



BE THE SMARTEST SALESPERSON IN THE ROOM

(a.k.a. Educating Your Customer and Understanding Your Product)



FULTON MARKET
CONSULTING

WAIT.. I AM
SMART!

WHO DO WE SELL TO?

HOW OFTEN DO THEY BUY?

WHAT DO WE SELL?

WHAT ARE THEY THINKING?

HOW DO WE ALLEVIATE THEIR FEARS?

AND LAST...

HOW DO WE MAKE THEM REALIZE THEY CANNOT

DO THEIR EVENT WITHOUT YOU?

WHO DO WE
SELL TO?

SOCIAL EVENT

COUPLE

PARENT

GALA COMMITTEE

HOMEOWNER

THIRD PARTY PLANNER

WHO ELSE?

WHO DO WE
SELL TO?

CORPORATE EVENT

IN-HOUSE PLANNER

ADMINISTRATIVE TEAM

CONVENTION ATTENDEE

THIRD PARTY PLANNER

WHO ELSE?

HOW OFTEN DO
THEY BUY?

HOW EXPERIENCED ARE THEY?

WHO INFLUENCES THEM?

WHAT INFLUENCES THEM?

SOCIAL... ONE AND DONE CORPORATE

...ANNUAL/REPEAT?

WHAT DO WE SELL?

FOOD

- *CUSTOMIZED MENU*
 - *DELICIOUS OFFERINGS*
 - *DESIGNED PLATES*
 - *HIGH QUALITY SOURCED PRODUCT*
 - *COMPLIMENTARY FLAVORS*
 - *VOLUME EXPERTISE/PORION*
 - *VARIETY*
 - *TEMPERATURE CONTROLLED*
 - *LOCAL, SUSTAINABLE AND ORGANIC (IF REQUESTED)*

WHAT DO WE SELL?

CULINARY TEAM

- *EXPERIENCED TEAM*
- *PASSIONATE CREATIVITY*
- *FOOD SAFETY AND SANITATION CERTIFIED*
- *INNOVATORS*
- *LOGISTICS & TRANSPORTATION EXPERTS*
- *NATIONALLY TRAINED*

WHAT DO WE SELL? BEVERAGES

- *CREATIVE OFFERINGS*
- *DESIGNED PACKAGES*
- *RECOGNIZABLE BRANDS*
- *FLEXIBILITY WITH REQUEST*
- *VARIETY*
- *TEMPERATURE CONTROLLED*
- *LOCAL, SUSTAINABLE AND ORGANIC (IF REQUESTED)*

WHAT DO WE SELL?

EQUIPMENT & LINEN
PRODUCTS

- *CUSTOMIZED TO YOUR EVENT*
- *MULTIPLE OPTIONS*
- *VARIETY*
- *FLEXIBILITY WITH PRICE (IN-HOUSE VS. RENTAL)*
- *SCALEABILITY*

WHAT DO WE SELL?

**EQUIP&LINEN
COORDINATION**

- *EXPERIENCED*
- *TREND RESEARCHERS*
- *LOGISTICS & TRANSPORTATION EXPERTS*
- *KNOWLEDGEABLE BASED ON VENUE*
- *RESOURCEFUL*
- *STRONG LOCAL & NAT'L RELATIONSHIPS*

WHAT DO WE SELL?

SERVICE

- *EXPERIENCED IN SERVICE*
- *EXPERIENCED AT VENUE*
- *TRAINED*
- *RE-TRAINED (I.E. QUARTERLY)*
- *HOSPITALITY IS “IN THEIR BLOOD”*
- *KNOWLEDGEABLE*
- *FRIENDLY*
- *TENURED*
- *TIPS CERTIFIED (BAR)*

WHAT ARE THEY THINKING?

- *MY ENTIRE LIFE I HAVE BOUGHT FOOD, BEVERAGE, TAX & GRATUITY. WHAT IS ALL THIS OTHER STUFF?*
- *DOES THIS PROPOSAL INCLUDE EVERYTHING? WHAT IS MISSING?*
- *I NEED TO LOOK GOOD TO MY BOSS.*
- *I DON'T WANT TO SHOW THIS CATERER I DON'T KNOW WHAT I AM DOING.*
- *THIS WEDDING COSTS AS MUCH AS BUYING A CAR. I HATED BUYING MY CAR.*

HOW DO WE ALLEVIATE THEIR FEARS?

