

# THE WALTERS WIRE

*issue no. 8*



THE MILESTONE | DENTON

*11.18.19*





## A NOTE FROM THE EDITOR

The purpose of this **internal** newsletter is to clearly communicate updates about the company, educate staff, and to celebrate **your** success! This is a collaborative newsletter and **we want you to be heard**, so please feel free to submit your ideas, comments, and suggestions! Now, what are you waiting for? Flip through to see what we have in store for you!

-Sydney, Editor

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HAYES HOLLOW AT HIDDEN FALLS | SPRING BRANCH

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# WEDDING PRO TIP

IT'S THE MOST WONDERFUL TIME OF THE YEAR:  
**ENGAGEMENT SEASON**

**41% OF ENGAGEMENTS HAPPEN IN DECEMBER, JANUARY, FEBRUARY AND MARCH!**

It's about that time again to prep for Engagement Season. Props to you, if you've already started prepping. If you don't know where to start, we're here to help make this Engagement Season the most successful yet!

ONE OF THE MOST VALUABLE THINGS YOU CAN DO  
TO BE SUCCESSFUL IS TO **AUDIT YOURSELF.**

We highly recommend you take some time to yourself  
and as a team to reflect on these items:

## **FIND YOUR USP (UNIQUE SELLING POINT)**

What is it that sets you apart and distinguishes you from your competitors? Take a moment to think about your venue and what makes it unique and beautiful. Your USP should be something that your competitors don't have. If you haven't researched your competitors, now's the time! Reach out to the Marketing Department for help – we might already have information on a competitor near you.



MORGAN CREEK BARN | AUBREY

## **REEVALUATE YOUR COMMUNICATION**

Communication is the heart of every relationship. Take your relationship with your couples to the next level: understand how you currently communicate with them and figure out how to improve that communication. Take a hard look at your email templates. Check your text messages. Pick random clients in TripleSeat and comb through the discussion notes. What can be improved? Can you edit your emails to be more concise? Has it been a while since you've touched base with a client? Follow-ups and communication are imperative to close the sale! Learn from your findings to make your communication with your client more efficient and meaningful.

## **REFRESH ON SALES TECHNIQUES**

It never hurts to go back to basics! Reach out to your supervisor to get a refresh on sales tips. Ask your fellow Sales Managers to shadow a tour. Volunteer to mock tour each other. Let's get pumped up and rejuvenated for the biggest sales months of the year! Sometimes a little reminder makes a big difference in your tours.

