



a podcast with

Alan Berg

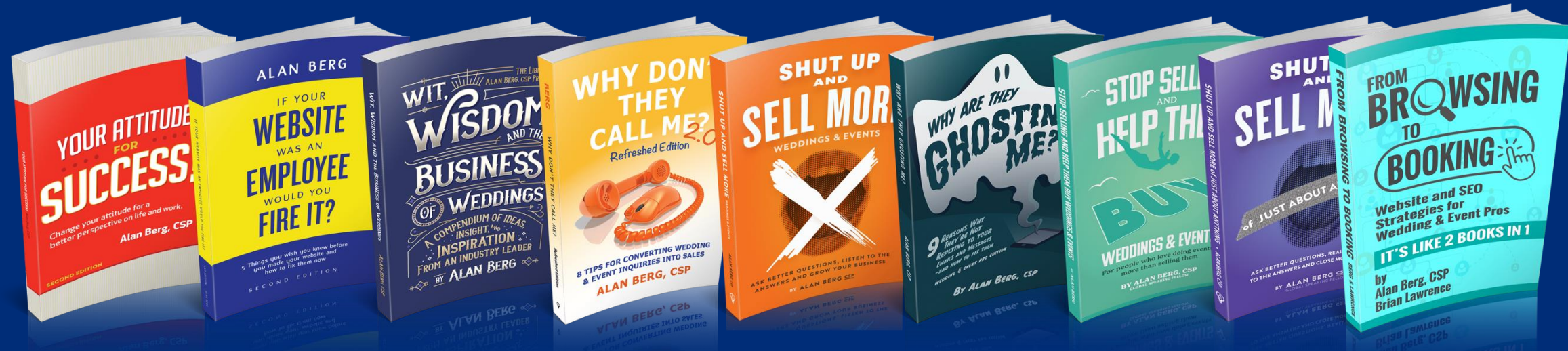
Certified Speaking Professional
Global Speaking Fellow

Welcome
We'll be starting soon
Make it Social
@AlanBerg
@cstse_show

Listen or watch on your favorite app



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



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**



FROM INBOX TO
INCOME:
STOP THE GHOSTING

AND CLOSE MORE

• **Alan Berg, CSP**

SALES
Fellow of the PSAUKI

- **Global Speaking Fellow**
- **Executive Bourbon Steward**
- **Wedding Business Solutions Podcast**



Catersource
+ The Special Event
by informa...



What's a Fake Lead?

What's a fake lead?

- **Scams**
- **Spam**
- **Competitors /
Secret Shoppers**

This is a fake lead...

Wedding Event Planning Services



Ruth Liam

To You

Hello there,

I hope this email finds you well.

I'm reaching out to inquire about your event planning services for my forth coming wedding. Could you please provide me with informations to get started.

Also, I'm interested in understanding the basic requirements and services you provide for such events.

Thank you for your time and assistance. I look forward to hearing back from you soon.

Ruth Liam

This is a fake lead...

Inquiry About Wedding Venue and Accommodation for 2026 Urgently needed



Emmanuel Azael

event@waterfowerapparel.com

Sunday, March 9, 6:46 PM

Dear

I hope this message finds you well. I am reaching out to inquire about the availability of your venue for a wedding in 2026.

Could you please provide information regarding your accommodation options, pricing, and any packages you may offer for events? Additionally, I would appreciate details on capacity, amenities, and booking procedures.


Thank you for your assistance. I look forward to your prompt response.



Best regards,


Event Planner

This is a fake lead...


Re: [alan!] High-severity alert: User restricted from sending email | Alert: #[86-IQX393N]


 MS Security-noreply <MSSecurity.eze6v@email5524.coral...> Today at 6:57 AM


To:  Alan Berg; Cc:  Alan Berg

 View_alert_details_U... 4.6 KB

[Download](#) • [Preview](#)

 This message is high priority.

 This message is flagged for follow up. [Mark Complete](#)

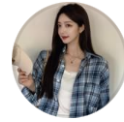


This is a fake lead...

Hello, My name is Lauren White. I will be having my wedding on December 8 2024 and i will need a DJ to perform at my wedding reception. Let me know if you will be available so i can give you more information about my wedding ceremony. Due to the nature of my job ,i don't always come to this site but You can reach me through my personal email address and My Personal email address is:

xxxxx@outlook.com

These are scammers...



Angel Smith

Thanks for all the posts you share 🌺💕.
Pardon my bold intrusion. I'm sure no one



Maria Alekperova

Hello, David. I read your contribution and have a question. Can I ask it? I am waiting for your reply. I hope I won't bother you.

14h Like Reply



Mai Mai Castillon

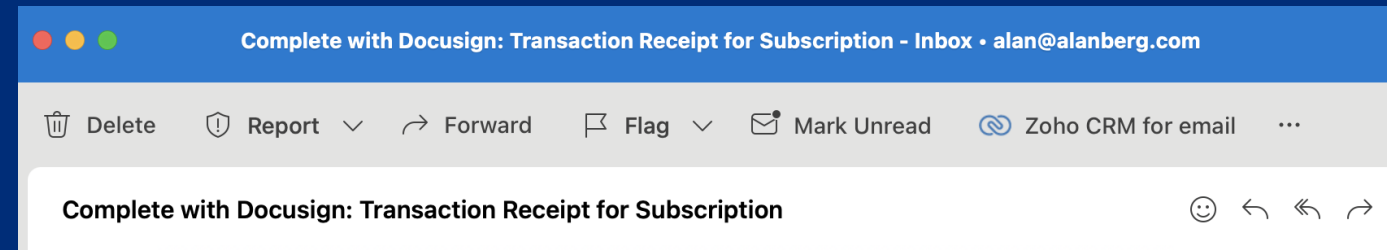
Hello, I saw you appear in my recommended friends. From your posts, I found that we have a lot in common. I tried to send you a friend request, but failed. Maybe you can send me a friend request 😊

13h Like Reply

you try from your Facebook let be friends if you don't mind, hope to hear from you soon thank you!

10h Like Reply

This is a scam...



