SPECIALIST TRACK: MARKETING FOR CATERERS, BARS AND FOOD TRUCKS

Your tasting process

Lesson: Tastings that convert · about 15 minutes

Decide who gets a tasting, in what format, and how each one ends.

Your business (name, service, main city):

1. **Write the five qualifying questions you will ask before offering a tasting, in your own words.**

2. **Calculate the cost per booking of your tastings last season, including food and time.**

3. **Choose your tasting formats and fee policy for next season, and explain why.**

4. **Write your 75-minute tasting agenda with timings and the closing question you will ask.**

5. **Draft the 48-hour follow-up email, including the date hold period and your identification and unsubscribe line.**

Check: can you now

- Qualify inquiries so that tastings go to clients who are ready and able to book
- Choose a tasting format and fee policy based on cost per booking, not habit
- Run a tasting agenda and a 48-hour follow-up that move the client to a deposit

One change you will make this week