

Maximising Wedding Sales for Your Venue



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London 15th January & Manchester 16th January 2019
On this dynamic one day programme we explore how you can attract and convert more profitable wedding business for your venue

Maximising Wedding Sales for Your Venue

1. Why attend

As you know, weddings are big business. However, the truth is that there have never been more venues in the UK licensed to run weddings and there have never been more venues willing to host the reception. Competition for this market is fierce. At the same time, couples are spending more than ever on their big day. Couples are also being more demanding on what they get for their investment. Different people will always want different things from their big day, but what is clear is that couples want wow factor on their big day. In short, to win the business, your venue has to stand out from the crowd in terms of meeting your target couples specific needs.

In a recent survey on 100 venues across the UK who advertise themselves as a wedding venue, we rang to ask for a wedding brochure. 69 venues at this point of contact only took the following details without asking any more questions about the potential wedding;

- 32 venues just took the name and address
- 15 venues took a telephone number in addition
- 22 venues took an email address in addition

Of the 69 venues above 61 sent either a brochure in the post or an e- brochure. 8 sent nothing. 5 followed up with a phone call to check if the brochure had been received. 18 followed up with an email asking if they could help further. None invited the couple for a show round.

31 of the 100 contacted put our researcher through to a wedding specialist who asked more questions about the wedding. Of the 31 only 18 invited the couple for a show round at this point in the enquiry. Of the 18 only 10 made a compelling case for coming on the show round. Would your venue be one of the 10% in this survey?

This programme is focussed on your venue getting and converting more enquiries and maximising wedding sales as a result. This dynamic one day programme is a collaboration between Wendy Clark of Maxima Training and Ciara Crossan of Wedding dates. How much is the average wedding worth to your venue? What if you could convert just one more wedding as a result of attending this day?



Words are words, promises are promises, only performance is reality.”

Harold Geenen 1910 - 1997
Top American businessman



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Maximising Wedding Sales for Your Venue

2. Aim and content

Aim of the day - To Maximise Wedding Sales for Your Venue

Overview – The day will be highly motivational, participative and full of real current ideas to maximise your wedding business.

Content

- ✓ How to use the wedding sales cycle to maximise wedding sales
- ✓ How to use current trends in weddings to grow your business
- ✓ How to use social media to identify and attract wedding business
- ✓ How to turn requests for wedding brochures into a wedding show round
- ✓ How to maximise sales conversion from a wedding show round
- ✓ Using the laws of persuasion principles to get prospective buyers to book now
- ✓ How to maximise sales and customer satisfaction from the moment they confirm the booking to the wedding day itself
- ✓ How to follow up the wedding day with an eye to future business from the couple and their friends



“If you can’t give them more than they can get from your website on a show round, what’s the point of the show round?”

Wendy Clark
Maxima Training



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3. The programme

The programme runs from 0930 to 1630 with registration starting from 0900

The Location is London

The day will be highly motivational and participative. We will provide refreshment on arrival and mid-morning and afternoon. Lunch will also be provided.

The day will be fast paced and participants will have many opportunities to discuss and share ideas.

We will be exploring the key role social media plays in the wedding sales process and how your venue could benefit from this to attract enquiries.

We will focus on how essential it is to make a great first impression on the couple at their first point of contact.

We will focus on how important it is to get the couple in for a show round and to discuss their plans.

We will focus on making your wedding show round a wow experience that differentiates your venue from your competition

We will explore how you can utilise the science of persuasion to give the couple a compelling reason to book with you.

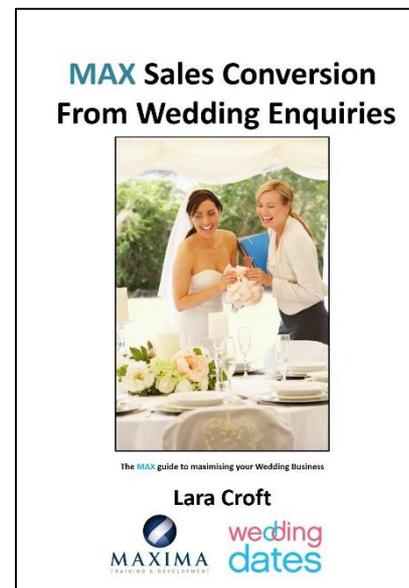
We will look at current trends and ideas you can share with the couple to enhance their big day to maximise both their satisfaction and sales.

