

25 sales tips for EVENT MANAGERS

THAT YOU CAN IMPLEMENT TODAY!

1 ARRIVE TO WORK BEFORE EVERYONE ELSE AND COMPLETE YOUR TO DO LIST

Yep we're starting with something basic, yet effective. You'll be amazed at the difference this will make to your day if you commit to this at least 3 times per week. You will be much more organised and ready to work on your daily sales.

2 RECORD YOUR ENQUIRIES

If you have a CRM (Customer Relationship Management) Tool, then that's awesome, if you're using an excel document or a diary, then that's just as awesome! We don't discriminate here, we only care that you're recording and gathering data on each and every event enquiry you have coming in... yep even the lost business and cancelled.

3 CREATE A QUALIFICATION QUESTIONNAIRE

How easy would it be if you had a list of questions for the client that will help you 'shorten the ladder' between enquiry and sale. So what are you waiting for... time to create one. Aim for at least 25 questions and remove these as you wish when you first speak with a client. (Yep this means picking up the phone and calling them each and every time you receive an enquiry - trust me - its more efficient).

4 UNDERSTAND YOUR CUSTOMER AVATARS

*Do you know who your potential customers are? What are they reading, who they are following on Instagram and where they like to shop? All key items lead to better understanding of your customer and will enhance your knowledge of how to sell to them better.
Set up an Avatar here for free: <https://xtensio.com/>*

5 MAKE TENTATIVE HOLDS

Are you making 7 day tentative holds? If not, it's time to start. Did you know the use of tentative holds on your enquiries is one of the easiest strategies and tools to use to not only improve management of your events calendar, but also assist in your follow ups & creating a sense of urgency for your enquiries.... just sayin!

6 HOST MOCK SITE INSPECTIONS WITH TEAM MEMBERS

How are you meant to know how well you are completing site inspections if you aren't reviewing your technique (and YES there's an essay style technique to increase your sales here)? Why not get together with your team members and act as the 'hectic, needy client' whilst you go through each others style of selling. You can also ask your manager!

7 LEAD SITE INSPECTIONS WITH THE GUESTS AT THE FOREFRONT OF YOUR MIND

Have a think about this - the Brides, Grooms & Corporate Event Managers want to ensure their guests have a good time at the event. So when delivering your site inspection, you should lead them through the venue as if you were a guest entering the space. Where will they head to first? Where will the wait staff be standing with a tray of beverages? Where will the antipasto grazing table be?

8 GIVE YOURSELF GOOSEBUMPS

Get freakin excited! How are the clients meant to get excited about their upcoming event if you're not excited too? Learn to story tell and remember to take them through the venue as if you've never stepped foot in the space before. I would give myself goosebumps weekly during site inspections walking them through the story book pages of their perfect event in the space.

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9 SMILE

Seems obvious right! You'd be surprised at how many Event Managers & Wedding Planners I've trained in Site Inspections who sincerely forget to smile throughout the process. If you find it difficult - crack some jokes, no one likes an over serious Susan!

10 REVIEW YOUR PACKAGES

Ok, lets get into the tougher stuff. If you think a package is simply for adding food and beverage items in a pretty format to send to your client then you're only doing 25% of what packages can do. Your Event & Wedding Packs should read just like a Site Inspection would. Is there an intro with some information on the venue? Are they easy to understand and answering your client's questions before they ask them? There's a lot for venues to learn here!

11 REVIEW YOUR PROPOSAL DOCUMENTS

Same, same - but different. If you're just sending through an Invoice with a breakdown of costs & terms and conditions - it's a little bit bland huh. Utilise what you've previously discussed with the client and provide them their personalised package rather than a price and a dotted line.

12 UNDERSTAND THE GROSS PROFIT ON YOUR FOOD, BEVERAGE & MISC. ITEMS

"But I'm not a Sales Manager, I'm an Event / Wedding Manager" yep I hear this all of the time. Understanding the GP on your offers means a chance to sell the more PROFITABLE items from your packages (NB: doesn't necessarily mean the most expensive). Organise a meeting with your manager and the Exec Chef to learn the GP on all items inc: canapes. Show the Venue Owner just how Sales Savvy you can be.

13 BUY YOURSELF A NEW SITE INSPECTION OUTFIT

Woohoo!! You've made it past half way through reading these tips so go on... buy yourself something new this week. TBH how good does it feel when you've arrived to work with a new purchase on - puts a little sparkle in your step when you're meeting clients through the day.

