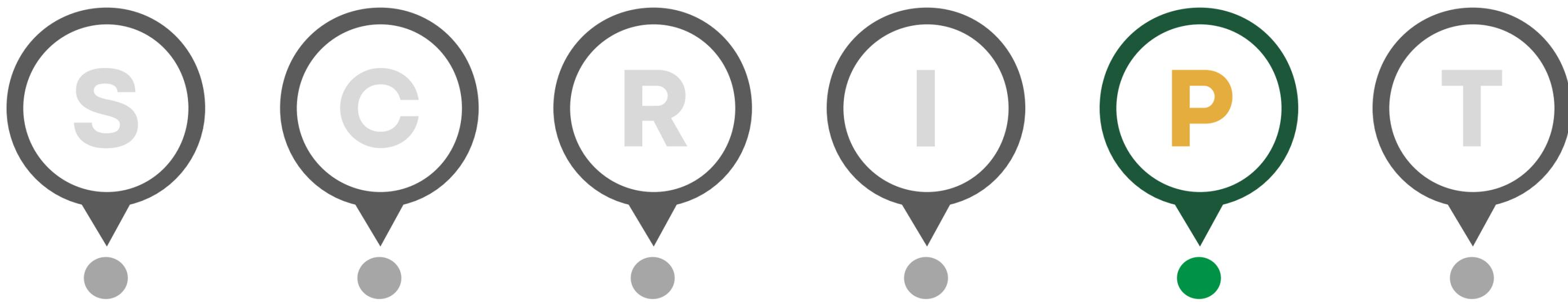
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Scripted

