



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

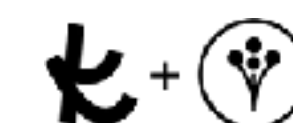
WeddingPro combines The Knot and WeddingWire, two of the best wedding advertising marketplaces, to give you access to more couples in your area and increase your booking opportunities.

Let's partner together



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!





You've Been Shopped!

Scan this code to
get the WeddingPro
report:

Marketing to Gen Z





You've Been Shopped!

Scan this code to
get the WeddingPro
report:

**Increase
Bookings with
Upfront Pricing**





YOU'VE BEEN SHOPPED!

LESSONS FROM VENUE SECRET SHOPPERS

Alan Berg, CSP

Global Speaking Fellow

Wedding Business Solutions





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

Scan this code with your phone's camera

or go to:

ConnectWithAlanBerg.com



Scan for Alan's Slides



You've Been Shopped!

What is secret shopping?



You've Been Shopped!

What is secret shopping?

Is it ethical?

Is it ethical?

Are you trying to uncover private information, things they wouldn't share with their customers?

“

There is nothing harmful about conducting mystery shopping as long as you're not going to sabotage the operations of your competitors.”

JM Ridgeway, Competitor Mystery Shopping Checklist
6 Things You Need to Research



Should you do secret shopping?

Should you do secret shopping?

- What are you trying to find out?
- What will you do with the information?
- What is your goal?

What can you expect to find out?

- How easy it is to make any inquiry
- If they reply at all and how quickly
- What their replies look like
- Whether they follow up
- How and how many times they follow up
- The communication methods they use
- If they reply the same through each channel
- If their replies look and feel personal, or canned
- Competitor pricing



You've Been Shopped!

Should you arrange a
tour/meeting/call?

We only secret shop digitally



You've Been Shopped!

Your goal isn't to copy your competitors

It's to benchmark what you're doing

Your goal isn't to copy your competitors

You **can't** copy their results and they **can't** copy yours!



You've Been Shopped!

Have you secret shopped your own business?



You've Been Shopped!

Have you secret shopped your own business?

Successful companies are trying to catch their people **doing it well!**



You've Been Shopped!

Have you secret shopped your own business?

Successful companies know that they can always improve!

The Benefits of Mystery Shopping Your Own Company

“Companies can get an understanding of their staff performance with mystery shopping.

Mystery shopping offers insight into how employees are responding to brand promise and SOPs (standard operating procedures), which allows for better coaching.”

Clickworker.com



What are we looking for?

- **Friction**
- **Opportunities**
- **Persistence**
- **More sales**
- **More profits**



OPPORTUNITY

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



@AlanBerg @WeddingPro #WeddingMBA



You've Been Shopped!



**We've shopped
venues, all across
the US**

What kinds of venues?

- Single location venues
- Companies with multiple venues
- Companies who own their venues
- Caterers with exclusive venue arrangements
- Venues who cater, and those who don't
- Mid-priced and high-priced
- Some very high-priced

How did we shop them?

- Through their website's contact form
- Some also through their online ads
- We only call when the client requests it of their own venue
- We use a weekend wedding date
- In wedding season
- Usually 130-175 guests



**When did we
shop them?**

**Weekdays
during normal
business hours**





**What did we
ask them?**

**For pricing and
package info**





What did we ask them?

“Hello, we were hoping to learn more about your pricing and packages.”



What do we track?

- Did they use an Auto-Reply?
- Did they reply at all?
- How long until their first reply?
- Did their reply fit on one screen of a smartphone?
- Any attachments? If so, how many.
- Any links in the message? If so, how many.
- Did they end their message with one question?
- Did they only ask for a meeting, tour, phone call?
- Did it feel like copy/paste?
- What was the subject line?

What's your subject line?

