

Catersource + The Special Event™

Planning for Profit

A Guide to CT Wedding Group's Planning Program for
On-Premise Caterers

Mary-Beth McDowell Valk
Director of Wedding Planning
CT Wedding Group

What Will You Learn?

- How CT Wedding Group takes our book of business and increases revenue by at least 20%.
- What are our upselling strategies? Can you incorporate any into your business models?
- How to take your already booked events and capitalize on revenue.

What Will You Learn?

- IF YOU DON'T SELL IT, THEY CAN'T BUY IT!
- Upselling Begins in the Sales Process
- Committing Budgets to You Before Others
- Vendor Collaborations are Upsells too!



Who is CT Wedding Group?

- Three Exclusive Venues in Central Connecticut
- ONLY Weddings





...soon to be Four
Venues

Who is CT Wedding Group?

- ONE Package Sold Across All Venues
- Pricing is Dynamic. Dependent on Venue, Month, and Day of Week
- Same Package = Same Planning Experience
- Unique in Our Market with Planning Program
- Team Approach Amongst All Departments; Sales, Planning, and Production

CT Wedding Group's Planning Program

- Why did we develop it?
- How has it evolved?
- Why does it work?

CT Wedding Group's Planning Program

Goals of the Program

1. Couples feeling supported throughout the process!
2. BUT planning weddings the way we want them planned and not going rogue!
3. Using the vendors we want them to work with!

Leading to better weddings, with better reviews, and more business!

4. UPSELLING

Food & Beverage
Decor

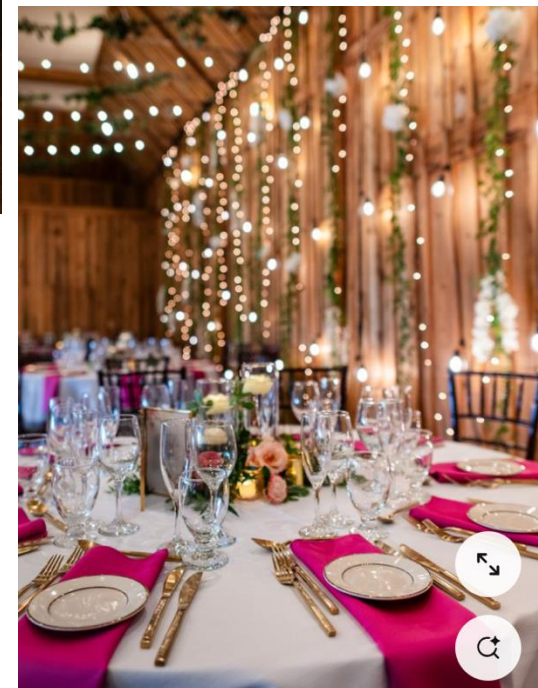


Food & Beverage





Décor



If You Don't Sell It, They Can't Buy It!

- Each sales person, each planner goes into every interaction with potential clients/clients assuming the upsell.
- Sales people are routinely talking with couples about the upsells they want; the things that would make their wedding unique.
- Our goal is to upsell each part of the wedding; Pre-Ceremony, Cocktail Hour, Bar, Dinner, Dessert, Late Night, Décor, Tablescares.

Our Planning Guides



Autumn & Winter
Planning Guide



Spring & Summer
Planning Guide

Upselling Begins in the Sales Process

- Seamless buy-in from sales people and planners!
- Sales starts the upselling process by planting seeds in the sales process – So many ways to customize!
- Décor is always up in our venues!
- All photos everywhere, including décor
- Pinterest!
- Design Decks!

According to The Knot...

“Personalized & Intimate Celebrations” is the #1 anticipated wedding trend in 2025.

How do we show this when we offer one product?

Pinterest

- In 2024, Pinterest recorded over 3 billion wedding-related searches and more than 10 billion wedding ideas saved globally, securing its role as the primary destination for wedding inspiration.
- Every client that books their wedding gets a personalized board (More on this later), but sales people are getting to know their potential clients, building boards, and collaborating with them.

Personalized & Intimate Celebrations

Design Decks



Commit Your Budget to Us!

- Let's capture as much of their budget as early as possible before they can sent it elsewhere.
- Within 72 Hours of reserving their date, they watch a video of our team explaining what our DREAM WEDDING would look like.
- Then we send a DREAM WEDDING SURVEY so we can get a sense of what upsells they are most excited about

Commit Your Budget to Us!

- If sales hasn't built a Pinterest Board, Planning will, and we fill it with photos of all of the upsells they're interested in.
- Proposal with Estimated Invoice sent. Goal is to show them what their DREAM WEDDING will cost, with hopes that they will spend as much of their budget with us before going elsewhere.
- First Zoom Call is scheduled!

First Planning Call

- Within 2 weeks of booking wedding date.
- Talk about DREAM WEDDING survey results and estimated invoice.
- Talk more about style & design. Is this a good candidate for a Design Deck?
- Vendors, Vendors, Vendors!
- Concierge Program

Exclusive Wedding Concierge

- New Revenue Stream!
- Reframe what your Event Manager/Wedding Coordinator will be willing to do on the day of the wedding.
- Develop the need for a Day-Of Planner
- Event Manager vs. Wedding Coordinator

Second Planning Call

- A Few Months Later
- Design & Décor Focused
- Locking in Rental Items
- Centerpiece Ideas – Is the Concierge Necessary?
- Vendor Recap – Continue referring vendors

Menu Tastings!

- Another upselling tool!
- Strategically choose what to offer
- We've proven that the stations we offer will be the most popular stations
- Choose what you want to sell = streamlining menu production

Detail Appointment!

- 6 months before the wedding
- Let's lock in all of your enhancements
- Can't cancel once details/proposal is signed off on

After the Detail!

- 3 Months Out – Need for Exclusive Wedding Concierge?
- 3 Weeks Out – Discount Most Profitable Stations!
- Can't cancel once details/proposal is signed off on

Vendor Partnerships!

- DJs & Bands
- Photographers
- Videographers
- Hotels
- Hair & Make-Up
- Transportation
- Rehearsal Dinner Locations

<http://www.ctweddinggroup.com/vendors>

Why Choose Our PVLs?

- Not only the commission
- Better experiences for clients
- Accountability
- All Leads to better events, better reviews, more events!

Why Do They Want to Join?

- More Business – Looking to grow
- Work much closer to home with short commutes
- High quality referrals
- More work at better venues

Find Your Inspiration!

- Your Clients! Don't Say "No" Too Fast!
- Magazines
- Fairs
- Trendy, Local Restaurants
- Travelling
- Social Media
- Industry Leaders (LCA)
- Pinterest
- Most Importantly, Encourage New Ideas Within Your Team
- ALWAYS BE OPEN TO NEW REVENUE STREAMS!

What Are CWG's New Ideas?

- Bringing Rentals In-House!
- Centerpieces
- In-House Photobooth
- In-House Espresso & Cappuccino
- We're looking for the next BIG Dessert. Any ideas?

What Did You Learn?

- IF YOU DON'T SELL IT, THEY CAN'T BUY IT!
- Upselling Begins in the Sales Process
- Committing Budgets to You Before Others
- Vendor Collaborations are Upsells too!