





*a podcast with*

**Alan Berg**

Certified Speaking Professional  
Global Speaking Fellow

**Welcome**  
**We'll be starting soon**  
**Make it Social**  
**@AlanBerg**  
**@cstse\_show**

**Listen or watch on your favorite app**



Come and see the **ONLY AI tools** trained on Alan Berg's methods, books and best practices for wedding & event businesses, like yours!



**For all wedding businesses**

 **VenueX AI**

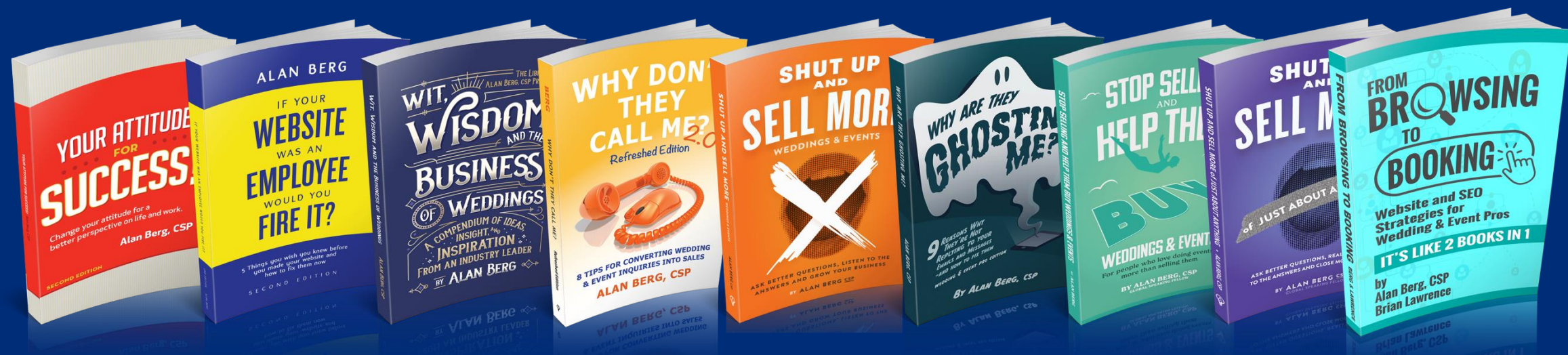
**AI that books tours and meetings for venues & caterers**



**See us at  
Booth 1209**



# Get Alan's Newest Book and get his other books at **booth 1209!**



# **PRICE PERFECT: HOW TO GET PAID WHAT YOU'RE WORTH**

- **Alan Berg, CSP**
- **Fellow of the PSAUKI**
- **Global Speaking Fellow**
- **Executive Bourbon Steward**
- **Wedding Business Solutions Podcast**