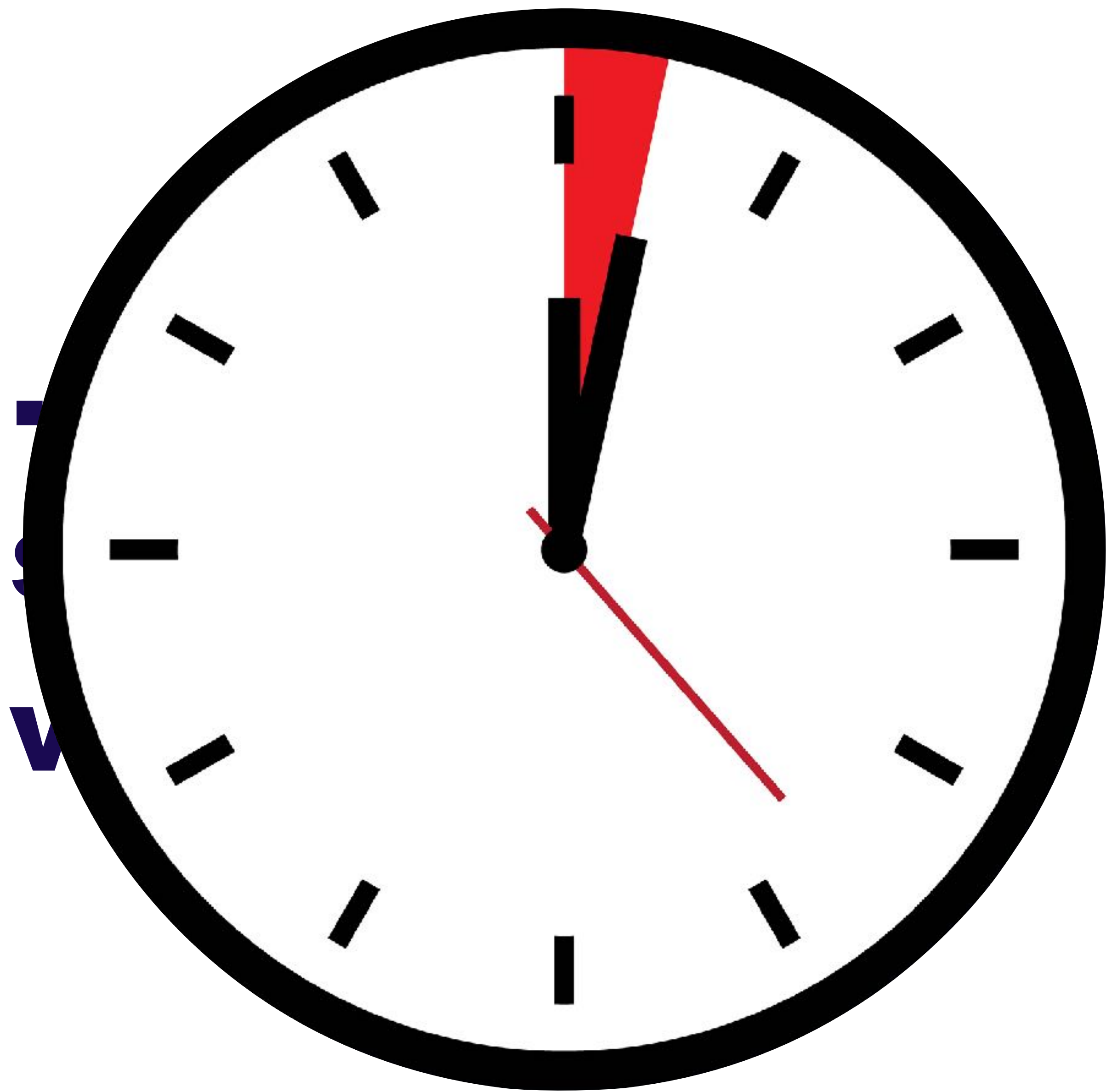
- Re: Form Submission - Contact Form
- RE: New submission from Contact Form: Paginated
- RE: New Form Entry #371 for (Venue) Contact Form
- TBD. Sep 20, 2024
- Catering Request Follow Up TBD
- Website Inquiry
- Re: Inquiry

What's your subject line?

