

The Traveling Tasting

PRIOR TO THE CAKE TASTING

BEGIN EXCHANGING EMAILS

Ask potential client

(make sure they have not already addressed these questions in their original inquiry):

- NAME
- DATE OF EVENT
- VENUE
- GUEST COUNT
- BUDGET (OPTIONAL)
- DESIGN IDEAS (make sure they know it is ok if they are not clear on this yet)
- HOW THEY FOUND YOU (Important to know what marketing is working!)



If you have availability, respond with:

-A quote range with your base price for the guest count/design ideas provided

-Be clear that this is just a base price and price can go up according to design and flavor choices

-Explain your consultation process

- Where you will meet.
- Cost of consultation (if applicable)
- What will be included in the consultation (how many flavors, the design process, etc)
- What days/times you are available for consultations.
- A copy of your contract.
- Options for payment.

Ask if they are interested in moving forward with scheduling a consultation and flavor choices.



IF YES



IF NO



Don't lower your prices! Don't give in.
Stick to your guns.
There are plenty of other fish in the sea!

-Confirm scheduled date and time.

-Inspiration to start design process.

This will allow you to get a head start on some design ideas to have ready to present at the tasting.

-Ask them if they use **Pinterest** and would be willing to start or share an inspiration board with you. Tell them to pin anything and everything they think will fit into their wedding and the desired design of their cake.

-Ask them to send photos of cakes they like and why they like them. Also ask if they would like to incorporate anything from the dress, invitation, or any other important items.



The Traveling Tasting

THE TASTING

3 DAYS
PRIOR

Sketch out a few design ideas based on what you and your client have discussed and the inspiration they have sent you.



Having these ready for your consultation gives you a great starting point for designs or can even end up being "the one" design for them.

2 DAYS
PRIOR

Check freezer for the per-portioned flavors of cake, filling and icings.



Start baking your cakes and making fillings and icings you do not have stored.

1 DAY
PRIOR

Prepare tasting boxes.

See "How to Create Tasting Trifles" for my spin on the tasting cakes. Optional: Make personalized forks for that "special touch".



Make up flavor cheat sheets.

DAY OF
TASTING

Pack:

Tasting boxes

Tasting cheat sheets

-Print:

Flavor cheat sheet

Contract including pre-discussed details of wedding. (multiple copies)

Blank cake templates suited for guest count to sketch on.

Have a tablet or laptop ready for reference when talking design.

Bonus: Create a slide show of previous cakes to display while chatting.

Bring brochures and business cards.

Pencil and colored pencils/markers for sketching.

Have pre-done sketches ready.



Be sure to arrive **15** minutes early to reserve a table, get set up (papers, etc) and put your tablet with slide show of past work on display.

The Traveling Tasting

DURING THE TASTING

INTRO

Introduce yourself. Ask them about how they met, make some small talk. Your goal is to make them feel comfortable and like they are not in a rush. The last thing you want to do is make them feel as if they are a burden to you in anyway.

Explain the flavors, tell them to dive in! *Explain that they can take their tasting cake home to eat if they'd prefer. Some people do not feel comfortable eating at other's establishments (coffee houses, etc).*

Clarify all per-discussed information: Names, venue, date, guest count (often changes) and any other pertinent information.

DESIGNING

-As they start to dive into the cake, gradually start to talk about the direction of the design.

-Show them your sketches.

-If they want to change or add on to the sketches, start preparing edits or beginning new rough sketches.

-If they are having a hard time envisioning, show them references on your computer.

Solidify a design.

If a design is not solidified but the couple is pretty sure they want you to make their cake, offer additional sketches. Be sure to let them know a small fee will be applied for your time.

CONCLUSION

-Take a moment draw up a quote based on the design.

-Discuss quote, if they are all in, collect deposit, fill out contract and sign contracts. If they need more time to think it over, send them home with a filled out contract to sign and send back to you.

-No matter the conclusion, always stay friendly and professional. This is their big day, they have to trust that you will do the job beyond a doubt.

FOLLOW UP

Follow up within 48 hours thanking them for their consideration and breaking down the contents of their order. Sketch is sent AFTER deposit is secured, that way they don't bring your sketch to another baker.