Complete with DocuSign: Transaction Receipt for Subscription



○ Cooper Calderon via DocuSign <dse_NA4@docuSign.net>

To: srthrjykuyt

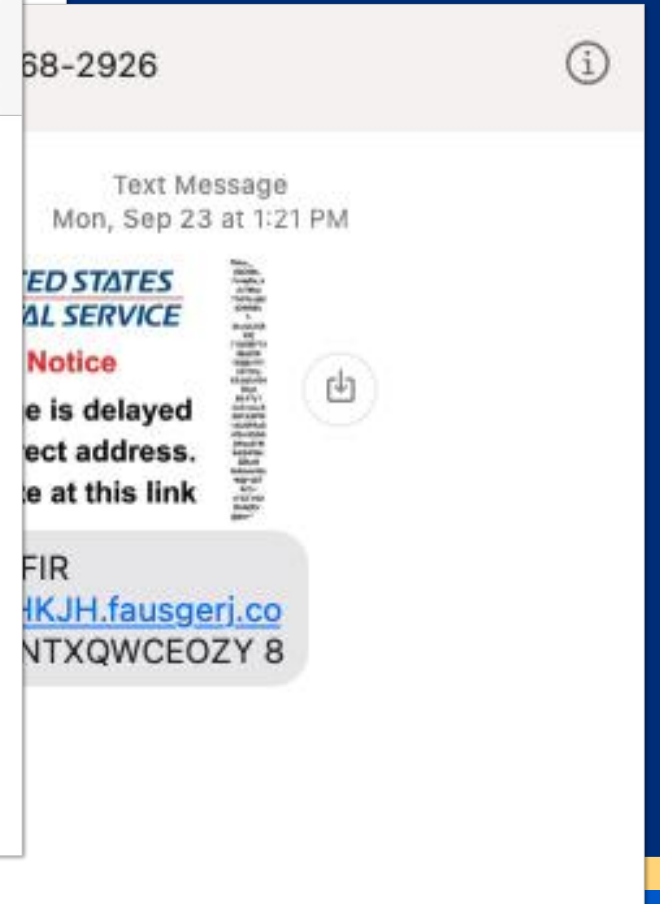
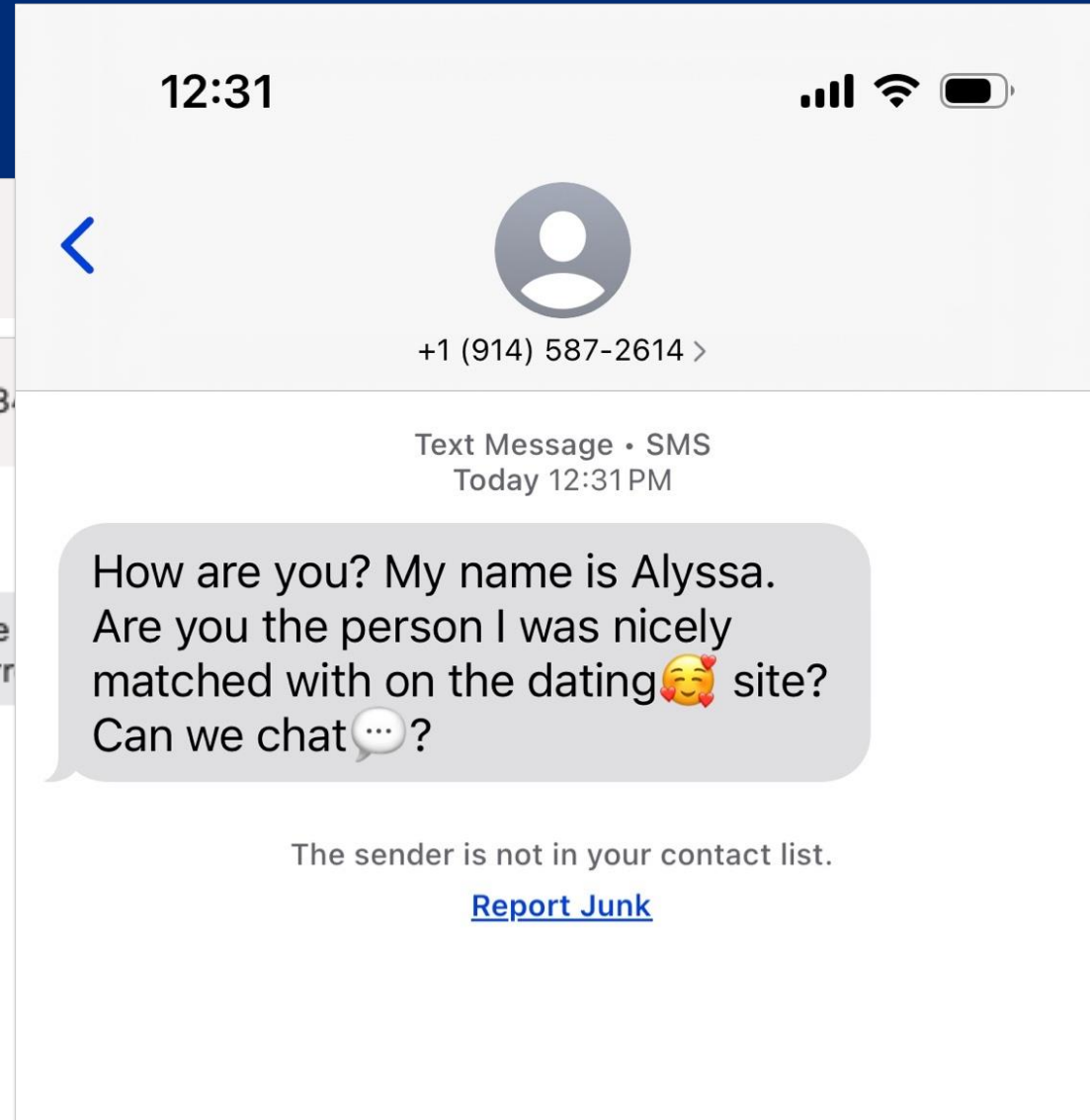
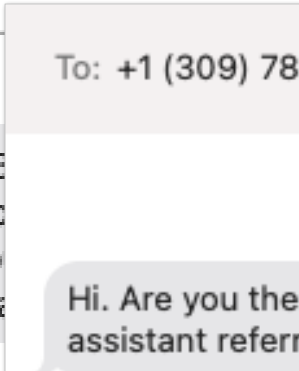
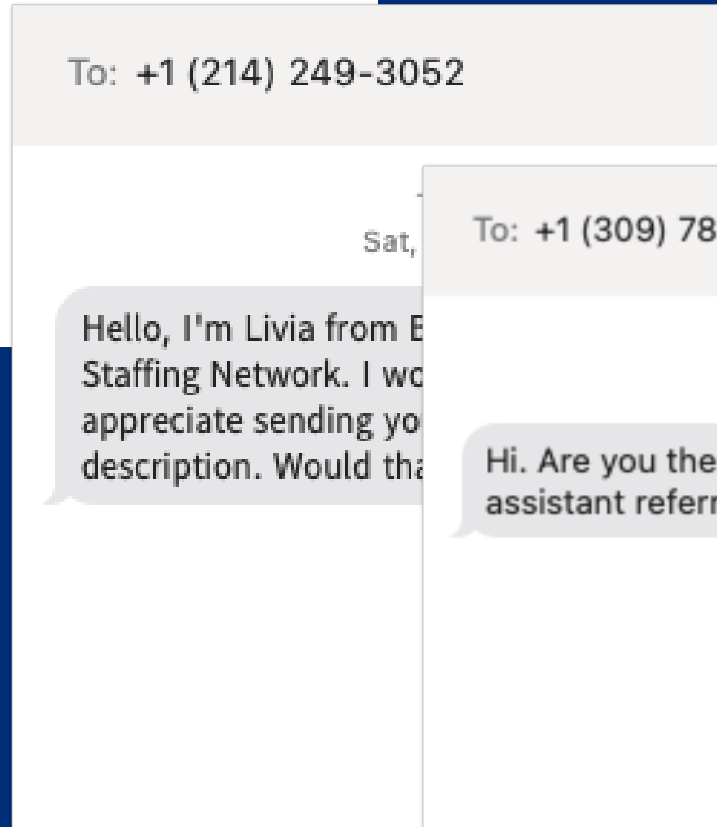
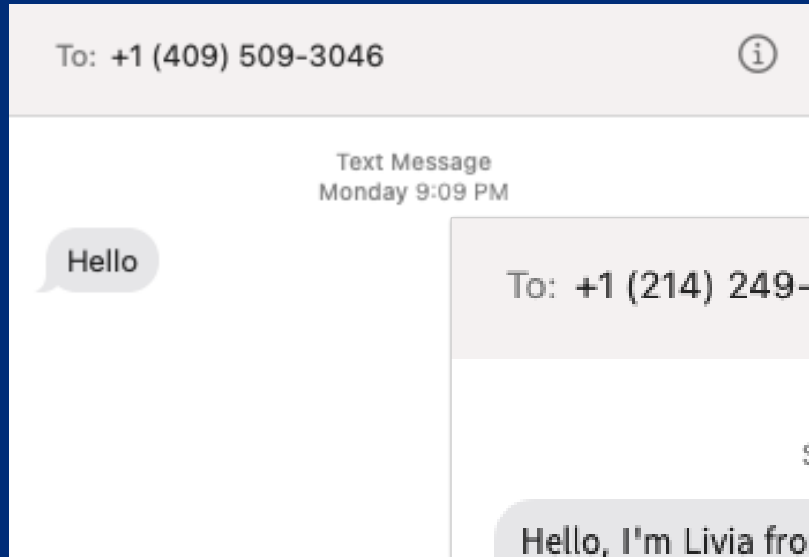
REVIEW DOCUMENT

Cooper Calderon
reterterdfg5@outlook.com

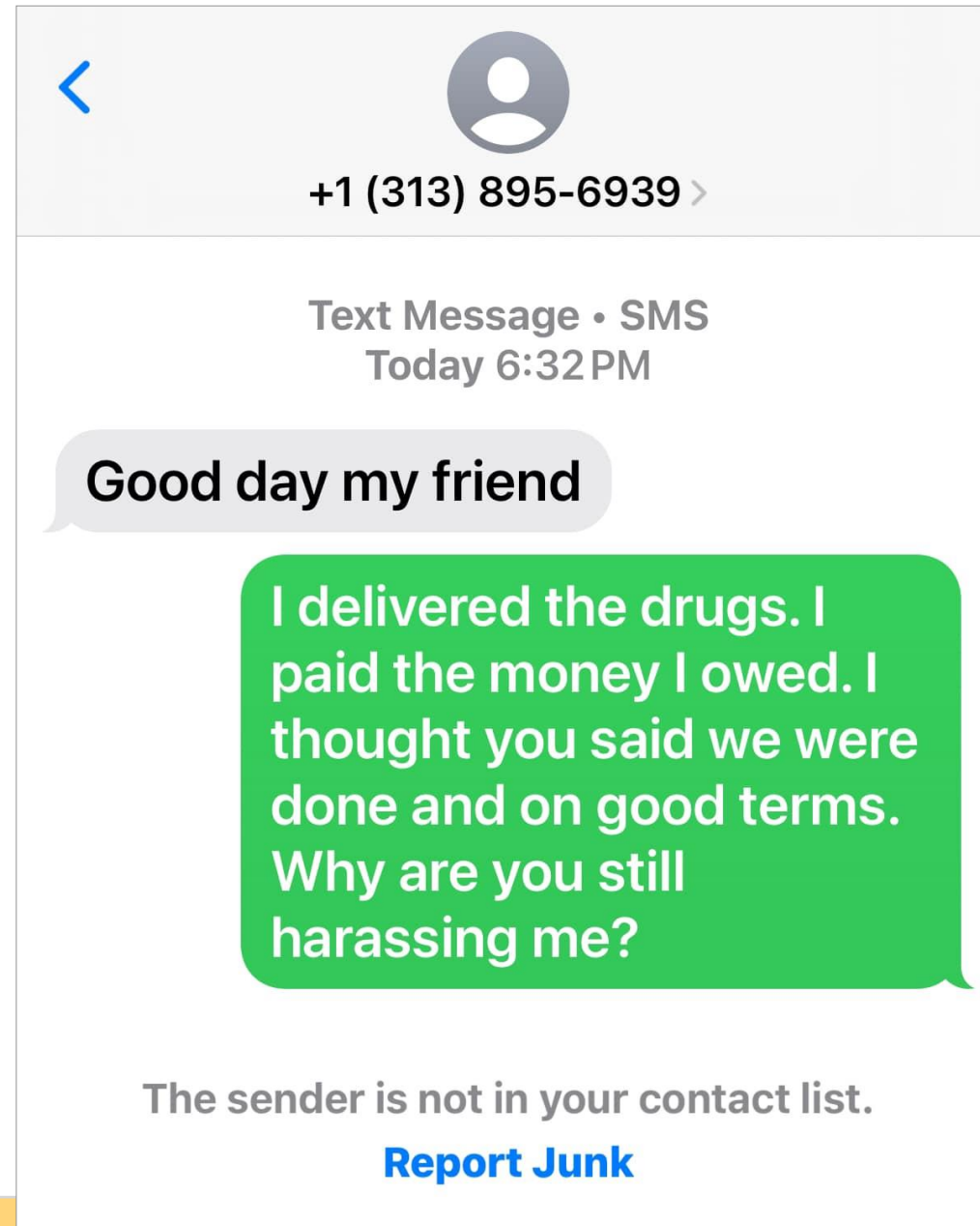
Thank you for your payment of \$499.89.

