

{ 2014 UVAMC

IT'S CHEAPER TO KEEP 'EM

Michele Nichols
Tony McGuirt

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“It cost 5 – 10 times more to acquire a new customer than to keep an existing one”

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Unhappy Customers

1 : 26

Verbal : Silent

For every one customer that complains it is estimated that 26 others remain silent.

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Dissatisfied Customer

1 : 9 to 15

13% > 20

Dissatisfied customers tell 9-15 about their experience and approximately 13% will tell more than 20 people!

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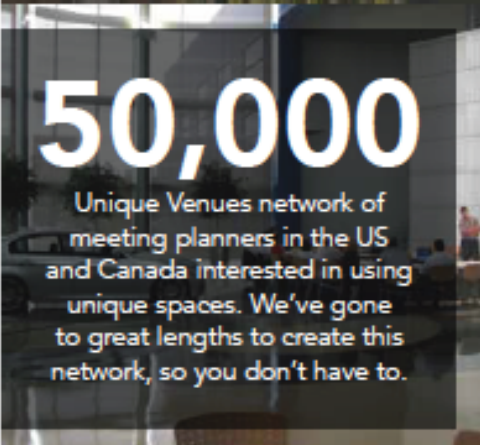
Positive Experience :
Unresolved Negative
Experience

12 : 1

It takes 12 positive experiences to make up for one UNRESOLVED negative experience.

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The Power of Our Network



50,000

Unique Venues network of meeting planners in the US and Canada interested in using unique spaces. We've gone to great lengths to create this network, so you don't have to.




1,000,000

The number of pages that planners view every year in UniqueVenues.com. They can count on us to find what they need.



850,000

Searches conducted by planners in UniqueVenues.com each year. Our online portal makes searching fast, easy and it's free to planners.



26,000

Sales leads that are individually handled and delivered to our members. We know your time is valuable, so we pre-qualify every lead.



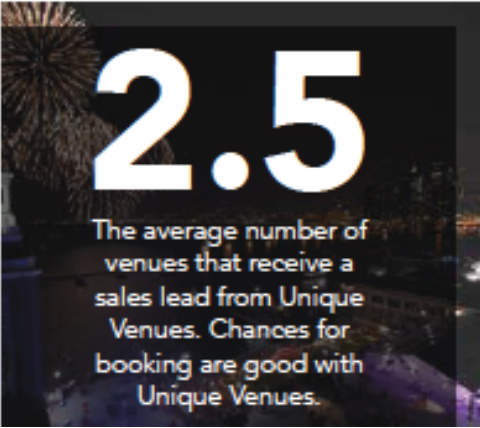
300+

Face-to-face appointments and presentations to meeting and event planners every year. We're pitching our members all day, every day.



36,000

Planners from every market segment receive our digital magazine, newsletters and special offers. Now that's what we call marketing.



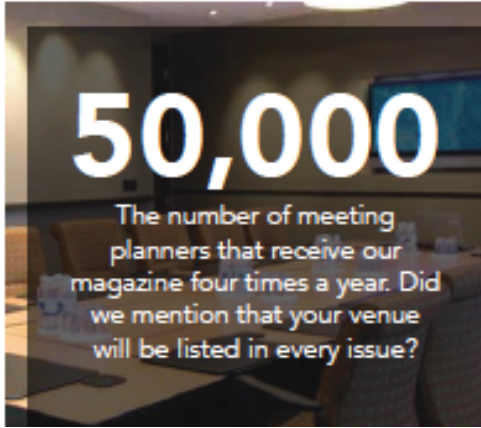
2.5

The average number of venues that receive a sales lead from Unique Venues. Chances for booking are good with Unique Venues.



3,000

We've got a lot of social media followers. We make sure our venues can be found on any and all marketing channels.



50,000

The number of meeting planners that receive our magazine four times a year. Did we mention that your venue will be listed in every issue?

