



a podcast with

Alan Berg

Certified Speaking Professional
Global Speaking Fellow

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Welcome

We'll be starting soon

Make it Social

@AlanBerg

#WeddingMBA

@WeddingPro



the knot +  WEDDINGWIRE

Grow your wedding business with the industry leaders couples love

WeddingPro combines The Knot and WeddingWire, two of the best wedding advertising marketplaces, to give you access to more couples in your area and increase your booking opportunities.

Let's partner together



Passionate professionals

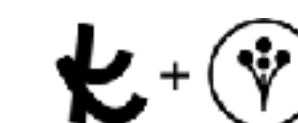
2023

WEDDINGpro
Educator



WeddingPro combines the best of The Knot and WeddingWire to help you grow your business!

Stop by the WeddingPro booth for business insights, industry education, and to meet the team!





Scan this code to
get the WeddingPro
report:

Marketing to Gen Z





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**Increase
Bookings with
Upfront Pricing**





Want the slides from Alan's 3 presentations here at Wedding MBA?

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ConnectWithAlanBerg.com



Scan for Alan's Slides



STELLAR SALES TIPS

IF YOU DON'T ASK, THE ANSWER IS ALWAYS NO!

Alan Berg, CSP

Global Speaking Fellow

Wedding Business Solutions





When a couple inquires with
more than one vendor,
only **one** ever gets the sale





Only **one** of you gets
the **privilege** of being a
part of their wedding





You don't **deserve** their business,
you have to **earn** it!



**Are you taking orders
or making sales?**





Are you taking orders
or **helping them buy?**



3 Skills every wedding pro needs:

1. Patience
2. Listening
3. Tenacity





Patience: Don't try to rush the process

CHASE for BUSINESS®

Alan,

Thank you for your interest in Chase Payment SolutionsSM.

My name is Joshua Rodriguez. I'm your Chase Payments Advisor and partner dedicated to helping you find the right payment processing solution for your business.

I will contact you by phone shortly to discuss your business needs and provide recommendations. My phone number starts with a 332, New York-based area code, so you'll know I'm reaching out.

Schedule a call at a time that works for you.

As a business owner, you have a busy schedule. Feel free to designate a time and date for me to call you, so we can connect at your convenience.

Schedule a call today

view
inquiry
phone

How
do we
make a
way?

Patience:

Want to get ghosted less often?

Don't only ask for the call or meeting/tour **on the first reply**



Patience:

Give them a reason to get on the phone/Zoom or come in for a meeting/tour...



“ I’ve got some ideas how we can make your wedding amazing. I’d love to share them with you, and also hear your ideas. Can I give you a quick call now, or would later today be better?”



“ I’m already thinking of ways we can make
your wedding amazing.

Since you’ve never been to a wedding
here, it sounds like the next step is to
come and see the space for yourselves.
Is during the day or in the evening better
for you to come in?”



Listening:

Given the chance, they'll tell
you the **results** they want



**Are you
using a
Sales
Pitch?**





**If their wedding
will be unique,
so should your
sales approach!**

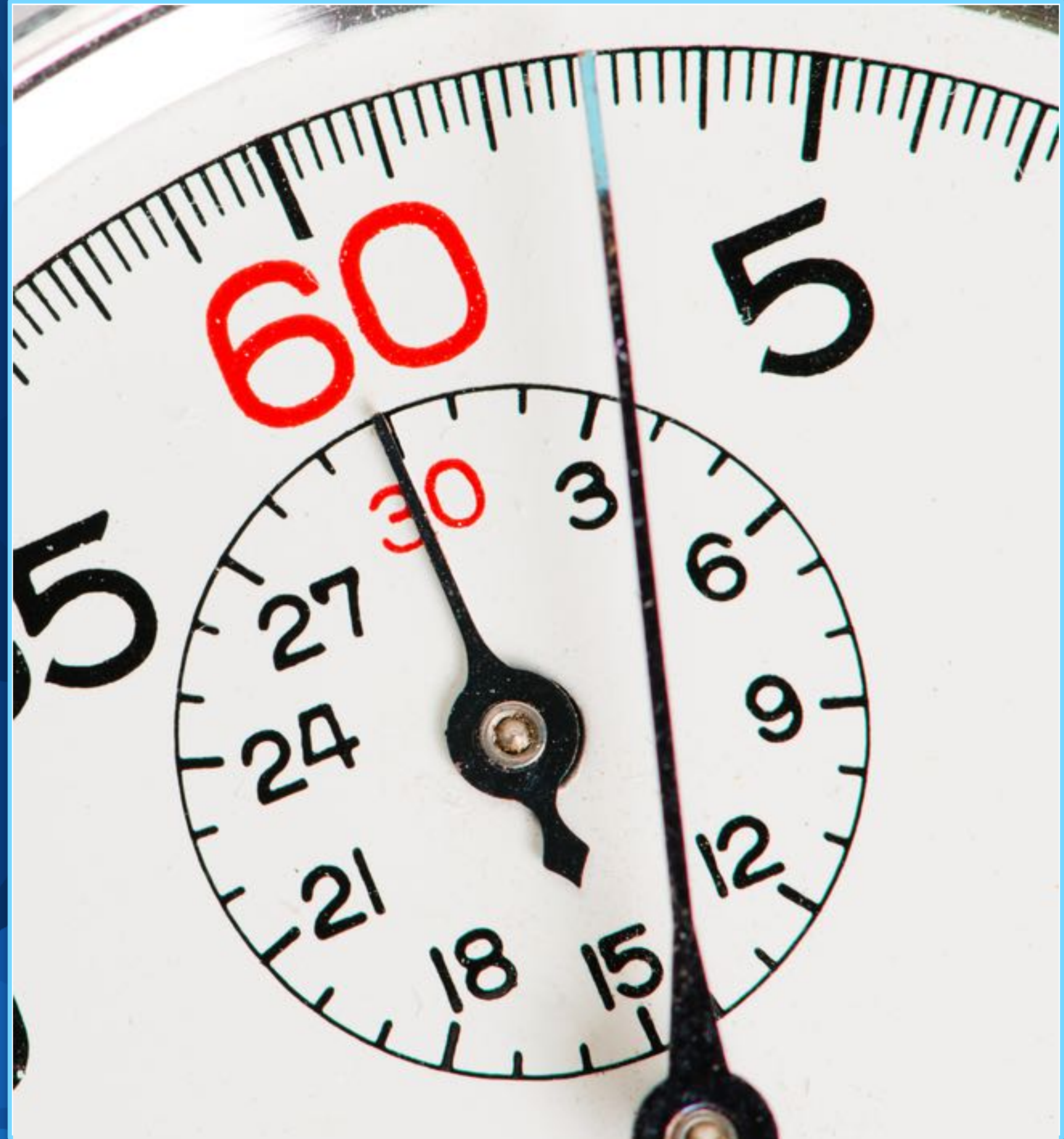
Listening:

When you're talking you
aren't learning anything about
what they want or need



Listening:

Do most of your sales meetings take the same amount of time?





Tenacity:

Are you giving up too soon?

Tenacity:
**How many times are you
following up?**



Tenacity:

Are you afraid to hear “No”?

Tenacity:
Ghosting doesn't mean
they're price shopping!



Tenacity:
Ghosting doesn't mean
they've booked someone else!



OPPORTUNITY

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



@AlanBerg @WeddingPro #WeddingMBA



Are you creating the
right **experience**,
from the first contact?



Are you creating the right experience...

- In your advertising and marketing
- On your website
- In your communications
- In your meetings
- On your calls
- In your follow up/follow through



If you can't walk a mile in their shoes, at least take a few steps!



