

WHEN WE CHANGE, WE GROW!

Forward-Thinking Sales Strategies for 2022



MARGARET BROWER
FOUNDER & CEO
RAINMAKER SALES & MARKETING

CHANGE IS DIFFICULT

WHY

ARE WE DOING THIS?

WHAT

IS THE BENEFIT OF
STAYING THE SAME?

WHO
AM I?



RAINMAKER
sales + marketing group



COVID-19

1000

SPECIAL
EVENTS

660

2020
WEDDINGS

TAKE CONTROL

NEW SYSTEM IN PLACE

WRITING SCRIPTS

MARKETING TOOLS
FOR PUBLIC ADVOCACY

NEW CLIENT CONNECTIONS

NEW REVENUE STREAMS

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CATERERS
ASSOCIATION

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ICA | INTERNATIONAL
CATERERS
ASSOCIATION

CHANGE & GROWTH IN CATERING SALES

GROWTH

THE PROCESS OF INCREASING IN:

AMOUNT

VALUE

IMPORTANCE

PROFITABILITY

EFFICIENCY

BALANCE

TEAMWORK

INSPIRATION

CONNECTION

2022 NEXT COURSE CATERED

WHO OR WHAT NEEDS CHANGE?

TEAM

PRODUCT

SERVICES

CLIENT

STRATEGY

COLLATERAL

SYSTEMS

TEAM EXERCISE

I want you to think of your 25-year-old self.



ROBIN & JEFFREY SELDEN



HEIDI BRICE

JEN PERNA



LISA WARE

TEAM EXERCISE

Do you have much in common with that person?

Did that person make decisions the same way as you do now?

Are your expectations the same?

Your motivation, your outlook on business?



STEVE SANCHEZ



SUZI SHANZ



MERYL SNOW



FROM

**CHANGE IS MET
WITH RESISTANCE**

FEAR

“

You need to fill your cup & make yourself whole, so your cup is so full it runneth over that you can share your expertise with others.

”



BE SELF-
AWARE

POWER TO INFLUENCE OUTCOMES

BETTER DECISION MAKERS

&

BOOSTS SELF-CONFIDENCE

COMMUNICATE
CLEARER

UNDERSTAND
MULTIPLE
PERSPECTIVES

FREES US FROM
ASSUMING

POWER TO INFLUENCE
OUTCOMES

BETTER DECISION MAKERS & BOOSTS SELF-CONFIDENCE
**EFFECTIVE
COMMUNICATORS**

COMMUNICATE
CLEARER

UNDERSTAND
MULTIPLE
PERSPECTIVES

FREES US FROM
ASSUMING

SET THE STANDARD FOR
COMMUNICATION

EFFECTIVE TEAMS
SHARE
INFORMATION



ONCE YOU ARE READY FOR A CHANGE

YOU WILL SHARE THAT
MOMENTUM WITH YOUR TEAM

YOUR

INCLUDE YOUR DIRECTION IN SALES MEETINGS

TEAM

THIS WEEK, MONTH, QUARTER

WE WILL BE FOCUSING ON _____.

HERE ARE NEW WAYS I THINK WE CAN GET THERE.

WHAT ARE WAYS YOU THINK YOU CAN GET THERE?

**INSPIRE &
MOTIVATE**

TEACH

CHALLENGE

REVIEW

INSPIRE &
MOTIVATE

ARE YOU MOTIVATED BY
THE SAME THINGS NOW
AS YOU WERE BEFORE
THE PANDEMIC?

WE PREACH IN SALES
THAT IF YOU WANT TO
KNOW WHAT SOMEONE
IS THINKING, THEN YOU
SHOULD **ASK THEM.**

BUT WHEN WAS THE
LAST TIME YOU ASKED
YOUR TEAM WHAT
MOTIVATES THEM?

HOW ARE YOU MOTIVATED?

What makes you want to do your job better?

