

Week 6 - Boot Camp - Wedding Fayres & Consultations

Re-cap: SLIDE

- Wk 1 - Setting SMART goals & objectives - Confidence
- Wk 2 - Mojo - Time management
- Wk 3 - Pricing and Cashflow planning
- Wk 4 - Branding
- Wk 5 - Marketing - Offline & Online

Still to come:

- Wedding Fayres & Consultations
- Top 10 Cake business owners mistakes
- Bringing it all together and planning for SUCCESS

Top 3 elements:

- Goals
- Pricing & cashflow
- Marketing

MARKETING REFRESH

- Remember to always track and measure ALL marketing activities. PLAN - DO - REVIEW - SLIDE
- SWOT Analysis - Marketing is 'O' OPPORTUNITIES - SLIDE
- Wedding Fayres a key part of the Marketing Plan

THIS WEEK

- Wedding Fayres & Consultations, plus SWOT Analysis
- You are in good hands. We worked out that I hosted a stand (on my own or jointly) at over 50 Wedding fayres. Paul hosted at well over 100
- Paul hosted over 3,000 wedding consultations and around 5,000 novelty cake orders
- As you can imagine, by the time we had finished we knew exactly what worked and what didn't - Time to share that knowledge with you

SWOT Analysis

- S = Strengths
- W=Weaknesses
- O=Opportunities
- T= Threats

Wedding Fayres

- You need to find your inner CONFIDENCE
- Firstly, I know it can be difficult to get to exhibit at hotel or venue shows, especially if they already have their preferred suppliers - Perceiver to succeed
- There are two types of wedding fayres:
- Venue Hosted - Hotels etc SLIDE
 - Don't email wedding planners to ask - they probably won't answer

- Get someone to phone the venue as a prospective bride and get the name of the wedding planner/coordinator
- Turn up on a Tuesday or Wednesday unannounced with a box of samples, professionally packaged and a business card/flyer and ask reception if you can speak to [name]
- Do not be put off by the first 'no', perseverance, perseverance, perseverance
- Larger exhibitions shows SLIDE
- Before you agree to attend:
 - Know the price, does it include VAT?
 - What is the exact size of the stand
 - Is that display or
 - Does that include your customer standing area
 - Do they provide a table - what size and shape is that table
 - Are there any other cake companies going to be there
- How do you stand out?
 - Set the stand:
 - Branded table cover
 - Lights
 - Signage
 - Distinctive cakes
 - Have one WOW Factor cake
 - Go for quality cake designs rather than quantity
 - Theme your cakes to the venue
 - Have plenty of cake samples to engage in conversation
 - Flyers - only after engaging in conversation

- Always ask about the customer's plans, venue, colours, numbers etc
- Have a show offer:
 - Don't offer % discounts
 - Incentivise 'Book Today' - Free delivery & set-up within 20 miles or to the venue that your exhibiting
 - £20 deposit get a notional deposit and follow up that week to book a consultation
 - Run a competition to WIN a wedding cake - entry form to include:
 - Email address
 - Bride/groom's names
 - Date of wedding
 - Venue
- Have your portfolio available presented in a branded album
- Have a clear, branded, pricing guide
- Other Opportunities:
 - Network/collaborate with other suppliers
 - Always have a show debrief to work what went well and what can be improved on
- Always work out sales v cost to work out the profit value of the event

Online Wedding Show

- Consider hosting an online wedding fayre
- Collaborate with other suppliers
- Share customers and incentivise cross-selling

WEDDING CONSULTATIONS - SLIDE

How did Paul achieve a 98% Conversion rate with Wedding Consultations?

That was after over 3,000 consultations so he had plenty of time to learn and hone his techniques.

You can jump straight to appointment 3,000 and learn how Paul runs his consultations.

Pre-appointment details

- Encourage bride to research and come along with ideas and possibly materials
- Ensure that she has seen some of your designs and the associated prices
- Find out the venue beforehand so you can do your research
- Find out numbers if you can, which will help guide the consultation
- Ask the bride to bring along any pictures and theme ideas
- Make the customer aware that the appointment will last 45 mins

Hosting the appointment:

SETTING THE SCENE

- Engage all the senses:
 - Sight - have your portfolio and cakes on display
 - Smell - cupcakes or bread in the oven
 - Hearing - soft romantic background music

- Touch - quality portfolio and surroundings
- Taste - cake samples and accompanying drinks
- Clean, neat and tidy
- Free from pets, children or any other distractions
- Your phone on silent

INFORMATION GATHERING - 20 mins

- Put the customers at ease
- Instal confidence by controlling the appointment
- Get them excited and talking about the event
- Listening skills are paramount here
- Take notes along the way
- Drop into conversation the following key questions:
 - Date - make sure that you have capacity
 - Time - delivery or collection
 - Venue - drop in anything you know about the venue
 - Numbers - which can direct the size and shape
 - Colours - swatch of material to closely match colour
 - Dress - to get an idea of the style
 - Theme - clarify any particular theme or design
- Provide design ideas via online images or magazines
- Provide cake samples
- Provide coffee,tea, soft drinks or even prosecco

DESIGN - 15 mins

- Using all the customers ideas sketch the design
- Include details of colours, flowers etc
- Lift your tone, get excited
- Offer 3 levels of options with the different prices:

- Standard
- Mid-range
- Top- range
- Upselling opportunities
- Delivery & set-up cost and details

CLOSING - 10 mins

- Review the design
- Show passion for the design regardless of pricepoint
- Review your notes and clarify next steps:
 - Who has agreed to take what actions with dates
- Confirm the date, venue, names, delivery details and price
- Closing line...How would you like to pay your deposit?
- Clarify when the balance must be paid

AFTER

- Set a diary note of the stock required for 3 weeks before
- Send a card out a week before the wedding with a Lotto ticket
- Ask for feedback 2 weeks after the the wedding

HOMEWORK

- Carry out SWOT analysis on your business
- What are your 3 top USPs

FURTHER LEARNING

- [Wedding Consultation - With commentary - CakeFlix](#)