**REACH OUT TO YOUR SUPPORT TEAMS TO HELP YOU PREP FOR THE SEASON!**

# NPS HIGHLIGHTS

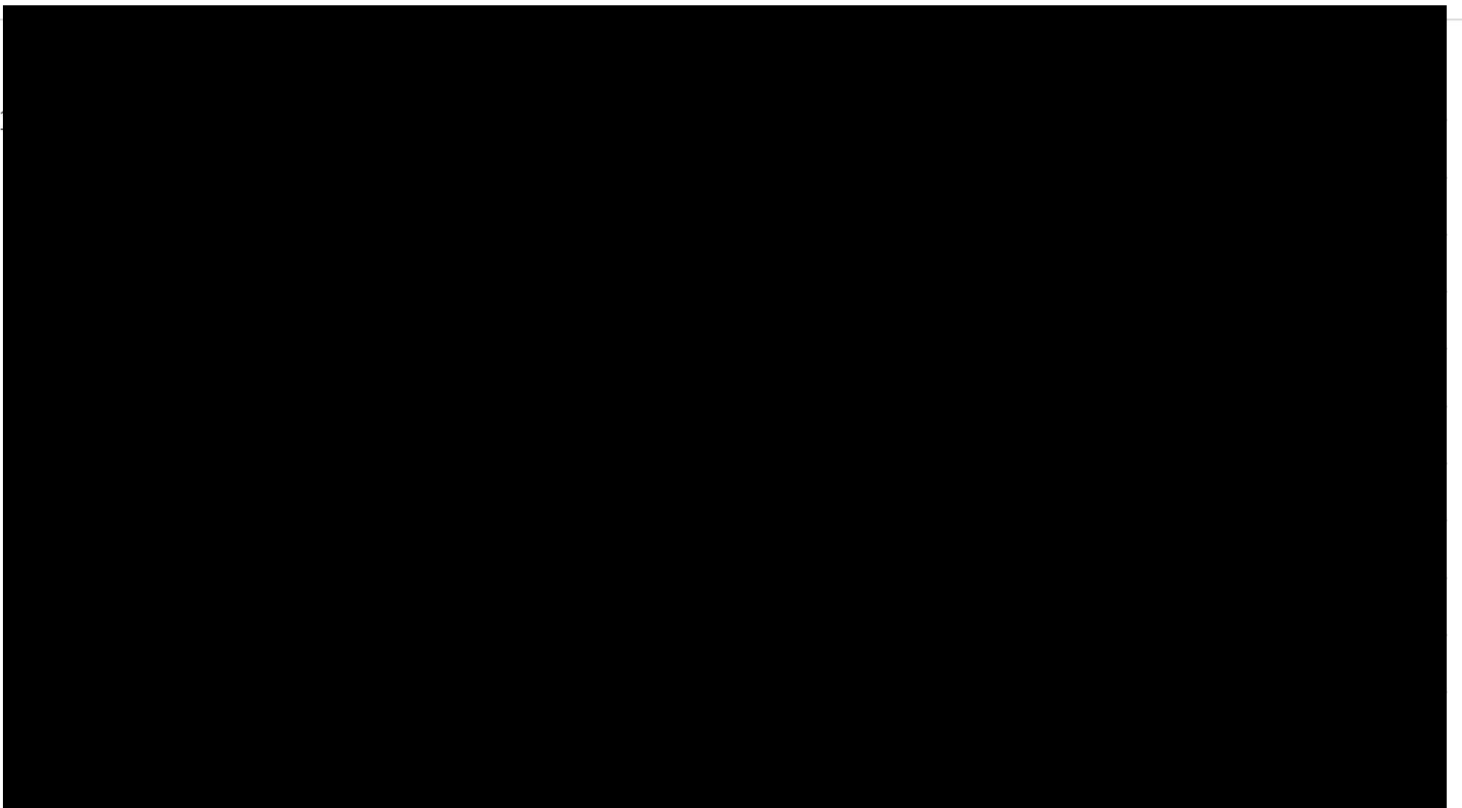
**NET PROMOTER SCORE:** AN INDEX RANGING FROM -100 TO 100 THAT MEASURES THE WILLINGNESS OF CUSTOMERS TO RECOMMEND A COMPANY'S PRODUCTS OR SERVICES TO OTHERS