**Get Personal.
Quickly.**



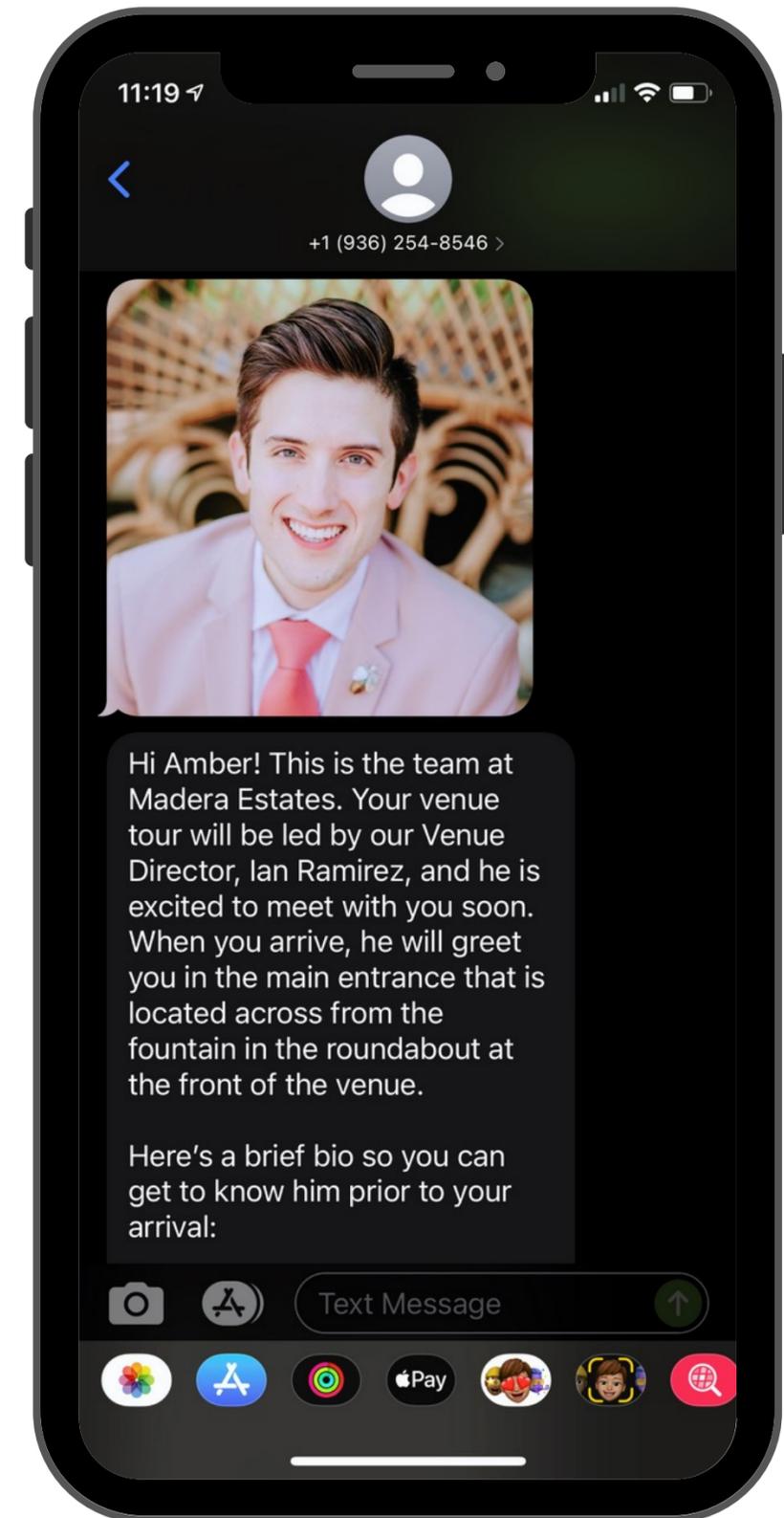
PRE-TOUR TEXT

01

Photo

02

03





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Scripted

It is as if they already know you or that you are an **acquaintance** versus a **stranger**.

