

5 Strategies For More Profitable Weddings and Events



Leave With An Overview of 5 Ways to Increase Your Profit



Today's Goal

StemCounter.com

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



Five Strategies

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The Upsell

Helping clients allocate all of their floral \$\$



Strategy #1

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Price Anchoring



BUDGET CALCULATOR

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



Possibilities

	QTY	Price	Subtotal
 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. ---   	3	380.00	\$1,140.00
 Recipe 1 35" Clear vase  50 cm Rose - Quicksand Cylinder vases Labor LED pillar candle Medium thickness greenery garland per foot Peonies - Light pink Tulip - White			
	1.00	\$15.00	
	6.00	\$3.22	
	4.00	\$2.00	
	1.00	\$15.00	
	4.00	\$4.45	
	6.00	\$36.40	
	5.00	\$9.80	
	6.00	\$4.20	

 **Recipe**

Centerpiece #5

Beautiful hydrangea centerpiece

1 \$150.00 \$150.00

Subtotal: \$7,525.83

Tax: \$578.92

Total: \$8,104.75

Possibilities

QTY Price Subtotal

Table Option #1

3 \$380.00 \$1,140.00

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.



The Sold Out

Maximizing the number of clients you can take



Strategy #2

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



Strategy #2

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The Side Sell

Maintaining your brand and taking smaller budgets



Strategy #3

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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](#)



Strategy #3

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The Package Sale

Increasing your Offerings



Strategy #4

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Selling Up

Attracting Clients with Flexible Budgets



Strategy #5

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THANK YOU!



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