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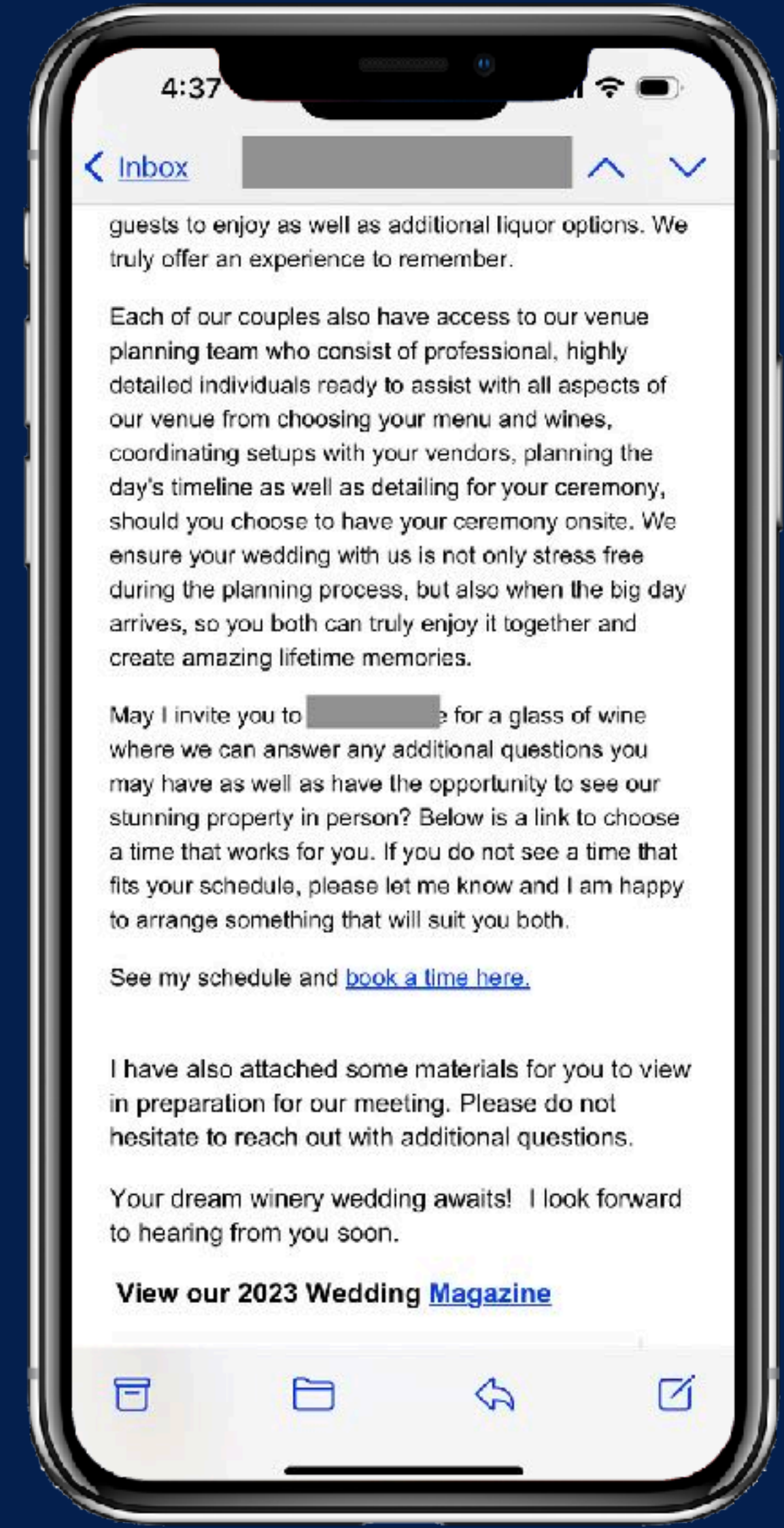
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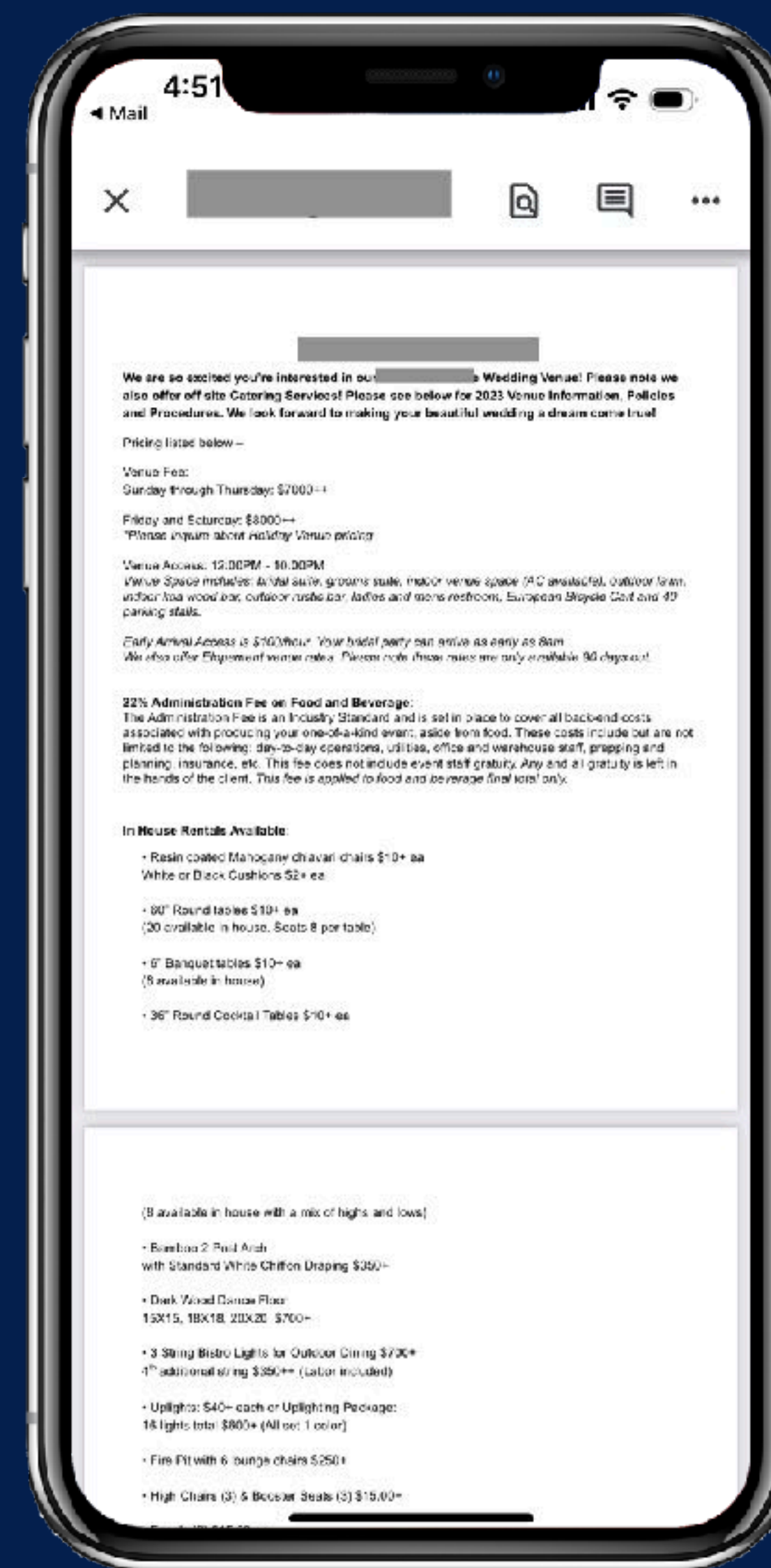


