



Marketing *the* MURDER BARN

Wedding Venue Education by The Venue Business Bootcamp

BROUGHT TO YOU BY HERE COMES THE GUIDE

THE SALES FUNNEL SUCCESS FINDER

Ready to stop guessing and start fixing what actually matters? Let's find your funnel's weak spot.

Here's what keeps most venue owners up at night: "We're getting inquiries, but something's not working. We're just not booking enough weddings." Sound familiar?

The problem is, most venues try to fix everything at once. They revamp their website, overhaul their pricing, retrain their tour guides, and update their follow-up emails all at the same time. It's overwhelming, expensive, and worst of all—you never know what actually made the difference.

This Success Finder will help you quickly identify where your funnel is breaking down using simple numbers you already have (or can easily track). No complex analytics required—just honest assessment and basic math.



Step 1: Quick Numbers Check

Fill in these numbers for the last 3 months:

- Total Leads Received: _____
- Total Site Tours Conducted: _____
- Total Bookings Signed: _____

Now let's calculate your conversion rates:

- Lead-to-Tour Rate = $(\text{Tours} \div \text{Leads}) \times 100 = \text{_____}\%$
- Tour-to-Booking Rate = $(\text{Bookings} \div \text{Tours}) \times 100 = \text{_____}\%$

Industry Benchmarks:

- **Healthy Lead-to-Tour Rate: 30–40%**
- **Healthy Tour-to-Booking Rate: 40–65%**

→ Note: These are general benchmarks and may vary by market and venue type

Step 2: Part One Assessment (Lead to Tour)

Rate these statements on a scale of 1–5 :

(1 = Strongly Disagree, 5 = Strongly Agree)

- _____ We know exactly where our leads are coming from
- _____ We respond to all inquiries within 24 hours
- _____ Our initial pricing information is clear and accessible
- _____ We have a system for following up with leads
- _____ Tours are easy to schedule
- _____ We pre-qualify leads before tours
- _____ Our lead response process is consistent
- _____ We track why leads don't book tours

Total Score: _____ out of 40



Step 3: Part Two Assessment (Tour to Booking)

Rate these statements on a scale of 1–5 :

(1 = Strongly Disagree, 5 = Strongly Agree)

- ___ **The person doing the site tour is intuitive and a natural storyteller**
- ___ **Our tour highlights align with what couples want**
- ___ **We consistently gather feedback after tours**
- ___ **Our tours start with asking questions about what the couple wants**
- ___ **Our pricing and packages are easy to understand**
- ___ **We're confident in handling objections during tours**
- ___ **We know why couples book (or don't book) after tours**
- ___ **Our closing process is smooth and clear**

Total Score: _____ out of 40

Step 4: Identify Your Challenge Area

Scoring Guide:

- Part One Score below 28: Your lead-to-tour process needs attention
- Part Two Score below 28: Your tour-to-booking process needs work
- Both scores below 28: Start with the lower score first

Common Patterns

If you have:

- High leads + Low tours = Focus on Part One
- High tours + Low bookings = Focus on Part Two
- Low everything = Start with Part One



Step 5: Quick Symptom Checker

Part One Red Flags:

- ☐ Long response times
- ☐ Unclear pricing information
- ☐ No system for lead follow-up
- ☐ Don't know lead sources
- ☐ Inconsistent pre-qualification
- ☐ Hard to schedule tours

Part Two Red Flags:

- ☐ Tour guide lacks storytelling ability
- ☐ Lack of tour guide training
- ☐ Don't take time to understand couple's vision before touring
- ☐ Unclear packages/pricing
- ☐ No system for handling objections
- ☐ Don't know why tours don't book

Step 6: What To Do Next

If Part One Needs Work:

1. Set up response time tracking
2. Start using Loom videos instead of just email templates
3. Establish lead source tracking
4. Develop follow-up system
5. Review pricing presentation

**If Part Two Needs Work:**

1. Hire someone who does tours really, really well
2. Create objection strategy
3. Establish post-tour system
4. Review package structure
5. Set up feedback collection

Monthly Review Questions:

1. Are our conversion rates improving?
2. Which part of the funnel shows better metrics?
3. What feedback are we getting from couples?
4. What systems need updating?
5. Where are we losing potential bookings?

REMEMBER

Focus on one part of the funnel at a time. It's better to excel at one part of the funnel than to be mediocre at both.

When you try to fix everything simultaneously, you dilute your efforts and muddy your results. You'll never know which changes actually moved the needle. Instead, choose your weakest link and pour your energy into making it excellent.

Master one part first, then tackle the other. Your booking rate will thank you for the focused approach.