Order Code: TGS-457982
Transaction Number: TRN-AK20XXX5761
Amount Paid: \$499.89
Support Line: [+1 \(864\) 407-9652](tel:+18644079652)

These are spam/scams texts



Having fun with a fake lead...



Brian Graham

Scammers and Spammers are everywhere

- **Email inbox**
- **Text messages**
- **Instagram messages**
- **Facebook comments**
- **Ad messaging**
- **?????**

**Stopping the
Scammers and
Spammers is like
playing
Whack-a-Mole**



Spotting fake leads...

- **Poor or odd grammar**
- **Check the email address**
- **No social presence**
- **Unusual payment requests**

So, what's a Fake Lead?



**Are you getting
ghosted??**

Ghosting

When a client/couple makes an inquiry, you reply, and then they stop responding, disappearing without explanation.

**If they're ghosting you,
is that a fake lead?**

You don't know!



**We're all ghosting
someone...
right now!**

Who are **you** ghosting
right now?

Does that make you a
fake lead?

As seen on FB:
**“They didn’t
ghost the
vendors they
booked!”**



Scammers won't ghost you...

...they want to continue the conversation!



a podcast with

Alan Berg, CSP



What's a Fake Lead?

Podcast.AlanBerg.com

Be sure to Subscribe to hear the latest episodes!



If they **don't reply** that
doesn't mean it's a fake lead!

It may be the way
you're replying...

...or, maybe you're just **not**
their priority right now!

**What used to work,
may not work with today's
couples & clients**

Conversion

When an inquiry
takes the next meaningful step
toward a booking.

Numbers to Pay Attention To

Track These Metrics



Reply Time

How quickly you respond to initial inquiries



Reply Rate

Percentage of inquiries that get responses



Conversation Rate

Replies that turn into back-and-forth dialogue



Call/Meeting/ Tour Rate *ghosts*

Replies that turn into live conversations/tours



Close Rate

Conversations that become bookings



Follow-up Depth

Number of touches per lead

**Do you know what your
conversion rate is now?**

Numbers to track...

- **Number of inquiries & which sources**
- **How fast do you reply to new inquiries**
- **Inquiry to digital conversation**
- **Digital conversation to call/Zoom/Tour**
- **Call/Zoom/Tour to Sale**

Simple Math, Big Results

The Power of Your Conversion Rate

Number of Inquiries _____

Conversations _____

Call/Zoom/Tours _____

Sales _____



Simple Math, Big Results

Number of Inquiries	<u>100</u>	
Conversations	<u>30</u>	30%
Call/Zoom/Tours	<u>10</u>	33%
Sales	<u>3</u>	30%

Simple Math, Big Results

Number of Inquiries	<u>100</u>		<u>100</u>	
Conversations	<u>30</u>	30%	<u>40</u>	+10
Call/Zoom/Tours	<u>10</u>	33%	<u>13</u>	+3
Sales	<u>3</u>	30%	<u>4</u>	+1

33% increase in sales

Simple Math, Big Results

Number of Inquiries	<u>100</u>		<u>100</u>	
Conversations	<u>30</u>	40%	<u>50</u>	+20
Call/Zoom/Tours	<u>10</u>	33%	<u>17</u>	+7
Sales	<u>3</u>	30%	<u>5</u>	+2

67% increase in sales!

Simple Math, Big Results

Number of Inquiries	<u>100</u>		<u>100</u>	
Conversations	<u>30</u>	50%	<u>60</u>	+30
Call/Zoom/Tours	<u>10</u>	33%	<u>24</u>	+14
Sales	<u>3</u>	30%	<u>8</u>	+5

167% increase in sales!

Simple Math, Big Results

Number of Inquiries	<u>100</u>		<u>100</u>	
Conversations	<u>30</u>	60%	<u>60</u>	+30
Call/Zoom/Tours	<u>10</u>	33%	<u>30</u>	+20
Sales	<u>3</u>	30%	<u>10</u>	+7

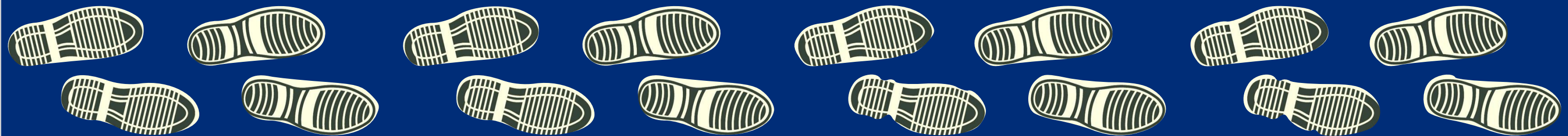
233% increase in sales!

Simple Math, Big Results

Number of Enquiries	<u>100</u>		<u>100</u>	
Conversations	<u>30</u>	60%	<u>60</u>	+30
Call/Zoom/Tours	<u>10</u>	50%	<u>30</u>	+20
Sales	<u>3</u>	30%	<u>15</u>	+12

5X more sales, a 400% increase!

**How many steps are there from
when they first decided they
needed your product/service,
until they contact you?**



**The path to
an inquiry is
rarely a
straight line**



The Steps Before an Inquiry

- Recognition of Need - **ZMOT**
- Early Inspiration & Ideas
- Budget Awareness
- Initial Research
- Shortlisting
- Internal Discussion
- Decision to Act - Inquiry

Email

Text

Contact form

WeddingPro

Social message

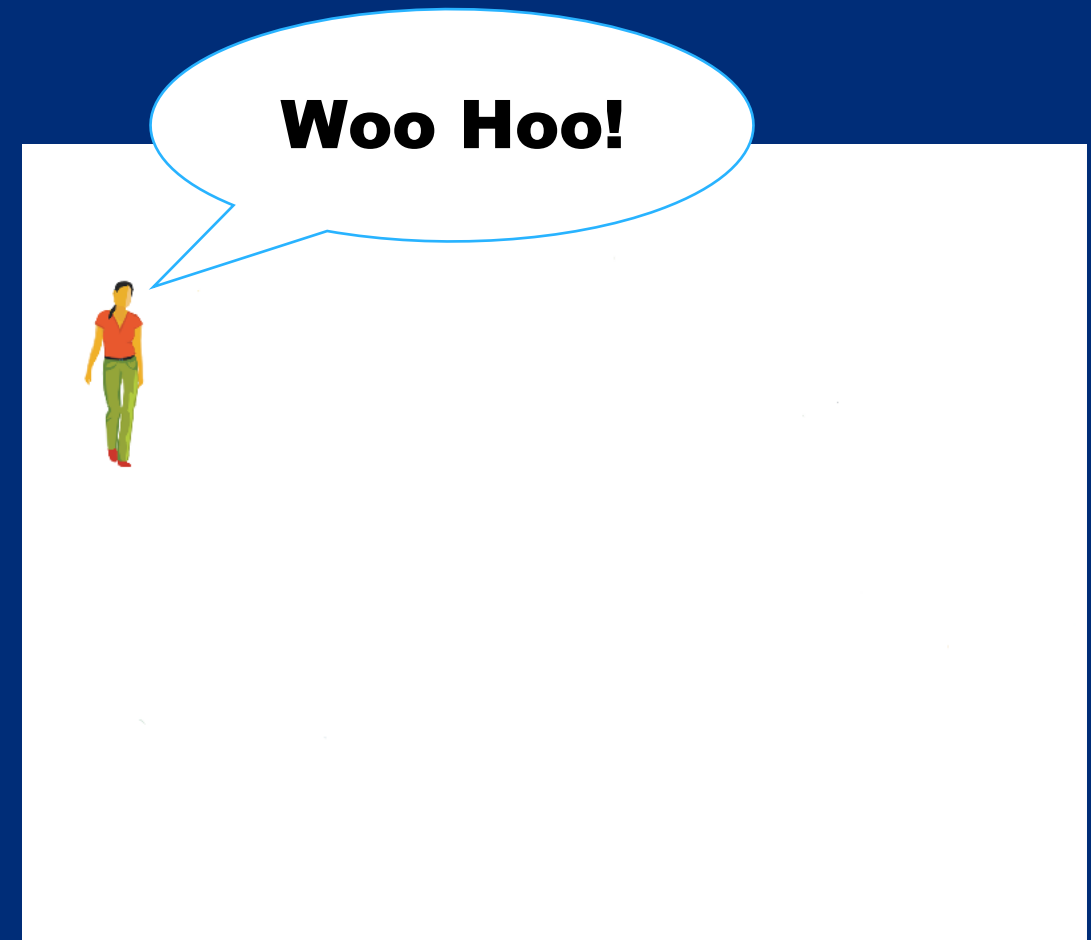
Live chat

Phone call

Shortlisting



All of the choices



Shortlist

**Are you getting leads,
but they're not
converting?**

7 ways to improve your conversion

1

Shorten your contract form

Mobile-First Form Design

The 60-Second Test

If it takes more than 60 seconds to complete on an actual phone, it's too long.

