# 5 Strategies For More Profitable Weddings and Events





## Leave With An Overview of 5 Ways to Increase Your Profit



- 1. The Upsell
- 2. The Sold Out
- 3. The Side Sell
- 4. The Combo Sale
- 5. Selling Up



Five Strategies

## The Upsell

Helping clients allocate all of their floral \$\$





## Price Anchoring





Follow the questions below to better plan the floral budget for your wedding. While our typical client invests four to eight thousand in their florals, we built this tool for all St. Louis couples -- no matter how intimate or exquisite of a celebration you're having.

#### What type of event are you planning?

Wedding and Reception



#### **Event Style**

I'd like to keep it minimalistic and tasteful - nothing out of the ordinary

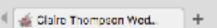


Workroom View (Draft #7)



#### Possibilities

	QTY	Price	Subto
Table Option #1	3	380.00	\$1,140.
6 foot greenery garland similar to picture, but raised up on a 32° tall clear vase. Tuck in a few blush roses, white tulips, and light pink peonles. Set of 4 white LED pillar candles in clear cylinder vases at the base.			
Recipe 1     35\* Clear vase	1.00	\$15.00	
	1.00 6.00	\$15.00 \$3.22	
35\* Clear vase			
35\* Clear vase	6.00	\$3.22	
35\" Clear vase  ial 50 cm Rose - Quicksand Cylinder vases	6.00 4.00	\$3.22 \$2.00	
35\" Clear vase  iol 50 cm Rose - Quicksand Cylinder vases Labor	6.00 4.00 1.00	\$3.22 \$2.00 \$15.00	
35\" Clear vase  50 cm Rose - Quicksand  Cylinder vases  Labor  LED pillar candle	6.00 4.00 1.00 4.00	\$3.22 \$2.00 \$15.00 \$4.45	



#### Events > CLAIRE THOMPSON WEDDING

EDIT

QTY

3

Price

\$380.00

Subtotal

\$1,140.00



Version 7 01/18/2017

#### Centerpiece #3

Beautiful hydrangea centerpiece

Subtotal: \$7,525.83

Tax: \$578.92

Total: \$8,104.75

#### Possibilities

#### Table Option #1

6 foot greenery garland similar to picture, but raised up on a 32' tall clear vase. Tuck in a few blush roses, white tulips, and light pink peonies. Set of 4 white LED pillar candles in clear cylinder vases at the base.

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## The Sold Out

Maximizing the number of clients you can take



- 1. Market more
- 2. Size of your workforce
- 3. Optimize Your Time



## The Side Sell

Maintaining your brand and taking smaller budgets



Sticky Point: Your markup is the value you add to the flowers.

More value = more markup Vice Versa

Click Here For A Free Rental Price Estimator





## The Package Sale

Increasing your Offerings



## Selling Up

Attracting Clients with Flexible Budgets





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