ARISTIDE | FLOWER MOUND

*See how you  
stack up!*

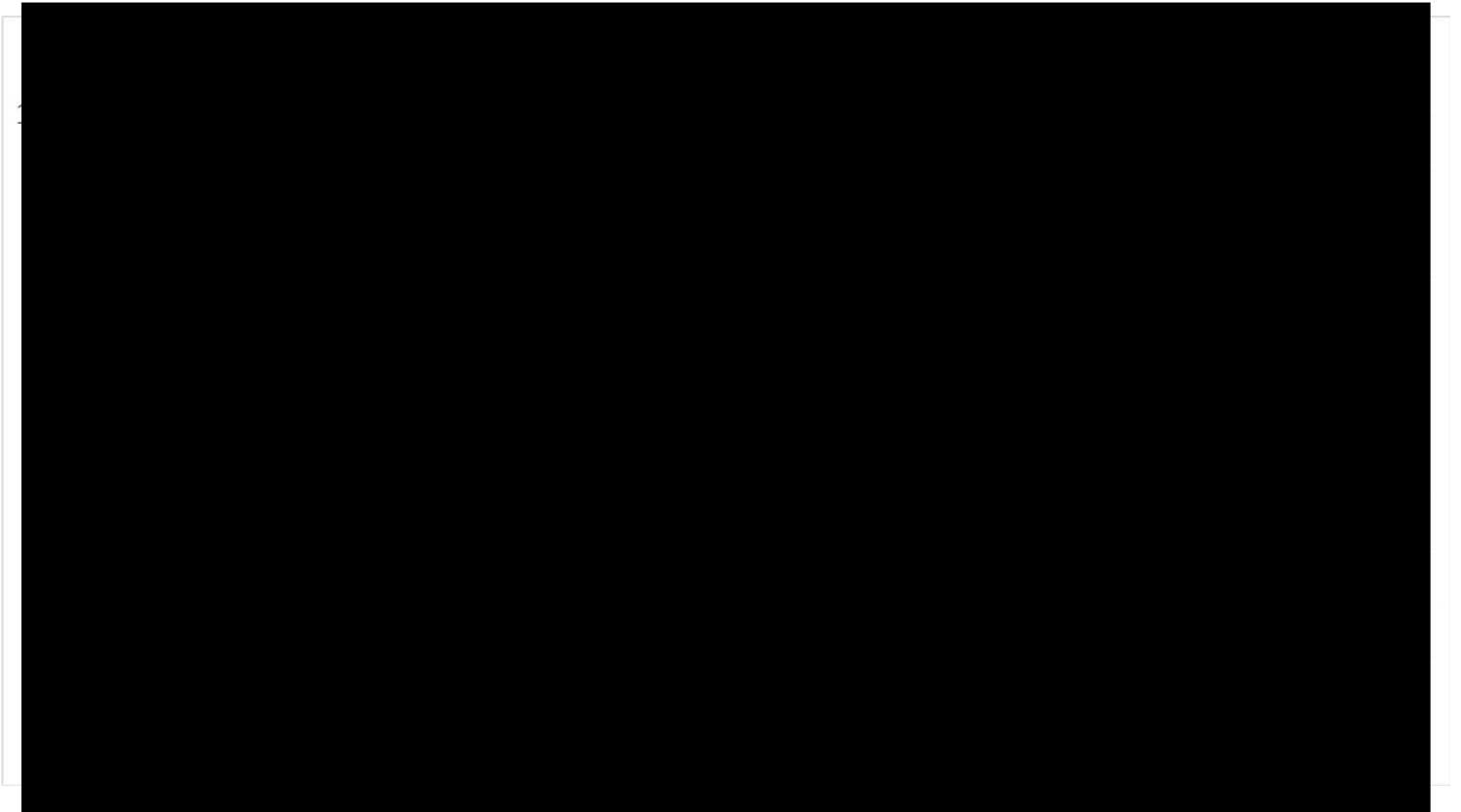
## POST TOUR HEAT MAP



## POST DETAILS HEAT MAP



## POST EVENT HEAT MAP



# WELCOME TO THE TEAM!