- Let's Find Your Dream Venue!
- Re: Your Dream Wedding At The Windsor Ballroom
- Envision Your Wedding Aboard Infinity and Ovation
- Re: Let's Start Planning Your Wedding!
- Say 'I Do' with Pearle Weddings
- Oh Ship! You're getting married!



And then...





You've Been Shopped!

We don't count generic emails about open houses, etc. to be replies.

~~We're~~ looking for personal replies.

They're



Wedding
Business
Solutions



And then?

Did they try a 3rd time?





And then?

**Did they try
a 4th time?**



And then?

**Did they try
a 5th time?**





And then?

**Did they try
a 6th time?**





And then?

Did they try a 7th time?





And then?

**Did they try
a 8th time?**





And then?

Did they try a 9th time?





And then?

**Did they try
a 10th time...**

Or more!





You've Been Shopped!

It's not just how many times
you follow up,
it's also the content.



You've Been Shopped!

Are you adding value to the
conversation...
that they started?



You've Been Shopped!

Are you making it
all about them?



You've Been Shopped!

Are you talking about what
you do...
or the results they can only
get from you?



You've Been Shopped!

Are you looking at your
messages on a smartphone?



You've Been Shopped!

Are you **sending them further away from you with links?**



You've Been Shopped!

Are you delaying their reply
with attachments and links?



You've Been Shopped!

Are you looking at your
attachments on a smartphone?



You've Been Shopped!

If you were talking on the phone with them, would you send them PDFs and links...



You've Been Shopped!

...or, would you just have a conversation?

Why are you getting ghosted?

- **Sending them away w/links**
- **Asking for a call right away**
- **Asking for a tour right away**
- **Sending them what they think they need to compare you with others**





You've Been Shopped!

Take it slow...
Earn the right for a call or tour



You've Been Shopped!

Now, for the results of our
secret shopping...



You've Been Shopped!

We shopped 167 venues and caterers



You've Been Shopped!

We shopped 167 venues...

38% had auto-replies

We shopped 167 venues...

Only 82% replied at all

18% never replied at all



You've Been Shopped!

We shopped 167 venues...

28% replied within 1 hour
or less



You've Been Shopped!

We shopped 167 venues...

59% replied the same day



You've Been Shopped!

We shopped 167 venues...

23% replied the next day



You've Been Shopped!

We shopped 167 venues...

6% replied in 2 days



You've Been Shopped!

We shopped 167 venues...
7% took 3 days to 6 days to
reply



You've Been Shopped!

We shopped 167 venues...

6% took a week or more to reply



You've Been Shopped!

We shopped 167 venues...

48% replied 2 times



You've Been Shopped!

We shopped 167 venues...

36% replied 3 times



You've Been Shopped!

We shopped 167 venues...

26% replied 4 times



You've Been Shopped!

We shopped 167 venues...

18% replied 5 times



You've Been Shopped!

We shopped 167 venues...

12% replied 6 times



You've Been Shopped!

We shopped 167 venues...

4% replied 7 times



You've Been Shopped!

We shopped 167 venues...

1% replied 8 or more times



**So, what
does this
mean for
you?**





**So, what does
this mean for
you?**



**The bar is
very, very
low**





**So, what does
this mean for
you?**

**You may have
competitors
who don't
reply to every
inquiry.**



**So, what does
this mean for
you?**

**You definitely
have
competitors
who give up
after one or
two tries.**



**Is it too hard
to keep
following up?**



**It's easier than
getting new
inquiries!**





**Is it too hard
to keep
following up?**



**Do you want more
sales and profits,
without spending
more on
advertising and
marketing?**



OPPORTUNITY

**Your biggest opportunities
are the inquiries who are
ghosting you**



@AlanBerg @WeddingPro #WeddingMBA



You've Been Shopped!

**Don't assume the
ghosts have booked
another venue...**



Your action steps...

- **Reply as quickly as you can**
- **Be more patient**
- **Earn the right to ask for a call or meeting**
- **Use links and attachments only after having a conversation**
- **Follow up at least one more time**



And then....