Would you read a long email on your phone?





Can you easily read your PDFs and Docs... on your phone?



Are you sending them to your
social channels...
where all of your competitors
have a presence?



Are you sending them
information that's
already on your website?





Are you sending them
back to your website
when they've already
inquired from there?



Your PDFs, links and
social channels won't
make the sale for you...
that's your job!



The easiest way to close more sales





**The easiest
way to close
more sales**



**Listen
more than
talk!**





The easiest way to close more sales



Don't talk about your products and services, talk about the results they can only get from you





The easiest way to close more sales



Don't talk about your products and services, talk about the experiences they can only get from you





**The easiest
way to close
more sales**



**If this a
couple you
want to work
with...**





get yours at Alan's booth

If this a co
you wa
work w

If you
don't ask,
the answer is
always No!



for
sale!





Should we get your wedding
date reserved now?



“

Should we get your wedding
date reserved now...
so you can send out the
Save-the-Dates?





Should we get started
planning your beautiful
wedding now?





Should we get started
planning your wedding
flowers now?



“

Should we get started
planning your wedding
entertainment now?





Should we get started
planning your wedding
ceremony now?



“

Which package did you
want to go with,
the Aspire or the Pinnacle?



“

Is there anything you're still looking for that you haven't yet found here with us?



“

Is there any reason why we
shouldn't get your date
reserved now?





**Asking for
the sale
with...**

**Would it
make
sense...?**



“

Would it make sense to
**start planning your amazing
wedding now?**





Would it make sense to
reserve your date now?



“

Would it make sense to
choose your package now?



get yours at Alan's booth

If you don't ask, the answer is always NO!

If you don't ask, the answer is always No!





When should you be up-selling?





**When should
you be
up-selling?**



**Every time you
communicate
with them**





Don't sell/upsell the
products/services,
sell the results!



“

Would it make sense to add the
ceremony sound,
so your guests can hear every
word of your vows?



