

ELEVATED.EVENTS

Volume 7, November 2016

Love is in the Air!



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Linda Soto, Design Street Studios, Los Angeles, California

BIG LOVE!

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Elevated.Events monthly Ezine brought to you by

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Editorial Team



Joette Giardina, CBA



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Mindy Neal

Welcome to Elevated.Events 7th Edition!

Elevated.Events is a resource created for YOU to gain insights from other balloon professionals to get tips and hints to help you Elevate your business!

November...while we are in the midst of preparing for Thanksgiving, Hanukkah, Christmas and New Years Eve. 2017 will be here before we know it and it's time to look ahead to Valentines Sales to decide what areas we want to focus on.

If you would like to make the MOST out of your Holiday Sales, Christmas, Valentines etc. Join us for our next Webinar, Increase Your Seasonal and Holiday Sales with Mary Lou Kunka. Tuesday, November 22, 2016 9 pm EST.

Do you feel alone in business and would like a support system?

If you are struggling as to what direction to go with your business, or feel alone in your journey, we have 3 coaching options for you to work with a group or 1 to 1 with me! <http://ballooncoach.com/coaching/> I look forward to helping you make 2017 your best year yet!

Your Partner in Success!

Joette Giardina, CBA

BalloonCoach.com

Valentines Sales

Julie Pierson, CBA

**Balloon Squad USA,
Sioux Falls, South Dakota**



Valentine's Day Costumed Telegrams and Balloons, OH MY!

It is time to plan what you will offer for Valentine's Day Deliveries. There are many different items to consider when planning for this holiday. Here are a few to consider and try for your holiday deliveries.

Retail Balloon Stores

A merchandise display with bouquets, candy, plush, chocolate, and other sellable lovable gifts for your customers to purchase. A photo book of 5-7 bouquets you plan to offer with pricing and information will help your staff sell the bouquets to your customers quickly and efficiently. Copies of the order forms and procedures are important to communicate with your staff too. By keeping your offerings to 5-7 bouquets, you are managing your inventory well.

Home-based/Non-Retail Balloon Business

An online store or specific options on your website is vital for a home-based or non-retail balloon business. Share on social media to inform your customers and sponsor a contest for a free Valentine balloon bouquet on Facebook.

Offer unique bouquets, balloon flowers in a vase, or deco-twisted arrangements, or a hot air balloon with basket of goodies rather than helium balloon bouquet. Remember to not sell these cheap. Your customer will want something new and unique to send and their budget can handle \$35-\$85 balloon delivery. The client who wants it less will buy the helium balloons and that may be your client.

In our area, helium single balloons and flowers can be purchased at any grocery, floral, and dozens of retail outlets. We needed to focus on unique, sellable balloon arrangements to have any sales.

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Our best-ever Valentine's day was when we offered our singing chicken Mel-o-dee the Chicken to deliver balloon bouquets and chocolates. This year, we partnered with our local Boys and Girls Club to raise funds to send the kids to the club. Percentage of each sale went to the kids. I made a video of Mel-o-dee the Chicken delivering a bouquet to a customer. I sent video to the television station and had a Sunday morning interview. They showed the video and once I walked out of the station, the phone rang. I delivered until 5:00 pm that day. The calls came from cities 2-3 hours away for a delivery in my city. I raised a small amount of money and the next month we were featured in our local newspaper.

Dressing in a nice vest with a top hat, a festive costume, or outfit may help you bring in more sales for Valentine's day. Remember to connect with small events for American Heart Association and other organizations for larger custom balloon décor that will bring in more sales dollars than a balloon arrangement.

[Click for Video of Valentine Singing Telegram](#)



I hope these simple tips will bring a new light to your Valentine's Day sales and if you need more inspiration, contact Joette for a coaching session!



Make
a
Rose
Bouquet
she'll
never
forget!



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Linda Zeller, of Party Blitz—Balloon, Party & Event Décor
Simi Valley, California

Post this Collage of her work on her Facebook business page.

Valentine's Day Blowout Sale.





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Linda Soto

Design Street Studios

Los Angeles, California

Educating your Client for the Perfect Décor!

When Linda's client called to request decorations for a Valentine's Party at her home for her 8 year old and her classmates., the client asked for an arch, megaloons and Over the Top Balloon Bouquets.