- Annual Raises
- Bonuses
- Public Shaming
- Moving Closer to Goals
- Cross Training (Shadowing those in your department/other departments/ management)
- Leadership Opportunities
- Competition with Outside Caterers and Venues
- Competition with Yourself (Exceeding your past numbers)
- Competition with Other Team Members
- Competition with Venues within Our Company
- Workshops/Development
- New Packaging/New Menus
- New Venue Enhancements (New Decor, Uplighting, Lounge Furniture)
- Public Accolades from Leadership/Owners
- Quarterly Sales Contests/Prizes
- Stepping Outside Your Comfort Zone
- Weekly Sales Meetings
- Public Online Reviews
- Team Building Exercises
- Added Vacation/Days Off
- Teamwork
- Independent Administration/Autonomy
- Fear/Anxiety

What else motivates you?

HOW ARE YOU MOTIVATED WORKSHEET

TEACH

TRAINING IN CATERING
SALES IS SITUATIONAL

WHY?

BECAUSE OUR WORK
IS SITUATIONAL

Banquet Kitchen Sheet

32 Filet Mignon

57 Chicken Pillard

39 Grilled Salmon

28 ~~Eggplant~~

WE WERE TRAINED THROUGH OUR
JOURNEY BY THE SITUATIONS THAT AROSE.

PRO TIP

KEEP A LITTLE NOTEBOOK ON THE ADVICE YOU GIVE TO INDIVIDUALS AND INCORPORATE THEM AS TEACHING MOMENTS TO YOUR WHOLE TEAM.

TO DO LIST

Sales meeting
lesson

Schedule call with
Margaret

CHALLENGE

TWO DAYS BEFORE YOUR SALES MEETING, EMAIL YOUR TEAM SPECIFIC LEADS IN THEIR PIPELINE OR A DIFFICULT PIECE OF BUSINESS THEY CLOSED, AND LET THEM KNOW THEY WILL DISCUSS IT AT THE MEETING.

COURTESY OF KEN BARRETT-SWEET

WHAT IF YOUR TEAM
IS DOING GREAT?

SPECIAL GUEST

DILUSHKA WANIGATUNGA

VICE PRESIDENT OF OPERATIONS OF BEETS HOSPITALITY GROUP



RAINMAKER
sales + marketing group

NEW ROADBLOCKS IN CATERING SALES

THE EXPECTATIONS OF THE CLIENTS HAVE CHANGED

“

IS THIS BUSINESS
PRACTICE OR STRATEGY
STILL SATISFYING THE
NEED, OR CAN WE MAKE IT
BETTER, MORE ENGAGING,
EASIER, EXCITING?

”



SPECIAL GUEST

JONATHAN JENNINGS

EXECUTIVE VICE PRESIDENT

AND COO, CT WEDDING GROUP



RAINMAKER
sales + marketing group

SEE
WHAT
YOUR
CLIENT
SEES

the knot

STEP 1 OF 8

Tell us about yourself so we can
customize your planning experience.

My name is Your First Name Your Last Name

and my partner's name is Their First Name Their Last Name

Next

Skip This Step



Cassie Rosch Photography

SEE
WHAT
YOUR
CLIENT
SEES

STEP 2 OF 8

When did you two get engaged?

Engagement Date

Next

Skip This Step



KT Merry Photography

SEE WHAT YOUR CLIENT SEES

STEP 3 OF 8

Congrats! Do you know your venue yet?