“

Would it make sense to add the
second bar,
so your guests won't have to
wait long for a drink?



“

Which would you like to add,
a **jacket or shawl**,
for when it gets cooler
later in the evening?





Are you good at up-selling?





Creating better packages can help you sell more, up front!





The two easiest ways to sell more...



OPPORTUNITY

**Follow up with the
inquiries who haven't yet
said No!**



get yours at Alan's booth

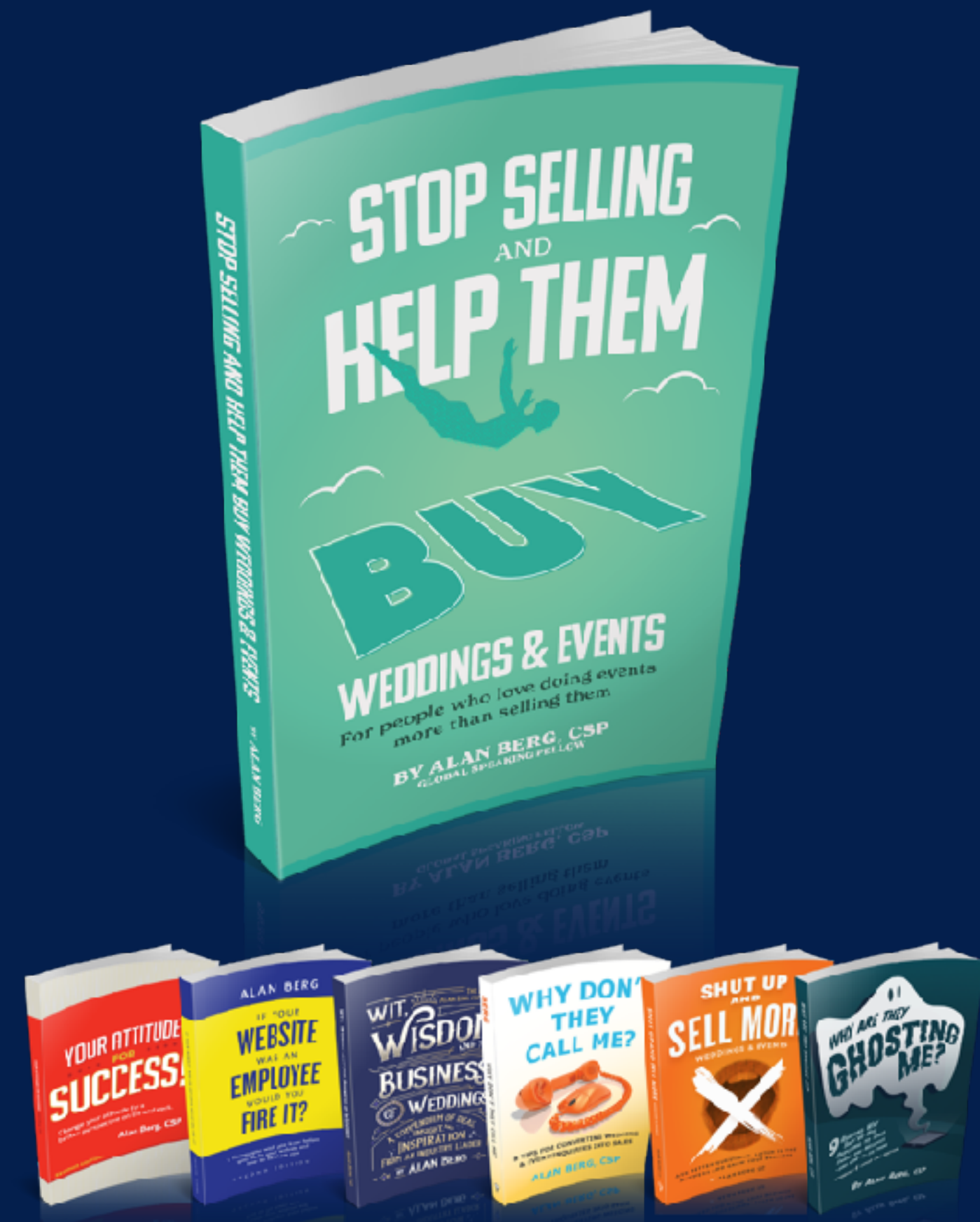
Ask...
if y...
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sk,
ways

