

YEM - YOUR ENQUIRER

Your Enquiry Manager

*“CONNECTING PEOPLE”*



How do you capture the imagination and interest of a bride surfing the internet and bring her into your business to book her wedding with you?

- She's excited
  - She's passionate
    - She's hungry for information
      - She starts surfing the web
        - Looking for information and answers

- Travelling for Leisure
- Conference Venues
- Meeting Rooms
- Wedding Reception Venues
- Matrimonial Testimonials
- Customise Your Stay
- Group Bookings
- Travel Agents
- Corporate Rate

### Rewards Program

- Senators Club
- Frequent Flyer Programs
- ANZ Rewards

Best Rate

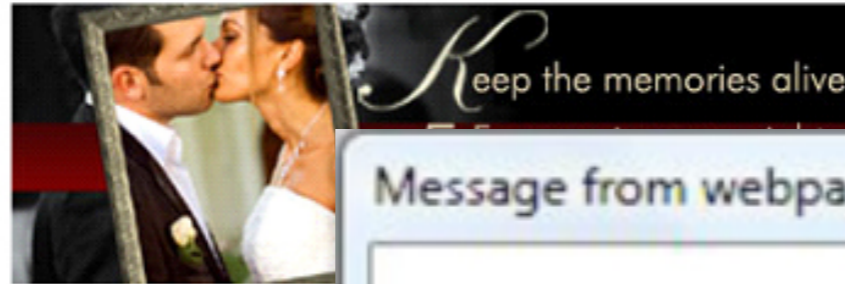
Order a Gift Certificate



Go Green Program  
Click Here

Whether you dream of hosting a grand formal event or a small intimate gathering, choosing Stamford Hotels and Resorts means you can indulge in 5-star hospitality in a warm, relaxed and elegant atmosphere.

Our beautifully decorated venues offer a unique ambiance and the perfect location for a wedding reception, birthday, family reunion, formal, anniversary or other social events.



Our experienced and dedicated Wedding and Events team ensure your event runs smoothly and effortlessly. We'll work with us to tailor a package just for you.

Enquire today! Simply complete our online wedding enquiry form.

- \* Title
- \* Name
- \* Surname
- \* Role
- \* Address
- \* Suburb/City
- \* State
- \* Postcode
- \* Telephone
- Mobile
- \* Email

### Message from webpage



Thank you. Your enquiry has been submitted.

OK

But she's not getting very far

## contact

### General Enquiries

Please feel free to drop us a line

Your Name (required)

Your Email (required)

Subject

Your Message

Send

Availability & Bookings

Specials & Events

Subscribe

#### Wedding Expo - Important Update

Please be advised that the Diana Plaza Hotel Wedding Expo that was scheduled for Sunday 6th March, 2011 has been temporarily postponed - new dates are yet to be advised ... watch this space for further updates!

Brisbane Hotel Accommodation, Spa Apartments, Day Spa, Conference, Wedding & Function Venue - whether your visit to Brisbane is for business or pleasure, the Diana Plaza Hotel offers you "your sanctuary in the city".

### Message from webpage



Thank you. Your enquiry has been submitted.

OK



CATHEDRAL VISITING & TOURS MASS TIMES SACRAMENTS MUSIC STAFF NEWS & EVENTS CONTACT LINKS HOME

## CONTACT INFORMATION

### ADDRESS

249 Elizabeth Street, Brisbane, Queensland 4000, Australia.

### POSTAL ADDRESS

GPO Box 282, Brisbane, Queensland 4001, Australia.

### TELEPHONE

(07) 3336 9111

International +61 7 3336 9111

Mass information (07) 3336 9107

Facsimile (07) 3229 4158

### EMAIL

[cathedral@bne.catholic.net.au](mailto:cathedral@bne.catholic.net.au)

View [Visiting and Tours](#) for a Brisbane location map.

View [the Cathedral Precinct](#) for a plan of the precinct.

### ST PATRICK'S CHURCH

58 Morgan Street, Fortitude Valley, Queensland 4006.

For information concerning St Patrick's Church please telephone the Cath



### Message from webpage



Thank you. Your enquiry has been submitted.

OK

□ **Contact**

p: 07 3847 4555

f: 07 3847 4078

info@sterlingstudios.com.au

50 St Leonards St

Coorparoo, QLD 4151

fields marked with \* are required

\* your name

\* your e-mail address

\* wedding date


\* contact phone number

\* ceremony & reception locations

submit



Message from webpage

 Thank you. Your enquiry has been submitted.

OK

- She's getting a little frustrated
- She has now received 4 one line messages saying 'thanks for your enquiry'
- Yours is the fifth web site she visits
  - And what happens here?

# She fills in your enquiry page



Enquire here to check our availability  
and [instantly download information](#) on our Weddings, Portraits & Suppliers

## Your Contact Details

First Name \*

Jane

Last Name \*

Black

Email Address \*

jane.black@hotmail.com

Phone Number \*

1234567890

Your Fiancée's Name

David

## Your Event Details

Event Type

Wedding

Proposed Date

Saturday 13 Apr 2013

Enter your event location here or...

select from our list below

Custom House  
Hillstone St Lucia  
Stamford Plaza

How did you hear about us?

