

# Selling and Marketing Dessert Bar Packages

# Objectives

- Selling Luxury
- Basics of Packaged Selling
- Sales Tools
- Marketing

# DESSERT BAR IDEAS | Creative Cakes

Dessert bar inspiration from places other than Creative Cakes.

26  
Pins

763  
Followers



from blog.hwtm.com

**Vintage Rose + Little Birdie  
Themed Birthday Party**

Use fireplace mantel as an out of way



from The Wedding Chicks

**Carnival Wedding Ideas**

carnival wedding dessert table



**Celebrations Table**

Pinned by  
**Creative Cakes**



from  
**Easter**

Easter  
cupcak  
pinwhe  
cakes..

Pi  
Ch

# Ah...Pinterest

...the bane of my existence

What we want to say...

**HERE'S ANOTHER  
PHOTO  
OF SOMETHING I CAN'T AFFORD**

...or can they?

# Selling Luxury

- Weddings have changed
- Luxury Market is down 12.8% from last year
- Leverage “experience” and “making memories”
- Become a salesperson!

# It's all about the customer

- Ask open ended questions
  - “Tell me about the person this cake is for...”
  - “Tell me about your party plans...”
  - “What kind of dessert table are you creating?”
  - “Is there a theme, or style you are going for?”
- It's all about building trust!

# Packaged Selling 101

- Start with a simple selection of packages
- Learn to identify a prospect
- Understand the packages inside and out
- Make pricing easy to understand
- Emphasize the value to the customer

# Keep Suggestions Relevant

- Grab a bigger box
- Different customers have different interests
- They want the experience of having it be about them; unique, special, bespoke
- Let them sample!









# Keep the Focus on Value

- If the conversation is all about price, there is no room for up-selling.
- Show the value of an ensemble vs. a dress + jewelry
- Pinterest is doing the marketing for you!
- Personalize, personalize, personalize.



# Wedding Cake Order Process

- 1. Consultation**
  - sample cake flavors
  - discuss dessert options with a consultant & view design examples
  - sketch is created with your flavor choices listed
  - written estimate with price quote created
  - estimate is kept on file for 6 months unless order is booked during your consultation
- 2. Booking**
  - written contract is created with sketch in triplicate
  - 25% down payment is due at booking (down payment is non-refundable)
  - Creative Cakes will hold the written contract and give you a copy
- 3. Full Payment & Order Completion**
  - full payment is due one month prior to event on displayed cake
  - extra servings are ordered and paid in full 2 weeks prior to event (if needed)
- 4. Confirmation & Delivery**
  - Creative Cakes will call you to confirm details 1 week prior to event
  - cake delivered 1 hr. - 1 1/2 hrs. before guest arrival time
  - toppers and accessories are added on site
  - photo taken by Creative Cakes and shared on social media

What's Your Proven Process?

# Pricing

- Make this the last part of the conversation
- Dumb it down
- Speak in ranges
- Be flexible
- When listing packages, most people opt for #2

## @ Wedding Cake Categories Pricing Guide

<b>Classic</b>	Serving Amount:	60	80	115	135	180	210
	All Servings Displayed	270	360	517.50	607.50	810	945
<b>Elegant</b>	Serving Amount:	60	80	115	135	180	210
	All Servings Displayed	330	440	632.50	742.50	990	1155
<b>Ornate</b>	Serving Amount:	60	80	115	135	180	210
	All Servings Displayed	390	520	747.50	877.50	1170	1365
<b>Elaborate</b>	Serving Amount:	60	80	115	135	180	210
	All Servings Displayed	450	600	862.50	1012.50	1350	1575
<b>Extravagant</b>	Serving Amount:	60	80	115	135	180	210
	All Servings Displayed	510	680	977.50	1147.50	1530	1785

## @ Wedding Cupcakes & Desserts Pricing Guide

<b>Cupcake Tower + 6" Rnd</b>	Serving Amount:	60	80	115	135	180	210
	Unfilled Cupcakes with a disposable stand (arranged)	\$254.75	\$324.67	\$439.52	\$499.44	\$644.25	\$734.13
<b>Cupcake Tower + 6" Rnd</b>	Serving Amount:	60	80	115	135	180	210
	Filled Cupcakes with a disposable stand (arranged)	\$282.25	\$361.33	\$492.23	\$561.31	\$726.75	\$830.38
<b>Just Desserts</b>	Serving Amount:	60	80	115	135	180	210
	• cookies & macarons • trad. & gourmet pastries • chocolate covered rice krispie treats & pretzels	\$197.43	\$263.23	\$378.40	\$444.21	\$592.28	\$690.99

Make Pricing  
Easy to  
Understand

# Marketing

- Get visual: hire a photographer
- Repurpose your photos
  - Brochures
  - Sell Sheets
  - Trade Show Signage
  - Dummy Cakes
  - Traditional Media

# Sell Sheets

# Sweet Treats

for your Special Day



Let us be your one-stop shop for all of your sweet treats to serve your guests on your special day. From cakes to cupcakes and pastries to cookies, we offer fully customizable dessert packages, limited only by your imagination. Speak with one of our consultants to determine the perfect package for you. Special discount given for packages of 3 items or more.



