

SALES



PRE-WEDDING SALES

- ▶ Help clients choose their collection by figuring out their needs. How many hours? What is their day going to look like?
- ▶ Get them in the mindset that they will need to add on more time, albums, items
- ▶ Upsell subtly each time you talk to them
- ▶ Never be overt. No one likes to be sold to
- ▶ Upsell when you talk about the timeline





POST-WEDDING SALES

- ▶ Upgrading the shoot and burn client to an album
- ▶ Make sure you've managed expectations throughout the entire process
- ▶ Upgrading existing albums to bigger albums
- ▶ Instruct clients to choose images without counting the numbers. Why?
- ▶ Print sales and thank you cards
- ▶ Holiday and anniversary sales