

Catering & Event Planning Inc.

Selling Philosophy

The success of our business depends on the enthusiasm and determination of the employees, and our dedication to our customers needs. Please remember that service to our clients should be on a personal level. A guest should be treated in the same manner as someone invited to your home for an evening of entertainment. A friendly attitude with your complete attention to detail is first and foremost.

Adopt the marketing concept: people are our business and without people we are out of business.

Each employee is a valuable asset to the company. Be creative and assume the role of a problem solver. Anything not in the order of X catering standards becomes the responsibility of the employee to handle with ~ A Touch of Class ~ make the guest happy at all cost regardless of your present duties the guest comes first.

To achieve leadership in the market place of caterers we must have service, excellence and superb food quality. We know we can do anything we decide to do which enables us to succeed and prosper through commitment, hard work and honesty. Do not forget we always make it happen!

You are part of a class a team & together you are helping shape a positive future for our company.

Below are some helpful tips

Endearing yourself top a client

1. Make them feel involved script
“Mr. Jones, I speak to a lot of customers each week, but you are really one of the most aware people I’ve met with respect to menu design.”
2. Enhancing your position
What exactly do you mean by...?
3. What did you have in mind when you said...?
4. You expressed an interest in “less staff”...what were you looking for with respect to staff?
5. Enhancing your position
I can’t quite read you on that one...how do you feel about it?
6. I sense that you are a little unsure about this... why is that?
7. When you first glanced at this menu, what caught your eye?

Up Selling

1. “Thank you for your order...may I show you what we can do for just \$500 more...”
2. Jim, I am so excited about being selected to do your company picnic...can we take a moment to talk about your December holiday party... if we can do both, I’m sure that we can offer some additional value...
3. Who else do you think would like to learn about our fine catering?
4. Thanks for the referral...may I use your name when I call them?

5. Thanks for the referral...does she, like yourself, make the decisions to purchase the larger catering orders?
6. I know that you are a highly respected person in your field... a referral from you could really help me... is there anymore that I might call about our catering?

16 Ways to Increase Your Selling

1. Always say... “Thank you for calling”... or, “Thank you for coming in”... or, “thank you for seeing me”.
2. Send thank you notes before you see the buyer.
3. Talk about why you choose to work for X Catering.
4. Never use the phrase... “They're in a meeting”.
5. Never walk past anyone without introducing them and explaining what they do for the company.
6. Never ask a client... “What is your budget?”
7. Offer, or bring something to taste each time you meet with a prospective customer.
8. Live by the motto... “It’s easier to resell happy existing costumers than it is to keep finding new ones!”

9. When selling an event through a proposal format, always involve the five senses of the buyer.
10. Make the buyer understand that you are more concerned with their events success than you are in making a sale.
11. Always offer three options... the Cadillac, Buick and Chevy.
12. Find excuses to see your new and past clients in person.
13. Stay in control by asking questions.
14. Explain to the client when they are making a mistake.
15. During a closing situation, it is best to give the buyers some time alone.
16. Never apologize for what appears to be higher prices... just explain what they do for the buyer.

Thoughts on Closing the Sale

...OUR JOB IS TO STOP THE BUYER FROM SHOPPING ANYWHERE ELSE!

Successful closing of a sale means continued success for the salesperson and the company! Without a sale, the company cannot survive!

So, why is closing such a mystery to so many salespeople? If you have a great product to sell, it really is a shame when a buyer buys catering from someone else! Closing can happen at any time before, after or during your presentation to a shopper. Your good judgment, based on the circumstances, added to your gut feeling should tell you when and how to ask the buyer for their business.

In general, a close can be started when:

1. You've finished your presentation.
2. You've just completed a very strong point in your presentation.
3. You've just answered a question from a buyer.
4. You've just overcome a major objection of the buyer.
5. Your buyer has just asked you a question about the cost of the catering.
6. You've finished your presentation and answered all of their questions and they have a "what's next?" looked on their face.

Below are some sample questions that a buyer might ask at some point during your presentation. They are "closing questions" that permit you to start your close.

A. "Do you take credit cards?"

“Yes we do. We would need \$500 to reserve your date with the ABC for the 15th of June. Do you wish to use your MasterCard, Visa or American Express?”

B. “Do we need to give you money now?”

“In order to give yourself the piece of mind of getting the date you really want, it would be wise to place a small deposit with us. For example, we can guarantee your date and menu price with either a \$600 or \$300 deposit. Which would you prefer to go with...the \$300 or \$600?”

· If they answer in a positive manner, ask:

“Great, do you wish to use a check or credit card for the deposit?”

· If they don't answer in a positive manner:

“Is there anything else you wish to ask or discuss about the deposit or catering costs...or may I continue on with my presentation?”

C. “Is it possible to take the salad from menu three and change it for the one in Menu 2?”

“Its possible, but it probably would raise the price of menu 2 about \$1.25 per person. However, if menu 2, with the change of salads is the one you would like to use for your wedding...and you can make your decision now, I'll be happy to give you the special salad for just .50 additional which saves you \$150! So, would you like to take the advantage of the \$150 savings and get the menu you want or do you wish to wait and pay the extra \$150?”