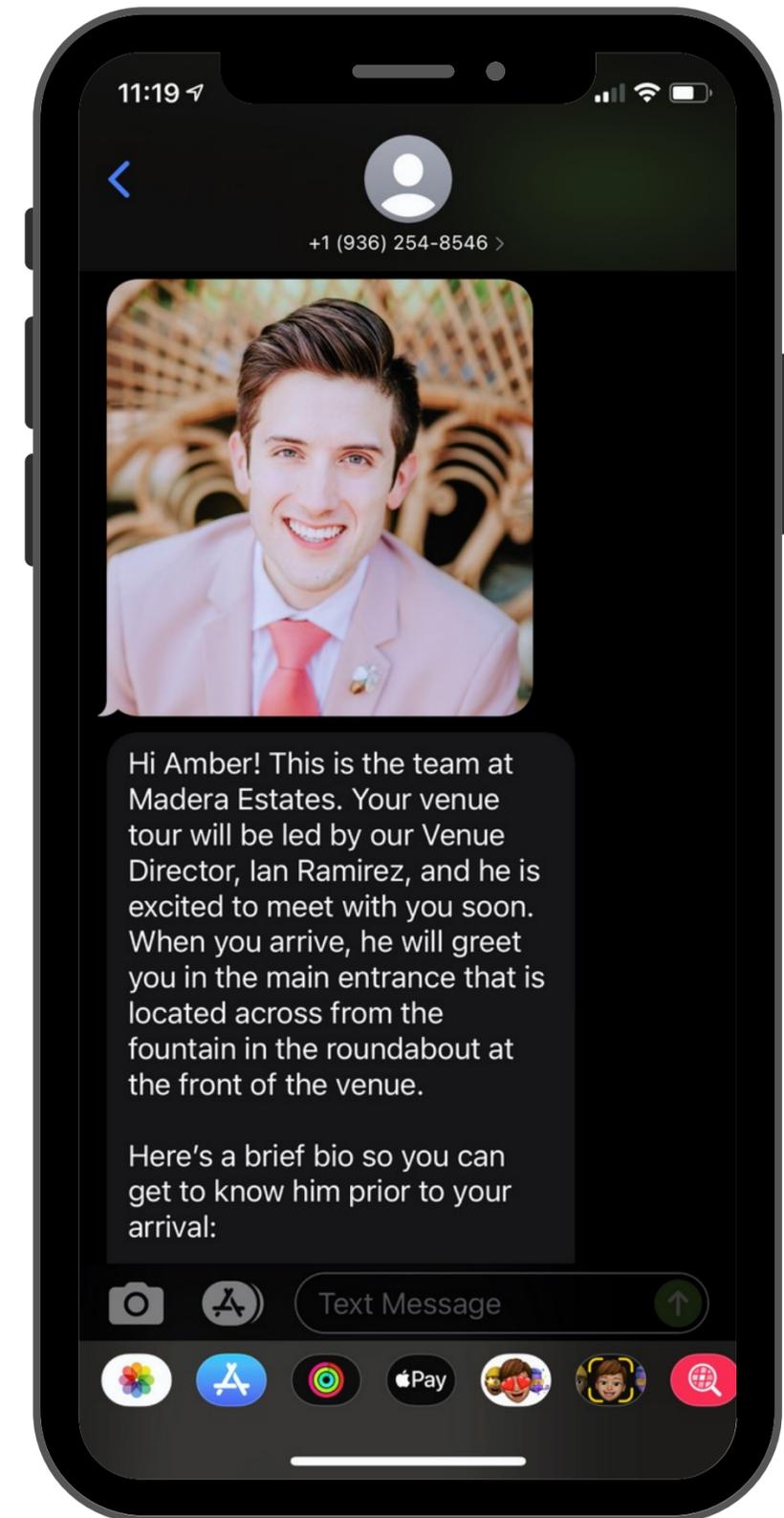


PRE-TOUR TEXT

01 Photo

02 Brief Bio

03





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Scripted

This creates a higher
chance of **similarity**
bias.