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online



- 1,000,000 page views a year
- 850,000 yearly venue searches
- 26,000 leads distributed to member venues each year

social media

3,000+ Followers • 65,000+ YouTube Views • 450+ Blog Posts



events

Strategic affiliations with the following organizations gives our members even more industry exposure.

Connect Marketplaces, Specialty and Assoc. • Connect Marketplace Sports • Religious Conference Management Assoc.

tradeshows

300+ appointments • 1,800 minutes pitching planners about our members

digital

- 36,000 planners receive our monthly newsletter and digital magazine
- Professional Planners 42%
- Part-time/Specialty Planners 58%



- association 15%
- professional/corporate 31%
- educational 7%
- fraternal 1%
- government 7%
- non-profit 16%
- religious 7%
- special events 14%
- youth/sports 2%

magazine

- Reaches 50,000 event planners (print and digital)
- 4 magazine issues a year

ASAE • CanSPEP • CSAE
SYTA • CMCA • NARM •
SPIN • ISES • SGMP • MPI •
FEA • UV PRINT and DIGITAL
SUBSCRIBERS



- Professional Planners 57%
- Part-time/Specialty Planners 43%

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MARKETING: CREATES INQUIRIES

SALES: CONVERTS INQUIRIES TO CUSTOMERS

If you're getting inquiries, **MARKETING** has done it's job!

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71% waste

Sales Leads

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only 27%

Contacted

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35 - 64%

Never Get Called

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46 hours &
53 minutes

Average time it takes to respond to a sales lead.

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5 minutes

Ideal time for a response to an Internet lead but not realistic for our member venues.

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1.3

Contact Attempts

Average number of attempts a sales person makes before abandoning a lead.

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Wednesdays & Thursdays

The best days to call someone if you're trying to reach them.

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8:00 AM to 9:00 AM
AND
4:00 PM to 6:00 PM

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1:00 PM to 2:00 PM

Right after lunch...the absolute worse time to reach a prospect.

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GOOD NEWS!

We broke a few records in September:

- Distributed nearly 3K in sales leads.
- Over 1,150 planners used our free lead referral service.
- Beat August (which was also a record month) by 22%.
- 2.5 average number of venues that receive a lead.

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Corporate



American Express
PepsiCo
Shell Oil Company
Wells Fargo
Whole Foods
Lululemon Canada
Joey Restaurant Group
Suncor Energy



Sports & Assoc.



Nike Foundation
Soccer Shots Franchise
Soul Speak Toronto
Toastmasters
*Free the Children
- We Day
Accredited Gemologist
Association
Association of Professional
Archaeologists
Young Ones
Science Expo Youth
Empowerment Group*



Educational & Government



Institute for Music & Consciousness
Sidney Kimmel Cancer Center
Academic ResourceCenter
*The City of Calgary
Ontario Lottery and Gaming Corp
Canadian Food Inspection Agency*



Religious & Non-Profit



American Cancer Society
American Red Cross
Boys & Girls Club of America
IBG Ministries
Mission to the World
*Forward in Faith Ministries
Jesus Youth Canada
Church of God Ministry of Jesus Christ*



Fraternal



Alpha Phi
Delta Phi Omega
Sorority Inc.
Sigma Tau Gamma
Fraternity, Inc.

**italics denote Canadian organizations*

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“Never heard from venue - we have looked elsewhere now and will no longer go through this website.”
(Medical Group)

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“No body responded. I have another venue.”
(Professional Group)

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“No I have not booked a venue as yet.. I didn't get any usable info from your venues, so have written letters to several hotels with ballrooms.”
(K9 Rescue Group)

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“I don't think we've found a place yet, but we have not heard back from any venues.”
(Training & Development Group)

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“We have not booked a venue and we are no longer looking on this site.”
(Consumer Group).

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3 SIMPLE STEPS to RESPONDING TO SALES LEADS

1. Create a sales lead protocol/process.

- Decide who is responsible for following up on sales leads.
- Create a standard. For example: All leads must be followed up in x hours or the same business day or...