The most important point in this last example is that the salesperson pursued the buyer's wishes and forced himself (or herself), not the customer, to move into a closing situation.

For those readers who believe that this is pressure selling, you can be assured that it is not! Even if you think that saying words to a client that makes them have to make a decision is pressure, and you don't do it, than they will eventually buy from the caterer that gives them the opportunity to make a decision...not you!

A salesperson is not supposed to be an order taker and wait for the buyer to tell us that they are going to use us. The job is to give our buyers the information that they need and then to stop them from shopping anywhere else.

SPECIAL INDUCEMENT CLOSE

“Mr. Smith, I've got a suggestion. I know that you wanted Saturday night for your dinner party. However, we're really busy on that Saturday. I can offer you a 10% discount off this menu if you have the party with us on Friday or Sunday. Is that possible? “

“Mary, we've got a unique program for first time users. If you reserve with us for this event, we'll give you a certificate worth \$150 off your next event with us. In this way we make first time users into regular customers. Would you like me to issue one of these certificates to you?”

Catering & Event Planning Inc.
Need to ask meeting / bride questions- **in order.**

They want no worries this day. That's why they choose us! We are professional event planners.

Tell the client what you want to accomplish today, **in order**, it should take about 45-60 minutes of their time.

TALK: what's our why? GO TO WHY SPEECH

We may not be the quickest or the easiest caterer to book with. But, we believe in attention to detail and going over all the areas of your function to ensure it's thoroughly covered & we are utilizing your money where it will bring you the most value. Basically, upscale custom catering takes time to plan but once finished you can relax, enjoy and "be a guest at your own catered affair."

Ask, "Have you ever been to one of our events before?"

The answer will determine your course of action.

If yes, go to that event and relate to it. Give example's of our wonderfulness through comparisons of the function they attended. People relate to comparisons they are familiar with. Only skim below.

If no, go below in more detail.

Tell about:

A. X Catering's years in business / 10 FULL TIME, 50 PART TIME - WE ARE INSURED BONDED AND HAVE A+ HEALTH RATING ON A 1.28 MILLION DOLLAR COMMERCIAL KITCHEN.

B. Motto “A Touch of Class”

C. “We make food taste good”

We = staff, (service oriented people, give employee story)

Make = presentation

Food = Farmers Market, best stuff around high quality, all food not same

Taste = personal service, attention to detail, the taste comes from the entire event we handle it all for you, not just the food, it’s an art, you would not paint a picture and let someone else frame it.

Good = the overall feeling you will have when we are done, “we make it happen”, “you truly are a guest at your own catered affair.”

Conclusion

At X Catering we are total event planners. We offer assistance in menu planning, layout and design, beverage purchasing, upscale table presentations, entertainment, rentals, custom linen's and floral arrangements. All or little function planning is at your disposal....

Let’s begin

Casual get to know you questions: (You can add more of your own / know them before you sell them - If you make it personal, it’s harder to say no and they know you care.)

A. How, where, did they meet?

(Be interested / write it down / your job is to find a common ground and meet there - bond with them!)

B. What job’s do they have?

C. Dating long?

D. What is their vision of the wedding / Get the mood

Take notes / tell them you are taking them / Say this: Hey, I may stop and take some notes because I care about you and your function. Also we will share these notes with you so we can check each other. Then both of us will know what is going on. So (client) just relax and these notes will really become a comfort when it's two weeks away from the wedding and you start wondering.

Names:

Function Sheet / go to FS and fill it out or recheck it.

A. Slip this comment in **** “remember we need your vision & input to make it happen so interrupt me at anytime “

B. Timeline: trio form

C. Menu Type: trio form

D. CD / show them now or give CD of X Catering

Tell the client to notice food displays, employees and all the little attention to detail brought together in one big package.

E. Layout / (walk around and look at it- only do this if you are sure it is needed)

Examples: Are we going to do anything in pool / hanging from ceiling, front door. You want to create a different look is creative, what is the flow of the eye.../ Area layout/ Station buffet / Buffet placement. All things under tent, if nice out can we move stuff outside. Has ovens? / What are the facilities like / measure oven

F. Rentals / show them sheet, // trio form

G. Custom linens // show book / talk a little / get swatches

H. Entertainment

I. Floras

J. Run of events i.e. this is what happens next 30 days out, 7 days out, day of function.

K. Contract. / Pricing / only cover if necessary

How it's set up. (Show one?) i.e. Billing - deposit - retainer - balance due

Locking in guest count 7 days prior up but not down if down 7 days prior price per person may raise - when count goes up price stays the same//

Service charges / give examples.

We take digital pictures and send Cd afterwards / we do this for a 150.00 fee

Close Recheck All / Show's them you where listening

A. We realize that at X Catering we sell intangibles!! It's a big decision both in trust and money. You can not take us back the next day but, we are here to make things easier for you by just listening and making your vision a reality.

B. Remind them of our retainer fee.

C. I've not stated enough opportunities for the client to buy in the close because every situation is different. But remember sales do not happen unless you ask.

D. References

E. Give them our card & shake on the way out