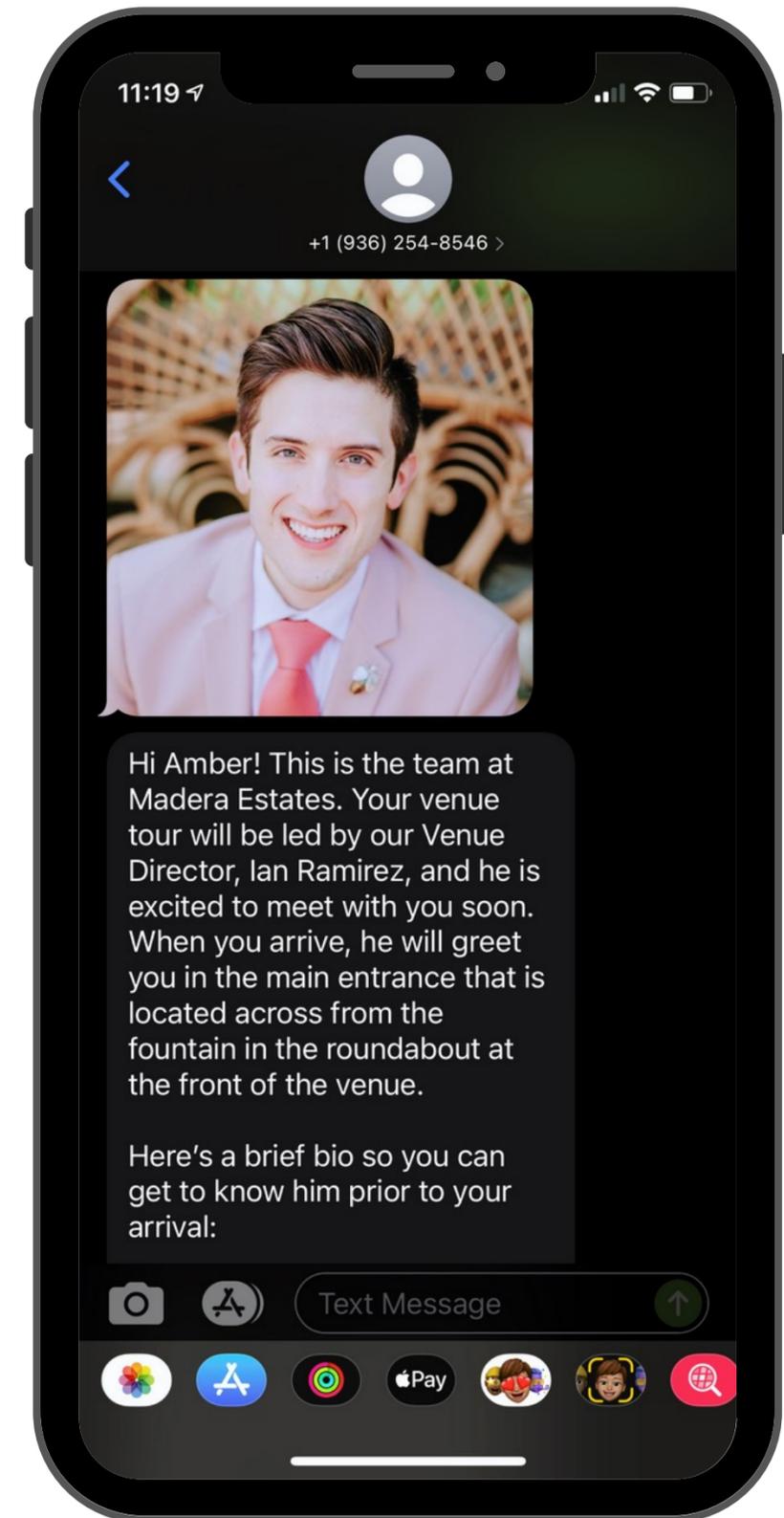


PRE-TOUR TEXT

01 Photo

02 Brief Bio

03 Meetup Location





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Scripted

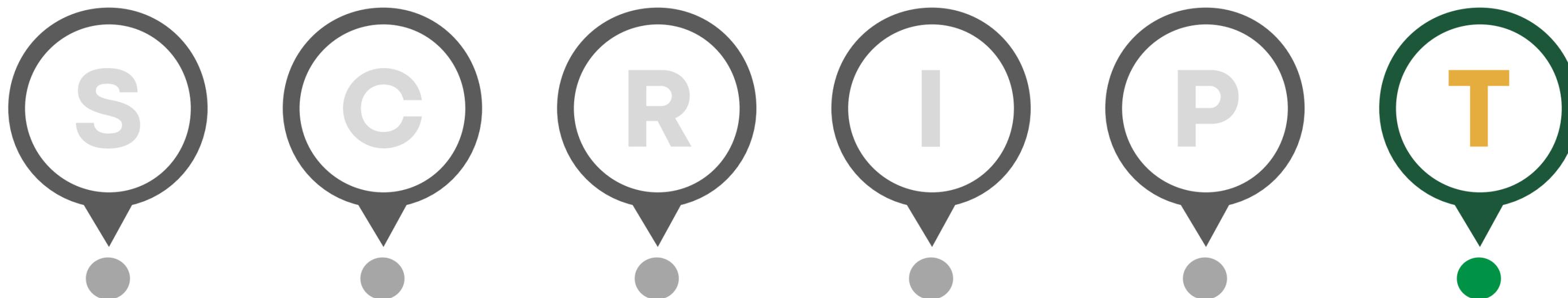
Reduce friction.

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Scripted



**Talk Less.
Listen More.**

Scripted



Acting is **reacting**. You can't react if you're not paying attention, if you're not listening.

Reid Scott



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Scripted

We want to engage in
a **dialogue**, not a
monologue and...





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Scripted

...ask open-ended questions.



EXAMPLES

01

When your friends and family go back to work on Monday, what do you want your wedding guests to say to their family and co-workers?

02

What have you seen with other wedding venues that you haven't seen here with us?





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Scripted

This is a vital step in
understanding their
why and making an
emotional connection.





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Scripted

STOP trying to be interesting. People rarely care about the details of other people's lives...





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Scripted

**Instead, they care
about **themselves.****

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Scripted

Set the Stage



**Co-Creative
Process**



Research



**Information
Temptation**



**Get Personal.
Quickly.**



**Talk Less.
Listen More.**



PRE-TOUR POWER UP CHECKLIST



- YOUR PRE-TOUR *power up*
CHECKLIST
- QUALIFY YOUR TOURS USING THE MAUD LEAD QUALIFYING FRAMEWORK
 - MONEY: What is their financial comfort zone? How are they paying for the wedding?
 - AUTHORITY: Who are the decision-makers involved?
 - URGENCY: When is their wedding? What is their timeline for making a decision?
 - DECISION CRITERIA: What are the most important factors in their venue?
 - SHARE YOUR SAME-DAY BOOKING PROMOTION
 - \$500 off, bar upgrade, or something similar



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SCENE PARTNERS

And How to Handle Them



THE INGENUE



Indecisive



Inexperienced



Influenceable



HOW TO WORK WITH

the ingenu

likes

Guidance

dislikes

**Feeling
overwhelmed**

indentifiers

**Book a tour
before they
receive pricing**

resources

**Take the
mentorship
approach**



LINES NOT TO USE



Many couples like you don't know what they want.



Here's a list of all of our amenities...



Does our venue match your wedding vision?

