



Suzanne Paling

From Leads to Signed Contracts: Closing business even when you're overscheduled and understaffed.

Exercise # 1

What would you like to receive / accomplish / learn from the seminar today?

1.

2.

3.

4.

5.



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Exercise #2

Benefits

Typical Functions

- 1.
- 2.
- 3.
- 4.
- 5.

Benefits of Venue

- 1.
- 2.
- 3.
- 4.
- 5.

Benefits for Function #1

- 1.
- 2.
- 3.
- 4.
- 5.

Benefits for Function #2

- 1.
- 2.
- 3.
- 4.
- 5.

Benefits for Function #3

- 1.
- 2.
- 3.
- 4.
- 5.

Benefits for Function #4

- 1.
- 2.
- 3.
- 4.
- 5.

Benefits for Function #5

- 1.
- 2.
- 3.
- 4.
- 5.



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Exercise #3

Introduction

This is _____ from _____ (site/facility/venue). I received notification from Unique Venues that you expressed preliminary interest in holding a _____ (description of event) in our (adjective) _____ (site/facility/venue) _____. We host a number of _____ (type of function) each season.

I'm so glad you contacted us. Do you have a moment to discuss it further?



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Exercise #4

Voicemail

This is _____ from _____ (site/facility/venue). I received notification from Unique Venues that you expressed preliminary interest in holding a _____ (description of event) in our (adjective) _____ (site/facility/venue) _____. We host a number of _____ (type of function) each season. I'm really glad you contacted us. Again this is _____ from _____ (site/facility/venue). I can be reached at _____ (number) again that's _____ (number). I look forward to hearing from you _____ (name). I'll call you back on _____ if we don't reach each other. I'm sending you a brief email as well. Have a great day.



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Exercise #5

Vocicemail (follow-up)

Hi _____ (name), this is _____ from _____ (site/facility/venue). I gave you a call _____ (mid last week / beginning of the week). You expressed preliminary interest in holding a _____ (description of event) in our (adjective) _____ (site/facility/venue) _____. I look forward to discussing this _____ (event type) with you when you have a moment.

I can be reached at _____ (number), again that's _____(number) and I look forward to hearing from you _____(name). I'll call you back on _____ if we don't reach each other. I'll be sending you an email as well. Have a great day.



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Exercise #6

Email

My name is _____ I'm the _____(title) at _____ (site/facility/venue). I received notification from Unique Venues that you expressed preliminary interest in holding a _____ (description of event) in our (adjective) _____ (site/facility/venue) _____. We host a number of _____ (type of function) each season.

For your convenience, I've attached a _____ brochure/PDF giving you a little bit more information about _____ (facility).

I'll be giving you a call _____ (approximate date / time). My contact information is below in case you have any questions. We're so glad that you contacted us. I look forward to speaking with you soon.

Best regards,



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Exercise #7

What area of the country do you live in?

Closed ended

Open Ended

Probing

What is your favorite hobby?

Closed ended

Open Ended

Probing



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Exercise #8

Qualifying Questions

Typically asked

1.

2.

3.

4.

5.

New additional questions

1.

2.

3.

4.

5.



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Exercise #9

We already have a supplier for that product and we are happy with them.

Express Empathy

I hear what you're saying. My company has worked with a few vendors for years and they're quite satisfied with them.

Bridge Statement

You selected your current vendor for a specific reason.

Ask Probing Questions

What did you look for in a vendor?

Why did you choose this particular vendor?

Do you re-evaluate your vendor situation from time to time?

How do you handle a situation where current vendor cannot deliver a certain product?

How do you select alternative vendors?

Restate Objections

Based on what you are telling me, I can see why you have a solid business relationship with Company X.

Make a request/Agree to do something/Address the issue

It seems as if we might be able to help/supply/provide you with _____. Could we provide you with a quote on that so you can compare the two companies? Are there any products you would like to add to supplement their service?



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Exercise # 10

Non-profit
Volunteer Association
Audubon Society

Meeting specifics

- 150 overnight guests.
- Speaker space to hold all 150
- Access to good birding areas
- Bird watching space on facility grounds
- More of a meeting / training conference
- Continental breakfast
- Boxed lunches
- Dinner off site (organized by Audubon)

Outstanding questions

- Can you transport us to bird watching areas?
- How far away are the bird watching areas?
- Do we need any type of Park permits?
- Will you apply for those permits?
- Can you provide boxed lunches?

Flexibility

- Bird watching space on facility grounds



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Exercise # 11

I've used notes from our conversation to put together a proposal outlining the specifications and costs for your _____ (event). If the proposal addresses your needs could you see _____ (organization) holding the _____ event at _____ (facility/venue)?

Great, let's set up a convenient time next week / in a few days to discuss the proposal.



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Exercise # 12

Follow-up Questions

- What needs to happen between now and the _____ (event) on _____ (date)?
-
- Do you have a date in mind for when you would like to see the contract signed for your _____(event)?
- How can we work together to make this happen?
- Given that you / need to / must finish / speak with, when does it make sense for us to speak again?



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Exercise # 13

Mr. / Ms. Prospect from the time we started speaking on _____ (date), you expressed an interest in _____ (venue), especially _____ and _____ (features/benefits of interest to prospect). _____ (venue) offers your group all of that plus _____ (benefits). _____ (venue) will be a _____ and _____ (benefits) for your _____ (function/event). Would you like to book your _____ with _____ (venue/organization)?



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Exercise # 14

As you recall in early September, I sent you a proposal for _____ (event). We agreed that the next step would be you signing the proposal and sending it back to me by _____ (date). Since forwarding the proposal on _____ (date), I have not been able to get in contact with you. I am a little confused as to where you are in the process. Could you please get in contact with me at your earliest convenience?



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Exercise # 15

After having made several attempts to contact you, I am going to assume that you'll be holding the _____ (event) elsewhere or that another project is at the top of your priority list for now. If you would like to consider _____ (facility) for a future event please contact us. I enjoyed getting to know you (and your team). Thank you for your interest and I hope we'll speak again sometime soon.