- **Large touch targets for fingers**
- **Minimal typing required**
- **Auto-complete where possible**



Optimize Your Inquiry Forms

A large-scale study found that limiting a form to **4 fields** rather than more can increase submissions by **up to 160%**.

Even **removing just one field** can boost conversion rate by **26% to 120%**

99robots.com/improve-contact-form-conversion-rate/

Optimize Your Inquiry Forms

Certain form fields **discourage submission** more than any other. **Captcha, Address, and Telephone** reduce form conversion rate.

99robots.com/improve-contact-form-conversion-rate/

Optimize Your Inquiry Forms

Another study found that **the telephone field caused 37% abandonment**, but labelling the telephone field **“optional”** doubled their form conversions.

99robots.com/improve-contact-form-conversion-rate/

“Put your phone # if you prefer texting”



 **Wedding Business Solutions** *a podcast with* Alan Berg, CSP

Bonus Dialogue Episode!



Is your contact form hurting your business?
with Mark Chapman
Podcast.AlanBerg.com



What do you ^{really} need to know now?

✓ **Name**

✓ **Email**

✓ **Phone:**

“put your phone number if you prefer texting”

✓ **Date - “date is flexible” checkbox for venues/planners**

✓ **Tell us more about your wedding/event**

2

**Make your
responses
mobile-friendly**

Composing Show All

Replies and Forwards: Indent each line of the original message

Attribution of original message: None
 Include From, Date, To, and Subject lines from original message
 Custom attribution format:

Undo Send: You can cancel a message after you've selected Send
Wait to send messages for seconds
Only available for M365 and Outlook.com accounts

Format: When replying or forwarding, use the format of the original message
 Close the original message window after replying or forwarding
 When sending messages, automatically Cc or Bcc myself BCC
 Show CC field by default
 Show BCC field by default
 Only reply to selected text
 Open new messages and replies in a separate window

Mail merge account:
Choose the default account for sending email messages via mail merge

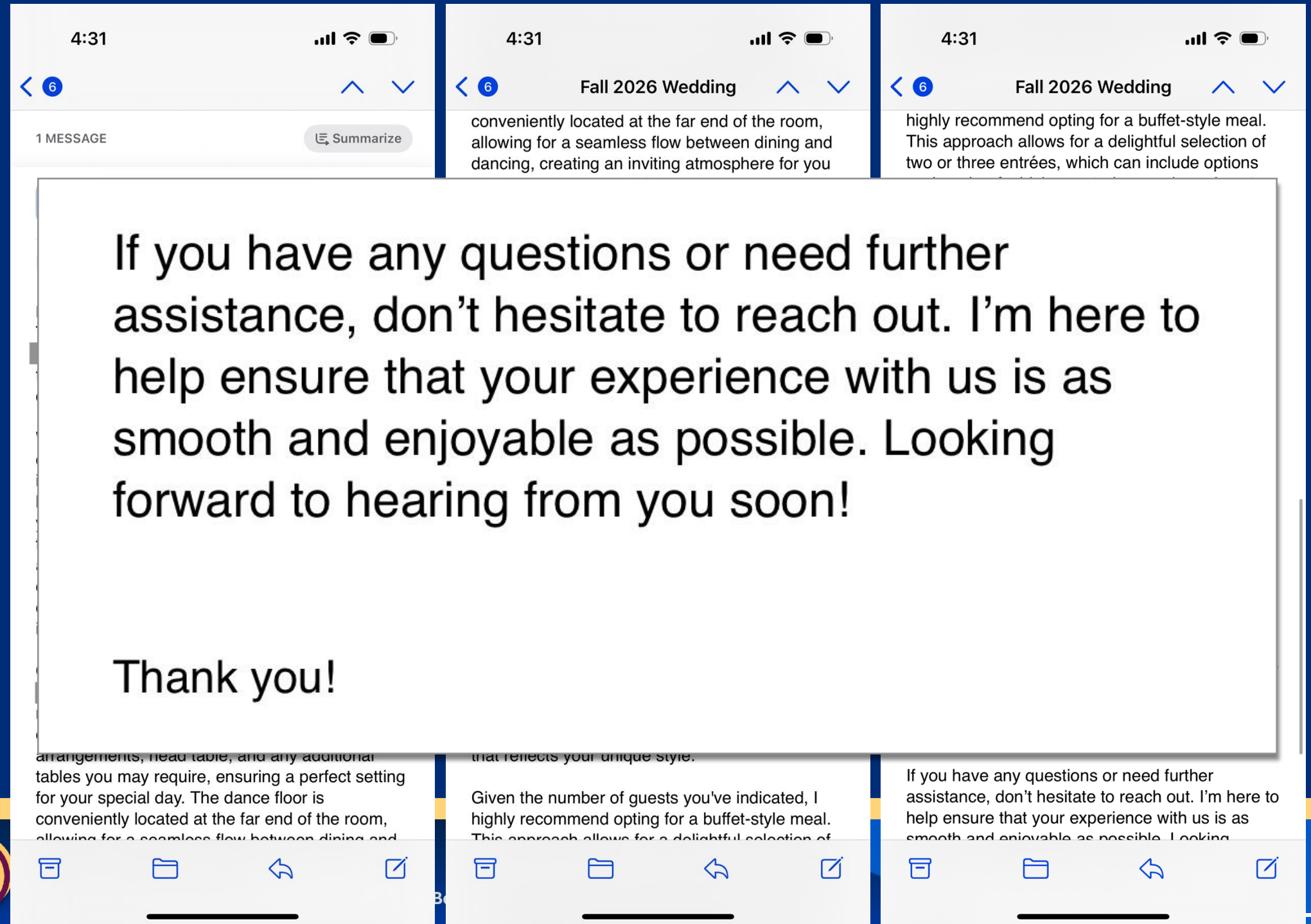
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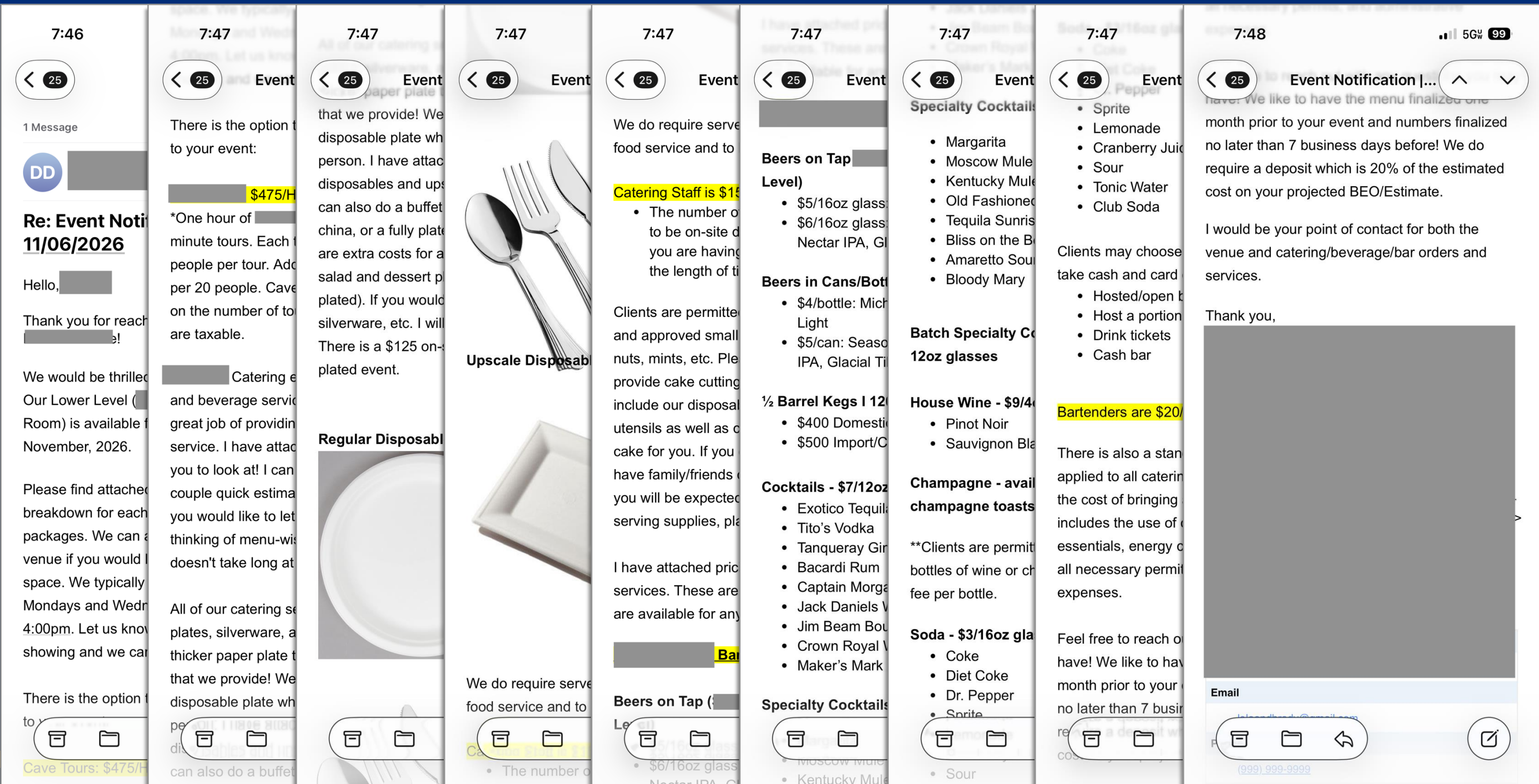
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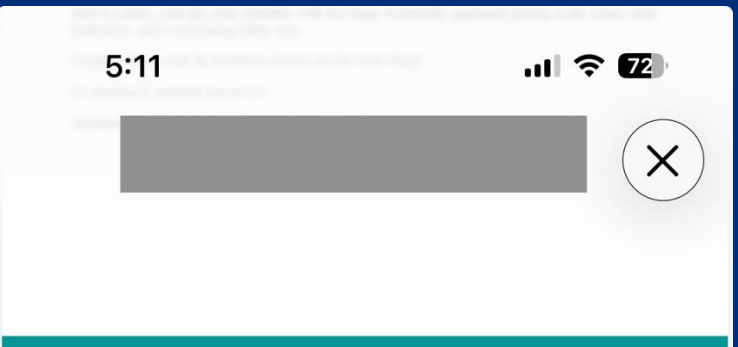
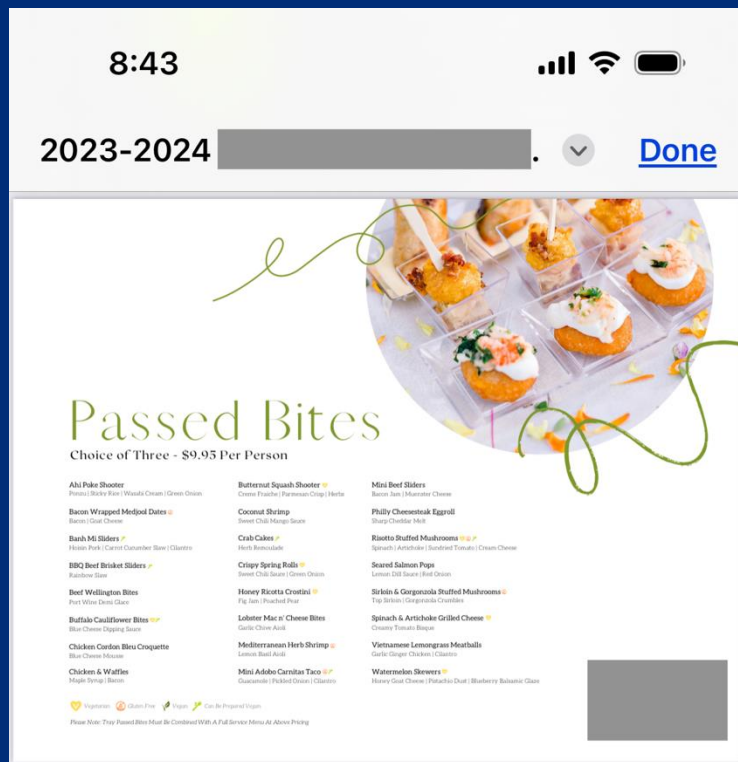
How to get Ghosted **more...**