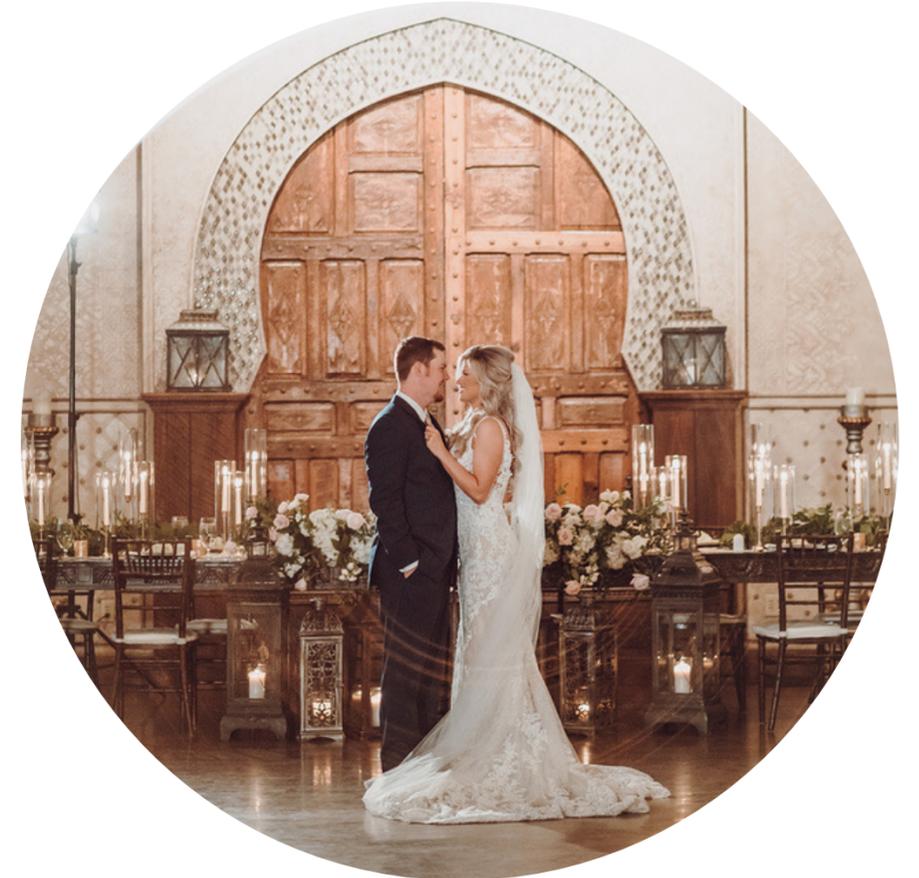
LINES TO USE



**Think of me as
your resource and
guide.**



**Let's break down
the options into
smaller steps.**



**What does our
venue make you
feel?**

Scripted

Arturo is sung by Ian Jose Ramirez, whose tenor sounded slight next to Ramsay's, which might have exposed Arturo's weak character. Most likely, Ramirez, a PO resident artist, is developing his voice.

