




DWHSA
DESTINATION WEDDING & HONEYMOON
SPECIALISTS ASSOCIATION

DWHSA Online Course Lesson 8.1

Price Shoppers and "Tire Kickers"

In This Lesson ...

- The importance of not taking "price" questions personally
- Why it's critical to learn how to explain the "apples vs. oranges" differences in your trip proposals compared to Internet deals
- How to take control of a price-related conversation by using open-ended questions that lead to the action you want prospects to take
- Why it's OK, at the end of the price conversation, to say goodbye to less-than-ideal potential clients (but, don't write off price shoppers automatically!)



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The first step ...

- What's the first step in learning how to handle price shoppers and "tire kickers?"

Just get used to it - they're here to stay!

- Couples (and their wedding party members and guests) have been trained by online travel agencies and direct-selling suppliers to use price as the starting point for travel plans. With Millennials, in fact, they've grown up learning to question everything, which means they'll question you about price even if it's not the determining factor for them when they book.



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Tip # 1: Don't get upset about pricing questions.

- **Don't take these questions personally.** In many cases, couples don't know as much as they think about travel, especially planning group trips like a destination wedding - so, they focus on the one thing they think they do know: haggling over price. And, again, Millennials have just grown up questioning everything like prices ...
- So, remember: When prospects or clients ask about prices, they're not accusing you of gouging them ... **they're just starting the conversation with you.**



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Tip # 2: Explain (with passion) the value ...

- **Many clients don't understand the "apples vs. oranges" nature of Internet trip deals,** for example. They don't know that the \$299 "all inclusive" seven-night resort special they got in the email doesn't include air, transfers, taxes, any wedding services, etc.
- So, **it's your job to teach them the difference!** Explain the values included in the pricing of the proposal(s) you've given them - make sure they understand everything that's included. (This means your service fees, too.)
- And, as you teach them, **do it with excitement and passion for their trip** - not the annoyance you may secretly feel at explaining what's obvious to you as a travel professional ...



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Tip # 3: Give quick answers, then move along.

- What if you're not yet at the proposal stage - instead, you've gotten a "cold contact" from a couple asking price questions?

Give a quick response with an initial price point or range - but, then, **change the direction of the conversation** by asking more open-ended questions (not "yes/no" questions) that show the prospects that you're an expert in romance travel. Ask about the basic building blocks of the trip: date, location, number of guests ...
- Then, jump into questions that force the bride or couple to share their dreams (what wedding themes/colors/flowers/reception plans have they thought about, what have they seen at other weddings that they like or didn't like).



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Tip # 4: Help them, and tell them what to do next.

- Stephanie Padovani with BookMoreBrides.com suggests **thinking of that price shopper as a friend of yours** who just happens to be planning a wedding. What would you do with a friend? You'd share wedding ideas and tips, you'd listen to her stories and dreams, you'd send her article links to read, you'd make recommendations ... Stephanie says this is the quickest way to get away from price and begin building a relationship that will lead to a booking!
- Once you've left price behind in the conversation, **describe the next step you need the clients to take - then, direct them there.** Deep down, serious prospects want a romance travel expert like you to take charge and make the planning process easy! (If they resist too much, they're probably not serious prospects.)
- Check out Stephanie's "Price Shopper to Profit Email Report" at <http://www.bookmorebrides.com/priceshopper>



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Tip # 5: Learn to control “price” conversations.

- To run a productive romance travel business, you must learn early on how to weed out the callers and emailers who aren't serious from those prospects who're asking about price because they don't know any better yet!
- Here's the critical thing to remember: **You're not trying to convert every caller or emailer into clients.** Instead, you're trying to identify whether they're ideal prospects you should spend time with. Don't worry if folks hang up or move on - pat yourself on the back if this happens that you saved a lot of time and energy not working with them.
- The best technique with price questions, over the phone or via email, is using **“open ended” questions to change the conversation** from price to more important topics. So, take control of these conversations by asking a series of questions (in response to that initial pricing query) that focus on wedding/honeymoon details (e.g., dates, number of guests, time of year, colors, themes, add-on activities).



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Tip # 5: Learn to control “price” conversations.

- Remember: Use **“open ended” questions that can't be answered quickly with “yes” or “no”** - questions that start with “What,” “When,” “Who,” “How” ...
- Your goal is to keep them talking with questions you're asking to control the direction of the conversation. After a few questions, you're ready to guide them to the action you want them to take (e.g., setting an initial consultation appointment).
- What if the caller/emailer keeps going back to price? **Respond with a general range of prices, and then go immediately to another open-ended question** about the trip plans.



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Tip # 5: Learn to control “price” conversations.

- Serious prospects will be relieved inside that you're taking charge, as a romance travel professional, and steering them to questions about the trip logistics (which are more fun to discuss than prices anyway!). With these callers and emailers, you can direct them to that consultation appointment and move forward.
- Price shoppers and tire kickers who aren't serious prospects will get huffy, they'll demand detailed price quotes on the spot, or they'll even hang up when you try to ask more questions! Again, that's a good thing, because you've just saved yourself a lot of heartache!



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Tip # 6: Don't write off “price shoppers” yet ...

- If you talk with a price-shopping prospect who doesn't finish the conversation or who's not ready to take that action you want (e.g., scheduling the initial consultation), **don't assume automatically that she was wasting your time.**
- Honestly, she may have been calling you from work, or she was in the car, or she got busy at the time and didn't go to the next step for innocent reasons like these ...
- If you captured her phone number or email address, **wait a few days and follow up with a warm, friendly call or email.** And, periodically, keep following up until she says she's not interested.



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Two final tips ...

- If you charge significant service fees, and/or you focus on customized wedding trips and wedding planning services on top of pre-packaged wedding trips, you may feel pressure at times to reduce your service fees and/or book lower-priced trips ... When you feel this pressure, **remember the true value of your time!** Prospects and clients who are constantly tire kicking - questioning your prices and your fees even after they've placed deposits! - don't always understand (a) what's included in their packages and (b) the extra work and value you've added to their trips. In many cases, this involves time - your time as a travel professional. So, even though it's hard at first, always **remember the value of your time!**
- Also, **it pays to know the “price matching” policies of your preferred suppliers ...**



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