## Cake

Below are our most popular flavors. Please speak with our cake consultant to discuss details and pricing.

- Chiffon cake with lemon mousse
- Banana cake with hazelnut mousse
- Red velvet with white chocolate mousse
- Chocolate cake with chocolate mousse
- Carrot cake with vanilla bean mousse
- White cake with raspberry mousse



## French Macarons

- Pistachio
- Lemon
- Raspberry Lemonade
- Strawberry (shown)
- Vanilla with Chocolate Ganache
- Boysenberry
- Mango





### *Cookies*

- Lemon Poppyseed Shortbread (shown)
- Coconut Buttons
- Italian Wedding
- Mini Butter
- Spritz
- Assorted Kolacky
- Decorated Cookies (shown)



### *Pastries*

- Raspberry Ganache Tarts (shown)
- Coconut Macaroons (shown)
- Lemon Bars (shown)
- Brownies (shown)
- Chocolate Dipped Strawberries (shown)
- Hazelnut Tulip Cups (shown)



### *Other Stuff*

- Chocolate Dipped Pretzels (shown)
- Chocolate Dipped Rice Crispie Treats (shown)
- Brownie Pops (shown)



*Connect with us!*



*the knot*

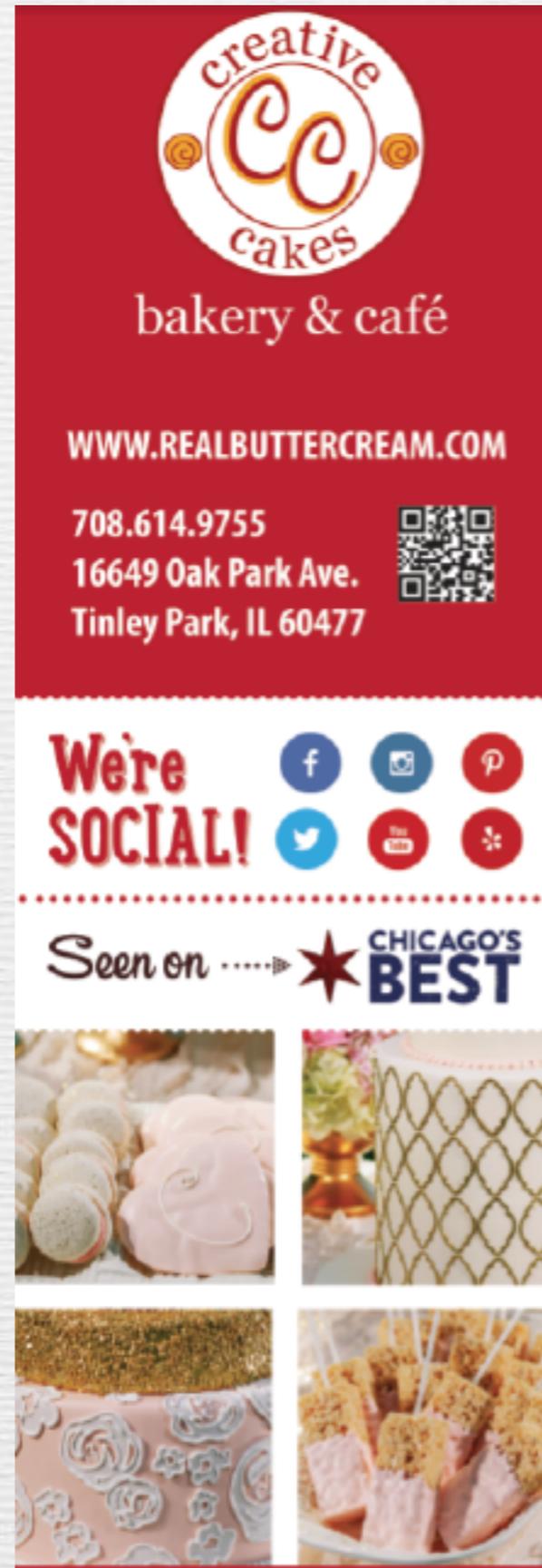


**bakery & café**

www.REALBUTTERCREAM.com 708.614.9755  
10040 Oak Park Ave | Tinley Park, IL 60477

# Provide Inspiration

# Trade Show Banners



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In America!