Angela Allen



THE CRITIC



Analytical



Opinionated



Arrogant

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HOW TO WORK WITH

the critic

likes

dislikes

indentifiers

resources

Validation

Disorganization

Data driven

**Be ready to
answer
questions**



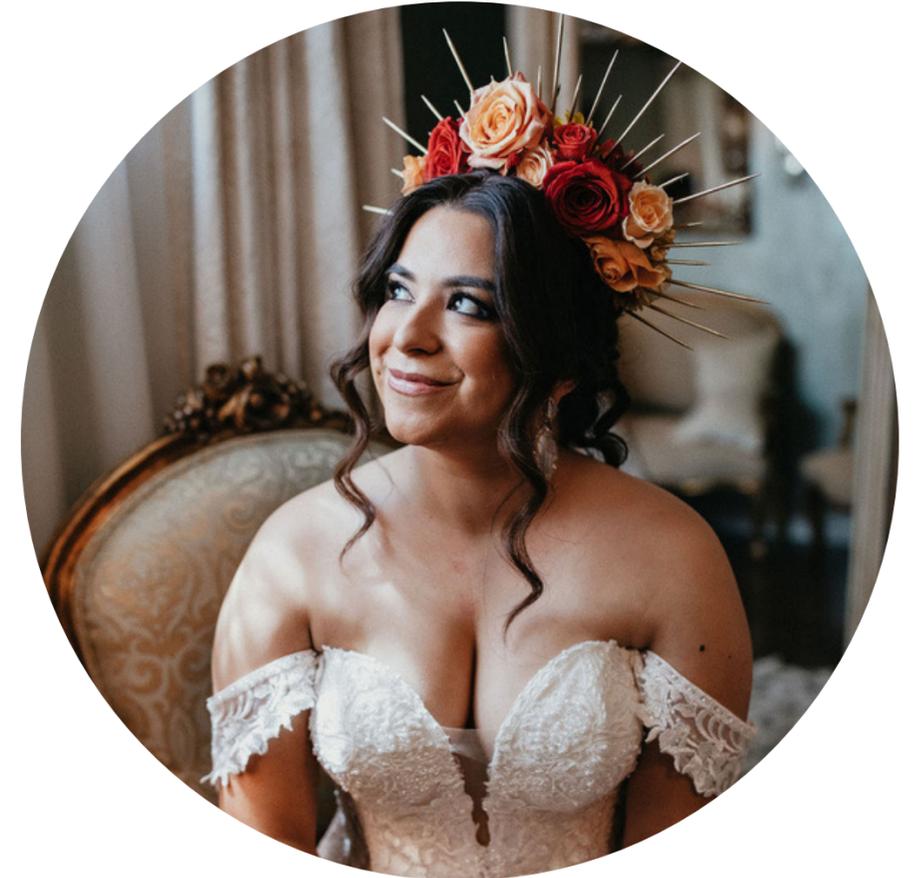
LINES NOT TO USE



That won't happen to you!



Don't worry about that...



Why does that matter?

LINES TO USE



We are solution-driven. At one event, we did XYZ...



Thank you for pointing that out.



I appreciate your desire to make an informed decision.

THE SCENE STEALER



Expressive



Charismatic



Unpredictable



HOW TO WORK WITH

the scene stealer



likes

dislikes

indentifiers

resources

Attention

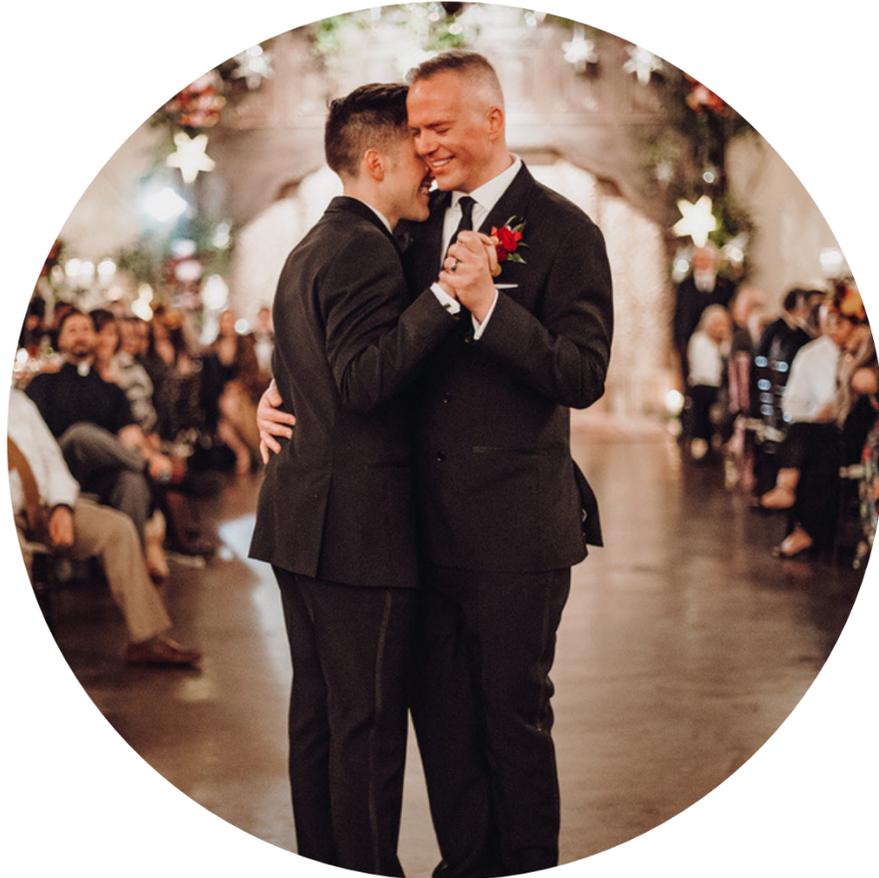
**Being dismissed
or ignored**

**Vocal or talk a
lot**

**Streamline and
lead the
conversation**



LINES NOT TO USE



What are your thoughts?



