SPECIALIST TRACK: MARKETING FOR VENUES

Your visit and open house plan

Lesson: Planner tours, open houses and familiarization visits · about 15 minutes

Plan the visits that turn interest into bookings and planners into repeat sources.

Your business (name, service, main city):

1. Map your private tour route in the order guests experience the venue, with the point you will make at each stop.

2. Write your tour closing script, including how you offer a date hold.

3. List ten planners whose clients fit your venue and the month you will invite each to a FAM visit.

4. List everything that belongs in your planner pack and mark what you still need to create.

5. **Budget your next open house and calculate the number of bookings you need to reach your target cost per booking.**

Check: can you now

- Plan a site tour route and script that answer objections and end with a clear next step
- Host a planner familiarization visit with a planner pack that makes your venue easy to propose
- Calculate the cost per booking of an open house and design one that converts

One change you will make this week