


Example 4


Conference Center

I. My product and firm

- A. Product/Service – Conference Center at Superior Shores Resort
- Space will be reserved for upcoming weddings
 - Three separated conference spaces (Split Rock, Tettegouche, Gooseberry)
 - Space can be combined into one large area
 - Total space equals 3700 square feet
 - Buyer would act as middle man for clients (bride and groom)
- B. My company – Superior Shores
- Established in 1932 as campground
 - Turned into a resort in 1986
 - Over 150 lodging facilities, including rooms, suites and lakehomes
 - Physical layout includes main lodge, lakehomes, Kamloops Restaurant and maintenance garage
 - Conference center is located on first floor of main lodge
 - Kamloops Restaurant handles all food preparation for groups


II. My buyer

- A. The buying firm – Bridal Helpers, Inc.
- Helps couples plan and coordinate their weddings
 - Has been in the business for seven years
 - Has a staff of ten
 - Works out of Duluth but covers the surrounding areas
 - Most business/clients come from Twin Cities area
 - Currently works primarily with Lakeview Castle
 - Buyer's title is under Head Planner/CEO, who makes all the decisions and works with 50 percent of all clients
 - Other 50 percent handled by associates of Bridal Helpers, Inc.
- B. Buyer's Needs
- Inexpensive prices, which includes conference space, lodging and meals
 - Adequate space for all guests, which includes lodging and conference space
- C. Buyer's Clients Needs
- Good prices
 - Good location

III. The buyer's options

- A. Superior Shores Resort and Conference Center (between \$350 to 1000)*

1. Strengths
 - a. Conference space can be adjusted to size of wedding
 - b. Relatively inexpensive compared to other direct competitors
 - c. Central location with wonderful view of Lake Superior and surrounding areas
 2. Weaknesses
 - a. All food, except cake, must be handled by Kamloops Restaurant
 - b. Hotel accommodations (e.g. suites and lakehomes) can be rather pricey
 - c. Wedding parties/Groups must satisfy minimum number of hotel accommodations (between 20 and 100, depending on size)
- B. Lakeview Castle (between \$500 to 1500)*
1. Strengths
 - a. Conference space can hold over 500 guests
 - b. Close to Duluth, which is where most guests get lodging accommodations
 2. Weaknesses
 - a. Only ten available lodge rooms on sight
 - b. Space can not be adjusted to wedding size
 - c. All food, including cake, must be handled by on-sight restaurant
- C. Grand Superior Lodge (between \$1000 to 2000)*
1. Strengths
 - a. Has over 100 lodging accommodations
 - b. All accommodations are basic rooms (e.g. two double beds, full bath) which make them inexpensive
 - c. All guests can stay at one central location, rather than being separated
 2. Weaknesses
 - a. Conference space can only handle up to 125 guests
 - b. Extremely expensive relative to size
 - c. All food, including cake, must be handled by on-sight restaurant
- *NOTE – all above prices cover the use of conference room space only
- D. Leif Erickson Park (\$100 service fee)
1. Strengths
 - a. Extremely inexpensive
 - b. Can be married next to Lake Superior or Rose Garden
 - c. Beautiful location and scenery
 2. Weaknesses
 - a. Fee only covers use of property and nothing else
 - b. No other alternatives if weather is bad
 - c. Not very private since it is a public area


Conference Center

IV. Objectives

- A. Primary Goal – To get the buyer to take a site tour of the resort and conference center
- B. Minimum Goal – To set up another time for a future meeting with buyer
- C. Optimistic Goal – Convince buyer to do primary business with Superior Shores instead of Lakeview Castle

I. Objections

1. I don't understand how the three conference spaces can be merged into one?
2. Where do my clients actually get married at?
3. What if the weather is bad?
4. What type of units do you have?
5. What does each have in them?
6. In general, how much for each type?
7. How many people can sleep in the three bedroom lakehome?
8. I don't like the fact that groups have to satisfy a minimum number of hotel rooms.
9. Does a larger group get any type of discount?
10. Do the bride and groom get any type of deal on their room?
11. What about the wedding party?
12. What is the procedure for guests who book their rooms at Superior Shores?
13. On average, how much for the wedding dinner?
14. Are there any other options?
15. How is the conference area set up for the wedding?
16. What is the maximum number of people your conference center can hold?
17. I've never done business in the Two Harbors area before. Where do I find services that are associated with the wedding, such as flowers, cakes, Justice of the Peace, photographers, etc?
18. How long do wedding guests stay at the resort?
19. If guests have other obligations, can they stay only one night?
20. What are the arrival and departure times for guests?
21. What amenities can guests enjoy at the resort?
22. What is the basic procedure for Friday?
23. What is the basic procedure for Saturday?
24. What is the basic procedure for Sunday?
25. Do you have any type of cancellation policy?
26. How much notice do you need to book a wedding?