It sounds like you've got a lot of opinions...



[answer question directly]

LINES TO USE



**How would that
make X feel?**



**You are a great
mom/xxx. You must
care a lot for X.**



**[redirect question
to the client]**

THE DIRECTOR



Assertive



Direct



Results-driven



HOW TO WORK WITH

the director

likes

dislikes

indentifiers

resources

Confidence

**Poor
communication**

**Researched
thoroughly**

**Ask for the sale
often**

LINES NOT TO USE



I don't know.



**I know this isn't
what you want...**



**It may sound a bit
expensive...**

LINES TO USE



My recommendation would be X of these options.



Another way to get what you want is XYZ.



Here is a detailed breakdown of your quote.

THE FINALE

Scripts for Negotiations,
Objections, & Closing Sales



Scripted

4 SAMPLE CLOSES



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01





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Scripted

**It seems like our venue
is the perfect fit for
you. Which date did
you want to reserve
today?**



Scripted

01



Assumptive Close

02



Option Close



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Scripted

**Well, now you know
what options we have
available. Which
package do you like
better: X, Y, or Z?**



Scripted

01



Assumptive Close

02



Option Close

03



Urgency Close



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Scripted

You mentioned you wanted a Saturday in peak season and we only have X left. How can I help you make that happen?



Scripted

01



Assumptive Close

02



Option Close

03



Urgency Close

04



Takeaway Close



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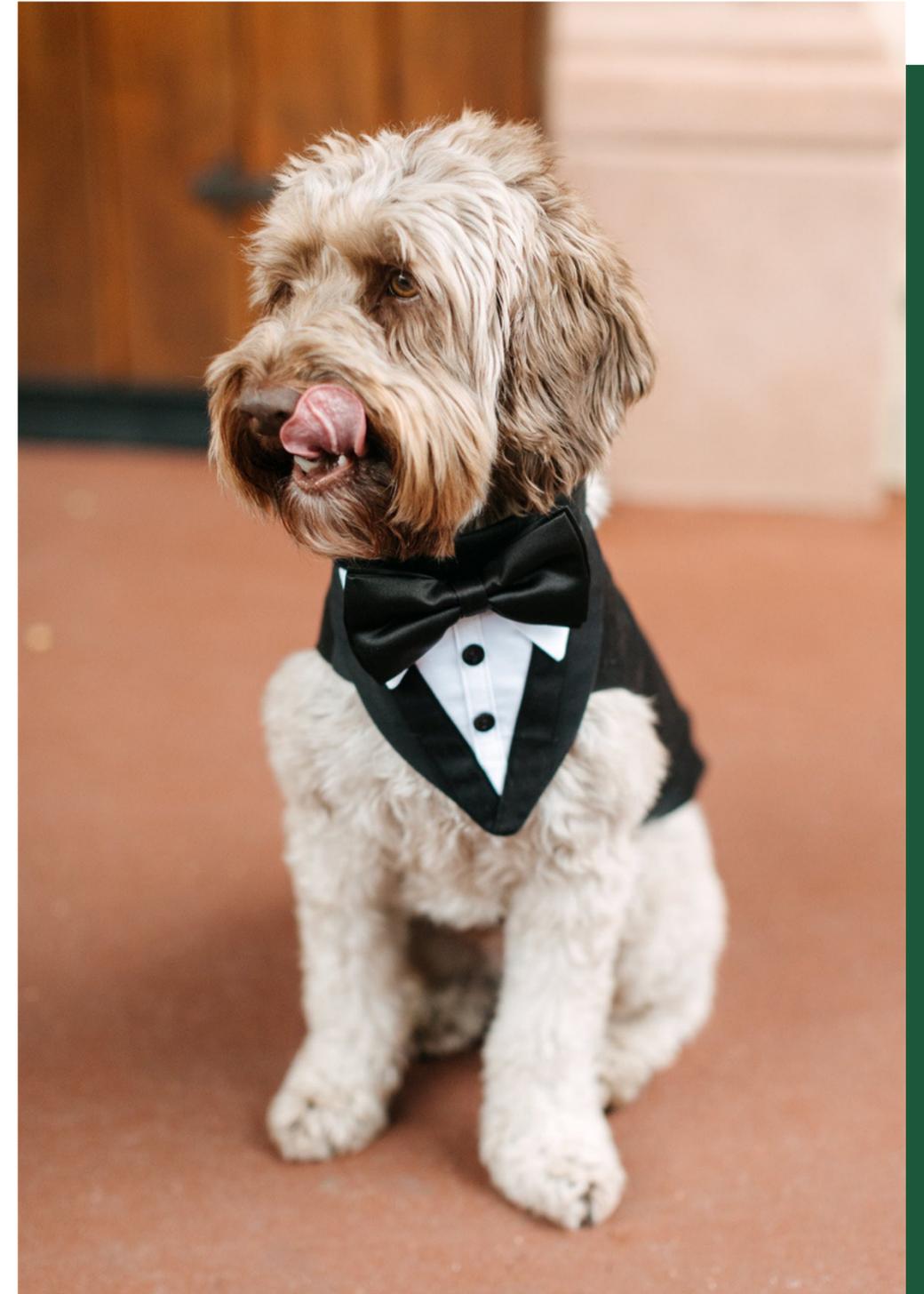