**Catersource  
+ The Special Event**  
by informa...



# Venues and Caterers Are...

- Overdelivering
- **Undercharging**
- Leaving Money on the Table



# Why venues and caterers don't raise prices

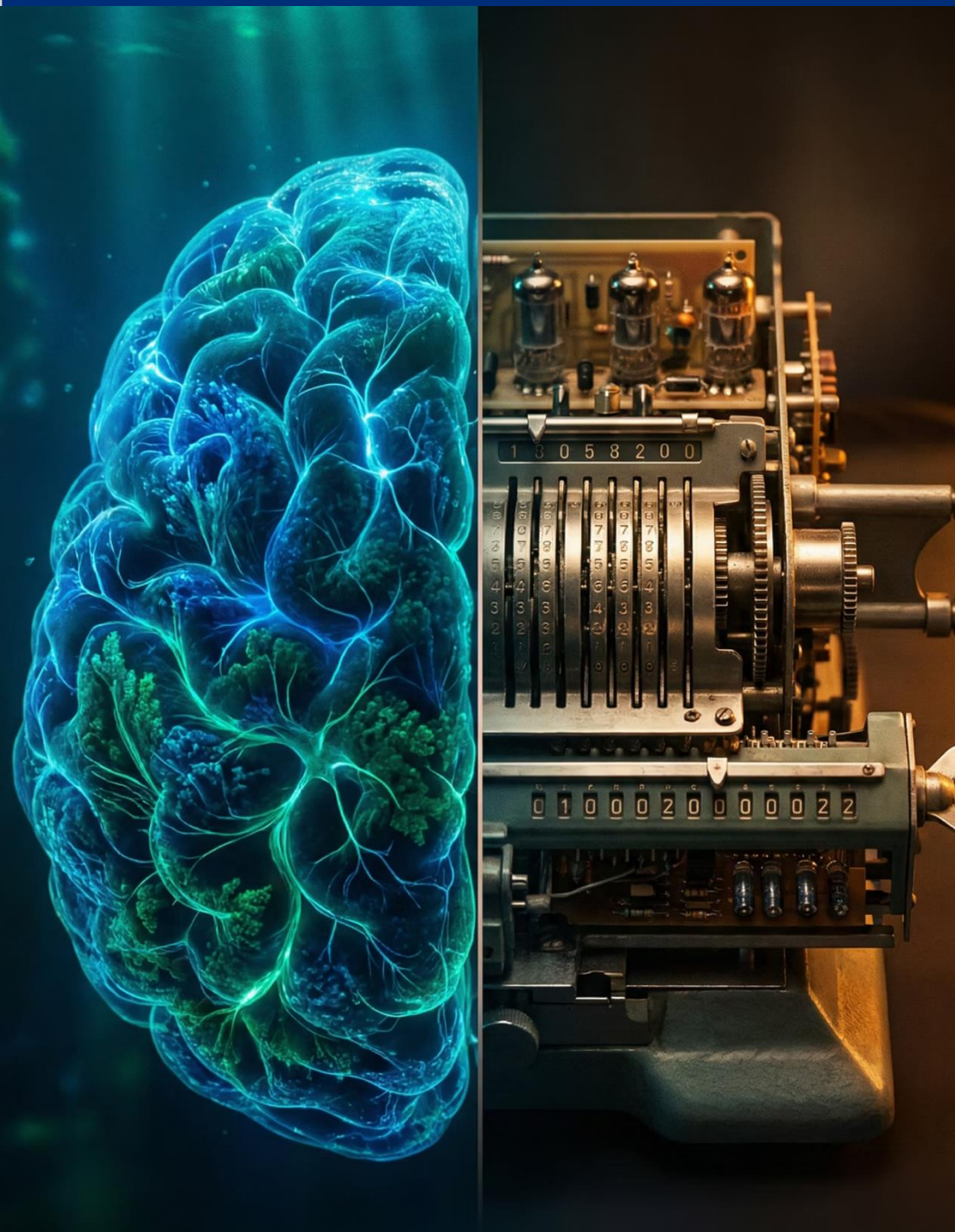
- **Fear of losing bookings** – chase clients away
- **Underestimating their value** –  
Don't believe they're worth more
- **Not knowing their numbers** –  
Can't justify increases without knowing true costs
- **Wanting to "be affordable"** – Absorb rising costs
- **Avoiding difficult conversations** –  
Don't want to explain changes to clients/couples