Follow up again!



get yours at Alan's booth

If you
the an

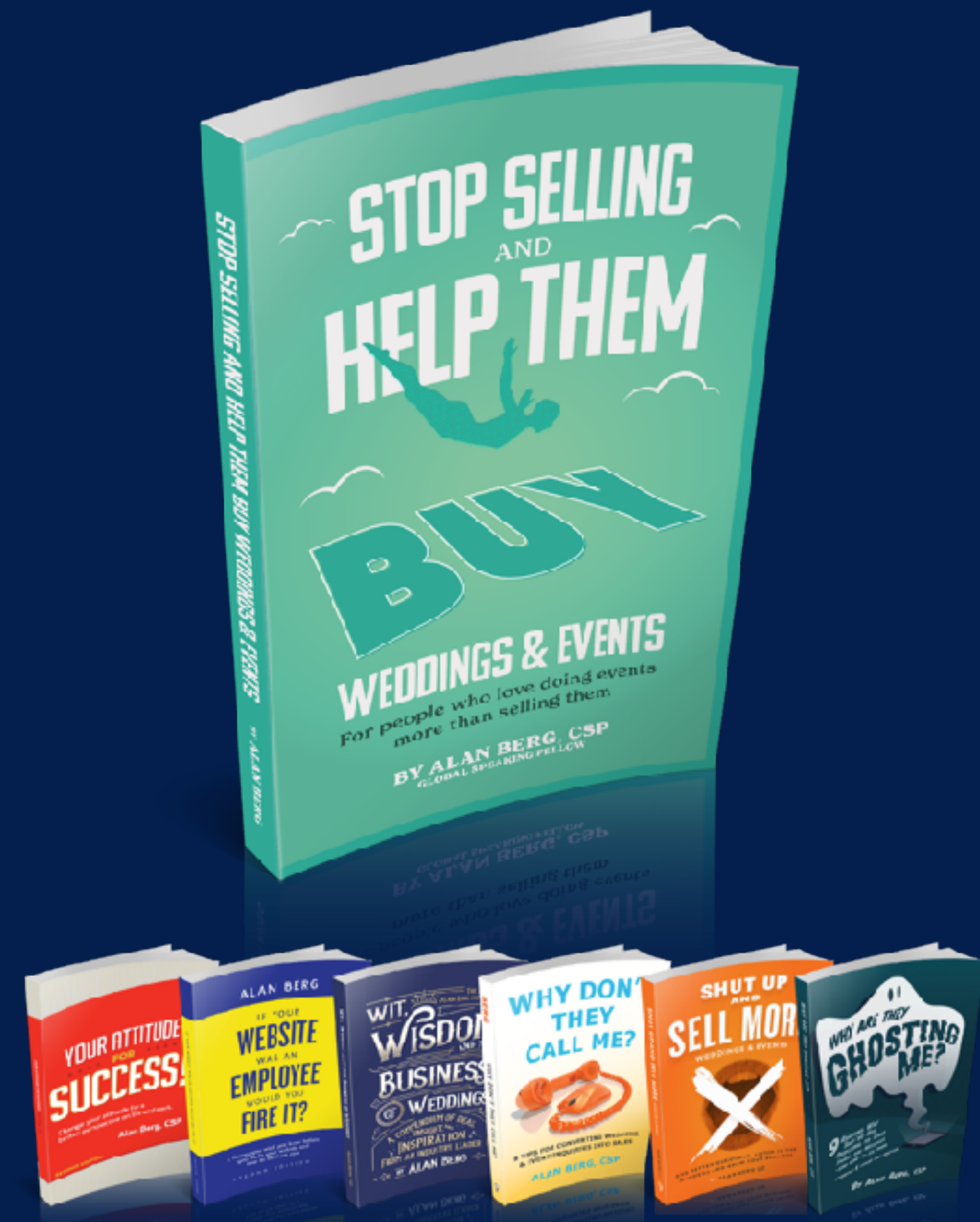
**If you
don't ask,
the answer is
always No!**



sk...
always

Come to Alan's other presentations:

- Stellar Sales Tips - Tue. 10am
- 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?
See Brian Lawrence
@ Alan's booth



pped!



