



CLIENT LIAISON:  
How to make your clients  
the winner

Webinar sponsored by:



MAY 7, 2019



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# inspired

O C C A S I O N S

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Unique Ideas, Unforgettable Events

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President of Lane Partners Consulting Co.  
And  
Executive Chef - Director of Culinary Operations



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If you make them feel like they got everything they wanted, and more, they will always come back

## Creating the Vision

- Taking your clients dream and creating the game plan to achieve it
- Working within the budget
- Explore Colors, Theme and Purpose

## Working with the Vision and Budget

- Use Price point navigators to sculpt your menus
- Rental and in-house items

## The Always and the Nevers

- Beverage Brands and Preferences
- Style of service
- Ambiance

## Don't Brag

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# CREATE THE VISION

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# Creating the vision

## Ask questions

- What is the purpose of the event
- Is there a theme, color palate, or corporate guideline
- Who will be attending, demographics of guests (men, women, older, younger...)
- Most important aspect your want your guests to remember
- If money was not an object....
- Budget

## Ask Questions Cont.

- Budget, there is never a budget till there is one
  - Ask if they are more in the \$50 per person range or the \$200
    - This question usually sparks some guidelines
- How do they want their guests to arrive; valet or self park
- Would they like a welcome beverage, sign in, coat check, etc

# WORKING WITH THE VISON

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# Working with the vision

## Creating menus for flexibility

- Start with “what could be” then adjust accordingly to the budget and direction
- Build in items that can be substituted or lost without impacting the integrity of your menu
- See what you can rent in your market to complete their story, if you can't rent buy and then rent it again and again
- Use price point navigators to adjust your menus

## Price point navigators.

- Removing the most expensive item first or re-format the dish
- Remove seafood from the buffet and place it in the add it to a dip
- Simplify the vegetable offering
- Suggest double protein and then backtrack to one
- Offer a variety of breads and flavored butters then cut back
- Reduce the number of desserts offered
- Create an alcohol pairing with the dessert
- Plan great rental, you can always drop back
- Plan adequate staff plus 10%, you can cut staff after the final guarantee

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THE ALWAYS AND THE  
NEVERS

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# The Always

- Specific Alcohol brand or type preference, non alcoholic offerings, and hydration stations
- Food types or style of service
  - Passed or stationary, glass or silver, etc
- Cocktails passed or bar service

# The Never

- Allergies
- What do you never want to see at your event
- Ambiance, what are your no gos,
  - Lighting, loud music, fog machines, etc
- Dj vs piped in music or no music
- What foods do they not like

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DON'T BRAG

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## What are your favorite foods

- Unless asked for ideas do not start a conversation by telling the client all of the wonderful things you do
- Direct them to your culinary and event talents with leading questions
  - “You like tuna, we do a great dish with fresh tuna that fits this flavor profile”
  - “How do you like your steak prepared, do you like sauce or no sauce, have you ever had (insert cut of steak here)”
  - Vegetarian is no challenge, do you have any vegetables you tend to avoid or prefer?

# THE FINAL STEPS

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# The Final Steps

- Always plan to the top level so you have room to drop back
- Use price point navigators to help in the discussion
- Your leading questions will help make the client feel like they created the menu themselves and take more pride in the meal
- Plan great rental, and if needed buy and rent yourself
- Plan your staff adequately and add 10% so you can cut it later.
- Remember, its always easier to cut a budget than add to it

THANK YOU

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QUESTIONS  
OR  
COMMENTS



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