# The Real Pricing Problem

**Fear** of Raising Prices Leads To:

- **Overbooking**
- **Burnout**
- **Low Profit**
- **Resentment**



# Pricing Is Not Just About Math It's About **Mindset**

- Perception
- Confidence
- Positioning
- Clarity

# Why Clients Actually Buy

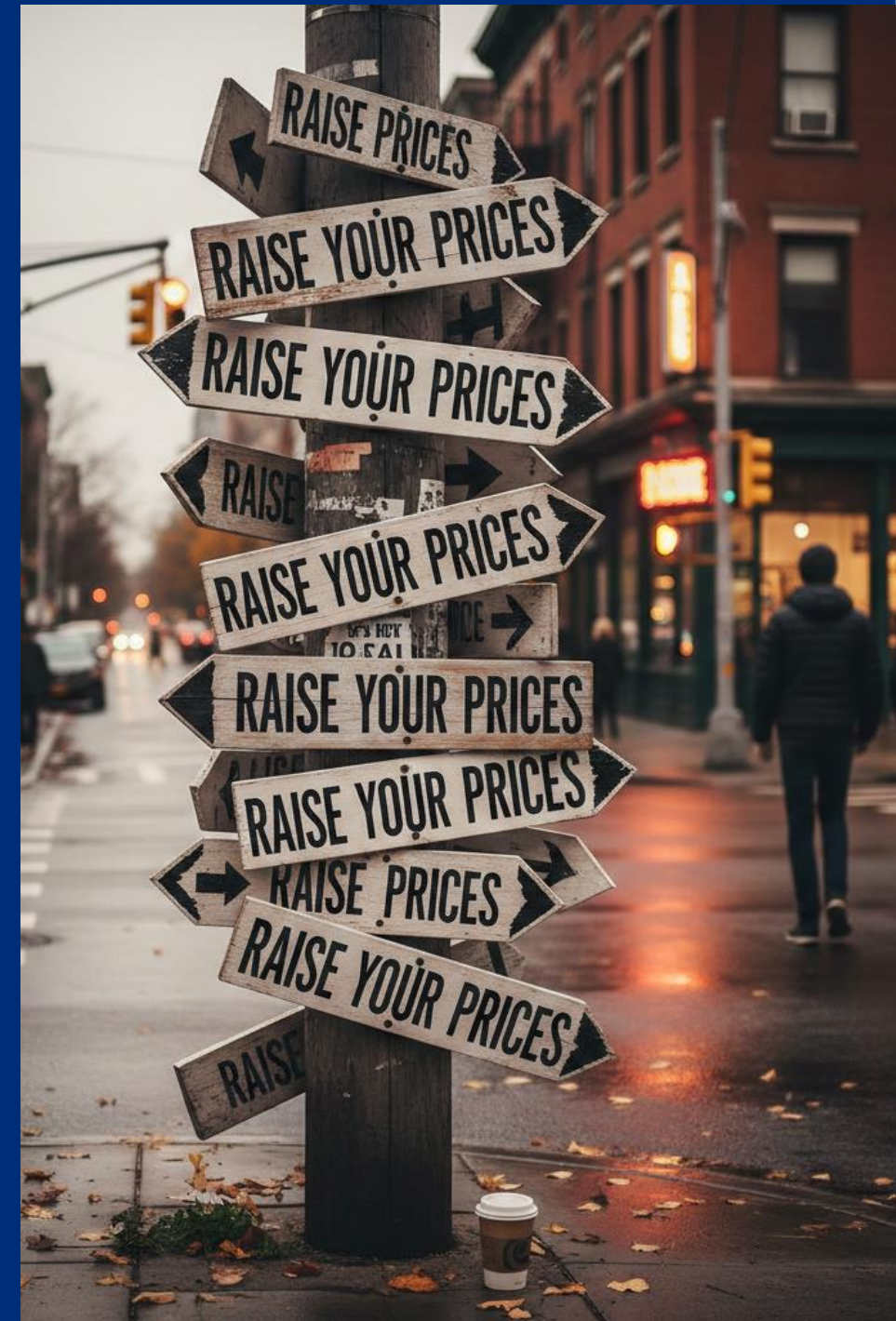
**They Don't  
Choose Lowest  
Price**

**They Choose  
Results  
They Want**

**Stop selling catering  
and venues...  
and start selling  
the results  
only you can provide!**

# Signs It's Time to Raise Prices

- **You Book Too Quickly**
- **You Rarely Get Pushback**
- **You're Full Too Early**
- **You're Not Profitable**
- **You're Exhausted**



**If they don't perceive  
any difference  
between your results  
and someone with a  
lower price...  
the lower price  
will win!**



**Can you  
raise your  
prices now?**

**"Whether you think you can,  
or whether you think you  
cannot...  
You're right!"**

*Henry Ford*

**Have you ever raised  
prices before?**

**When? Why?**

**How much?**



# When Do You Have Pricing Power?

**You have pricing  
power when they want  
your experiences!**

**You have pricing  
power when they  
want **your results!****



**Everyone here  
can raise your  
prices... today!**



# How do you set your prices?

# How do you set your prices?

- **Cost-plus markup** – Total costs + fixed percentage (30–70%)
- **Factor / multiple of food cost** –  
Raw food cost × pricing factor (e.g., 3× for 33% food cost)
- **Gross-margin target** –  
Work backwards from desired profit margin
- **Market and value-based** –  
Adjust for location, positioning, and competition
- ~~**Based upon what competitors charge?**~~

**Charge based upon the  
value of the results the  
customer perceives,  
not the cost!**

# Why matching a competitor's Pricing is a trap...

## You're Copying

- **Their Strategy**
- **Their Costs**
- **Their Positioning**
- **Their Mistakes!**





# Their Price Does Not Tell You

- Their Costs
- Their Margins
- Their Goals
- Their **Profit**

# Price for Profit Not for Comparison



# The Profit Question you need to ask:

## How many events must I book at this price to be **profitable**?

# What Are You Selling

- ~~• Food~~
- ~~• Spaces~~
- ~~• Rentals~~
- ~~• Décor~~
- ~~• Menus~~

You're selling  
the **results** that  
only you can  
deliver



**Find the language to describe  
your results in **Your Reviews****



# Reviews Reveal

- **Your Differentiation**
- **Your Emotional Impact**
- **Your Results**

Use **AI** to find your results.