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Alan Berg
Certified Speaking Professional
Global Speaking Fellow

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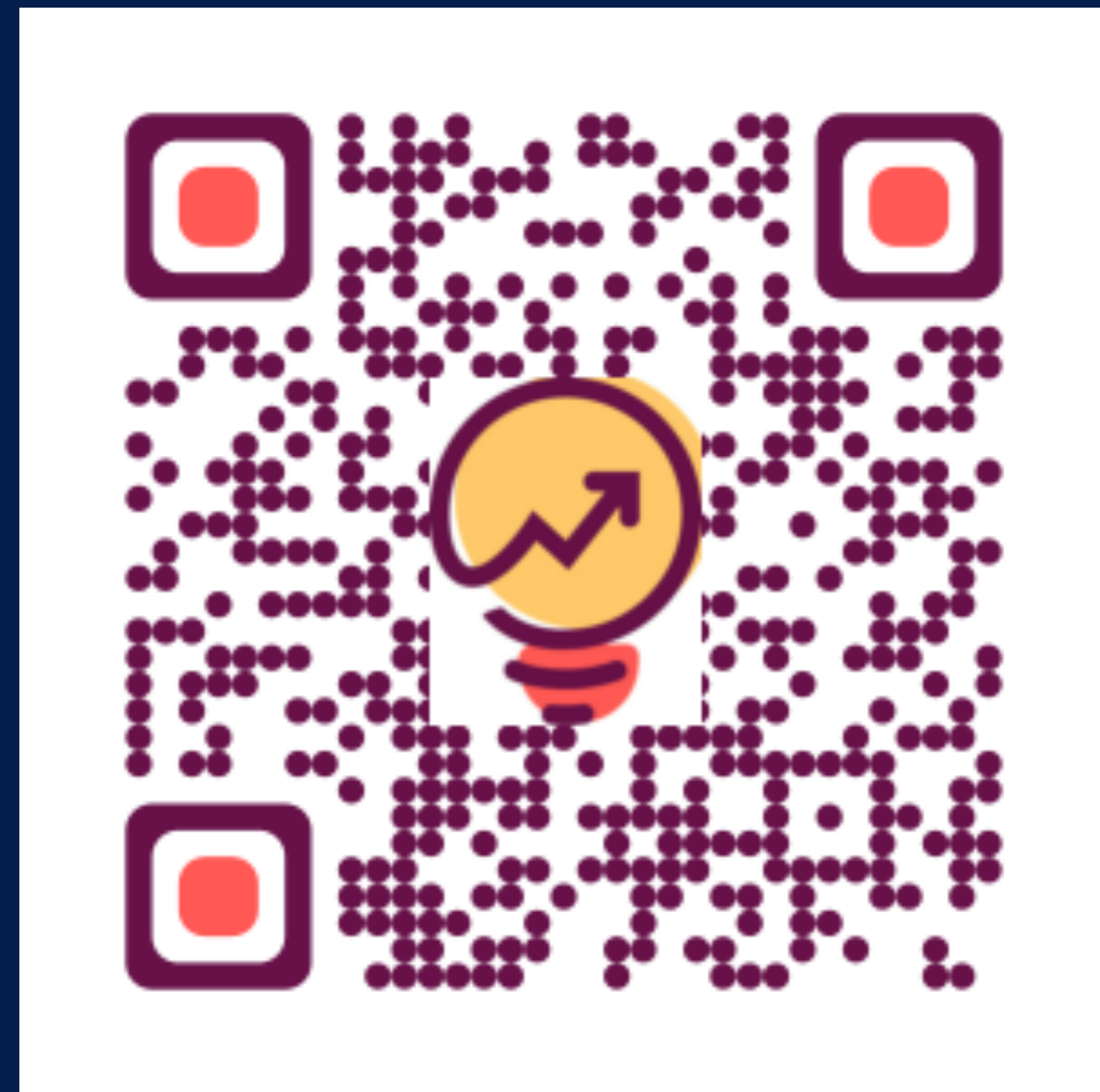


Thank you!

Alan@AlanBerg

+1.732.422.6362

www.AlanBerg.com



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