- Yes, we even booked it
- Nope, we're still considering options

Next

Redfield Photography



SEE
WHAT
YOUR
CLIENT
SEES

STEP 4 OF 8

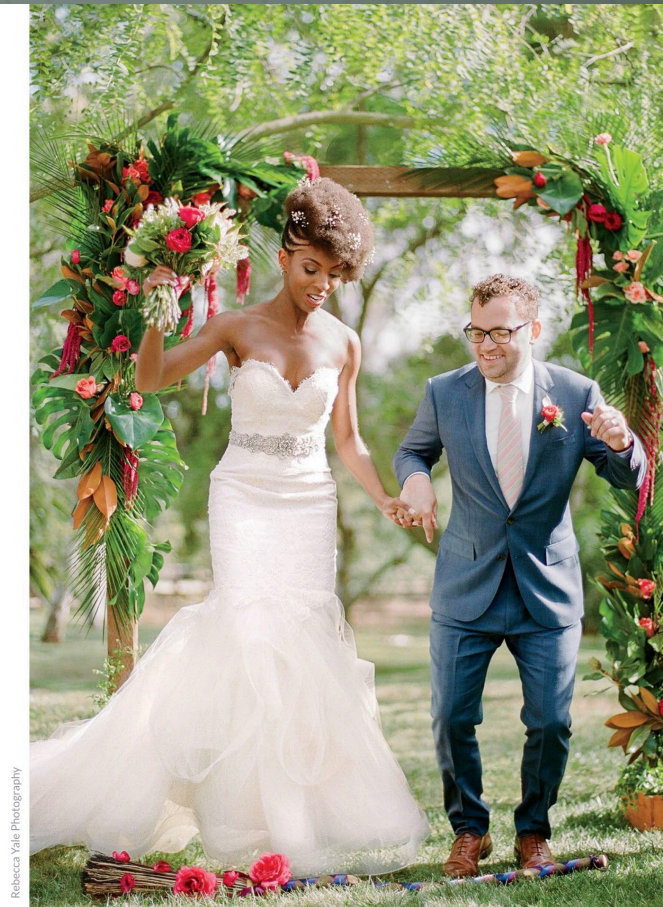
Got it! Do you have a place and
season in mind?

We're thinking about

during

Next

Skip This Step



SEE
WHAT
YOUR
CLIENT
SEES

STEP 5 OF 8

That's great! What's your estimated guest count and total budget?

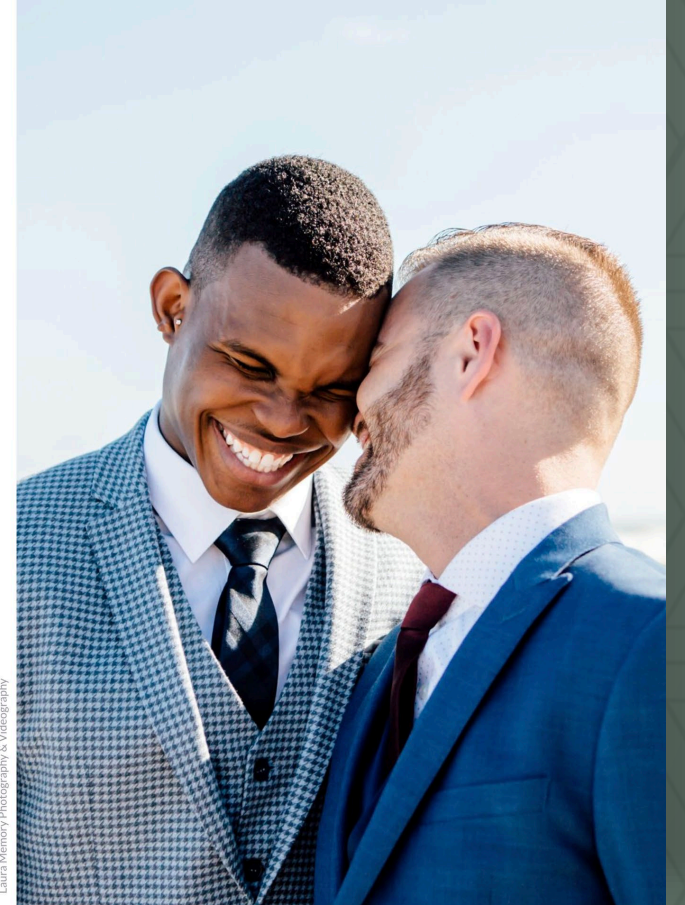
We plan to invite ▾

and spend about ▾

Next

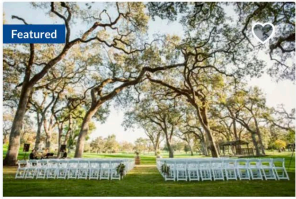
Skip This Step

Laura Memory Photography & Videography

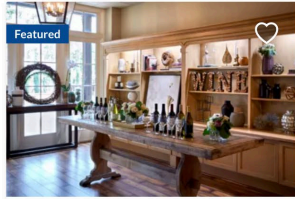


SEE WHAT YOUR CLIENT SEES


Outdoor Space Price Guest Capacity Support Diversity Award Winners + More Filters