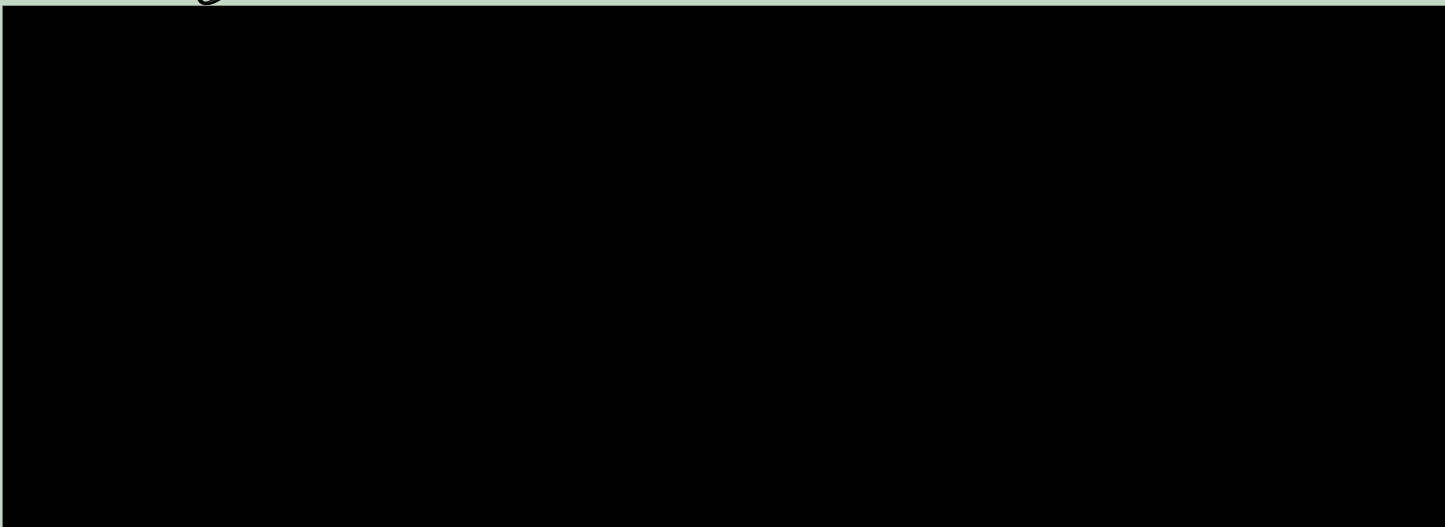


THE MILESTONE | NEW BRAUNFELS



*celebrate  
success*

LET'S CELEBRATE THESE EXCITING  
MOVEMENTS IN OUR TEAM!