TLDR...

**and didn't
ask a
question**





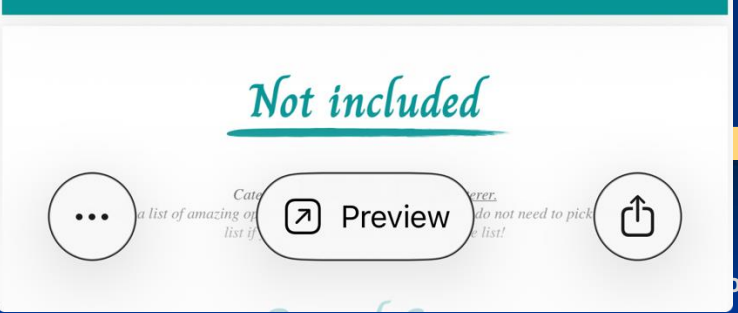


What's included

Ok, now onto the details of what else is included.
9AM - MIDNIGHT (Bar and Music ending 11PM)

What's Included at [Redacted]

- 🌲 **32 acres of total privacy** – Your own private slice of Northern Wisconsin.
- 🪑 **Reception seating for up to 200** – Includes beautiful farmhouse-style tables (handmade by AI!) and a variety of standing round tables to use however you like.
- 🚗 **On-site parking for up to 200 guests** – Please note, no overnight parking.
- 🚻 **Four indoor, temperature-controlled restrooms** – Yes, they're mirror selfie-worthy.
- 🏡 **All the spaces described above** – The Atrium, Courtyard, Ceremony Sites, Conservatory, and more.
- 🍹 **Bar service with Atrium bartenders** – We provide beer, wine etc(no hard liquor).
- 🧑 **Day-of Host** – Atrium team member dedicated to making sure your day flows smoothly.
- 💧 **Self-serve water & lemonade station** – Stocked with ice and cups for guests to grab.
- 🔥 **Bonfire Ring** – We'll light it and keep it stocked for that cozy, golden-hour glow.
- ✨ **Thousands of twinkling café lights** – Cool and creative lighting to set the mood.
- 🛋️ **Multiple funky lounge areas** – Think vintage velvets and eclectic vibes.
- 📧 **Planning support** – You're *not* on your own here. An email away and happy to help.
- 🌿 **Wedding Showcases** – Join us for our June and September Open Houses to explore the space without any wedding-day pressure.
- 🎧 **In-house sound system** – Hire our house DJs for \$850 or bring your own DJ. (Sorry, no live bands.)
- 🌱 **Thousands of plants, everywhere** – Indoors and out, we're bursting with greenery. If you're into greenhouse weddings, you'll feel right at home. (And yes, I will totally nerd out with you about the plants.)



Included in each of our Wedding Suites

Planning Your Perfect Day!

- After securing your wedding date, 2 hour On-Boarding meeting
 - Which concludes with task lists, planning timeline, & vendor recommendations based on your style, venue & budget
- Immediate access to [Redacted]; custom wedding planning templates
 - to Include ceremony logistics, reception detail document, seating chart, guest list tracking, budgeting, photography shot list, and vendor details.
- Scheduled calls, emails & text consultations
- Vendor Referrals
- Vendor contract review
- Create & Develop Full Wedding Day Logistical timeline with all vendors
- Ceremony & Reception layout creation
- Confirm all vendor logistics & details with each wedding vendor at least 2 weeks prior to wedding date
- 2-hour final detail meeting
- Attend final vendor meetings with venue & catering
- One hour ceremony rehearsal

On Your Wedding Day

- Execute your custom day of detailed logistical timeline guiding you through your day
- Coordinate each vendors load in & setup
- Oversee food & beverage service times, setup & execution
- Setup of any of your own decor items (Welcome table, favors, menus ext...)
- Ceremony Management
- Event design execution
- Pack and return personal decor & gifts at end of night
- Distribute vendor gratuities

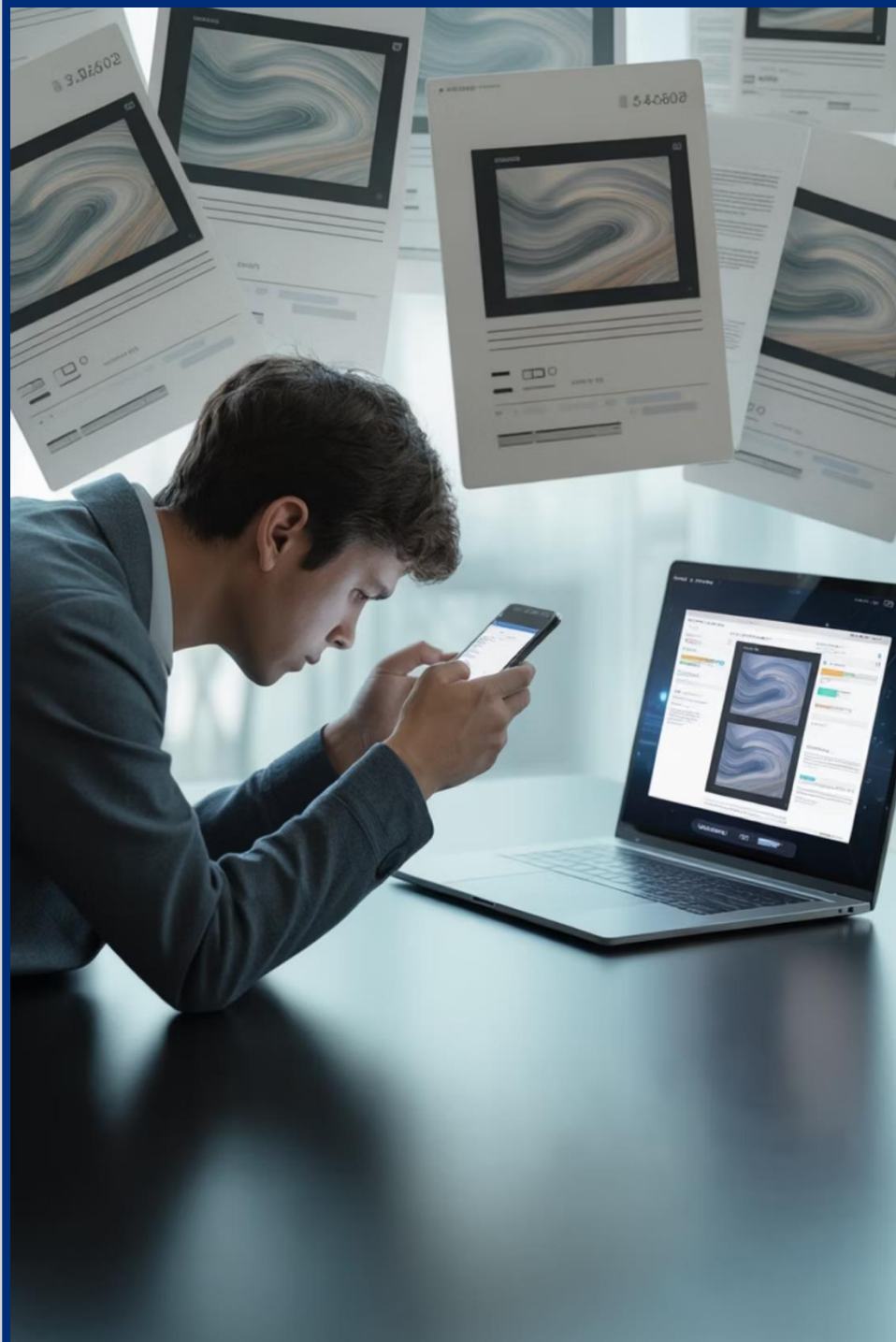
In addition to the above services your suite includes:

Day of Wedding Coordination Planning

- Detailed planning begins 55 days prior to wedding date
- Planning Check in Calls from booking until 60 days
- On-site Day of Coordination for 10 hours

Partial Wedding Planning Curation

- Detailed planning begins 180 days prior to wedding date



PDF Problems

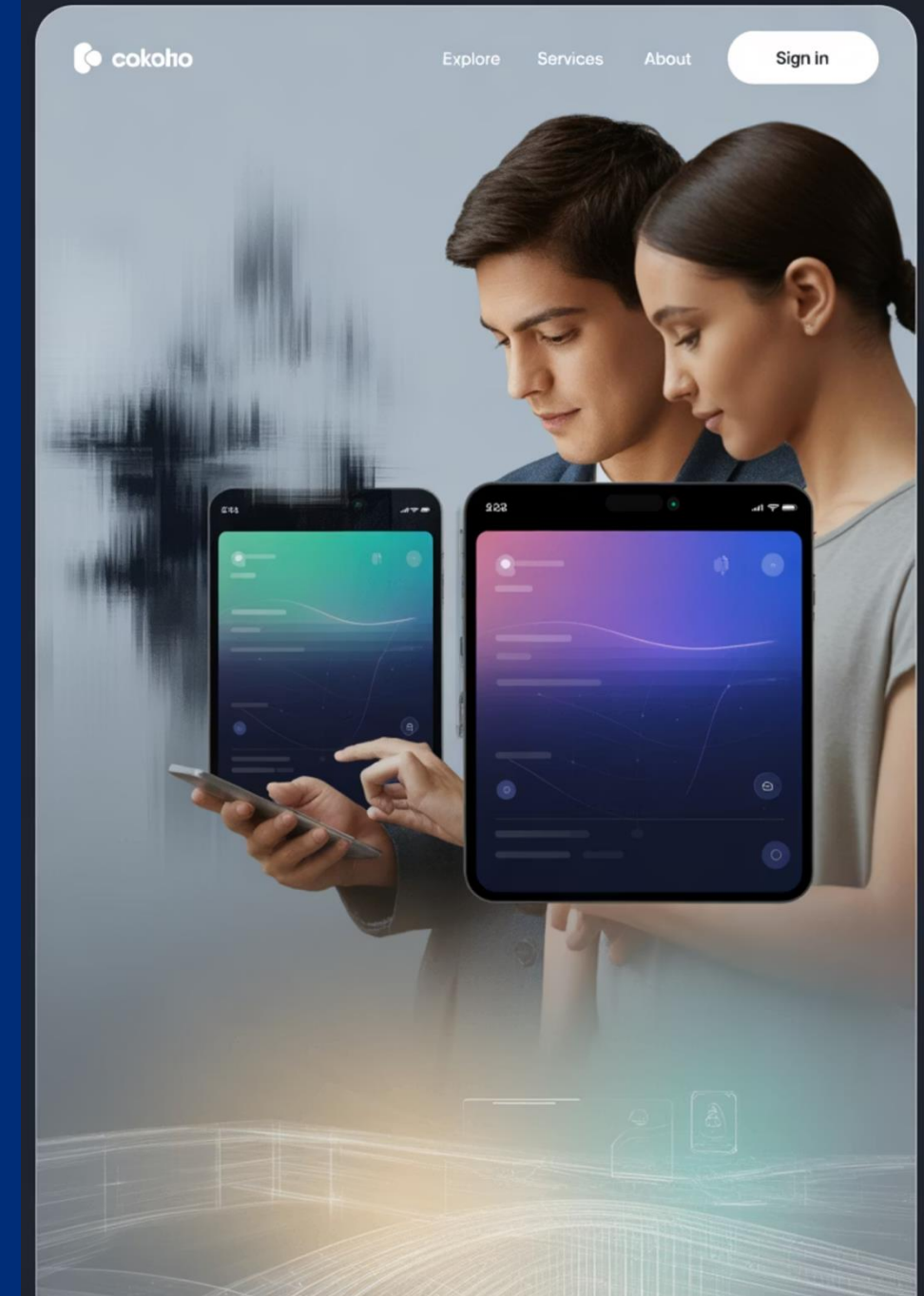
Why Brochures Don't Work Well On Mobile

- **Slow to load on mobile**
- **Hard to read on phones**
- **Feels like homework**
- **Requires downloads**
- **Not mobile-optimized**
- **Weak or no CTAs**

A Mobile Page Beats a PDF Brochure

If you feel you need to give them something, create a simple mobile-optimized page with:

1. Aspirational Images
2. Text that talks about the results of choosing you - the **WHY**, not just the **WHAT**
3. **Realistic Price Range**
4. Social Proof to support what you said
5. One clear, easy call-to-action



3

Write better messages

Crafting Better Messages to Improve Your Conversion



Make an Emotional Connection

Help Them Visualize A Great Event

- Focus on **their** experience
- Use "**you**" language
- Paint the picture of success
- Keep it conversational
- Make it about **them**, not you



Use Short Social Proof to support what you say

“Guests couldn’t stop complimenting how fun and engaging he was, everyone danced all night!”

“Casey delivered the most incredible photos (and fast, too!).”

“Best wedding venue of all time... they care about every detail of everyone’s experience.”

Give attribution for context and SEO

“We had an amazing day at The Kimpton for our wedding reception.”

- Lorraine, Charlotte, NC

Continue the conversation with **one easy question at the end**

- **“Are you having both your ceremony and reception at the same venue?”**
- **“How many guests are you expecting will attend?”**
- **“Have you already chosen a venue for your holiday party, or would you like help finding the perfect location?”**
- **“Which part of the day are you most excited to set the vibe for?”**
- **“Where will you be getting ready on the wedding day?”**
- **“Are you including any cultural or family traditions?”**

Subject Line Tips

- **Use their name when you can:**
“Ashley, quick question about your wedding”
- **Avoid corporate/robotic lines like:** “Re: Your Inquiry”
- **One idea per subject;** keep it under ~6–8 words when possible
- **Lead with “you,”** not “we.” About their date, venue, experience, or vision.
- **Avoid spam triggers:** No ALL CAPS, excessive punctuation!!!, or “FREE/URGENT.”
- **Ask a question: a micro-commitment or make them curious:**
“One detail about your plans?” or “Can I confirm your guest count?”

Subject Lines Matter

Keep It Simple & Personal

- **Quick question about your date**
- **A quick question about your fund-raiser**
- **Fresh menu ideas for your wedding/event**
- **A couple ideas for your [venue/vendor] search**
- **Next step for your Holiday Party, Jenn?**
- **Chris, will your guests dance?**
- **Can I ask one thing about your wedding plans?**

Use AI for subject line suggestions

Subject Lines Matter

I asked **Ask Alan Anything** for 5 subject lines for **corporate events**

- **[Name], quick question about your event**
- **Your team event at [Venue Name]**
- **A few ideas for your upcoming event**
- **[Name], let's make your event one they talk about.**
- **Can I ask one thing about your event plans?**

Subject Lines Matter

I asked **Ask Alan Anything** for 5 subject lines for **weddings**

- **[Name], quick question about your wedding**
- **Your wedding at [Venue Name]**
- **A couple of ideas for your wedding**
- **[Name], will your guests dance?**
- **Can I ask one thing about your wedding plans?**

