



Working Smarter, Not Harder

Without a doubt, the special events industry is one of the hardest working groups of people I know! We love what we do, so we always go the extra mile (or two) to make sure everything is perfect. It's all in the details and no detail will be left unnoticed! So, this topic is especially important for all of you "type A" personalities out there. What does the phrase "Working Smarter, Not Harder" bring to mind for you? Undoubtedly, it will mean something a little different for each of us, but the one thought it probably brings to mind for most special event industry professionals is *maximizing the sale*. Maximizing the sale also has many components. If we all sat down and brainstormed on what *maximizing the sale* meant, I'm sure we would come up with page after page of different answers – and all of them would be correct!

The first component includes the pre-booking process. What type of events are you targeting? Are you attracting and booking the best type of client for your business or service? Take a look at your marketing plans to determine who they are directed at and if that is the best place to spend your time and effort. It is just as easy to target high-end event clients as it is to target a market that you know is always on a strict budget, as long as your product or service satisfies the needs of this demographic. If we could do the same amount of events with higher dollars, wouldn't that be a win/win?

Second, take a look at your actual booking process. Are you capturing the highest percentage of the prospects that are contacting you? Finding ways to increase this percentage increases your bookings with no extra effort. It's just making the most of the marketing effort you already put out there. Go through your entire sales process. How can you make it better? How can you close the sale on the spot? Are there incentives to do so? Do you write a thank you note after every new appointment? Good follow-up is crucial!

Lastly, take a look at the planning phase of your sales process. Once an event or client is booked, what happens next? When you sit down to have your planning meeting where all the details are discussed, do you have trendy, appropriate, enticing "upsells" to offer? I always say "trends = upsells", so anything that is sizzling right now is a great upsell because the client most probably has seen something about it on an inspiration board and the sale will be easier. Experiential upsells are always a great addition as well.

By taking a look at targeting the correct audience, booking more of the prospects you get and maximizing the dollars of each event, you will be on the road to "working smarter, not harder". You may be able to actually gain some balance in your life, take a little time off – *have a life!!*

For more information on the Beverly Clark Hospitality Training Programs, please contact Lynne LaFond DeLuca at lynne@beverlyclarkenterprises.com and visit our website at www.beverlyclarktraining.com

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