Rated  
the knot

"Oh my goodness, let me just say - **BEST CAKE EVER!**"

"I Love This Place.  
End of Story."

"My wedding cake was the  
talk of the reception!"





Photo Grid for Trade Shows



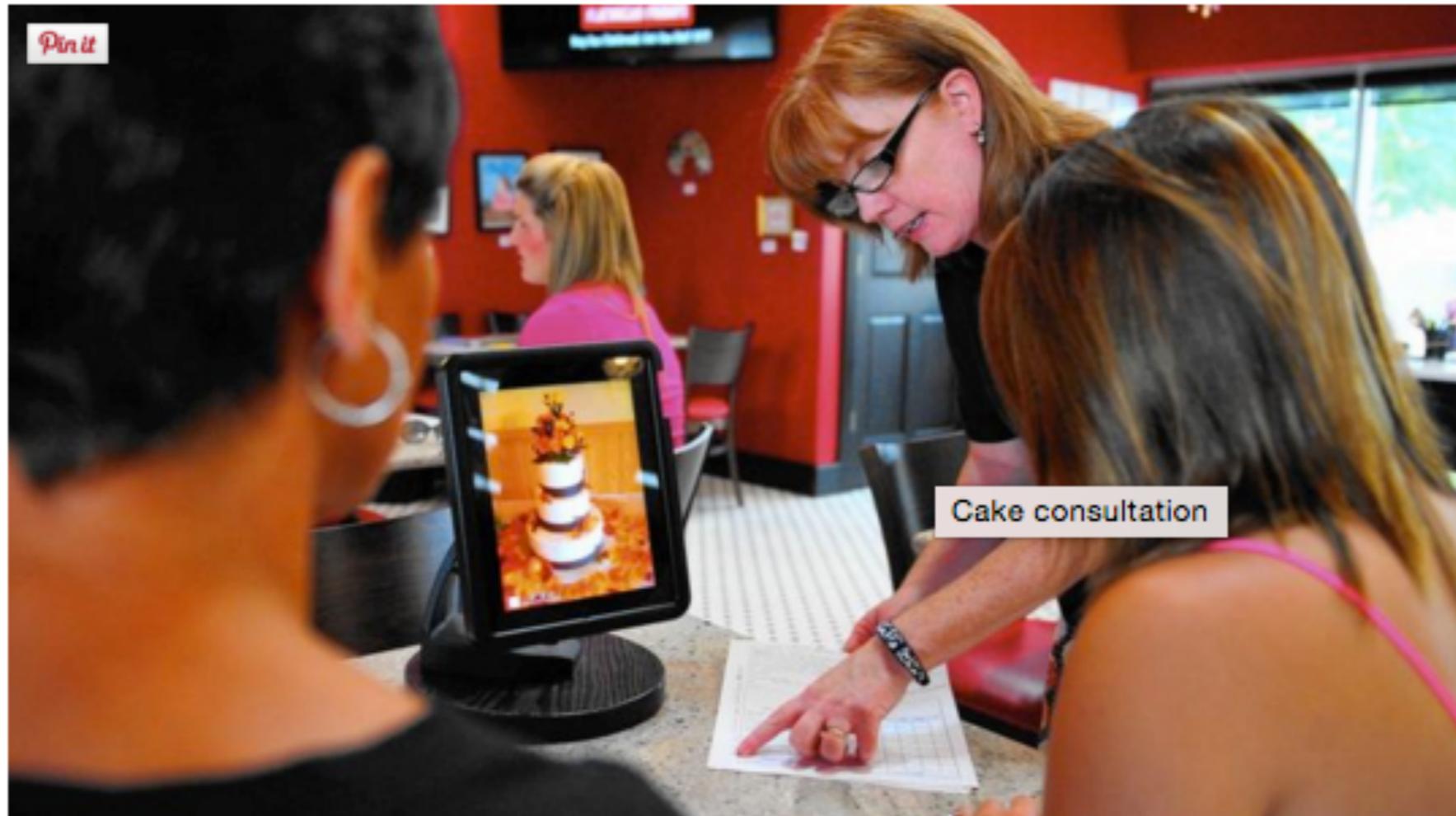
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Magazine Ad