4

**Don't ask for the
call/Zoom/tour
right away**

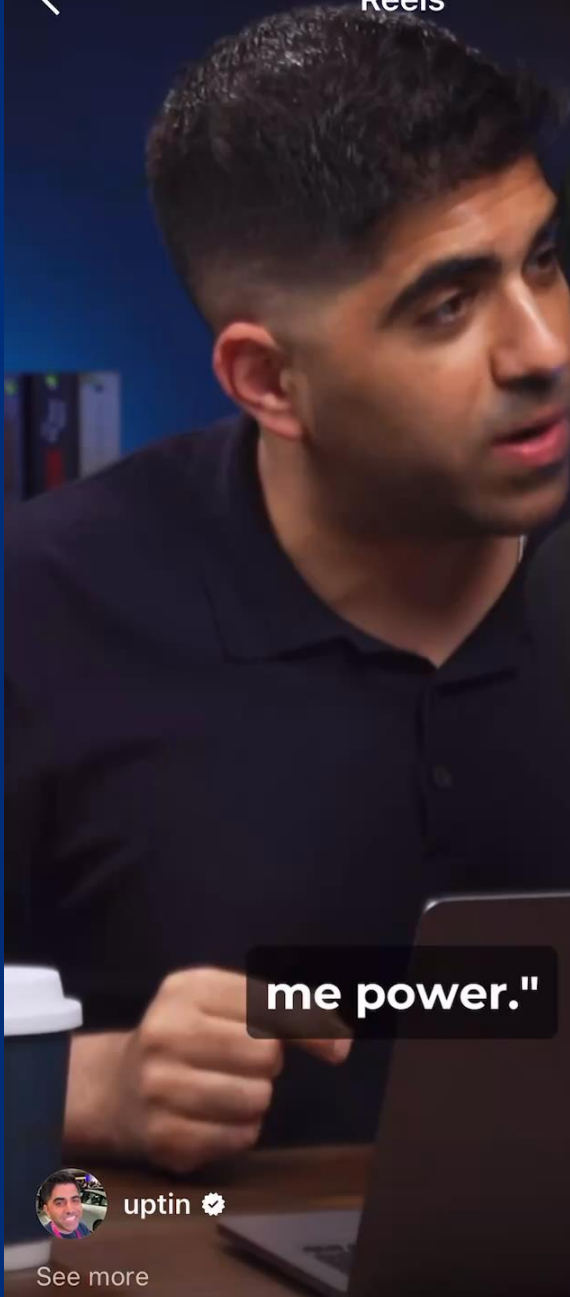
**Why they might be
ghosting you **after**
your initial reply...**



“Gen Z battling with phone anxiety are taking **telephobia** courses to learn the lost art of the call”

12:52

Reels



me power."



uptin

See more



Followed by gokaleigh and 9 others

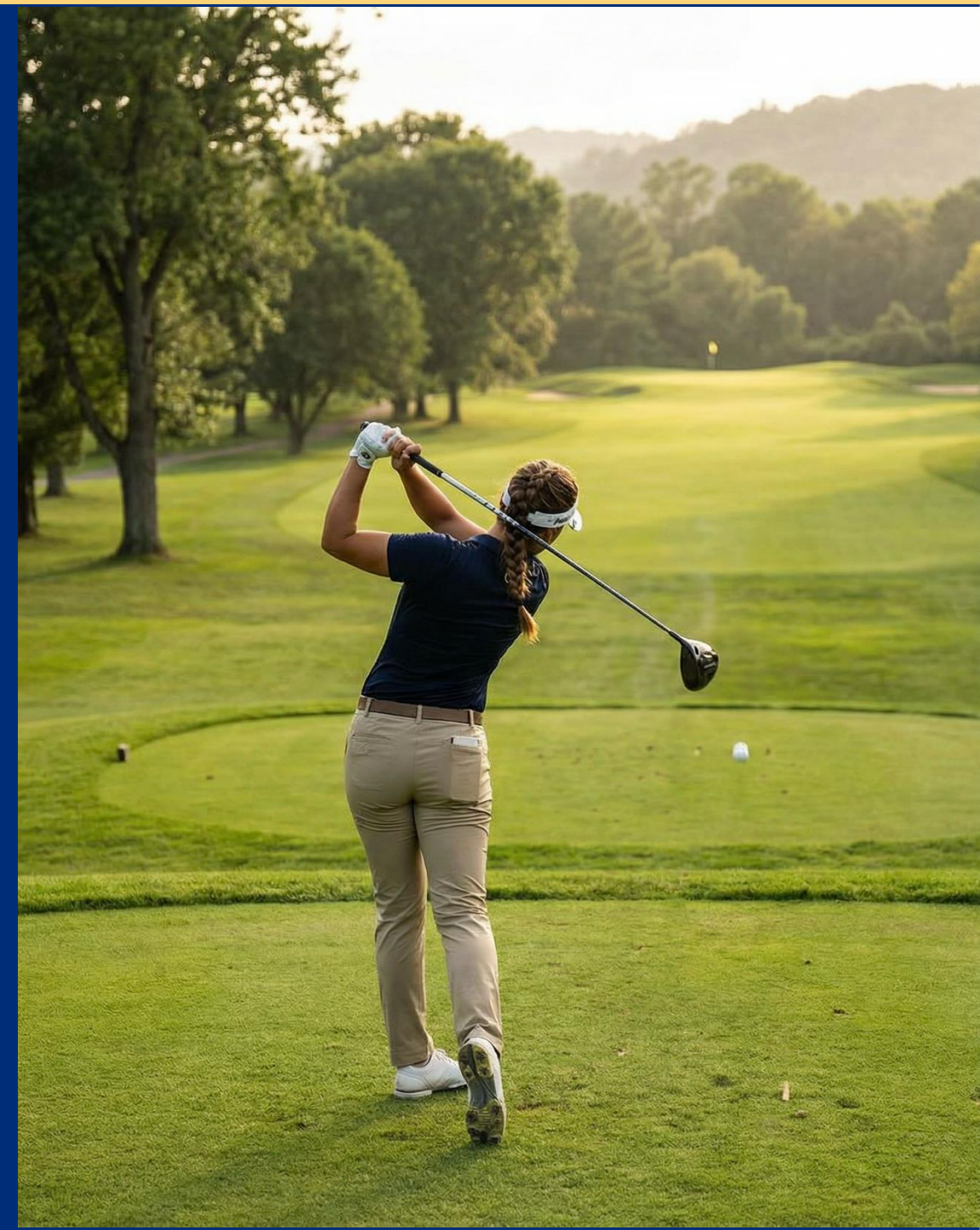


with
are
bia
n the
call"

erg @cstse_show

Don't rush the process

The goal of a
tee shot is
not to get a
hole in one!



**The goal of your first reply is
not to get the
call/Zoom/tour or make a sale!**

**The goal of your first
reply is just to
get them to reply!**

**Continue the conversation
that they've started!**

**Digital conversations are
real conversations!**

Why Asking for the Call/Zoom/Tour on the 1st Reply **Doesn't Work**

- **Too much, too soon**
- **They want low-commitment first**
- **It creates friction**
- **Trust isn't built yet**

After replying to them, ask for a call, Zoom or tour

Make it Their Idea

- **Gen Y Example:** “I’d love to hear more about your vision and share some ideas that could help you save time (and maybe even money!). Want to hop on a quick call now, or is later today better?”
- **Gen Z Example:** “I’ve got some cool ideas I think you’ll love—want me to send a quick video or jump on a quick chat, or is tonight better?”

After replying to them, ask for a call, Zoom or tour

Offer Alternatives First

- “If you’d prefer, I can send over some quick info first. Then, if it feels like a good fit, we could chat for a few minutes or even set up a Zoom call—totally up to you! OK?”

Getting them to have a call, Zoom or tour

Use a P.S.

- “P.S. If it’s easier for you to talk through some ideas, I’m happy to hop on a quick call or Zoom—whichever works best for you! **Use this link to find a time:**”

5

Talk about **results**,
not just products
and services



Lead with **Results** and **Outcomes**, not just products and services

Write in the "**you**" voice, focusing on what they'll experience and feel.

"**You'll** have a packed dance floor all night!"

"**Your** guests will be raving about the food!"

"We bring **your** ideas to life!"

Reply Conversion Tips

- **Acknowledge their question**
- **Talk about results**
- **Ask **one** question, **at the end**, in **its own paragraph****
- **Keep it short (1 phone screen)**
- **Make it personal**
- **Don't force the call/zoom/tour... yet**
- **Use a PS to ask for the call/tour/zoom:**
“PS - if you're ready to tour our venue, just click here!”

6

**Don't be afraid to
talk about price**



**Why do they ask
“How much do you
charge?”**

**They don't know
what else to ask!**

Why Couples Ask “How Much...?”

- **It's the easiest question to ask**

When they don't know what else to ask yet, “How much?” is the lowest-effort starting point.

- **They're overwhelmed**

There are too many options and not enough time. Asking for a price helps them quickly narrow the field.

- **They don't know how to compare vendors**

Couples don't buy catering every day. Price feels like the one thing they can compare easily, even though it's not the full picture.

Why Couples Ask “How Much...?”

- **They're testing if you're in their ballpark**

They don't want to waste their time, or yours,
if your services are way beyond what they can afford.

- **They're trying to take control**

Asking the price makes them feel like they're in charge
of the process, instead of being “sold to.”

4 Ways to Handle Price Questions

1

**Tell
Them**

2

**Don't
Tell
Them
Yet**

3

**Starting
Price**

4

**Price
Range**

Tell them... ask for the sale

“Thanks for asking about having the late night snack. It’s a great idea to surprise your guests late into the party.

The slider bar is only \$XX per person.

Should we add that for your wedding order?”

Don't tell them, yet

“Thanks for reaching out about having us bring creative, delicious catering to your wedding.

I'd love to give you our pricing, I want to make sure that I don't leave out anything that's important to you, or charge you for anything you don't need.

Will you be having both your ceremony and reception at <venue name>?”