**If you
don't ask,
the answer is
always No!**



Come to Alan's other presentations:

- **Websites that Wow! - Tue. 2pm**
- **Donuts with Alan - Wed. 11am in the WeddingPro Booth**



Get Alan's
Newest Book and his
other books at his **booth**
in the trade show

**Have Alan
Train your
sales team!**
Stop by his
**booth for more
information**



Need a new website?
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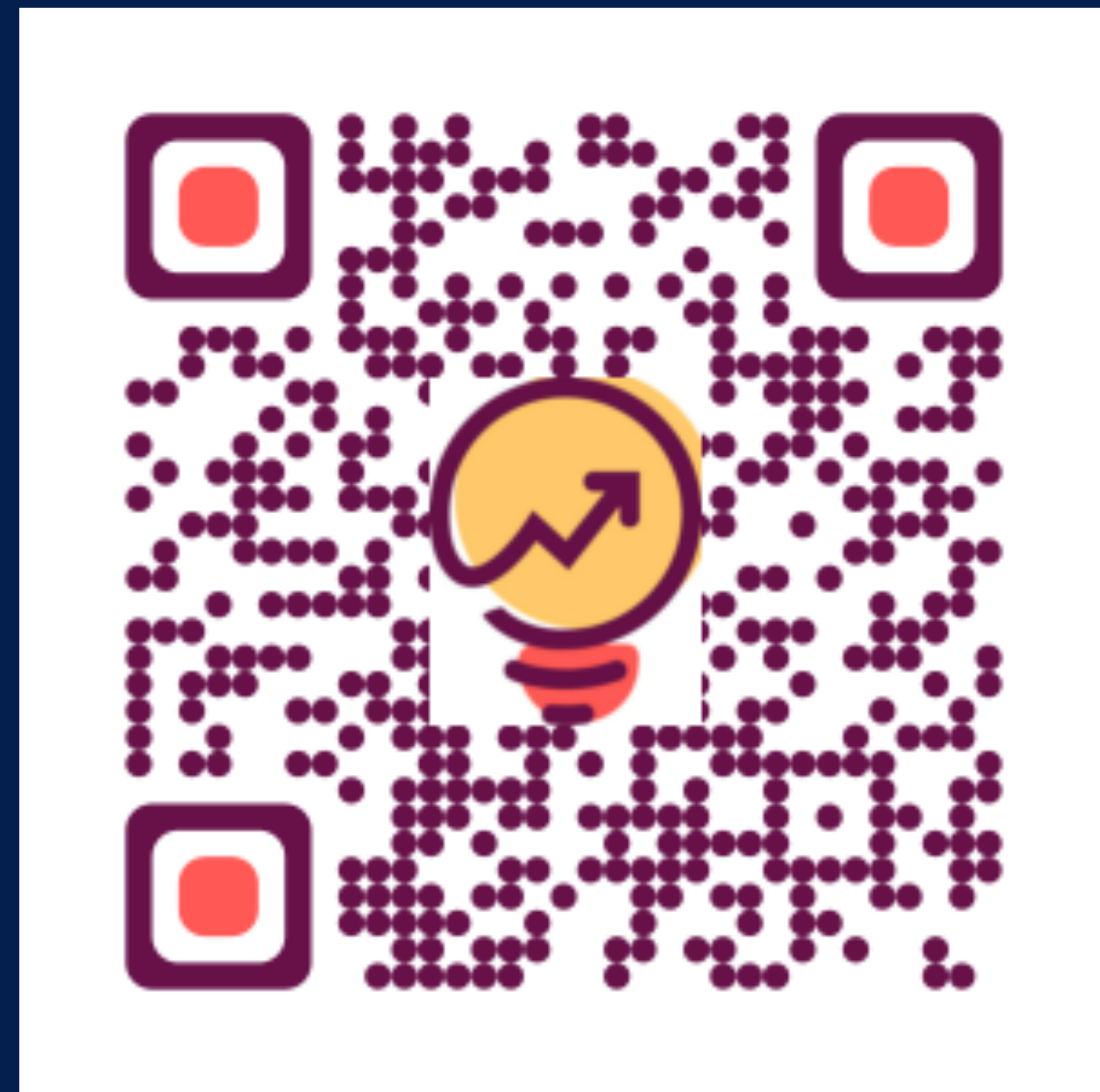


Thank you!

Alan@AlanBerg

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www.AlanBerg.com



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