*congratulations*  
ON YOUR WORK ANNIVERSARY!  
1 YEAR



2 YEARS

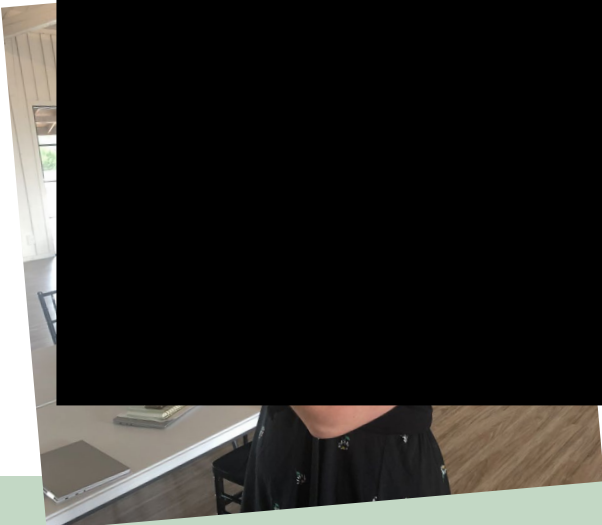
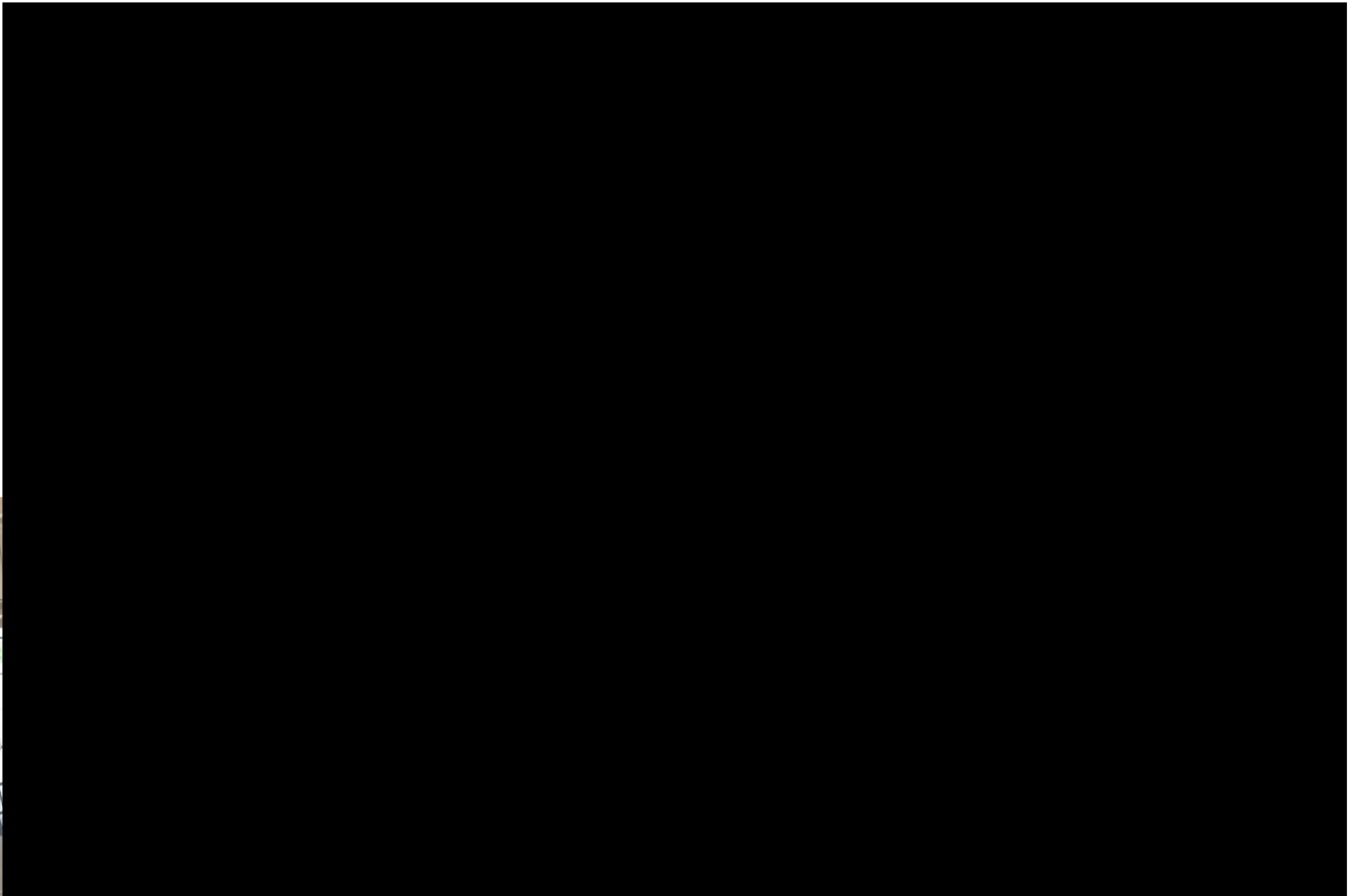
3 YEARS

4 YEARS

5 YEARS



*happy birthday!*



celebrated her birthday in September with the team!

HAVE SOME GOOD NEWS TO SHARE? SEND YOUR PERSONAL  
ACCOMPLISHMENTS TO: [SCRUZ@WALTERSWEDDINGESTATES.COM](mailto:SCRUZ@WALTERSWEDDINGESTATES.COM)





# LOVE NOTES

THE MILESTONE | GEORGETOWN

ARISTIDE | FLOWER MOUND



posted 11/07/2019 by Javier C (updated 11/08/2019)

From start to finish Aristide and all their staff were an absolute pleasure to work with. We chose the Flower Mound location which provided an intimate French setting with a beautifully classic touch. Everything from the pews in the Chapel to the spacious suites was more than what we could have asked for. Typically when you go to a wedding there is something you don't like, whether it be the atmosphere or food, but let me just say that although we did not have a chance to eat our food until later, it was still delicious. We also received very high praise from the guest on the food as well as the overall staff. Saving the best for last, I cannot say our wedding would have gone the way it did if it wasn't for our coordinator Daniel. He made every aspect of the planning and day enjoyable and stress-free which is precisely what we wanted. As always things did not go as planned, and he did everything in his power to make sure we were taking care of. From our view this was not just another wedding for him, and he demonstrated every step of the way he was there for us. Not once did we have to ask for anything (and I am very particular) because he was ahead of my thinking the entire time. We would highly recommend any of Walters Wedding Estates as well as our fantastic coordinator Daniel!

