
The Infinite Management Co
CONSULTANCY
Prices 2021/2022



OUR SERVICES

- Assess your unique business proposition and look for more creative means to incorporate this uniqueness within your marketing strategy, website, brochure and other material
- Find ways to generate more leads, increase the number of enquiries and subsequently achieve high sales by converting more enquiries into customers
- Analyse your pricing structure, to identify opportunities to increase income & net profit. Providing you with a pricing matrix.
- Analyse costs and help boost your sales performance
- Save time by using our various scripts to clients, including welcome letters, terms & conditions, damage deposit etc.
- Design; menus, newsletters, business cards, brochures, gift vouchers etc.
- Review all processes needed to run events and weddings
- Staffing, recruitment, training and organisational structure
- Menus & wine lists – design and creation, development and implementation and training.
- Marketing advice, set up and plans
- Create a report on your business with suggestions, plans and goals for you to follow
- And so much more...

Why not have a brief initial consultation free of charge to discuss whether our services are what you need!

PACKAGES

Although we do have fixed consultancy packages available, we would advise that you get in touch to discuss a tailored plan. Every business is unique and will require different techniques.

INITIAL ASSESSMENT

Online consultation to find out more about who you are and what you do and what you want to do. Then create a strategy and plan to get started.

£50

2 HOUR CONSULT

- A two hour meeting or zoom call to discuss requirements and create ideas to increase profit.
- Business goals and strategy
- Find ways to generate more leads and more bookings
- Analyse your pricing structure to identify opportunities
- Analyse costs and help boost sales performance

We will then put together a plan that you keep, with recommendations and concepts as well as strategies to help you achieve your goals and grow your business.

FROM £185





FULL DAY CONSULTANCY

- Dissect your business goals and plans
- Develop a strategic plan.
- Find ways to generate more leads and more bookings
- Define your vision
- Analyse your social media marketing
- Review marketing plan
- Competition research
- Maximise profitability
- Analyse your pricing structure to identify opportunities
- Analyse costs and help boost sales performance
- Discuss the challenges you face and help empty dates fill up.
- Leave you with plans to move forward
- Send you full report with advice, suggestions and plans.

FROM £450

ONGOING SUPPORT

As small business owners ourselves, we know it can be really difficult to keep on top of your targets and goals. Having someone to bounce ideas of and keep you accountable is invaluable in business. By enlisting the help of a consultant, you're giving yourself structure and more potential to grow.

One 30 minute meeting or zoom call per month plus contact via email, messages & whatsapp throughout the month.

£185 PM

Two 30 minute meetings or zoom calls per month plus contact via email, messages & whatsapp throughout the month.

£215 PM

Two 1 hour meetings or zoom calls per month plus contact via email, messages & whatsapp throughout the month.

£255 PM





CONSULTANCY

Designed & personalised around you and your business based on a site visit/zoom call and report.

- Establish all areas of business development and using our wealth of knowledge and connections, we assist you in shaping strategies and building long lasting professional relationships.
- Analyse the pricing structure and pricing strategies.
- Define current challenges & identify ways to move beyond them with goals & accountability.
- Identify new opportunities.
- Boost your sales performance.
- Identify ways to stand out in your market.
- Identify your revenue streams & analyse profitability.
- Build off your strengths & find solutions to weaknesses.
- Save time by using our various scripts to clients, including welcome letters, what happens next etc, making sure to show transparency to clients.
- Look into all of your documentations IE: emails and template letters, table plans, procedures, health & safety, cashflow forecast, marketing and business plans, exit plans and more.
- Ensure your business is more successful in the increasingly competitive wedding & event market.

FROM £2995

FREELANCE EVENT/BUSINESS DEVELOPMENT MANAGER

Our 'freelance management services' aim to assist you in reaching your full potential. We offer a range of options for wedding professionals who simply need a few hours of our expertise & focused insights. Here's how we can help with our freelance services:

- Look into your current booking system.
 - Create and/or update templates or emails that you currently to send to your clients.
 - Review all pricing for each product & service you offer.
 - Analyse fixed and variable costs to increase net profit
 - Speak to past clients for reviews, to see if there is anything that can be improved
 - Setting up a referral scheme for all past clients to incentivise them to recommend you for all their & their friends events
 - Contact clients after booking & deposit received to confirm everything.
 - Identify weaknesses and making improvements.
 - Identify new business opportunities.
 - Organise & host wedding fairs & open days.
 - Liaising with suppliers, monitoring feedback and compiling report, demonstrating their commitment to provide a sustainable service.
 - Copywriting your marketing content.
 - Develop strategic partnerships.
 - Analysing current procedures for on the day.
 - Design staff initiatives to maintain enthusiasm.
 - Proof reading all copy.
 - Writing monthly blogs
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- Answering all emails & enquiries through social media, plus phone calls from potential clients.
 - Book and carry out viewings at the venue.
 - Take deposits and payments for weddings & events.
 - Arrange all aspects of the wedding/event for the client including liaising with suppliers.
 - Create checklists & inspecting it to make sure everything is ready for each event.
 - Keeping in regular contact with clients who have booked to make sure they understand what is included and what is not. Client communication is so important.
 - Create opportunity to up-sell/cross-sell other products/services.
 - Creating briefs for on the day running of all weddings/events booked.
 - Make sure clients have signed T's & C's.
 - Meetings with clients who have booked to discuss décor, timeline, arrival times, floor plans etc.
 - On the day management for the wedding.

PRICE UPON REQUEST

You can choose to use all or just some of the services listed above. Pay monthly or just as and when you need us. Hiring freelance avoids the hassle of PAYE, sick pay and holiday pay, whilst gaining a team member with knowledge & experience.

Contact us now to see how we can help your business grow!

BUSINESS LAUNCH ASSISTANCE

Are you building a new wedding/event industry business, or looking to take your company to the next level? Either way, we can show you what steps you need to take to design a great business model to get started.

Our wealth of knowledge in crafting a successful wedding business will help you gain a competitive advantage over other businesses. Why would you not want to save time and money, avoiding the mistakes and pitfalls of other business owners?

We can help you:

- Set up your website and social media pages
 - Create a unique brand
 - Create a bespoke marketing plan
 - How to get reviews
 - Writing up new position descriptions?
 - Supply a host of start up documentation such as terms and conditions
 - Advise on product and pricing strategies
 - Design tariff for the product/service
 - Advise on legal and financial structures including help gaining the appropriate licensing
 - Identify opportunities for process improvement and implementation
 - Create training materials
 - Assist in cultivating strong professional relationships
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