



HEAVEN'S GIFT ACADEMY

Heaven's Gift Academy (HGA) is the educational arm of Heaven's Gift Pte Ltd, dedicated to providing the highest level of skills training and coaching to weddings and events professionals. We aim to supply HGA graduates of the highest calibre and integrity into the workforce of the Weddings and Special Events Industry in Singapore and Asia.

Heaven's Gift, founded by Hannah Chong, has been the leading special events design company in Singapore and South East Asia of more than 14 years. Known for producing innovative and sophisticated events with a consistent commitment to precision and creativity, Hannah desires to see the next generation of wedding planners professionally trained and equipped with skills to grow the weddings and events industry.

With this vision in mind, Heaven's Gift Academy is birthed. We aim to impart industry knowledge, business know-how and strategies to our students and apprentices so that they can become highly sought-after crème de la crème in the Weddings and Special Events Industry in Singapore and Asia.



## CREATIVE SELLING IN WEDDING AND SPECIAL EVENTS

*Do you experience problems in identifying the right client for your Weddings and Special Events business?*

*Do you face difficulties in inspiring your Client on their Vision for their event, communicating that vision effectively and translating it into sales for your team?*

Through this 2-days intensive course, you will be introduced to the job scope of a Weddings and Special Events Planner as a professional career, and learn the skills to help you identify and profile various personality types of a client, so as to utilise the appropriate soft skills for more effective sales closure.

You will also learn the essentials of creating a quality mood board that not only allows you to communicate and manage your Client's expectations, but more importantly allows you to establish yourself as a creative professional who is able to draw out your client's hidden desires through the aesthetics and experiences on their wedding day, thereby inspiring them to spend more with you.

Curriculum is competency-based, taught through hands-on activities, scenario role-play and experiential learning.

### TOPICS THAT WILL BE COVERED:

1. Understanding the Wedding Industry and your role as a Wedding Planner
2. Customer Personality Matching Formula and closing the right client for your business
3. Conducting an effective interview with a potential client
4. Understanding your Client's story by creating a quality moodboard
5. Deploying your Client's Vision and lessons on upselling

### TO GAIN THE MOST OUT OF OUR PROGRAMMES, YOU WILL NEED TO:

- Have a good command in English
  - Be competent in Microsoft Office tools
  - Possess presentation skills
  - Be above 18 years old
- Language: English only

To register, contact +65 67330555 or email [training@heavensgiftacademy.com](mailto:training@heavensgiftacademy.com)

Our intake per class is small, to keep the sharing intensive and beneficial. Assessments will be conducted in the duration of the programme to determine the aptitude of students at the end of the programme.