THE MILESTONE | NEW BRAUNFELS



posted 10/09/2019 by Lesley A

We had such an amazing wedding at the Milestone in New Braunfels. We were in the Stone Haven hall and it was just perfect. Little mix of modern and rustic. Victoria was our day of coordinator (which is included in the price) and I cannot praise her enough for how wonderful she was during the entire planning process and day of. She answered all of thousands of emails the same day sometimes the same hour. She sent us reminders for everything. She made sure that everything ran as smoothly as possible the day of. She made everyone comfortable and made sure we had everything we needed. She was helping with the families and all the guests as well as trying to contact our cake vendor who was late. It rained the morning of the wedding and she was outside with a towel wiping off the chairs. She kept me calm the entire time, kept us on schedule, and did so many things I wasn't even aware of that day. Every now and then she was just there fixing my dress while I was dancing so that the pictures were amazing. She brought us our dinner in the grooms suite so we could have a private minute to ourselves including drinks and refills. She bustled my dress for me and put on my shoes. She was just absolutely amazing. My entire family and wedding party just kept asking who she was and where she came from because she just knew exactly what to do and was so kind to everyone. Love her. I was nervous about the catering because at the open house it was small portions but my goodness we had parmesan crusted chicken and it was HUGE. I couldn't even finish it. Perfectly cooked. The sides of mashed potatoes and green beans were to die for as well. It was all delicious. People told me no one would remember the food but I had several people ask me who catered because it was so good. Overall, our experience was amazing. I would definitely recommend them. I would give them ten stars if I could.

*Fantastic Work, Teams!*



# THE PROPOSAL AT *The Olana*

THE OLANA RECENTLY HOSTED A STYLED SHOOT / SURPRISE PROPOSAL!  
THE SHOOT WAS FEATURED ON [EQUALLY WED!](#)

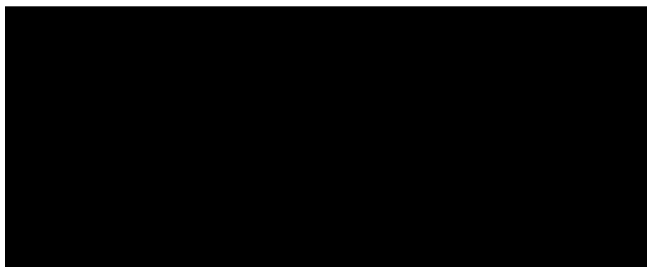




# A LOOK AHEAD



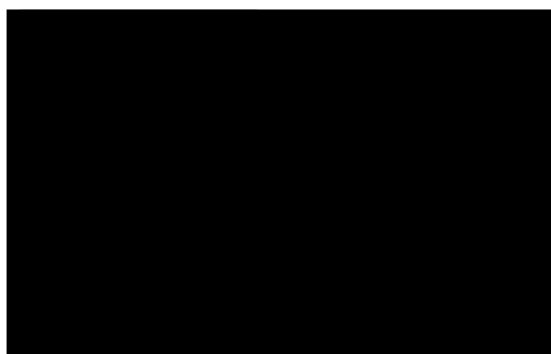
NOV. 2019



DEC. 2019



JAN. 2020



MONROE PEARSON | DENTON

SUBMIT YOUR  
*ideas*

**HERE'S YOUR CHANCE  
TO BE HEARD!**

SUBMIT YOUR IDEAS OF  
WHAT YOU'D LIKE TO  
SEE, NOT ONLY IN THIS  
NEWSLETTER, BUT WITHIN  
THE COMPANY. **IF YOUR  
CONTENT IS SELECTED  
FOR THE NEWSLETTER,  
YOU'LL RECEIVE A \$50  
GIFT CARD.**

EMAIL IDEAS  
TO THE EDITOR:

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