Turn review language into  
sales language

## **Prompt 2. What can couples like you expect when you choose Cherry Creek Golf Club for your wedding?**

What can couples like you expect when you choose Cherry Creek Golf Club for your wedding? From your first tour to your final send off, you feel supported, heard, and genuinely cared for. Your sales team and coordinators walk you through every detail with patience, warmth, and expertise, answering questions quickly and making sure your vision is honored at every step.

On your wedding day, you get to be fully present. The timeline runs smoothly, the staff keeps everything on schedule, and you are free to enjoy your guests while your team handles the details. You hear over and over again that the food is the best wedding food your guests have ever had, and you end the night knowing your day was everything you dreamed of and more.

## **Prompt 6. What 3 to 5 brand messages keep showing up in the reviews?**

- You feel completely taken care of from start to finish.
- You get wedding food your guests rave about for years.
- You work with a team that is organized, responsive, and genuinely kind.
- You can actually relax and enjoy your wedding day.
- You are treated like family, not just another client.

OpenA



Shepherd's Hollow Wedding Review...  
Document

Find me 4 single-sentence quotes that reflect the emotional impact of getting married at Shepherd's Hollow

Here are four single-sentence quotes that reflect the emotional impact of getting married at Shepherd's Hollow:

1. "It was the smoothest, most joyful, love-filled day, and we owe so much of that to the amazing team at Shepherd's Hollow."
2. "It was the most magical day and so stress free thanks to each of their hands in everything."
3. "It turned out to be the wedding of my dreams and a night so many of our guests said was 'the best wedding they've been to!'"
4. "It was truly a pleasure to work with them, and we would recommend Shepherd's Hollow to anyone looking for a venue that combines beauty, exceptional service, and an unforgettable experience."

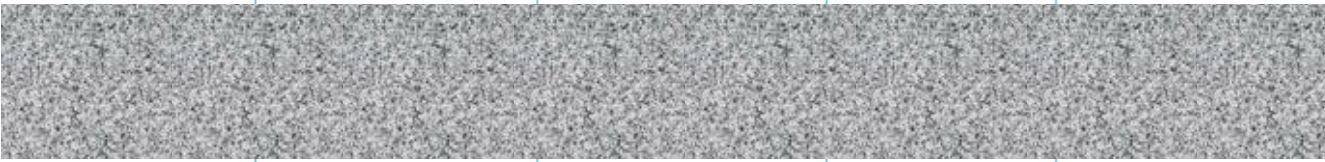


# Use AI for

# Competitive Analysis



**Competitive difference grid (based on review patterns)**

<b>Dimension</b>					
<b>Large guest weddings (300–500+)</b>	Strong, repeatedly proven	Strong, often full buyouts	Moderate to strong	Strong	Moderate
<b>South Asian familiarity</b>	Clear, recurring	Very strong	Limited mentions	Moderate cultural variety	Mixed, inconsistent
<b>Multi-cultural flexibility</b>	Strong, implicit	Strong but rigid at times	Moderate	Moderate	Weak to inconsistent
<b>In-house coordination</b>	Core strength, praised	Present but inconsistent	Strong structure	Present but variable	Inconsistent
<b>Staff professionalism</b>	Consistently praised	Highly polarized	Generally strong	Mixed	Highly polarized
<b>Food consistency</b>	Mostly positive	Extreme swings	Polarized	Polarized	Highly polarized
<b>Timeline control</b>	Calm, anticipatory	Can feel pushy	Structured	Adequate	Often problematic
<b>Guest experience</b>	Seamless, cared for	Very high highs, very low lows	Polished but sometimes transactional	Depends on night	Risky

## SWOT analysis:

### Strengths

- Proven ability to manage **large, complex, culturally layered weddings**
- In-house team acting as de facto coordinators
- Repeated praise for calm, anticipatory service
- Strong South Asian trust without exclusivity
- Fewer catastrophic failures than competitors

### Weaknesses

- Under-claims its strengths in marketing
- Generic positioning masks specialization
- Valet tipping complaints remain unaddressed publicly
- Food is praised less loudly than [REDACTED] highs

