

## BOOK A WEDDING ON THE SPOT

> Let's discuss your closing technique. Don't have one? Well, then that's why you are not booking as many weddings as you want — or think you should!

Oh, and you hate selling? Lucky for you, this article is going to give a cut-and-paste solution for booking every bride/couple on the spot, when you meet. Are you ready?

First, understand this: People don't like to be sold; they like to buy. So as much as you hate "selling," they hate to be "sold." You can take that verb, selling, out of your vocabulary now.

Let them buy. With this approach, the client gets to participate in the consultation. This is all about them anyway, right? Ask them open-ended questions. Make it a conversation rather than just giving a pitch. Let them feel your passion for your craft and for being a part of their special day through the process! One quick example of how to do that: Give them the proposal, with pricing, on the spot. Go over it with them and ask them how they feel about it. If they are uneasy, you have the opportunity to change up the proposal, so they leave happy!

Realize, also: People buy from those they like and trust. If they don't like you, it's game over. If they don't trust you, they'll spend their dollars with someone else. Now don't get me wrong — I don't click with every bride who walks through my door. You will not be a match for everyone. But you need to make them like and trust you.

Now, here's how to do just that:

### Give Them Value

The couple sitting in front of you has a set of expectations. Meet those expectations by proving you are an expert and



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can answer any question they have to eliminate worries or concerns.

- **Educate them about their flowers:** how they are grown and get to your shop, pricing information and how they'll be designed.
- **Make it interactive.** At Bloomtastic, we have silk bouquets in four sizes. The bride can "try them on" to see what size is right for her.
- **Show them fresh flowers.** Have a sample centerpiece (or two) on the table. Even if they don't include the flowers they choose, clients still love to see the real thing (and this builds trust).
- **Consider a price reduction.** I'm not a huge fan of discounting weddings, but if I *really* want a wedding and can tell they're fishing, I may be inclined to offer a discount on the delivery and setup fee as "my wedding gift" to the couple. Now, it's not perceived as a coupon or sales technique; it's a gift.

### Use an Assumptive Close

This philosophy is simple. You assume that the client is going to buy from you. You believe it in your core, before the consultation even begins. You use language that suggests it's a foregone conclusion.

Here are some assumptive closes you can use to seal the deal:

- "Let's move forward."
- "Since your wedding date is almost full ..."
- "Will you be paying the retainer today by cash, check or credit card?"
- "Let's go ahead and schedule your next consult while you are here."
- "Is there any additional info you need today before you secure the date?" 🌸

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## CLOSING LINES

Join Heather Waits on March 11 at 3 p.m. EST for an SAF webinar that's free for association members. Waits will share more of her (top secret!) detailed tricks that get couples to hire her on the spot — a technique that delivers a 90 percent success rate! [safnow.org/webinars](https://www.safnow.org/webinars)