Next Level Sales
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For Mobile Beat Magazine

In this article, I would like to recap what I discussed at MBLV this past February. Oftentimes as DJs, we are bombarded with advertising folks telling us how to get the phone to ring or our inboxes to "blow up", but what do you do once the bride and groom agree to meet with you? What is your game plan? This is ours.

Unlike some companies, we do give out pricing up front. I'm sure this is controversial to some DJs out there, but we do a large volume of weddings each year and it is easier for us to go ahead and weed out "tire kickers" this way. At the end of this pricing email, it basically says, "If you would like to move forward with a consultation, please". If they email back to arrange that, then they are what we call a "hot lead" and are "qualified", in other words, they are completely comfortable with our pricing. At that time, the lead is sent to the DJ and they sell it.

There are several keys to having a successful consultation. Let's start with some things that we do BEFORE the meeting starts.

1. Attire-Make sure that you are dressed professionally. Now this doesn't necessarily mean a suit. If that's what you're comfortable in, rock it! For us, that's a little too formal. I prefer my DJs in our company polo shirt and either nice jeans or khakis.
2. Tools-We have three key pieces that we take into each and every meeting.
    a. The Meeting Recap Sheet or "MRS"-This is a document that has all of the information that I will need the DJ to collect so that I can send out a contract. Their names, address, email address, wedding date, price quoted, etc.
    b. The Bride Book-This little booklet is only given out to couples that come to meet with us in person, never at wedding shows or anywhere else. It basically is the written version of the Powerpoint/Keynote presentation.
    c. The Keynote/Powerpoint Presentation-This is the backbone of the meeting. Basically, it is your road map to getting through the meeting, staying on track and answering their questions before they even ask them.

I will be glad to share with you what ours look like if you email me at info@bunndjcompany.com.

So now that we have talked about what to do before the meeting, let's talk about what to do AT the meeting.

1. Before the guests arrive:
    a. Have some low music playing
    b. Have all of your paperwork ready, and all A/V gear set up and on standby
    c. Set the lighting so that it's not too dark or too bright
    d. Make sure you have all of their basic details in your head-names, wedding date and maybe the venue.
2. Once the guests arrive:

   a. Offer them a drink. We have a drink machine in our office, but have also done bottled waters with our logo on the label, or even stadium cups that they can take with them.
   b. Make sure they are comfortable! Ask if the temperature, lights, etc. are OK.
3. Now you can use your "tools" we talked about above.
   a. Collect all of their information on your Meeting Recap Sheet (MRS)
   b. Walk them through your presentation (preferably on an external large screen or projector)
   c. Allow them to ask questions during or at the end
   d. Close with "Can I send you a contract?"
   e. Don't hard sell your clients, people hate that!

If you don't close at the meeting, don't freak out! Sometimes, only the bride or the groom can make it to the meeting and they want to go home and talk about what you taught them. Or, other times, the bride may not be able to make a big financial decision without first consulting her parents (that are paying). A day after the meeting, follow up with a nice, short one paragraph letter stating how happy you were to meet them, maybe recap a few notes from the meeting, and say you would love to work for them. This is often the final professional move that they want to see for them to say "Send us the contract!". Good luck this wedding season, and happy booking!