Don't tell them, yet

“Thanks for reaching out about having us help you have an amazing and memorable wedding celebration.

I can share pricing and make sure you're not paying for anything you don't need. I'll tailor options around what matters most to you and your guests.

Quick detail so I can point you to the right packages: are you planning to have both your ceremony and reception here?”

Starting Price

“Thanks for asking about adding a photo booth. It’s a great idea for something fun when your guests aren’t eating or dancing.

Our photo booth options start at \$X and can go up a little, depending on your preferences.

Would you want the photo booth open starting with the cocktail hour?”

Price Range

“Thanks for reaching out about having us bring our creative, delicious catering to your holiday party.

Our catering prices typically range from \$X to \$XXX, and our most-booked option averages around \$XX.

Let me get a few details so I can narrow that down for you.

How many guests are you expecting will be able to attend?”

Price Range

Thanks for reaching out about having us help you have an amazing wedding experience! Most of our couples invest between \$X and \$XXX depending on your needs and choices.


I'll tailor options so you get everything you want, and so you're not paying for anything you don't need.

Would you also like us to handle the rentals (tables, chairs, etc.) or is your venue providing those?

Take 2 minutes Give Feedback and Get a Bonus



Then we'll get to #7

? 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 and let's start solving your real business challenges—together.

GIVE FEEDBACK, GET A BONUS!



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Then we'll get to #7

2:00



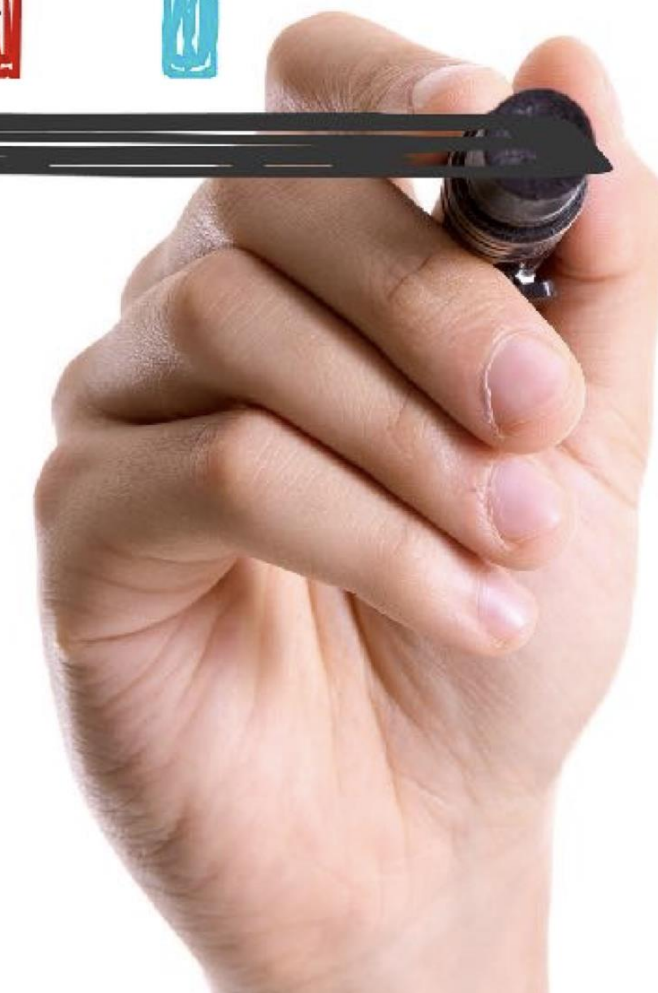
**The simplest yet
most effective
way to boost your
conversion rate...**

7

Follow up more and better

OPPORTUNITY

**Your biggest
opportunities are the
inquiries who haven't
yet said **No!****



How fast do you reply to your inquiries?





How many times
really **are you**
following up?

How many times are you Following Up?

	2023 - 2026
Companies secret shopped -	910
% who replied at all	
% who tried 2 times -	
% who tried 3 times -	
% who tried 4 times -	
% who tried 5 times -	
% who tried 6 times -	
% who tried 7 times -	
% who tried 8 times -	
% who tried 9 times -	
% who tried 10 times -	
Average Number of Follow-ups	

A Recent Facebook post ...

Number of Follow-ups	Percentage of Total	Respondent Count	Common Strategies and Best Practices (Inferred)
1 time	25.5%		Common among those who value as on involves one d a single).
2 times	31.9%	15	ce; l follow-up after 48-72 hours and a final 'break-up' or 'close-out' email after 7 days.
3 times	21.3%	10	A balanced approach; often uses different mediums such as email followed by a text or call to ensure the lead didn't miss previous messages.
4-5 times	10.6%	5	Spreading contacts over 2-4 weeks; best practices suggest varying the content of the follow-up, such as providing helpful resources or asking a low-friction question.
6-10+ times	6.4%	3	Professional advice suggests 6+ follow-ups as 80% of sales happen after the 5th contact; often automated via CRM with long-term intervals.
Until they say no / Indefinite	4.3%	2	Follow up until a definitive 'yes' or 'no' is received; best practices recommend staying top-of-mind without being 'spammy' by extending intervals to months.

57.5% said they only follow up once or twice!

Which of these will you improve in the next 30 days?



Reply Time

How quickly you respond to initial inquiries



Reply Rate

Percentage of inquiries that get responses



Conversation Rate

Replies that turn into back-and-forth dialogue



Call/Meeting/Tour Rate

Replies that turn into live conversations/tours



Close Rate

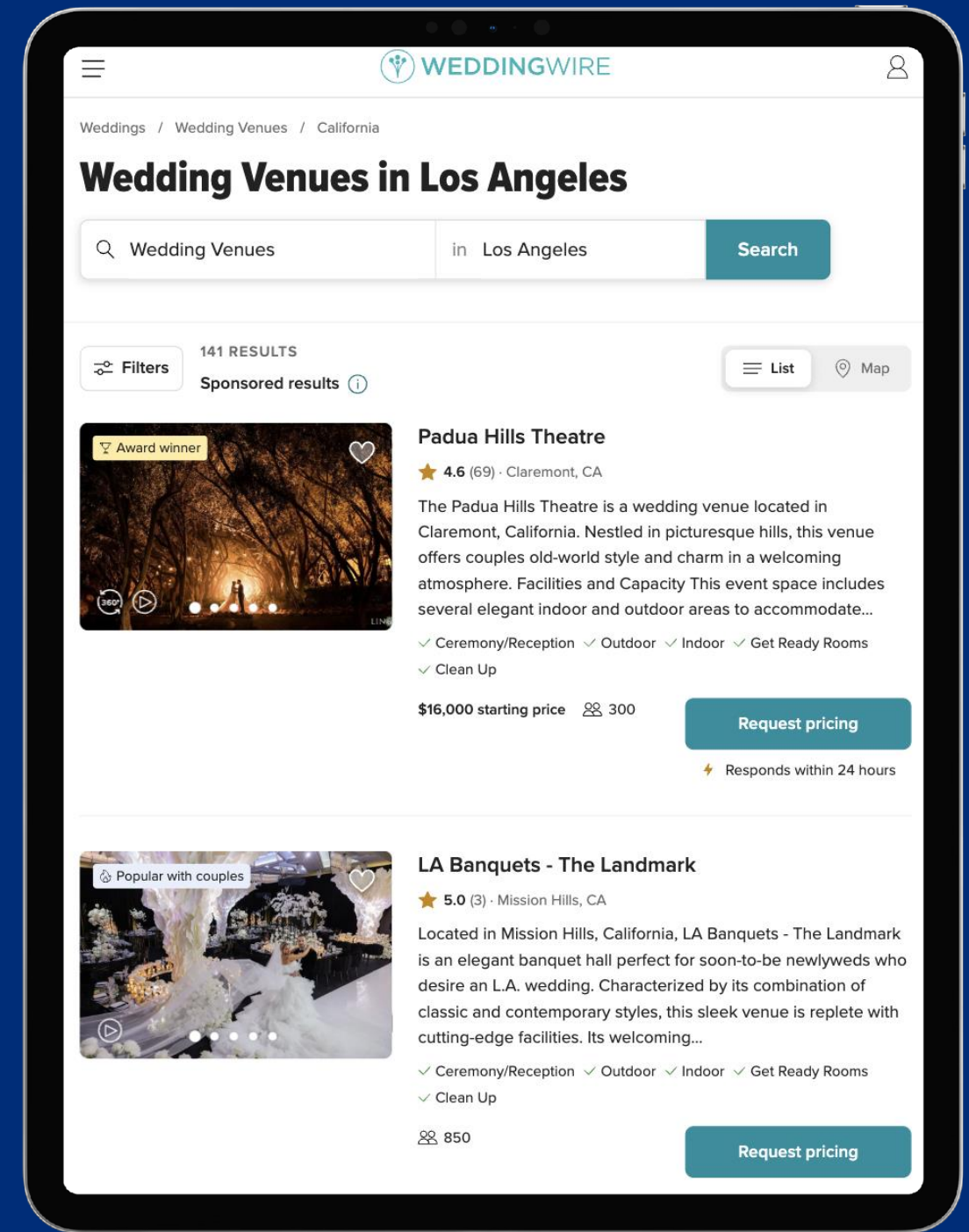
Conversations that become bookings



Follow-up Depth

Number of touches per lead

Be Persistent not Aggressive



**Better
Conversion =
More
weddings
and events!**



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!



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Thank you!

Alan@AlanBerg @cstse_show

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