

# Mixed Sales Plan (online & offline)



# Company Description

Magic Moments is a themed photography project designed for events where we bring creative, story-based photo setups directly to the party. We create full environments with props, costumes, makeup, and characters so guests can step into a fun and magical scene instead of just taking a regular picture. Our goal is to turn every photo into a small story or memory, whether it's for kids' parties, baby showers, weddings, birthdays, or any special celebration in San Diego County...

We guide each guest through the experience from choosing a theme and helping with poses to adding small makeup touches and keeping the atmosphere relaxed and enjoyable. Every setup has its own personality, inspired by fantasy worlds like Fairy Garden, Witch's Studio, Harry Potter, or holiday themes. Magic Moments was born from a love of creative photography and the desire to give people something unforgettable to look back on. We mix imagination, color, and style to turn simple moments into something truly magical.



# Sales Objectives

For the first few months, our main goal at Magic Moments is pretty simple: we want to book at least 3 themed photo events per week. Each event will have a small team of three people, a photographer, someone helping with makeup/props, and a set coordinator. As we start getting more attention and people begin recommending us, our goal is to grow to 5-6 events per week within the first 3-4 months. That amount of work would give us a steady rhythm and help the business feel stable.

To get those bookings, we're focusing mostly on online promotion. About 60% of our clients should come from Instagram ads, social media posts, behind-the-scenes videos, and special discounts for first-time customers.

The other 40% will hopefully come from word-of-mouth, because once people see the themed photos at events, they usually get excited and talk about it. We'll also leave a few flyers in event-related places party halls, wedding shops, baby-shower planners, anywhere people are already planning celebrations.

We'll track our progress by counting how many people contact us each week, how many actually book, and how many come from recommendations. By the end of the year, our goal is to be handling around 20 to 24 events per month, which would give our team steady work and help the business grow naturally without feeling rushed.



# Customer Persona

## Primary Persona: Families Planning Celebrations

This group includes adults between 25 and 45 years old, usually in a middle-income range, who are getting married, expecting a baby, or have young children. They often organize birthdays, baby showers, family parties, and seasonal celebrations. They enjoy adding creative and themed elements to their events and want something that looks unique without requiring extra work from them. They look for services that make their celebration feel special while keeping things simple and stress-free.

## Overall Customer Description

Our ideal customer is someone who loves creating memorable and visually unique events. This person enjoys adding special touches to celebrations, whether it's a birthday, baby shower, wedding, or family gathering, and wants an experience that guests will remember. They value creativity, enjoy themed setups, and appreciate services that make their event stand out without requiring extra work from them.

This customer is active on social media, especially Instagram and Pinterest, where they look for inspiration and new ideas. They are drawn to services that feel fun, magical, and photo-worthy. They want reliable vendors who show up prepared, guide guests through the experience, and deliver high-quality photos. Overall, they choose Magic Moments because it brings a full themed experience props, makeup, costumes, and creative direction, directly to their event, making everything easier and more exciting for them and their guests.





# Sales Strategy

## Online Strategy

Our main sales focus will be Instagram, since it's where our ideal customers look for ideas and inspiration. We'll use our page to showcase past events, themed setups, behind-the-scenes videos, and creative concepts to spark interest. All potential clients will be directed to an online form where they can share what themes they like, the type of event they're planning, and any ideas they want us to include. With that information, we can create a personalized proposal and send it back through Instagram chat or email. This makes the whole process simple, visual, and very convenient. Instagram ads, reels, and stories will help us reach new clients consistently.



## Offline Strategy

For offline sales, we'll use printed materials like flyers, business cards, and posters placed in event-related locations such as party venues, wedding shops, and baby-shower planners. Every printed piece will include a QR code that sends people directly to our Instagram page so they can see our work instantly. This allows anyone who finds us offline to quickly explore our past events, get ideas, and watch behind-the-scenes content. Even though the materials are physical, the goal is to guide people back to our online space, making it easy for them to contact us and book a session.



# Sales Skills

To successfully sell Magic Moments services, the sales team needs a mix of creative, communication, and organizational skills. Since most client interactions happen online, especially through Instagram and messages, the ability to communicate clearly, warmly, and quickly is essential. Responding on time, answering questions in a friendly way, and guiding customers through the process helps build trust from the first interaction.

Another important skill is listening to the customer's ideas and needs. Clients often come with a vision or theme in mind, and the sales team must know how to ask the right questions and suggest creative ideas that fit their event. Being able to explain the value of themed photography why it's more than just pictures, but an experience is key to helping customers understand what they're paying for.

Handling objections is also part of the sales role. The team should feel comfortable responding to concerns about price, timing, or logistics by explaining the benefits, flexibility,

and full-service nature of Magic Moments. Finally, strong organizational skills are important to track inquiries, follow up with potential clients, confirm bookings, and make sure everything is ready before the event. Together, these skills help create a smooth sales process and a positive experience for every customer.



## Prospecting & Lead Qualification

Magic Moments finds new prospects mainly through Instagram, where potential clients discover us through posts, reels, ads, and behind-the-scenes content. Additional prospects come from referrals, past clients, and people who find us through printed flyers that lead them to our social media. Interested clients are encouraged to fill out an online form where they share details about their event, preferred themes, and general ideas.