Scripted

When we first started talking, we shared with you our same-day booking promotion. How did you want to proceed?



3 STRATEGIES TO USE IN HANDLING OBJECTIONS AND NEGOTIATIONS



OBJECTION & NEGOTIATION STRATEGIES

Scripted

1

Mirroring



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Scripted

Mirroring is a technique where simply repeat the last few words your prospect just said using an inquisitive tone.



Scripted



It's a sign that people are bonding, in sync, and establishing a kind of rapport that leads to **trust**.

Chris Voss



1

“You’re the first venue we’ve visited.”



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Scripted

**[We`re] the first venue
you`ve visited?**

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Scripted

Thank you so much for visiting us first! You mentioned you were only visiting your top four venues and we made the top of the list. Many couples tell us the same thing! We've heard several times they wish they had stopped looking when they found what they were looking for in our venue. I want to help save you time and avoid the same trouble. You're eager to kick off your wedding planning, isn't that right?



OBJECTION & NEGOTIATION STRATEGIES

Scripted

1

Mirroring

2

Labeling



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Scripted

Labeling is a communication technique where you identify emotions or sentiments you believe are evident that have not yet been verbally expressed.





2

“That’s more than we want to spend.”

1

“You’re the first venue we’ve visited.”





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Scripted

I understand that this package exceeds your budget. Luckily, there are other options where you can spend less, either by choosing another date, lowering your guest count, or selecting more cost-effective services. As your resource and guide, I am happy to help us explore these further or recommend alternative venues.





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Scripted

**However, it seems like
the value is just not
there for you.**



OBJECTION &

Scripted

NEGOTIATION STRATEGIES

1

Mirroring

2

Labeling

3

Power of
No



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Scripted

People feel safe and secure when they say no. People feel anxious when they sense you are seeking a yes.





3

"I need to talk to X."

2

"That's more than we want to spend."

1

"You're the first venue we've visited."





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Scripted

That makes sense. I am sure they will have some questions about what we've discussed.





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Scripted

**Would it be a bad idea
for you to invite them
out to the venue so
the two of you can
discuss?**



4 STEPS YOU CAN TAKE TODAY

Scripted

1

Reach out to 1-2 preferred vendors to see how they can help you captivate more couples during the venue tour.

2

Start your table work! Take notes on the different characters that came through your doors last month.

3

Practice out loud your favorite closing statements.

4

Use the mirroring technique this week at Catersource/TSE.

PRE-TOUR POWER UP CHECKLIST



- YOUR PRE-TOUR *power up*
CHECKLIST
- QUALIFY YOUR TOURS USING THE MAUD LEAD QUALIFYING FRAMEWORK
 - MONEY: What is their financial comfort zone? How are they paying for the wedding?
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 - SHARE YOUR SAME-DAY BOOKING PROMOTION
 - \$500 off, bar upgrade, or something similar



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Scripted



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THANK YOU

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