

Keeping Up With Inquiries By Joe Bunn for DJN

I want to talk a little bit about handling communication with all of the leads you're about to be getting when brides start to get engagement rings this Christmas and New Year's Eve.

When a lead comes in, do you handle it personally or do you let an auto-responder do the work for you? I don't see anything wrong with an auto-responder that says something like "We are away from the office right now, but we will get back to you right away", but having a system that quotes prices and such just seems impersonal to me. Do we use a form letter email when we respond to all of our inquiries? Yes, of course! I have to save time! However, that form email has several things that I can customize to give it a more personal touch.

1. Always address the lead by their first name in the email (i.e. "Dear Suzy, "). And PLEASE make sure you are spelling their name right!
2. Mention the venue where they are having their event.
3. Not only do you want to mention the venue, but mention a unique feature of the place, for example, "We love working at Prestonwood! The staircase makes for an incredible grand entrance!"
4. Also, make the overall tone of the email light and friendly and sound like you and your personality.

Ok, so now that we have what to say out of the way, we need to talk about WHEN to say it. Every single day we take shows away from our competitors simply based on how fast we respond to inquiries (and we are at least 20% higher priced than most). Think about it this way, as awesome as you and your company are, I can assure you that a potential client is emailing multiple DJs to get pricing. You get bonus points for being the first responder! I'm not saying you have to be chained to your phone or desktop all day and wait for leads to come in, but you need to be responding to them as fast as humanly possible.

I've done an article in the past about the importance of following up, so I won't go too far in depth on this, but once you respond to a lead (whether you send pricing or not), you are going to want to follow up if they don't get back to you. We are all busy- life happens, families take up your time, work is necessary. In other words, don't get upset if someone doesn't immediately get back to your new and improved, super-personal email. Give them a few days and then reach back out with just something as simple as "Hey Suzy, I just wanted to make sure that you got my last email and that it's not floating around in cyberspace somewhere!" That will usually light a fire under them and get them to respond. You can always send a third and final email a week later if you still get nothing. After that, I'm pretty much done with them. Ha!

Finally, once you set the consultation, there are a couple of more “Keeping Up With The Joneses/Clients” tips I want to give you:

1. Make sure to get their mobile number once you book the appointment...and give them yours. What if they get stuck in traffic on their way to your office. How awesome is it that now they can text you or call you and simply say so?!
2. Have good notes from what little you do know about them before the meeting, i.e. the event date, their names, and the venue. Anything else you can grab at the consultation.
3. Finally, after the meeting, follow up with a call, email or old school direct mail and let them know how much you appreciate them coming in to meet with you.
4. Booked it on the spot? Even better. Follow up with a nice “thank you” package like a His and Hers company branded t-shirt and hand-written thank you letter. BOOM!

Remember, it’s all about keeping up with people, letting them know that you really do care about their event, and that you genuinely want to work for them. Good luck! Now go check your emails!