14 KNOW YOUR TERMS AND CONDITIONS

"We know they exist... somewhere in the back of our proposals that we send to our clients 50 times per week". There's a clear difference between knowing where the T&Cs are and understanding each and every detail. Take some time out today to read the T&Cs for your venue, highlight the items you may not 100% be clear on and organise a time with your team to ask questions. I mean do you know what force majeure means? If not - you've got some work to do.

15 WORK ON YOUR MEETING PREP

How many of your scramble last minute to grab everything you need for a client meeting? Their runsheet, their proposal, your event pack, the images on your ipad, your phone for a calculator, pen (that actually works) and notepad sheesh! Well, make this a part of your morning routine (ref: point #1) and you shall never have to scramble again

16 ENSURE YOUR TOOLS ARE READY

Talking a little about tools (ref: #15) how ready are they? Are your galleries and images up to date on your laptop / ipad or website? Do you only have a package with bleed lines from your graphic designer to print out? Does your Event Pack have last years date on the front (oh crap). Schedule a quarterly review of your tools and ensure they are updated frequently. Noone wants to see Event photos of your venue from 1997 before you redid the carpet.

17 BE HONEST

Sounds simple huh! I'm going to be honest with y'all right now. I've worked for companies who are not honest in their sales approach and lack communication between their sales and management teams. There's no room for the car salesman approach in Event Sales and the more honest and relatable you are to your clients, the more they are going to want to book with you.

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18 UPSKILL

TBH there is an unhealthy amount of ego in the Events Industry, but do I blame the Event Managers? No! I blame the lack of resources to learn all about Event Sales... which is why We Surge was born. Check out our courses <https://www.wesurge.com.au/event-sales-courses>

19 KNOW YOUR NEGOTIATION TOOLS

Do you know exactly what tools you have when clients would like to negotiate? Have you asked your manager exactly what you can use in these situations? I'm not a fan of discounting or reducing Minimum Spends (as you're taking away from the bottom line of the venue - and also from your targets). I'm much more a fan of add ons - eg: Cocktail on Arrival, upgrades from 4 piece canape package to 6 piece etc.

20 UNDERSTAND YOUR TARGETS

Some Event Managers will know the amount of revenue they need to make each month, and some are not told. For those of you who know, have you broken your targets into number of events (based on average spend) so it's easy to translate? Those who don't have targets - why don't you calculate the average revenue you have brought in each month and add 10% onto it for your own personal target. Your boss will LOVE you when you show the initiative and the increase.

21 MEASURE YOUR CONVERSIONS

What's a conversion? It's the % of events sold over the number of enquiries you have received. Eg: I've received 50 event enquiries last month and 10 of them were sold.. this means my conversion rate is 20%. (refer #2 to record your enquiries) If you record your enquiries you can measure your conversion rate each month. Do this for 3 months before putting any goals in place to ascertain where you're at

22 CREATE A GOAL TO INCREASE YOUR CONVERSIONS EACH MONTH

After #21, put a 3 month goal in place to increase your conversion rate. Depending on your venue and where your base average is at, put a REASONABLE and slight increase on your current results and try to reach that in the next quarter. (Show your managers this document as a part of your initiative) and hey they might just incentivise you to do so. Free champagne here we come!!

23 HOST MONTHLY ACCOUNTABILITY MEETINGS

Did you know it's just as important to manage upwards as it is for you to be managed? No, I don't mean telling your boss what to do, but I do mean showing initiative. Why not use these 25 tips as accountability items to discuss each month with your manager to show what you're working on in addition to what is required in your job role?

24 DO SOME RESEARCH INTO CLIENT INDUSTRIES

Now we're getting juicy! This is the first step to building a proactive list to contact. Do you know where your previous clients have come from in the past 3 years? Not only their company name but listed by Industry. You have to get to know your events demographic before you can target some new clients and this is a great place to start!

25 CREATE A STRATEGY

Download or create your confirmed Event Calendar for the next year and look for the gaps. Where do you need to sell events to fill those holes? Is there a short lead special you could put together using your current F&B packages - come up with a catchy name and retarget your previous clients. Incorporate all of your Sales Strategies with your Digital Marketing team to create greater exposure and more revenue for the business.

xx Bree
SURGE