### Opportunities

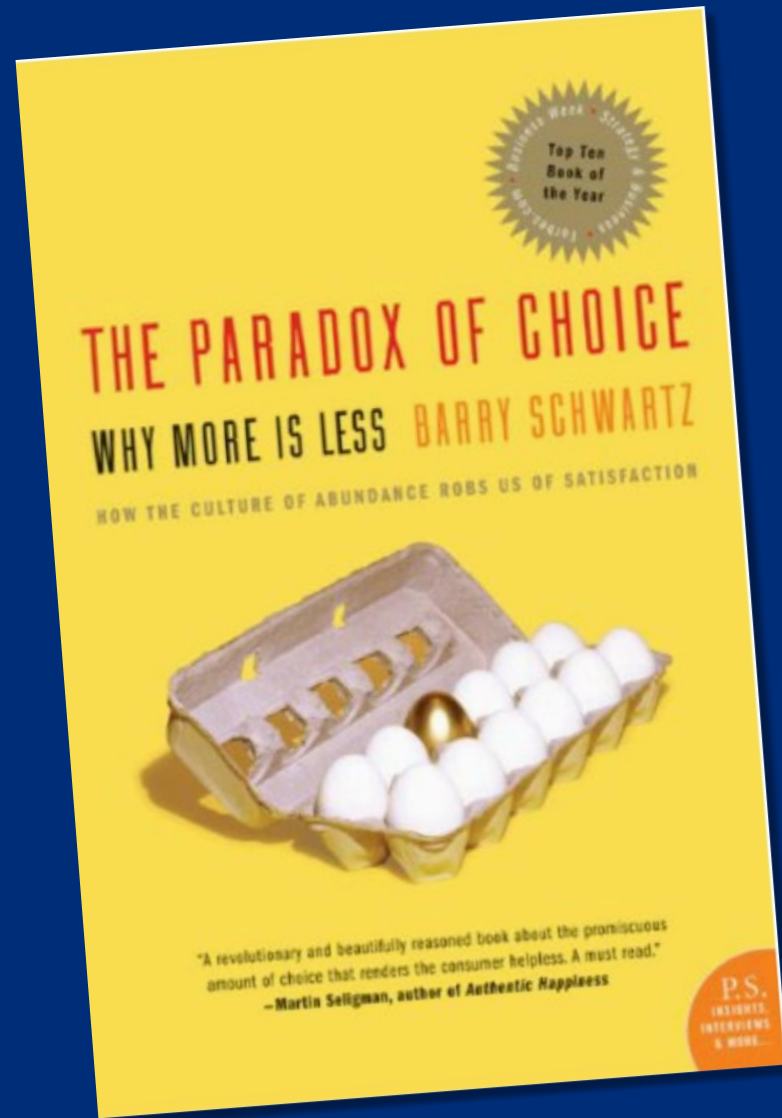
- Own the “**low-drama, high-control**” positioning
- Capture couples leaving Imperia or [REDACTED] due to trust issues
- Lead explicitly with multi-cultural capability without naming religions
- Convert parent decision-makers with stability messaging

### Threats

- Competitors with louder food marketing
- Couples chasing aesthetics over operations
- One unresolved valet or service issue escalating publicly
- Being lumped into “just another NJ ballroom” category

Are you making it  
easy or hard for  
them to choose  
your **results**?





# The Paradox of Choice

More choice isn't always better



1-24 of over 1,000 results for "Folding Tables"

