



*Perfectly Price your Cakes
Module Six*

YOUR LUXE HIGH-END BUSINESS

Selling happens before the client emails to book with you. From your web-presence, your referrals, social media, the client gather's information before she thinks about reaching out to you. Clients who do reach out to you THINK you are the cake designer in her price range.

So what does this mean? When you are attracting budget clients, or clients in your price range you currently charge, everything about your business is attracting something budget clients are attracted to.

Your web-presence, your cakes, your craftsmanship, your mindset, your social media, is an energetic match to the budget clients.

Which means you have to change you, your mindset, and your business to attract high-end clients.

Your web-presence, your cakes, your craftsmanship, your abundant thoughts, your photos need to match thoughts of clients who want to work with 'the best' designers.

High-End clients are attracted to high-end designers.

See the correlation?

Now, during this module, we will talk all about how to sell during your consultations so you book 80-90% AT the cake consultation.

CLIENT RELATIONSHIPS

I 100% believe that when you build relationships with your clients, before they come in for a cake consultation, you have a 90% chance of booking that order AT the cake consultation.

Selling is all about relationships and no one wants to feel like they are being sold to. Especially for weddings, clients want to feel they are picking out their cake for their big day and this can be a big deal. They want that moment to be special.

It's your job to set the tone for the working relationship between you and your clients before they come in for a cake consultation.

You want to be in charge.

I never let a customer demand a cake consultation from the first email. I have no idea on whether they are an ideal client of mine.

I create a process of building my relationship with my client via email so when they come in to book an order, the relationship is already built and then it's just time to discuss and eat cake further.

After the client has reached out to you, it's time to build a relationship with your client. How so? Well, it's all about getting to know everything about what she's envisioning about her event.

I engage back and forth, maybe 2-3 or 4-6 emails, discussing her event and what she really wants. This way, I'm capturing how I can CUSTOM create a cake for her event instead of me copying another cake.

This serves many purposes:

1. **Pump the breaks.** I set the tone about how to work with me. I don't let clients "demand" a cake consultation and I have no clue if she's my ideal client.
2. **Customization.** I'm capturing how I can custom create a cake for her event instead of me copying another cake.
3. **Bye Budget Clients.** I weed out clients who are price shopping instead of desiring a cake/client collaboration.
4. **Pre-Sales.** I build my relationship with the client BEFORE she meets me. When she meets me, I already "know" everything about her event before we meet.
5. **Heads up!** I like to know what kind of cake they really want before I meet them. Helps with the designing process before hand and let's me know if they are a good fit for me or not.

On the Live workshop call page, you will find my standard emails I send my clients. Take a look.

Here's a preview of what my initial email looks like:

*Thank you for reaching out to me about your upcoming wedding and congrats on your engagement!
Before I have you come in for a consultation, I love learning about your wedding and your vision.*

It gives me a better understanding on what you are looking for and helps streamline the process during the consultation before I see you.

If that's okay with you, please tell me more about your wedding. Also, what's the feel for the wedding, colors, flowers, decor. I like to learn about each wedding so I can customize each cake. I do not copy other cakes I want each cake to be custom for you and your fiancé!

For pricing, my cakes start out at \$6.50 per slice and a minimum of \$800 per order.

I look forward hearing from you!
Kristina

Draft your Initial Contact Email Below

After I feel I've gotten a really good idea on what my potential client wants, I invite her in to meet with me.

I keep all of my standard customer service emails in Evernote, I do customize the email just a bit to add more personalization to the email.

SELLING DURING A CAKE CONSULTATION

AT THE CONSULTATION

After I've welcomed my potential clients in at the cake consultation. I immediately take control of the meeting.

Cake is fun, with structure. People love structure and when you set guidelines, they love to follow suite.

I formally welcome my guests to the cake consultation and give them a brief run down of the consultation i.e. an agenda.

Here's what I typically say with personality.

"Well, I'm sooo happy to have you here! haha I'm Kristina again! And today we will talk all about your cake for your big event. So this meeting will last about 1 hour, I really respect your time and I know you have lots to do today! We will first discuss more about your event and how the cake will fit into the big day, we will then build a cake so you can visually see what the cake will look like, then I will design some sketches for you and while I do that you will taste cake, then we will go over the sketches and go from there! How does that sound?".....

[Listen to the audio posted on the live call page to hear my full introduction.](#)

Write your cake agenda below. Or you can copy mine.

If you'd like, write your client introduction below. (mine came naturally after several practices at actual consultations, if you'd like to write one down, go for it!)

Why do I have them eat cake last?

I need to think when I am sketching cakes live and my guests can be busy eating and talking about the cake while I sketch. It's usually a great breaking point to gather all design inspirations and sketch.

BREAKDOWN OF RUNNING A SMOOTH CAKE CONSULTATION

During the live call I will break down how to master your cake consultations. This process works for me every single time.

- I. TALK ABOUT DESIGN INSPIRATION
- II. DISCUSS CAKE INSPIRATION
- III. BUILD A CAKE
- IV. SKETCHING TIME/CLIENTS TASTE SAMPLES
- V. DISCUSS 3 DESIGNS, CLIENT CHOOSES 1 DESIGN
- VI. PRICE ONE DESIGN AT THE CONSULTATION
- VII. CLOSE THE SALE
- VIII. UPSELL THE CLIENT
- IX. OBTAIN PAYMENT/DEPOSIT
- X. OBTAIN THE FINAL DETAILS OF THE EVENT
- XI. DISMISS THE CLIENT

What possible upsells can you add to your cake business to present to your client at the cake consultation? List at least 5 upsells.

