

Giancarlo's Events



EMILY DEHLINGER

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Sales Opportunity

People and businesses constantly have events for an infinite amount of reasons. Giancarlo's is the place that these people and especially businesses should be having their parties. Their restaurant is designed to have events, events and catering were the premise of Giancarlo's.

Giancarlo's have rooms specifically designed for events, three of them not counting the main area or any of the patios. They have more technology in all these rooms than any competitor, I mean it is not even close. They have the most knowledgeable, friendly and well presented staff, they have a plethora of menu options and can cater to any need that a guest might have. There is no other place in WNY that has facilities or capabilities that Giancarlo's does.

Target Customer

Target customer is businesses you often have meetings, trainings, lunches or events. The more likely they are to repeat the better of a customer they want. This can also however be for non business owners who for example want to throw a memorable birthday party. Or even a bunch of guys who want to get together to watch the football game.

Key Benefits

- **3 Spectacular Rooms.** 3 rooms other than the main dining area, specifically built for events.
- **Technology.** More technology in these three rooms than any competitor.
- **Elite.** There is prestige associated with any event at Giancarlo's, gives any event instant credibility.
- **Customizable Signage.** Proved great supporting signage and displays both paper and digital.
- Designed to Host Events.

How to facilitate the sale

In order to sell this service you must be authorized by Giancarlo's Event Manager Emily Dehlinger. If approved she will provide you with the necessary tools in order to book an event..

Company. Giancarlo's

Service. Events

Primary Contact. Emily Dehlinger

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Implemented by. Joe Kreuz

Cost. Determined by number of guests.

Commission. Negotiable, but expect to receive a 5% commission on the paid proceeds of the event.

Recurring Commission. As an added incentive, expect to receive 5% commission on any re-bookings of this client as long as you continue to book one event per quarter with any other client. In the case of a booking for a company with multiple representatives, you will receive the 5% re-booking commission when the representative re-books, not the company.