Silverado Resort and Spa
★★★★★ 4.7 (20) Napa, CA
Up to 300 Guests \$\$\$ - Moderate
[Request Quote](#)



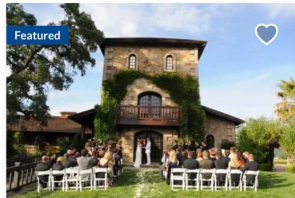
The Lodge at Sonoma
★★★★★ 4.9 (18) Sonoma, CA
Up to 200 Guests \$\$\$ - Moderate
[Request Quote](#)



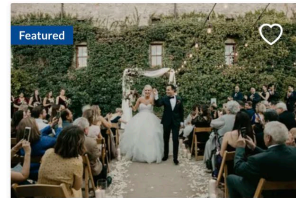
Carneros Resort and Spa
★★★★★ 4.6 (8) Napa, CA
300+ Guests \$\$\$\$ - Expensive
[Request Quote](#)



The Estate Yountville - Napa Valley
★★★★★ 4.7 (7) Yountville, CA
300+ Guests \$\$\$\$ - Expensive
[Request Quote](#)




V. Sattui Winery
★★★★☆ 4.3 (26) St. Helena, CA
Up to 250 Guests \$\$\$ - Moderate
[Request Quote](#)




The Culinary Institute of America
★★★★★ 4.4 (10) Napa, CA
300+ Guests \$\$\$ - Moderate
[Request Quote](#)


Other Reception Venues You Might Like




Landmark Vineyards
★★★★★ 5.0 (6)
Kenwood, CA
\$\$ - Affordable Up to 100 Guest



MacArthur Place
★★★★★ 5.0 (1)
Sonoma, CA
\$\$ - Affordable Up to 100 Guest



The Culinary Institute of Ame
★★★★★ 4.4 (10)
Napa, CA
\$\$\$ - Moderate 300+ Guests



Carneros Resort and Spa
★★★★☆ 4.6 (8)
Napa, CA
\$\$\$\$ - Expensive 300+ Guests

SEE
WHAT
YOUR
CLIENT
SEES

the knot

Planning Tools Vendors Wedding Website Invitations Registry Attire & Rings Ideas & Advice Gifts & Favors

Your Account

< Napa Wedding Venues

1/28

Photos About Amenities Pricing Reviews Contact Team

V. Sattui Winery

★★★★☆ 4.3 (26)