# Pinterest is changing the way we do weddings, events +



Beth Fahey, owner of Creative Cakes, helps Ashley Reynolds pick out a cake for her October wedding in Chicago Heights by using Pinterest on Sept. 5, 2015, in Tinley Park. (Gary Middendorf / Daily Southtown)



By **Donna Vickroy** • Contact Reporter  
Daily Southtown

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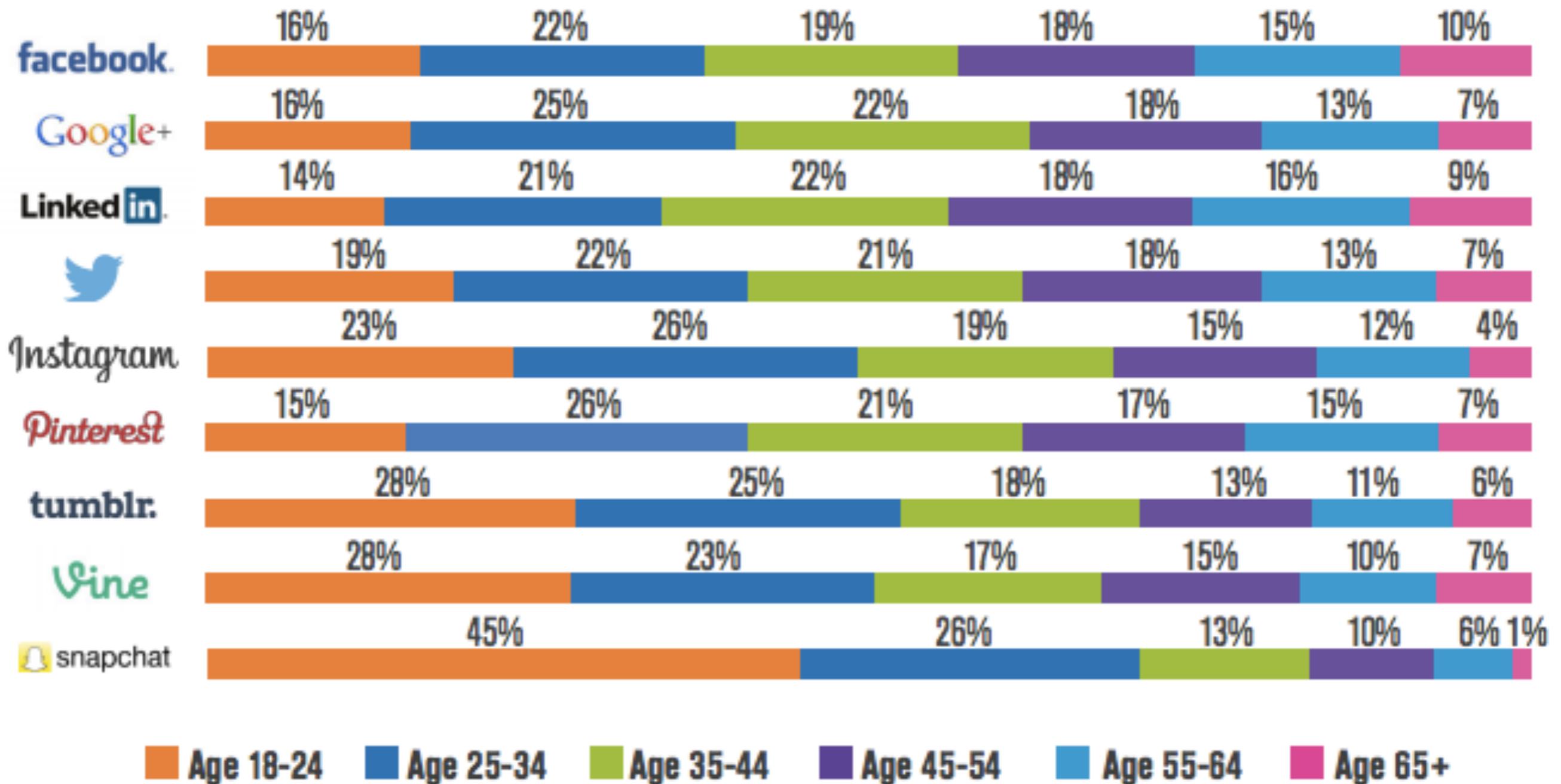
**Social Grace:**  
down a bride  
losing a friend  
Aug. 24, 2015

# Go Social

- Instagram
- Pinterest
- Facebook
- Twitter
- Google+

## Demographic Composition % of Leading Social Networks

Source: comScore Media Metrix Multi-Platform, U.S., Age 18+, Dec 2014



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