



Time to Start Selling Again!

What I'm hearing every day.....

It's hard to get the client to say YES

Our competitors are cheaper than we are

The leads are drying up

We aren't nearly as busy as last year

There are too many caterers/venues for clients to consider

The clients never respond to my emails

I was ghosted again

And...

I never really had to sell before



Time to get the hustle on!

Base Client Business Review

- Works with you consistently
- More potential clients within company that can be tapped
- 80/20 rule
- Easy warm call
- Your top clients!
- *BRAINSTORM: Google Alerts, Linked In, City Business Journal GO!*

Sales Coaching Tips!

- *Ask Clients for Internal Referrals*
- *Make Clients your Hero- Give them the Win*
- *Encourage Client Input and Collaborations*
- *Send Thank you Notes*
- *BRAINSTORM- Creative ideas and treats for sales visits! GO!!*



FULTON MARKET
CONSULTING

Still hustlin'...

Stagnant Client Business Review

- That client that you haven't heard from in a while
- That is in your catering system/CRM that no one has claimed
- That you lost business to and never followed up again
- Long overdue warm call
- Pre-covid Stagnant vs. Still-out Stagnant!
- *This is where the money is - we are just "lazy and nervous" with stagnant clients*

Sales Coaching Tips!

- *Don't assume*
- *Clients move on*
- *Other caterers make mistakes*
- *Our salespeople leave*
- *BRAINSTORM- Creative ideas to reach these clients?? GO!*

Now we are really hustlin'....!!

New Business Development Clients #1

- Never has worked with you
- Needs complete introduction to your services
- You have no idea if they will ever use a caterer
- A true cold call (or warm call these days with LinkedIn)

Sales Coaching Tip...!

- **Corporate Office Structure**

- *Getting out there and making calls*
- *What's in your sales tool box*
 - **Business Type**
 - *Law Firms- Summer Associates, Proms*
 - *Construction- Topping Out Party, Groundbreaking, Branch Events*
 - **Within Company**
 - *Admins- Board Meetings, Trainings*
 - *HR- Company Picnics, Holiday Events*
 - *Office of CEO/President- Annual Retreat, Home Events*
 - *Event Planning Department- All Events*
 - *Marketing- Client Appreciation, Brand Roll Out*



FULTON MARKET
CONSULTING

Now we are really hustlin'....!!

New Business Development Clients #2

- Never has worked with you
- Needs complete introduction to your services
- You have no idea if they will ever use a caterer
- A true cold call (or warm call these days with LinkedIn)

Sales Coaching Tip....!

• Convention City Market

- *Getting out there and making calls*
- *What's in your sales tool box*
 - *Convention Calendar and DMCS*
 - *Actual Convention HQs*
 - *Attending Companies*
 - *BRAINSTORM- how do we tackle these potential customers?*
 - *What other businesses have overflow?*

Don't Forget...

Vendor, Third Party & Non-Exclusive Venue and Outside Relationships

Vendors

- Designers, Equipment, Lighting, A/V, Linen, Decor, Furniture, Etc.
- Exclusive and Non-Exclusive Relationships
- Information Resources
- Lead Generators
- National and Local

Third Party Planners

- Wedding Planners, Event Agencies, Independent Event Planners, Destination Management Companies
- Lead Generators
- International, National and Local

Venues

- Exclusive and Non-Exclusive Relationships
- Information Resources
- Lead Generators
- National and Local

Sales Coaching Tip...!

- *Recognize the importance of loyalty in these relationships*
- *Recognize the importance of partnership*



Last but not least...

Networking Efforts for Personal and Professional Growth

Personal

- *Personal Interests*
- *Family*
- *Religious*
- *Education*

Professional

- *Associations- like the ICA!!!!*
- *Convention & Visitors Bureau*
- *Chamber of Commerce*
- *Board Involvement*

Tips!

- *Networking does not need to be industry focused only*
- *The best networking is passion-based*
- *Include potential involvement and associated costs*



Annual Sales Percentage Targets- Off-Premise

Corporate Focused

January	25%
February	30%
March	35%
April	40%
May	50%
June	60%
July	70%
August	75%
September	85%
October	95%
November	100%
December	110%

Wedding & Corporate Focused

January	35%
February	40%
March	45%
April	50%
May	60%
June	70%
July	75%
August	80%
September	90%
October	95%
November	100%
December	110%



Annual Sales Percentage Targets- Exclusive Venue

Wedding Focused

January	60%
February	65%
March	70%
April	75%
May	80%
June	85%
July	90%
August	95%
September	100%
October	110%
November	110%
December	110%

Wedding & Corporate Focused

January	45%
February	50%
March	55%
April	60%
May	65%
June	75%
July	80%
August	85%
September	90%
October	95%
November	100%
December	110%



Industry Segments

Accounting
Advertising/Public Relations
Airlines
Architectural Services
Automotive
Banking
Biotechnology
Clergy & Religious Organizations
Colleges, Universities & Schools
Construction
Education
Electric Utilities
Energy & Natural Resources
Entertainment Industry
Environment
Farming
Finance, Insurance & Real Estate
Food & Beverage
Foundations, Philanthropists & Non-Profits
Funeral Services

Gas & Oil
Government
Healthcare
Hedge Funds
Hospitals & Nursing Homes
Hotels, Motels & Tourism
Lawyers / Law Firms
LGBTQIA+
Manufacturing, Misc
Medical Supplies
Newspaper, Magazine & Book Publishing
Pharmaceutical Manufacturing
Printing & Publishing
Private Equity & Investment Firms
Professional Sports, Sports Arenas & Related
Equipment & Services
Real Estate
Retail Sales
Tech
Transportation



Wrap Up!

Let's Get Selling...Again!

Jennifer Perna

jperna@fultonmarketconsulting.com

Read my blogs (or my book co-written with Frank Christian!)

fultonmarketconsulting.com