II. Responses

1. The conference center is divided by two sliding walls. One is between Split Rock and Gooseberry. The other is between Gooseberry and Tettegouche.
2. The bride and groom can either be married on our 2000 foot long pebble beach or on the grounds area right outside the conference rooms.
3. If the weather is bad, we do have a 500 foot canopy on the opposite side of the resort. However, if the wedding is too large, it will not fit everyone. If that is the case, we can always rearrange the conference area so they can be married inside.
4. We have three different types of units: lodge rooms, lodge suites and the lakehomes.
5. The lodge rooms are the most basic with two double beds, full bath and a tv/vcr. The next step up is the lodge suites which feature a king bed with a queen sofa sleeper in the living room, full bath, gas fireplace, two-person whirlpool, patio or deck with gas grill and full kitchen. The last option is the lakehomes. These units are harder to explain because they range in size from a studio up to a three bedroom with loft. I usually explain to people that they are similar to the lodge suites but with extra beds and more privacy.
6. On the weekends, lodge rooms can run anywhere between \$69 to \$89 per night. The price changes with the different view changes. Lodge suites are usually in the price range between \$169 and \$189 per night. Lakehomes, since there are so many different sized units, can run at a rate between \$149 to \$329 per night. The studio unit would be at \$149 and the three bedroom with loft would be at \$329.
7. The three bedroom with loft lakehomes can sleep up to twelve people since each bedroom has at least a queen size bed, along with a queen bed in the loft. The units also have either one or two pull-out sofa sleepers.
8. I can understand that. But the main reason that this is done is so the bride, groom and their guests can all stay together. Let me assure you that in the four years that I have worked at Superior Shores, there has not been one group who has not satisfied the minimum amount of units.
9. For the most part, groups usually do not get any type of discount unless they reserve a certain amount of units. For example, for a group that reserves 50 rooms, they get a 10 percent discount. For a group that reserves 100 rooms, they get a 25 percent discount. This is another reason why we have a minimum quota for lodge units.
10. Since it is the bride and groom's special day, they usually get a free hotel suite facing the lake for the weekend.
11. Unfortunately, the wedding party has to pay the regular rate.
12. When guests call up to make their reservations, they simply ask the reservationist to look up the block of rooms reserved under the last names of the bride and groom. For example, if the bride and groom's last names were Anderson and Smith, the block would be under the Anderson/Smith wedding. The reservationist would then scan the computer, check to see what is still available and give the guest their options.

13. For the wedding dinner, the bride and groom have two options. They can have a plated meal or they can have a buffet style meal. The buffet meal equals out to a rate of about \$10 per person. The plated meal, depending on what you go with, can be anywhere between \$7 to \$20 per person.
14. The only other option would be having a lighter dinner with finger foods, such as cheese, crackers, fish balls, vegetables, fruit trays, etc. This option can go between \$3 and \$5 per person.
15. Depending on the size of the wedding, the conference area can either be set up with circle tables or the longer, classroom type tables. Circle tables can seat between 5 and 7 people while the classroom tables can seat up to 12. All tables would be equipped with table cloths and center pieces as well. However, if you or the bride and groom have something else in mind, we can accommodate to your decisions. As far as other decorations, that is handled by either you or the bride and groom.
16. The combined conference rooms can seat up to 350 people.
17. I actually have a list of local businesses that would probably help you with the various services. They include names and numbers of local flower shops, bakeries, photographers, etc. If you are looking for something in particular, I can help you locate them before the wedding.
18. Most wedding guests stay at the resort from Friday to Sunday.
19. Since we do have a two-night minimum on the weekends, most guests have to stay for at least two nights. However, the two nights that they stay is completely up to them. For example, guests can arrive on either Thursday, Friday or Saturday, stay for two nights and that would satisfy the minimum.
20. Arrival time is 4 PM. However, if your room is done before that, we will check you in. Departure time is 11 AM.
21. During their free time, guests can enjoy our two outdoor swimming pools, two outdoor hot tubs, our indoor swimming pool and hot tub, sauna, work-out facilities, basketball courts, tennis courts and 2000 foot pebble beach. We also have walking trails and biking trails at various locations around the resort.
22. On Friday, guests of the wedding check into their units and get situated. After that, some wedding parties go into the conference area for a small gathering. This is just to say hello to each other and to see who has arrived. Other wedding parties use the conference space on Friday for a groom's dinner but not always.
23. Saturday is usually the day of the wedding and reception. Usually in the afternoon, the wedding party starts to arrive for photographs and final details. After the actual wedding, reception is next. The reception usually runs until one or two in the morning. However, it doesn't always run that late.
24. Sunday is usually the day of check-out. However, some wedding groups use the time for gift opening and good-byes. Gift openings usually end at around noon.
25. Cancellation policy is based around a fourteen day period. If you decide to cancel with MORE than fourteen days from arrival date, you would be charged 10

percent off the first nights stay. If you cancel with LESS than fourteen days from the arrival date, you would be charged for the first night stay.

26. Depending on the time of year, most weddings are booked between four months to ten months in advance. However, I have also seen weddings that have been booked with just two weeks notice. If just depends on the time of year and if we have adequate space for the group.