

Better Together

How Sales & Culinary Create Seamless Success

Cassie DeLisle & Keith Lord

Catersource 2026

A close-up photograph of a chef's hands using tweezers to garnish a dish on a plate. The chef is wearing a white chef's hat and a white apron. The background shows several other plates of food, suggesting a professional kitchen setting. The lighting is bright and focused on the chef's hands and the food.

Poll Time

Who do you think drives the client experience the most?

Poll Time

**Who do you think drives the client experience the most?
Why does this matter?**

Today is about collaboration over competition.

Why We're Here Today

Our Goal is to show how sales and culinary partnerships create:

- **Stronger client trust**
- **Smoother internal execution**
- **Better events (and happier teams)**

This didn't happen overnight — we'll share how our partnership evolved and what we learned along the way.

Today's Roadmap

By the end of this session, you'll be able to:

- **Understand how sales and culinary impact each other**
- **Identify common points of misalignment**
- **Walk away with practical tools to improve communication and efficiency**



Purple Onion Marketing Team

*The client doesn't see departments
They see one experience*

Our Shared Mission

One Client. One Experience. One Team.

Sales + Culinary + Operations = One seamless journey



Nikki Daskalakis

The Client Journey

From Inquiry to Event Day

- **Initial inquiry & vision**
- **Menu creation**
- **Customization & creativity**
- **Proposal & revisions**
- **Production planning**
- **Event execution**

Alignment behind the scenes = Confidence on the client side



An Endless Pursuit Photography

Where Things Break Down

The Disconnect: Where We Often Miss Each Other

Even with great intentions, gaps happen.

Let's talk honestly about where.



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Common Culinary Pain Points

Chef's Perspective

- **Late changes or unclear menu details**
- **Ordering cut off days/times as they relate to changes and when charging is necessary**
- **Overpromising without production input**
- **Missed communication on logistics or portions**
- **Email communication, timeliness, subject line, all the details matter**

Result: stress in the kitchen and onsite

Common Sales Challenges

Sales Perspective

- **Limited menu or execution knowledge**
- **Needing fast answers for clients**
- **Balancing creativity with consistency**
- **Translating kitchen realities into client-friendly language**

Result: pressure to say “yes” quickly



Audience Check-In

Let's Hear From You

What's one recurring challenge between your sales and culinary teams?

Turning Conflict Into Collaboration

THE SHIFT:

**Instead of:
Sales vs. Culinary**

**We moved to:
Sales + Culinary**

Conflict became clarity — when systems were put in place.



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4 Systems That Changed Everything

How We Work in Sync

1. Menu alignment process
2. Proposal collaboration
3. Communication checkpoints
4. Shared language



4 Systems That Changed Everything

Menu Alignment

Clear Menus = Confident Teams

Defined execution styles:

- Passed hors d'oeuvres
- Displayed appetizers
- Grazing displays
- Self-hosted stations
- Chef-attended stations

This clarity helps culinary plan and sales sell accurately.

Proposal Collaboration

Bringing Management in Earlier

- Early involvement supports green team members
- Prevents overpromising
- Builds trust across departments

Better proposals, faster approvals, stronger sales

4 Systems That Changed Everything

Communication Checkpoint

Built-In Touchpoints

- Production meetings
- White-glove event reviews
- Pre-event confirmations

No surprises. No scrambling.

Shared Language

Speaking the Same Language

- Speaking the Same LanguageCulinary notes translated into client-friendly proposals
- Clear execution expectations
- Consistency across sales, kitchen, and onsite teams

Everyone knows what success looks like.

Feedback Loops

Closing the Loop

- **Client reactions from a sales perspective**
- **Culinary uses feedback for menu and production development**
- **Wins and lessons shared across teams**

Continuous improvement, not one-off fixes



Collaboration in Action

A High-Stakes Event

- **Tight timeline**
- **Complex menu**
- **High client expectations**

What made the difference?

Early alignment and constant communication.



Yelyzaveta Pyvovarova

What Went Right

Why It Worked

- **Alignment from the start**
- **Clear roles and expectations**
- **Real-time problem solving**

Outcome:

- **Smooth execution**
- **Confident client**
- **Proud team**

What We Could've Changed

Earlier experiences taught us:

- **Assumptions create stress**
- **Silence creates gaps**
- **Systems create freedom**

We didn't just fix one event — we fixed the process.

Key Takeaways

- **Communicate clearly and often**
- **Clarify expectations on both sides**
- **Share wins and feedback regularly**

**Sales sells the dream. Culinary brings it to life.
Together, we create unforgettable experiences.**



Kir Tuben

Let's Talk!

Thank you for being part of the conversation.



Access our
presentation
Here!



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