Sort by: Featured

Delivery

All Prime

Depth

- Up to 19 in
- 20 to 29 in
- 30 to 39 in
- 40 to 49 in
- 50 in & above

Height

- Up to 9 in
- 10 to 19 in
- 20 to 29 in
- 30 to 39 in
- 40 in & above

Width

- Up to 19 in
- 20 to 29 in
- 30 to 39 in
- 40 to 49 in
- 50 in & above

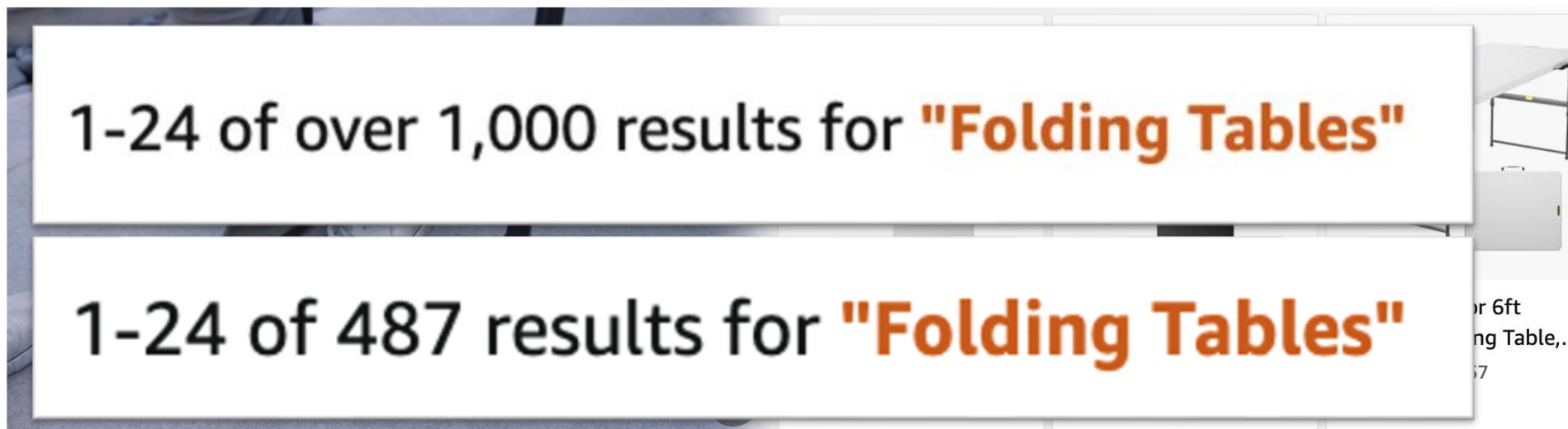
Customer Reviews

★★★★☆ & Up

FanttikOutdoor

Quick Lift Adjustable Heights Folding Table

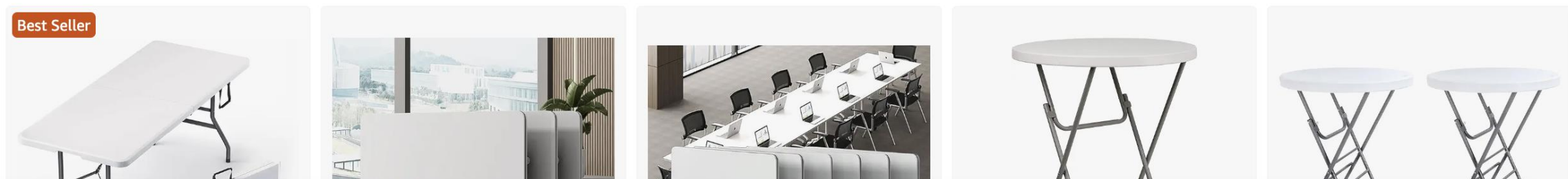
Shop FanttikOutdoor



Sponsored

Results

Check each product page for other buying options. Price and other details may vary based on product size and color.



**First help them **choose you**  
as the caterer or venue...  
then help them  
choose a menu!**

# Packages vs À La Carte



# À La Carte Creates Decision Overload

## Packages **Simplify Buying**



**“Vendors who’ve switched from à la carte to packages report **higher uptake on mid- and top-tier packages** versus what people used to choose from itemized menus.”**



# How Packages Make it Easier to Buy and Sell

- **Easier decision-making** – One choice vs. dozens
- **Higher perceived value** – Bundles feel like deals
- **Increases average sale** – Tiered pricing anchors up
- **Protects your time** – Prevents scope creep
- **Positions you as an expert** – You prescribe the solution

# Packages work for luxury purchases

## PACKAGES / OPTIONS

Sebring Black crystal effect	\$1,095.00
Black interior	Included
<u>Competition package with standard brakes</u>	<u>\$10,300.00</u>
20" 5-Y-spoke design wheels, bi-color finish, milled-cut	
Pirelli P Zero Corsa motorsport tires	
180 mph top track speed	
Sport direct steering	
Coilover suspension system with sport sway bars	
RS sport exhaust system with matte black tailpipes	
Red brake calipers	
RS carbon matte inlays	
Matte carbon front splitter and rear diffuser	
Matte carbon exterior mirror housings	
High-gloss black exterior trim and Audi rings and badges	
Pearl Nappa leather and Dinamica seats	
Alcantara covered steering wheel and shift lever	
Alcantara covered center console	
Red edging on seat belts & RS floor mats w/ red stitching	
<u>RS driver assistance package</u>	<u>\$1,500.00</u>
Head-up display with traffic sign recognition	
Top view camera system	
Park assist (parking entry functionality)	
<u>Navigation package</u>	<u>\$1,450.00</u>
Audi connect® NAV & PLUS (6 mo. trial, acct. Terms req'd)	
Audi MMI Navigation plus	
<u>Side assist package</u>	<u>\$500.00</u>
Audi side assist with pre sense rear	
Matte alu optic mirror housings	

**How many packages  
could you have?**

---

**Is 1 enough?  
with upsells?**

# THE FRENCH LAUNDRY

## DAILY MENUS

Two tasting menus are offered daily:

CHEF'S TASTING MENU

TASTING OF VEGETABLES



[ABOUT](#) | [RESERVATIONS](#) | [MENUS & STORIES](#) | [WINE & SPIRITS](#) | [PRIVATE DINING & EVENTS](#) | [CULINARY GARDEN](#)



# Chef's Tasting Menu is one package, with choices

**“Regiis Ova Royal Ossetra Caviar”  
\$60 supplement**

**“Mac and Cheese”  
\$160 supplement**

**“Steak and Salad”  
\$135 supplement**



Reservation

### Dining Room

Located in our historic main restaurant.