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ASKING FOR THE SALE

ALWAYS ask for the sale during your consultations. This will double your bookings! Often times, cake designers feel weird about asking for money on the spot. Especially when they want to charge their worth.

This is a mindset adjustment you need to make to step into the cake business owner who books orders at least 80% of the time!

Do you expect clients to book with you on the spot?
Why? Why not?

What do you feel when you give quotes at the consultations?
Nervous, afraid, anxious, confused, confident, ease?

How do you want to feel?

These are the feelings you want to tap into before you host a consultation.

Before you host a cake consultation, you absolutely need to step into the version of the cake designer you desire to become. This means you need to perhaps play some make-believe but this is how you will begin to change your reality and be a better version of the business owner you already are.

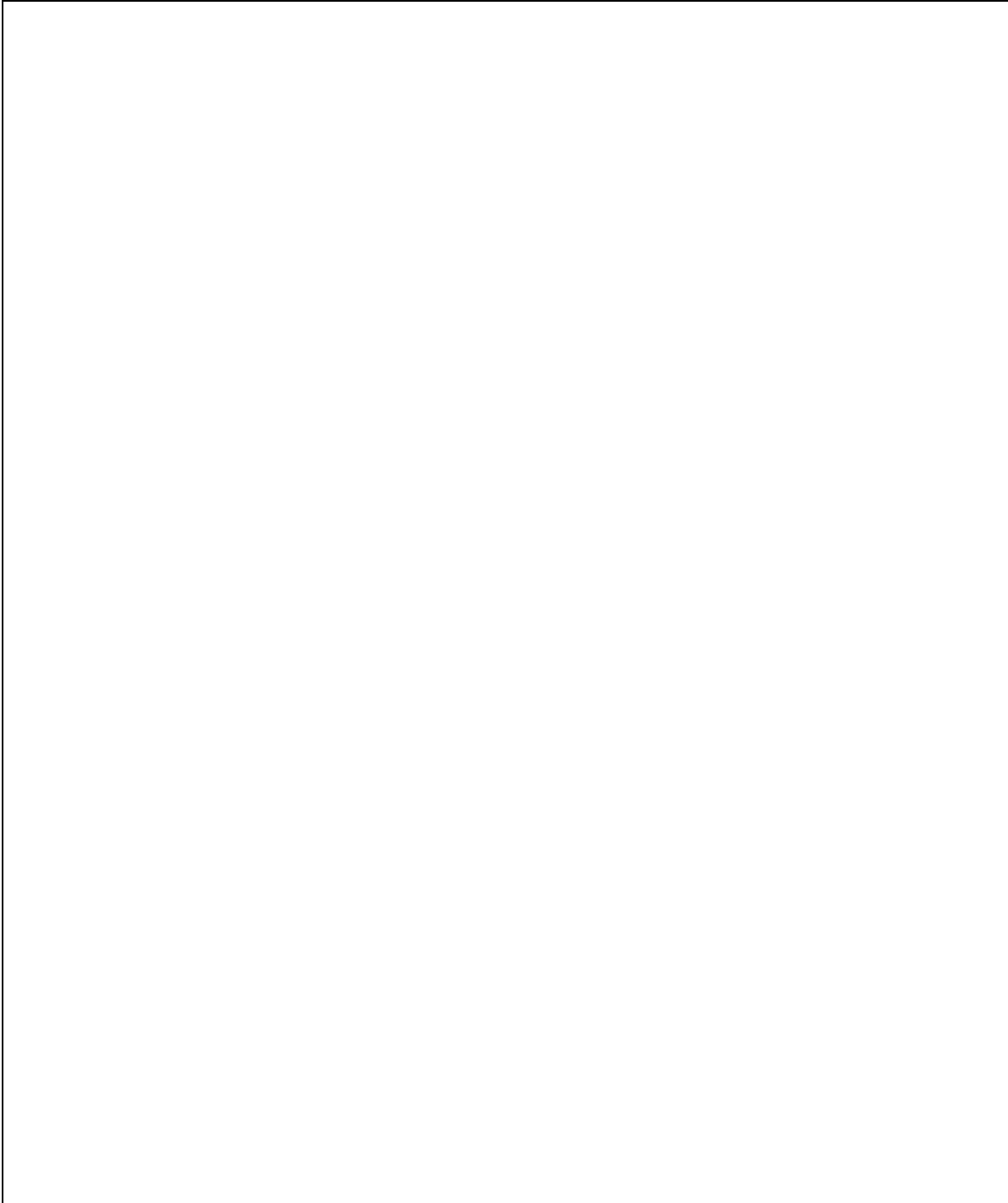
VISUALIZING YOUR END RESULT

I expect to book my clients at the consultation 9 out of 10 times. How? I've just trained my mind to think that way and I visualize myself swiping a credit card AT the consultation.

When I booked a \$1400 cake order, I got on the floor, kicked my legs in the air and was super excited! High-vibes attracts the money!

Write a small visualization script for the end result of your consultation.

NOTES + QUESTIONS FOR KRISTINA

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