



HOW TO BUILD BETTER PROPOSALS



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CHRIS SANCHEZ

LUX - MANAGING PARTNER

—

DAVID PORTO

**BLUE PLATE CATERING -
PARTNER / GENERAL MANAGER**



CHRIS SANCHEZ

LUX

**FULL SERVICE, AWARD-WINNING CATERING
COMPANY STARTED IN 1995**

BASED IN SALT LAKE CITY, UTAH

MEMBER ICA, LCA, NACE

NOTABLE EVENTS





DAVID PORTO

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**FULL SERVICE, AWARD-WINNING CATERING
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MEMBER ICA, LCA, NACE

NOTABLE EVENTS



WHAT'S IN A WORD?

1. Estimate

2. Quote

3. Proposal



ESTIMATE

ROUGH CALCULATION OF COST

SOMEONE CALLS/EMAILS AND ASKS WHAT IT WILL COST TO CATER THEIR WEDDING

QUOTE

PRECISE CALCULATION OF COST

DISCOVERY CALL, WALK THROUGH OF TIMELINE, SITE VISIT, ETC.

PROPOSAL

COMPLETE AND COMPREHENSIVE PLAN FOR AN EVENT

A WONDERFUL WAY TO BUILD TRUST AND EMPOWER THE CLIENT TO MAKE DECISIONS



YERKES GALA

A CASE STUDY

LUX Events – Thank you!!

Collaboration is key! Get connected, use the connections, and learn from each other.



PROPOSALS THEN & NOW

Proposal Version 1.0
Presents information
Lacks anything extra

Proposal Version 2.0
Brings the event to life
Visuals are huge



PROPOSALS

WHEN & HOW

Proposal Version 1.0
Corporate delivery
Small event

Proposal Version 2.0
More high profile events
Clients to impress





FINAL THOUGHTS & QUESTIONS



THANK YOU

MEETING ROOM
8-C

ROOM 8C
Tuesday, February 13

1:45 PM – 2:30 PM
How To Build Better Proposals
CS-Sales
David Porto, Chris Sanchez

3:00 PM – 3:45 PM
Experience Meets Innovation - The
Ultimate Leadership Team
Business & Professional Development
via Rosales, Syd Sexton

4:15 PM – 5:00 PM
Don't Push!
Business & Professional Development
via Villard

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ICA is a not-for-profit organization dedicated to the growth and success of catering and event professionals.