Prepaid reservation for parties of 10 or more

\$425 per person + add-ons

Book now

**\$780 per person if you choose all of the supplements!**

Reservation

### Private Dining Room

Located on the second floor of the historic main restaurant, this room offers privacy for your guests ... [More](#)

Prepaid reservation for parties of 8 to 10

\$600 per person + add-ons

Book now

**\$955 per person if you choose all of the supplements!**

### The French Laundry

Fine Dining · \$\$\$\$



Party size  
2 guests - +

Date  
Feb 23, 2026 v

Time  
8:00 PM v

Search

Now booking through Tuesday, March 31, 2026. New reservations will be released on March 1, 2026 at 10:00 AM PST.

# You Can Have Many Options

**Just Don't Show Them More Than 3**

**It's your job to reduce the choices  
before you show them options**

# Could/Should you have 3 options?

- **Good/Basic** (Only on certain Dates?)
- **Most Popular/Best Value**
- **Best (kitchen sink)**  
(The only Choice on best Dates?)

# Why the Middle Option Often Wins



# The Center Stage Effect

“Consumers believe that options placed in the **center** of a simultaneously presented array **are the most popular.**”

Journal of Consumer Psychology

**If you want them to perceive a difference,  
use different language**

- **Silver**
- **Gold**
- **Platinum**

# Ask AI for Package Name Ideas

What are some better ideas for catering or venue package names than Silver-Gold-Platinum, or Ruby-Sapphire-Diamond?

## Experience-Based Names (Works for Both)

- The Celebration, The Experience, The Legacy
- Twilight, Moonlight, Starlight
- The Welcome, The Gathering, The Gala



Ask Alan Anything!



# Packages Can Increase Average Sale Value



**Are you good at  
up-selling?**

**If not, packages  
are your friend!**

**"But Everything  
I Do Is Custom"**



**Do you have packages  
but almost always have  
to modify them?**

# Bundle What They Usually Buy Together



# 4 Ways to address Pricing on your website



# 1 No pricing

- **Encourages all inquiries**
- **Some might not inquire**

# 2 Full pricing

- **Price shouldn't be an issue**
- **They might price-shop you without making an inquiry**

# 3 Starting price

- **It's the cheapest thing you have**
- **Selling from the bottom-up**

# 4 Price range

- Gives them “an idea” of price
- Reduces the tire-kickers

# Why show pricing on your website

- **Couples expect it** – Millennials and Gen Z demand transparency; no price = instant bounce
- **Prequalifies inquiries** – Filters out wrong-budget leads before they waste your time
- **Builds trust and credibility** – Mystery pricing signals "too expensive" or hard sell
- **Positions your brand** – Clearly shows whether you're budget, mid-range, or luxury
- **Closes more right-fit clients** – Transparent pricing converts better than "contact for quote"

# Maximizing Profits

**Your most valuable  
inventory isn't on a shelf  
or in a refrigerator...  
...it's on your **calendar!****

What are your...  
**A+ Dates**  
**A Dates**  
**B Dates**  
**C Dates**

# JUNE 2027

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	<b>A</b> <sup>4</sup>	<b>A+</b> <sup>7</sup>
<b>B+</b> <sup>8</sup>	<b>C</b> <sup>7</sup>	8	9	10	<b>A</b> <sup>11</sup>	<b>A+</b> <sup>14</sup>
<b>B+</b> <sup>15</sup>	<b>C</b> <sup>16</sup>	17	18	19	<b>A</b> <sup>20</sup>	<b>A+</b> <sup>21</sup>
<b>B+</b> <sup>22</sup>	<b>C</b> <sup>23</sup>	24	25	26	<b>A</b> <sup>27</sup>	<b>A+</b> <sup>28</sup>
<b>B+</b> <sup>29</sup>	<b>C</b> <sup>30</sup>	31				

## 2026 LOOK AHEAD

### Most Popular Wedding Dates



★ October will be the most popular wedding month

### Unforgettable Dates

Couples are drawn to dates with repeating sequences or mathematical harmony, ensuring an anniversary date that is impossible to forget