Each participant will receive a personalised copy of the workbook which supports the day **'Maximising Wedding Sales for Your Venue.'**



In Hollywood brides keep the bouquets and throw away the groom."

Groucho Marx
Very funny comedian from the golden age



Each participant is presented with a personalised work book

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4. Who should attend

This programme is for anyone responsible for maximising wedding sales for their venue

This programme is an open programme so people from different venues will be attending. In our experience people gain a lot from attending open programmes as they get to see other people in the market and gain new ideas.



MAXIMA
TRAINING & DEVELOPMENT



**If you always do what you always did
you always get what you always got.”**

Tony Robbins
Motivational Speaker and Author



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5. Programme leaders

Wendy Clark Maxima Training

Wendy was a Director of Sales in the Hotel industry before co-founding Maxima Training in 1995. Wendy has developed dynamic training programmes on maximising sales from show rounds and wedding enquiries which have helped many people to grow their wedding business. Wendy is passionate about sales and great customer service. Wendy says. 'Of all the things venues sell, weddings are the most demanding, yet also the most fun.' Wendy has two daughters and says. 'You never know when I may be asked for advice on a potential venue in the near future. I am always looking for ideas.'

Ciara Crossan WeddingDates

Ciara is the founder and CEO of WeddingDates, which is an innovative software and marketing solution to drive wedding revenue. Ciara knows a lot about weddings, what couples are looking for, how they buy, how they increasingly use social media. Ciara has a wealth of knowledge to share together with her passion and enthusiasm. Ciara says, 'People keep getting married. Couples have so much choice when it comes to potential venues. The question you need to ask yourself is why should they choose your venue? On this programme we want to help you with amazing answers to that question.'

What people say

'Wendy was so lovely. Very accommodating, made me feel very at home and welcome from the moment I arrived! She made everything so clear and easy to understand with a modern twist it wasn't the usual boring course that one would expect sitting down taking notes for 8 hours. A mixture of getting up and moving around, to watching short clips and real life stories that had happened but fitted well into the course

I learnt a lot and have already bought a number of things back to the office with me and used them already in a Wedding show round I had on Saturday morning! '



The only thing worse than training employees and loosing them, is not training them and keeping them."

Zig Ziglar 1926 - 2012
Motivational author and speaker

wedding
dates



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6. How to book

To book

Email Maxteam@maximatraining.com or call us on 01403 733337 to request a place

Fee

The fee is £325 plus VAT per person and includes;

- ✓ A dynamic training day with Wendy Clark and Ciara Crossan
- ✓ A copy of the workbook Maximising Wedding Sales for Your Venue
- ✓ A MAX pen and Tangle
- ✓ Tea or coffee on arrival
- ✓ Mid-morning tea or coffee
- ✓ Lunch
- ✓ Mid afternoon tea or coffee



An investment in knowledge pays the best interest.”

Benjamin Franklin 1730 - 1774
American inventor, statesman and many other things not least a man born well ahead of his time



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Maximising Wedding Sales for Your Venue

7. Terms and conditions of booking

On receipt of your booking, we will confirm your booking via email. We will invoice you the fee of the programme

All fees must be paid within 30 days of the invoice date, or if sooner prior to the training day taking place.

Once booked fees are not refundable and cancellations are charged in full. Substitutions are allowed at any time. we reserve the right to cancel or postpone any programme where minimum numbers are not obtained. In such a case participants will be offered a full refund or a place on an alternative programme.

Should a programme need to be postponed or cancelled, we will notify participants at least 14 days in advance of commencement of the programme.



I have never worked a day in my life without selling. If I believe in something, I sell it, and I sell it hard."

Estee Lauder
Self made fashion icon who became her own brand



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