1111 White Lane, St. Helena, CA

Facebook | Twitter | Instagram

About This Vendor

Stunning and Romantic Napa Valley Winery

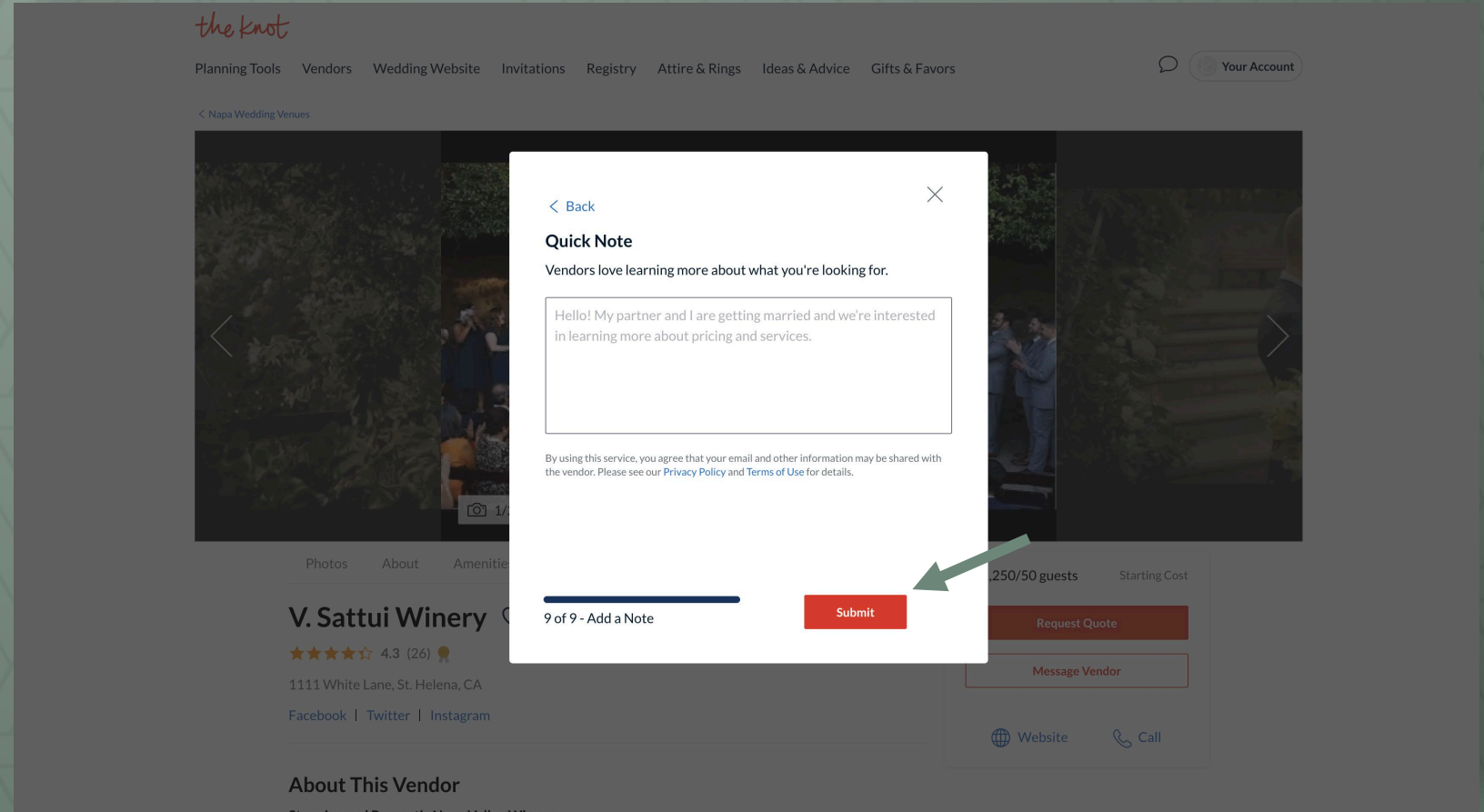
\$12,250/50 guests Starting Cost

Request Quote

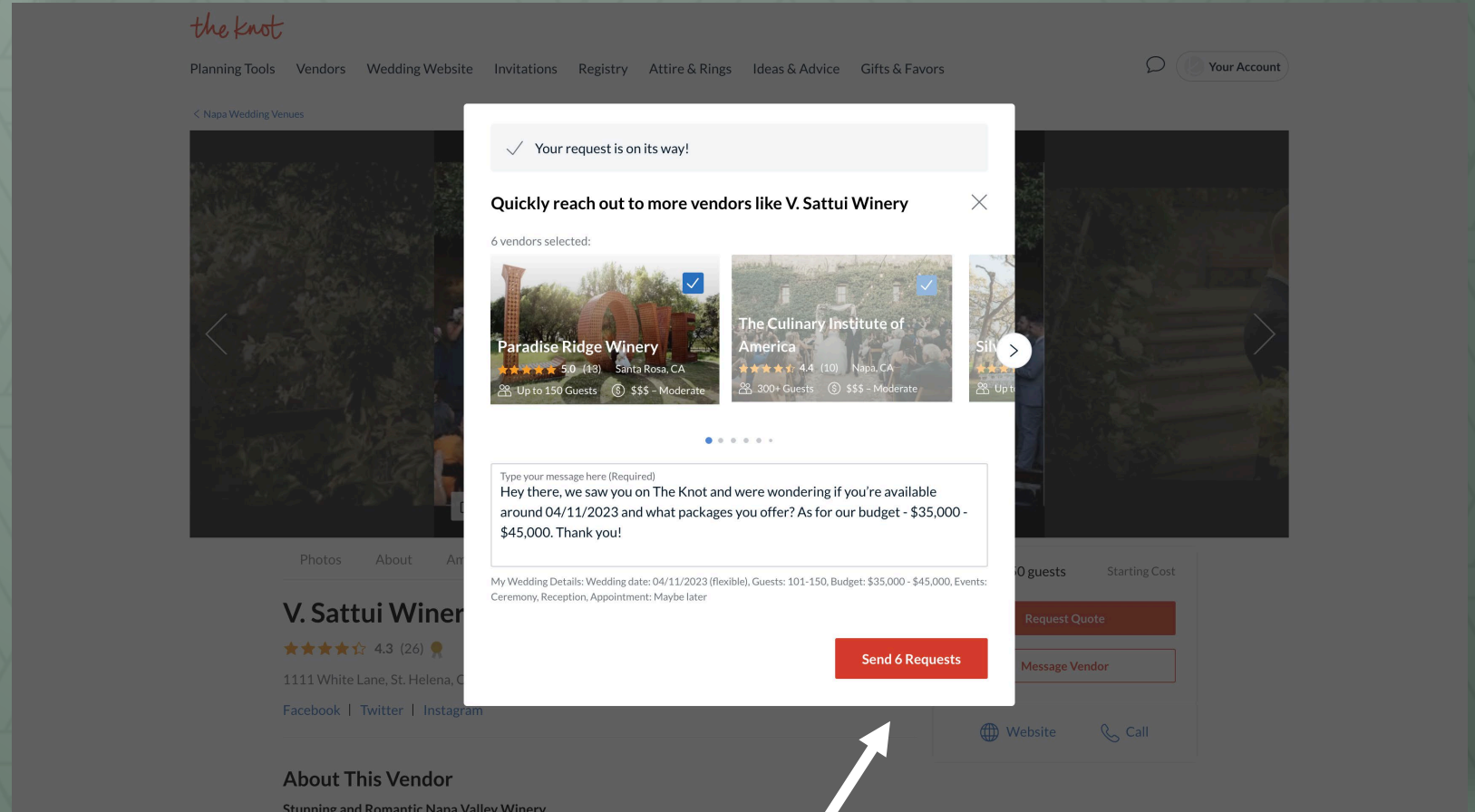
Message Vendor

Website Call