# October will again be the most popular wedding month!

Source: The Knot 2026 Real Wedding Study

**There are 28 Saturdays  
between May 1st and the  
first Saturday in November**

**How many are there in your  
high-season?**

# Different Dates

Different Prices



Different Demand

# They already experience **demand-based pricing**

- **Airlines**
- **Hotels**
- **Rideshare**
- **Event & Sports Tickets**

**Are you discounting  
out of **habit**,  
or because of **supply and  
demand**?**

**Only discount to  
encourage behavior  
that isn't already happening**



# Discounting Lowers Perceived Value

**Every dollar you  
Discount, without  
getting something  
back of Value, is Profit  
you're giving away**



**Every Dollar you  
Raise your  
prices, without  
adding cost is  
Pure Profit**



# Take 2 minutes Give Feedback and Get a Bonus



**Then we'll get to  
handling price objections**

**? Ask Alan Anything!**

**TOP QUESTIONS & ANSWERS  
FROM ASK ALAN ANYTHING  
(ALAN'S AI ALTER-EGO)**

**Real Questions. Real Answers. Real Results.**

What you're about to read comes straight from real wedding and event pros—just like you—who showed up with questions and walked away with clarity. These are the kinds of honest, practical answers that don't waste your time and actually help you move your business forward. Whether it's pricing, sales, ghosting, websites, or client communication, I tackle it all in Ask Alan Anything.

If you like what you see here, why not bring your own questions to the table?

👉 Join Ask Alan Anything for just \$10/month (normally \$20) when you use the code - **conference** - at checkout.

Go to [www.WhatWouldAlanSay.com](http://www.WhatWouldAlanSay.com) and let's start solving your real business challenges—together.

# GIVE FEEDBACK, GET A BONUS!

**Ask Alan Anything!**

**TOP QUESTIONS & ANSWERS  
FROM ASK ALAN ANYTHING  
(ALAN'S AI ALTER-EGO)**

**Real Questions. Real Answers. Real Results.**

What you're about to read comes straight from real wedding and event pros—just like you—who showed up with questions and walked away with clarity. These are the kinds of honest, practical answers that don't waste your time and actually help you move your business forward. Whether it's pricing, sales, ghosting, websites, or client communication, I tackle it all in Ask Alan Anything.

If you like what you see here, why not bring your own questions to the table?

👉 Join Ask Alan Anything for just \$10/month (normally \$20) when you use the code - **conference** - at checkout.

Go to [www.WhatWouldAlanSay.com](http://www.WhatWouldAlanSay.com) and let's start solving your real business challenges—together.



**Then we'll get to  
handling price objections**

**2:00**



# Price Objections Are Rarely Only About Price

**People spend more than they  
originally intend,  
because they want results  
they can't get at a lower price!**

**"That's more than we  
wanted to spend."**

**“I get it - budgets are real. Most couples start with one number, then realize the results they actually want cost more. Which matters more to you - a lower price or the results you described?”**

**“I totally understand. You can find a lower price, but if you could have found results like ours cheaper, you would have booked already. Should we get started planning your amazing wedding experience?”**

**“You’re more expensive  
than the other company  
we saw.”**

**“If the other company could give you the same results and experiences that we can, they'd be charging what we do. Should we get started planning your wedding experiences?”**

**“I’ll buy if you match the  
other vendor’s price.”**

**“You can have their  
price, or our **services.**”**

**“You can have their  
price, or our **results.**”**

**“You can have their price,  
or our experiences for you  
and your guests”**

**You Set The Price**



**They Determine The Value**

# Your Action Steps

**Price for Profit**

**Sell Results**

**Use Reviews to Prove the Value**

**Raise Prices When Demand Allows**



**Get Paid What You're Worth**

**Because Your **Results** Aren't**

**Available Anywhere Else!**

# See Alan's other presentations

- **Wed. 11:15am – room 409AB: Stump the Expert: A Fast Chat with Alan Berg**
- **Wed. 3:00pm – Ignite Stage  
From Inbox to Income: Stop the Ghosting & Close More Sales**

**Come to Alan's booth 1209**  
**to see how AI can**  
**book the tours and**  
**meetings for you!**



**Imagine having Alan with you when  
you need some ideas or advice!**



**Ask Alan Anything!**



**Scan or visit  
WhatWouldAlanSay.com**

**FREE Quarterly Q&As  
with the Real Alan**

*Only \$10/month  
half the cost of ChatGPT*

**Only ~~\$20/month~~**

**Use the coupon code: **conference****

# Thank you!

**Alan@AlanBerg @cstse\_show**

**Call/Text +1.732.422.6362**

**www.AlanBerg.com**

**Podcast.AlanBerg.com**