

**Stay Booked:**

**Book 90% of your leads by creating a**

**Sales Strategy**

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Dear person full of so much potential,

Hi. I’m Shannon and I used to be that girl that was DYYYINNGG to quit her day job. I started an Etsy shop, grew that shop into a floral design business. I was doing weddings on the weekends and had **no real plan on how to actually grow my business or quit my day job**.

My sales “strategy” was non-existent. I would get an inquiry and had 5 different ways to go about booking them. Each time it was like “Will this work?” Instead of actually analyzing why people booked I would just try a million different things and then wonder why no one was booking.

**My 2nd year in business, I said f\* this, I’m going to give it my all. I’m going to create a strategy and STICK WITH IT. I created a simplified strategy that had clients saying “Take my money!”**

GUYS, IT WORKED. I booked a $10k client, I was on my way to doubling my revenue, I was getting PAID to do styled shoots, and this was my 2nd year in business.

Now I love creating strategies, teaching them, and telling people to commit to them at [Shannon DePalma Coaching](http://www.shannondepalma.com). **LET’S DO THIS.**



**Step 1: Lead Phase**

**1.) Wooo hoooo you got a lead! Alright let’s nail this baby down.**

**Create the trust factor right away.**

**Don’t think about the sale; think about making this person feel comfortable, like a friend.**

***Most brides come to us with their guard up because they’re scared everyone is trying to dupe them.***

**Most of us are never trying to dupe our clients we want to give them the best, which is why we want their wedding.**

**Side note: REALLY believe you’re the best, you already know that you would over deliver for your clients. Stay confident in yourself and your services.**

**Start the conversation by getting on the phone, a skype meeting, or in person meeting. More trust is established in a face to face interaction.**

**When you talk to them, MAKE IT ABOUT THEM, not about you.**

**When you first talk to them make it casual, point out something you have in common Ask them: How they want their wedding to feel? What is important to them about the event? Ask them what they value as a couple or what’s important to them?**

**Your delivery: DON’T ACT LIKE SOME CORPORATE DBAG. BE YOU.**

**People more than ever love authenticity; they want to do business with a person not a person who uses words that go over their head.**

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**Step 2: Negotiate Phase**

**2.) Send out a proposal that reflects your client.**

**Show you UNDERSTAND your vision.**

**Most importantly, give her options, if it’s possible.**

**> Always send off a proposal with a timeline, give it a week or two, depending upon the length of the proposal. <**

**Most of all, don’t negotiate on your prices.**

**If you undercharge your services, guess who wins?!**

**Nobody. Not even the bride because she’ll have a resentful vendor.**

**But Shannon I don’t act unprofessional?**

 **< Believe me there was always a difference between my designs that were happy and those that weren’t “I didn’t charge enough!” >**

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**Step 3: Seal the Deal**

**Follow up and follow up, and keep following up until they give you answer.**

**BE RELENTLESS because you know you are the right person for this job.**

**If they have questions, get them on the phone, and follow up the day when the proposal expires (1 week – 2 weeks).**

**Don’t be afraid to put yourself out there, be vulnerable, ask for the job.**

**Nobody gets sales sitting behind a computer and not putting themselves out there.**

**JUST DO IT.**

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**But Shannon I need more leads?**

**Yes right!? Guess what!**

**I can help you with that too.**

**This involves creating a marketing calendar, that’s where we create an actual social media, blogging, and in person networking strategy.**

**Before you freak out at all those words, it’s actually not as scary as it seems.**

**It’s just a matter of breaking down big goals to small steps and committing to it.**

**Let me show you how to do that. I’ll show you what I did to get consistent leads and not just wait for them to MAGICALLY show up.**

[**Watch the live class here.**](http://marketingcalendarwebinar.instapage.com/)

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**I'm Shannon and I'm a female entrepreneur.**

**I grew and sold a floral design business in 2 years.**

**Now I'm on a mission to help creative women get more sales and find their brand.**

*I love: business, cats, my handsome husband, and traveling.*

**I’d love to help you grow with more focus, more direction, and a real PLAN.**

[The Sales Boot Camp for Creative Women Opens April 26](http://www.shannondepalma.com/sales-bootcamp/)[th](http://www.shannondepalma.com/sales-bootcamp/) [with only 20 seats.](http://www.shannondepalma.com/sales-bootcamp/)

[Save my seat.](http://www.shannondepalma.com/sales-bootcamp/)