- ***BE THE SMARTEST PERSON IN THE ROOM***
- ***SHARE YOUR KNOWLEDGE AND EDUCATE***
- ***MAKE THE CUSTOMER FEEL LIKE THEY CANNOT IMAGINE THE EVENT WITHOUT YOU***
- ***LET YOUR CONFIDENCE SHINE***
- ***DEVELOP TRUST AND CERTAINTY***

WHAT TOOLS DO WE HAVE?

MENUS

PHOTOS

ICA RESOURCES-

WEBINAR ARCHIVES & LEARNING LAB!

CATERING SYSTEM LIBRARY

FLOOR PLANS

HISTORY

REPUTATION

EXPERIENCED CO-WORKERS

REFERRALS FROM PREVIOUS EVENTS

CUSTOMER REFERENCES

VENUE EVENT PORTFOLIO

COLLABORATIVE VENDORS

WHAT TOOLS
DO WE NEED?

YOU TELL ME!

DO THEY ALREADY EXIST?

HOW DO WE DISCOVER MORE?

WHAT UNTAPPED RESOURCES ARE OUT THERE?

WHO CAN HELP US?

HOW DO WE EDUCATE OURSELVES?

Eat Your Food!

Dine Around

Visit Your Vendors to Know Your Products

Walk Around Your Warehouse

Go to Events

Ask Questions

Travel

Explore New Cuisines and Cocktails

Visit Other Neighborhoods

HOW DO WE
EDUCATE
OURSELVES?
KEEP LEARNING

- *SHOW VULNERABILITY*
- *ASK FOR HELP*
- *CROSS TRAIN IN OTHER DEPARTMENTS*
- *OBSERVE TEAM PLAYERS*
- *GET INSPIRED*
- *FOOD/DESIGN MAGAZINES*
- *INSTAGRAM OTHER CATERERS*
- *BLOGS*
- *SUBSCRIBE TO NEWSLETTERS*
- *WATCH NETFLIX*
- *CHALLENGE YOURSELF*

HOW DO WE BE THE SMARTEST
PERSON IN THE ROOM

*REALLY...BEFORE THE CUSTOMER
IS IN THE ROOM*

FOOD AND BEVERAGE

- ***SHOW PASSION ABOUT YOUR FOOD***
- ***DON'T ASK THEM TO PICK THE MENU***
- ***DON'T SEND A HUGE LIST- IT'S OVERWHELMING***
- ***BE THE FOOD EXPERT***
- ***BE CREATIVE WITH YOUR BEVERAGE OFFERINGS***
- ***USE CHEF DURING PLANNING PROCESS (P.S. CLIENTS REALLY LOVE THIS)***
- ***CURATE WHAT MATCHES THE FOOD OPTIONS***
- ***ASK THEIR FAVORITE RESTAURANT***
- ***KNOW HOW YOUR COMPETITORS PROPOSE***

HOW DO WE BE THE SMARTEST PERSON IN THE ROOM

EQUIPMENT

- *SHOW UPGRADES AND ALTERNATIVES*
- *DON'T ASSUME THAT YOU NEED EVERYTHING THAT YOU THINK IS "STANDARD"*
 - *(I.E. TWO WINE GLASSES/BUTTER KNIFE/BREAD BASKET)*
- *SHOW FLEXIBILITY*

SERVICE

- *NEVER SKIMP ON SERVICE*
- *BE CREATIVE- SUGGEST EXTRA SERVICE POINTS BASED ON YOUR EXPERIENCE*
 - *I.E. WINE AND WATER SERVERS*

WRAP UP!

- *DO NOT COMPROMISE YOUR MENU OR SERVICE LEVELS TO GET AN EVENT.*
 - *YOU ARE THE EXPERT*
 - *EDUCATE THE CUSTOMER AS TO THE “WHY”*
 - *HAVE THE EXPERIENCE TO BACK IT UP*
 - *SHOW CONFIDENCE WHEN YOU PRESENT*
 - *YOU WILL GET THE EVENT*
- AND.....*
- *THIS IS YOUR BRAND...BOTH THE COMPANY’S AND YOUR PERSONAL*

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