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- Put your follow up promise in writing to your prospects.

Our team will forward your inquiry on to the venues you've selected during regular business hours (M-F, 8am-5pm, EST). Inquiries received after those hours or on the weekend will be processed the next business day. Thank you for using UniqueVenues.com.

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- Decide who is responsible for following up on sales leads.
- Create a standard. For example: All leads must be followed up in x hours or the same business day or...
- Put your follow up promise in writing to your prospects.
- Make the commitment to respond to each and every lead.
- Don't just give them what they ask for.

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3 SIMPLE STEPS to RESPONDING TO SALES LEADS

2. Create a tool box for your department.

Use you own.

Build your own..

Or use ours.

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Review the Contact and Meeting information below. Reply to this lead using any or all of the Tools below.

Response options: [General Response](#) | [Respond with a Proposal](#) | [Respond Unable to Accommodate](#)

Tools are also available to help you track the response to this lead below.

Lead Status (toggle statuses as needed):

[Not Viewed](#) | [Proposal Sent](#) | [Booked](#) | [Declined](#) |

[Mark as contacted but no response](#)

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To: Shannon Glover

Cc: Shannon Glover

Bcc:

Subject: Reply to your Inquiry at Unique Venues

From: Tony Mcguirt <tony@uniquevenues.c...> Signature: Signature #8

Dear Shannon,

Thank you for your interest in Edwards Community College. We have received your request for specific information and will provide a proposal for your review shortly. In the meantime, if you have additional needs or questions, please feel free to contact me via email or by calling 970-926-7676.

Again, thank you for your interest.

Sincerely,

William McCarthy, CMP
President

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Review the Contact and Meeting information below. Reply to this lead using any or all of the Tools below.

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3 SIMPLE STEPS to RESPONDING TO SALES LEADS

3. Establish the number of touches & define a dead lead.

Lucky 7 – seven touches before abandoning a lead

Enter it into your prospect database.

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Do you rent your overnight rooms to transient (individual) travelers?

www.UniqueVenues.com/accommodations

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Campus Issue - Spring/Feb 2015

Inside the Industry - Trends: food trucks, technology trend (digital detox), women and meeting planning.

Event Profile - High profile, challenging events on campus (Dr. Maya Angelou's funeral at Wake Forest, Michigan State Odyssey of the Minds, etc.).

Work/Life/Balance - Do you offer a unique training program for your conference groups?

Signature Drink – Alcoholic or non-alcoholic drink, coffee, tea, etc. Something spring-like.

michele@uniquevenues.com

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All Venue Issue - Summer/May 2015

Feature Story - Outdoor gardens.

Inside the Industry - A look at gay weddings.

Event Profile - High profile, challenging events on campus (Dr. Maya Angelou's funeral at Wake Forest, Michigan State Odyssey of the Minds, etc.).

Signature Drink – Alcoholic or non-alcoholic drink, coffee, tea, etc. Something spring-like.

michele@uniquevenues.com

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Campus Issue - Fall/August 2015

Cover Story - In case of emergency. Campuses that have faced emergencies, outbreaks, disasters.

Inside the Industry - Farm to table.

Event Profile - High profile, challenging events on campus (Dr. Maya Angelou's funeral at Wake Forest, Michigan State Odyssey of the Minds, etc.).

Work/Life/Balance - Looking for suggestions.

Signature Drink – Alcoholic or non-alcoholic drink, coffee, tea, etc. Something spring-like.

michele@uniquevenues.com

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I, __ (say your first and last name) __, promise to respond to every single lead from Unique Venues.

I will do my very best to respond within 24 hours or the next business day.

I understand that it's Cheaper to Keep 'Em!

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THANK YOU.

Michele Nichols
michele@uniquevenues.com

Tony McGuirt
tony@uniquevenues.com

Sources:
Understanding Customers by Ruby Newell-Legner
Collin Shaw, CEO, Beyond Philosophy
Forbes Magazine, Ken Krogue