To qualify leads and avoid spending time on cold prospects, we use a simple filtering process. We look at whether the client has a clear event date, a defined type of celebration, and a realistic budget. We also consider how engaged they are such as completing the form, responding to messages, and showing interest in receiving a proposal. Leads that meet these criteria are prioritized, while those with no timeline or low engagement are followed up later or placed on hold. This process helps the team focus on clients who are most likely to book.





# Sales Pipeline

Magic Moments uses a simple and clear sales pipeline to track potential clients from first contact to final booking. Most leads enter the pipeline through Instagram or referrals and move through several stages before becoming confirmed events. This process helps the team stay organized, follow up correctly, and focus on the leads most likely to convert.

On average, we expect that out of every 100 leads generated, about 40 will show real interest by messaging us or filling out the form. From those, around 20 will request a proposal or pricing details, and approximately 10 will book an event, resulting in a 10% final conversion rate. This pipeline allows us to realistically forecast bookings and revenue while improving follow-up and communication.

## Annual Projection

| Stage           | # of Opportunities | Expected Close % | Estimated Value        |
|-----------------|--------------------|------------------|------------------------|
| Leads Generated | 1,200              | 100%             | -----                  |
| Contact Made    | 480                | 40%              | -----                  |
| Proposal Sent   | 240                | 20%              | -----                  |
| Booked Events   | 120                | 10%              | Based on event pricing |

This pipeline helps Magic Moments understand how many leads are needed to reach booking goals and ensures the team focuses on the right stage at the right time. As brand awareness grows and referrals increase, we expect conversion rates to improve over time.





## Objection Handling & Customer Service

When potential clients express concerns, the Magic Moments team responds in a calm, friendly, and helpful way. If a customer says “It’s too expensive,” we explain the value behind the experience, including the full setup, props, costumes, creative direction, and on-site support. We focus on the fact that it’s not just photography, but a complete themed experience that becomes part of the event entertainment. When someone says “I need to think about it,” we respect their timing and follow up later with helpful visuals, past event photos, or behind-the-scenes content to keep the idea fresh without pressure. If a client is unsure about quality, we share real examples from previous events, testimonials, and behind-the-scenes videos to show the level of care and professionalism behind every setup.

Customer service continues even after the event is booked and completed. After each event, we follow up with a thank-you message and confirm that the client is happy with the experience and the photos. If any adjustments or concerns come up, we handle them quickly and professionally. When applicable, we clearly explain our policies regarding changes, rescheduling, or cancellations before the event takes place. Finally, we encourage satisfied clients to leave a review, share their experience on social media, or provide a short testimonial. This helps build trust, attract new clients, and strengthen long-term relationships...



# Budget

Magic Moments keeps a simple and controlled budget focused on marketing, operations, and basic sales tools. Since this is a growing business, the priority is investing in areas that directly help generate bookings and visibility. Most of the budget is allocated to digital marketing, especially Instagram ads and content creation, because social media is the main source of new leads.

Monthly expenses include social media advertising, basic design and editing tools, and small costs related to online forms or scheduling platforms. We also budget for printed materials such as flyers and business cards, which are placed in event-related locations and always direct customers back to our Instagram page through QR codes. These materials support our offline presence without requiring a large investment...

Operational costs include props, costumes, makeup supplies, set decorations, transportation to events, and small equipment maintenance. Since the team is scheduled per event, labor costs are managed carefully to match the number of bookings. By keeping the budget flexible and focused on sales-driving activities, Magic Moments ensures that expenses stay aligned with revenue while allowing room to grow as demand increases.



# Sales Compensation Plan

Magic Moments uses a simple and sustainable sales compensation plan designed to motivate the team while keeping the business financially healthy. Since this is a service-based business, compensation is structured around per-event performance, clear quotas, and commissions tied directly to booked events...

## Sales Roles

**Junior Sales Representative:** Handles Instagram messages, initial inquiries, and form follow-ups.

**Senior Sales Representative / Lead:** Manages proposals, confirms bookings, and coordinates client communication before the event.

## Pricing & Sales Quota

Average price per event: \$1,200

Monthly sales quota per salesperson: 8 events

Monthly sales target value:

8 events  $\times$  \$1,200 = \$9,600.

To meet quota, each salesperson needs to book 2 events per week, which is realistic based on the sales pipeline and lead volume.

### SALES COMPENSATION PLAN



## Compensation Structure

Base pay (monthly): \$1,500

Commission: 10% per booked event

At 100% quota:

$\$9,600 \times 10\% = \$960$  commission

Total monthly income: \$2,460



## Income Projections by Performance Level.

| Performance level | Events Booked | Sales Value | Commission | Total Income. |
|-------------------|---------------|-------------|------------|---------------|
| 70 %              | 6 events      | \$7,200     | \$720      | \$2,220       |
| 80 %              | 6-7 events    | \$7,680     | \$768      | \$2,268       |
| 90 %              | 7 events      | \$8,640     | \$864      | \$2,364       |
| 100%              | 8 events      | \$9,600     | \$960      | \$2,460       |

## Sustainability & Incentives

This plan is designed to be attractive for both full-time and part-time sales team members. The combination of base pay and commission provides income stability, while performance-based earnings encourage motivation and growth. As bookings increase and the business scales to more weekly events, quotas and incentives can be adjusted upward to reflect higher demand.

The math supports long-term sustainability by ensuring that:

- Sales targets are achievable based on lead volume.
- Compensation aligns with revenue generated.
- The business maintains healthy margins while offering competitive pay.

This structure makes Magic Moments a desirable place to work while supporting consistent growth and reliable service quality.