SEE WHAT YOUR CLIENT SEES

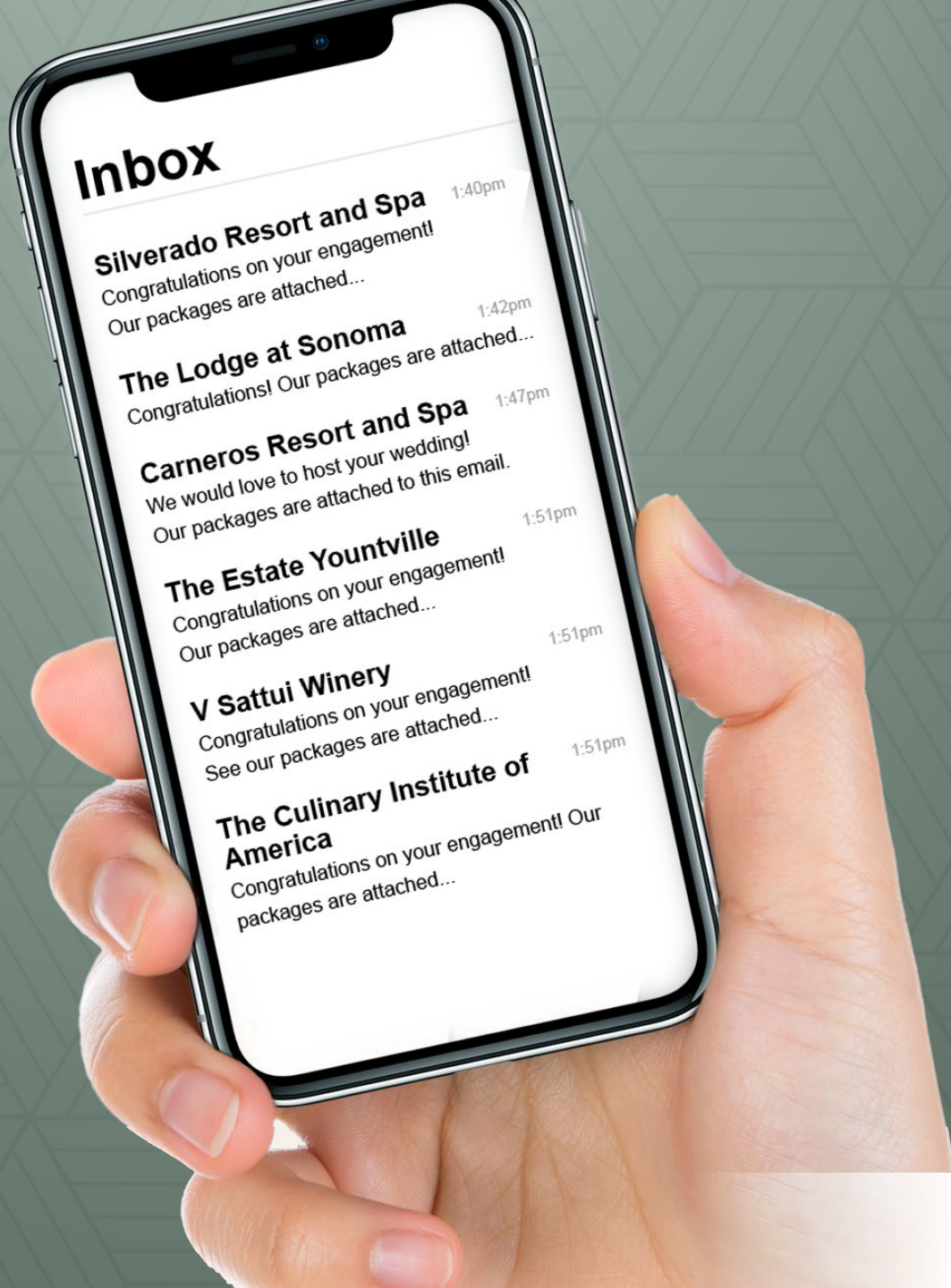


SEE
WHAT
YOUR
CLIENT
SEES



6 MORE REQUESTS WITH A SINGLE CLICK!

SEE
WHAT
YOUR
CLIENT
SEES



INTERACTIVE PACKAGES



SCAN
TO
TRY



IN HOSPITALITY

OUR CLIENTS HAVE CHANGED

EMOTIONALLY

SOCIALLY

TECNOLOGICALLY

WE ARE CONSTANTLY CHALLENGED
TO CHANGE WITH THEM

AND WHEN YOU AREN'T IN THE MOOD,
I WILL GIVE YOU MY SECRET TO CHANGING YOUR MINDSET.

CHANGE THE MUSIC!



RAINMAKER

PUMP ME UP PLAYLIST!



RAINMAKERSALESMARKETING.COM/PLAYLIST



RAINMAKER

PUMP ME UP PLAYLIST!



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