Linda created suggestions outside of the clients request that she knew would look amazing in the space. The end result, several Over the Top Balloon Bouquets, Large Heart on the Patio, and multiple Heart sculptures on the Pool deck.



(These Photos belong to Linda Soto, do not use them as your own.)



Over the Top Balloon Bouquets
Look amazing on this kids table
to celebrate Valentine's Day
with their classmates.

Giant Linking Heart serves as a
statement piece on this lovely
home.



(These Photos belong to Linda Soto, do not use them as your own.)



When the client originally called, she asked for Megaloons, and Arches. Linda made suggestions of what she felt would work best in the outdoors and around the space of their lovely property. When a client calls asking for a specific item, as a balloon professional it is our job to ask questions and make suggestions based on our experience. Clients will typically ask for an item based on what they have seen at other events, or online.

As a Balloon professional it is our job to make suggestions and educate our clients on things that can be amazing for their event!

Love the Reflection of the heart in the pool!

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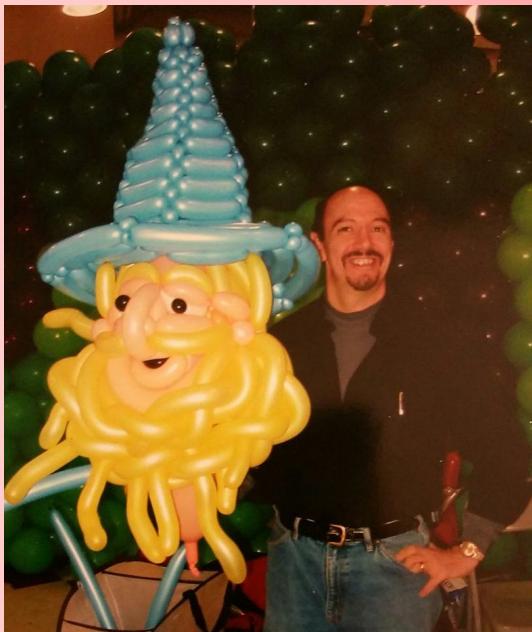
Tribute to an Amazing Entertainer & Mentor Royal Sorell

Dec 30, 1958– Oct 27, 2016



In the balloon world, we are blessed with Amazing People who Give Back to our Industry to help nurture it and grow it as a part of their mission in life. Royal Sorell is one of those fine people.

I met Royal, at Balloon Town in Ohio, a large group project where Royal worked on statement pieces. One evening on break Royal and I were talking and he was giving me insights on things like a creative way to use a 260 in a balloon drop. I could tell he was always thinking of how he could help and teach. To honor Royal an Educational Scholarship fund has been created. If you wish to donate to the Royal Sorell Schorship Fund



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CUSTOMER SERVICE

Set your company apart!

Joette Giardina, CBA

Balloon Coach



When a Client picks up the phone and calls you or sends you an email...

Do they feel that they are important to you?

In today's busy world, where many times customer service seems to be lacking, this is YOUR opportunity to Elevate your Business by going above and beyond to make your customer feel special, and confident that you are going to take care of all their needs!

Set Yourself Apart:

- ♦ If you have a phone # listed, answer the phone!
You may need to hire someone to answer your calls for you.
- ♦ Voicemail needs to specify when the client can expect to hear back from you if unable to answer the phone.
- ♦ Return Call or email in a timely manner that you stated you would do.
If you do not get them the quote in a timely manner they will look somewhere else.
- ♦ Do what you are contracted to do, when you are suppose to do it.
When creating your contract, have specific times when delivery is scheduled and when job is to be complete and meet the deadlines.

- ◆ Build time into each event set up to capture great photos of the Décor. Share the photos with your client, often times they are so busy with the event they miss photos of what they purchased, and if there is an event photographer they are typically focused in on the people at the event and not shooting photos of the décor.
- ◆ Thank your client for their business.
 - Thank you note, hand written is most personalized
 - Custom Card with Photos from their Event
 - Email Thank you with Electronic Photos of their event
- ◆ Follow up with client, use a survey or phone call to see how they felt about working with you.
- ◆ Keep them in the loop ask if it's OK to put them on your Newsletter mailing list.
- ◆ If this is an annual celebration...IE a child's Birthday, follow up the following year a few months in advance to say how much you enjoyed decorating for Tyler's Birthday last year and wanted to see if you can be of service again this year.

Elevate Your Business!
Your Partner in Success,



Joette Giardina