Referral from a Friend

Comment

can I get some information about your packages

## Would you also like to receive information about?

- Designer Gowns - White Lily Couture
- Event Planners - Essential Experiences
- Hair & Make-up - Girl Friday's Makeover Lounge
- Honeymoons & Travel - Escape Travel
- Videographer - Net Productions

We love working with these suppliers!  
By having our recommended supplier's boxes ticked  
you will be sending them your details to receive  
information on their special offers

Submit Enquiry

Unlike other enquiry pages, your YEM page doesn't just take her details .... it delivers .... instantly

**CHP**  
Chris Hall  
Photography

**Special Slideshow**

**Pricing and Packages**

**Custom House**

**Custom House Saturday, 13 April 2013**

Jane, I would be so delighted to say we were your photographer.

Choosing the right photographer for you, will make such a difference to the excitement of your day and we hope that after visiting our studio you will have found that photographer in us.

I have temporarily reserved that date for you until we have had time to chat over the next few days. I am in appointments most days but will try to call in between them to personally talk to you about your day and what you have in mind.

We really do love what we do and you will see why our candid, casual style of wedding photography and our personal approach to capturing weddings has made us so popular.

The link buttons on the right are to some imagery and pricing, although we can create a special package and coverage to suit whatever you have in mind.

Thank you again, Jane, for your email and I do look forward to meeting with you personally when you visit our studio, be sure to call Melissa to book in a time for us to meet, while we still have your date reserved.

Regards

Chris Hall  
Master Photographer  
FMPA FBIPP FRPS FSWPP AAIPP APM AHPA LWIPM ANZIPP

**Chris Hall Photography**  
we are now located  
at our NEW super studio,  
41 Park Road, Milton

**07 3367 2188**  
www.chrishallphotography.com.au  
info@chrishallphotography.com.au

**CHP**

We recommend these suppliers:

[White Lily Couture](#)   [Essential Experiences](#)   [Girl Friday's Makeover Lounge](#)   [Escape Travel](#)   [Net Productions](#)

A customised response that includes her name, the wedding date and links to the information she has asked for, live in front of her.

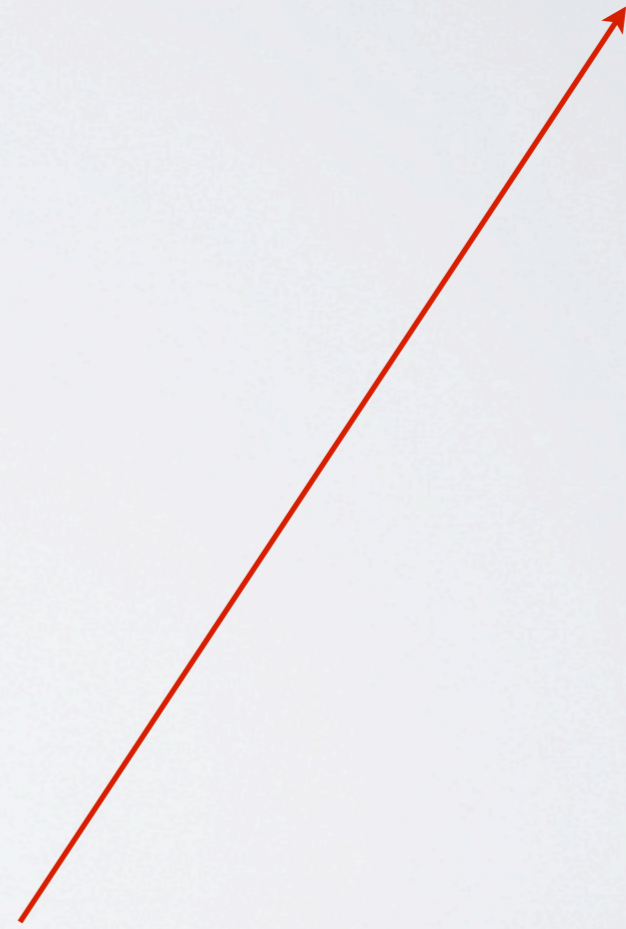


- Special Slideshow
- Pricing and Packages
- Custom House

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Complete with links to a possible slide show of images from your business, and price lists and packages that she may have requested  
Here is an example from a photographers website



**Customs House**  
by ChrisHallPhotography

*"We have fallen in love...  
...with Customs House."*  
Jane & Grant

CUSTOMS HOUSE  
BRISBANE

YouTube HD

0:05 / 5:39

720p



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Regards  
 Chris Hall  
 Master Photographer  
 FMIPA FBIPP FRPS FSWPP AAIPP APM AHPA LWIPM ANZIPP

**Your Contact Details**

**First Name \***

**Last Name \***

**Email Address \***

**Phone Number \***

**Your Fiancée's Name**

**like to receive  
 on about?**

- [White Lily Couture](#)
- [Essential Experiences](#)
- [Girl Friday's Makeover Lounge](#)
- [Escape Travel](#)
- [Net Productions](#)



**With these suppliers!  
 Tick supplier's boxes to receive  
 your details to receive  
 their special offers**

[Inquiry](#)

We recommend these suppliers:

- [White Lily Couture](#)
- [Essential Experiences](#)
- [Girl Friday's Makeover Lounge](#)
- [Escape Travel](#)
- [Net Productions](#)

The response also comes complete with links to preferred suppliers

## Portraits & Suppliers

**Would you also like to receive information about?**

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- Honeymoons & Travel - Escape Travel
- Videographer - Net Productions

**We love working with these suppliers!  
By having our recommended supplier's boxes ticked  
you will be sending them your details to receive  
information on their special offers**

**Submit Enquiry**

She's had the opportunity to request information from these same suppliers

**Subject:** Thank you for your enquiry

Jane

Thank you for your web enquiry I have prepared a personalised web page for you with images and information to see.

Click here <http://yourclientportal.com.au/ChrisHallPhotography/Portal/38970>

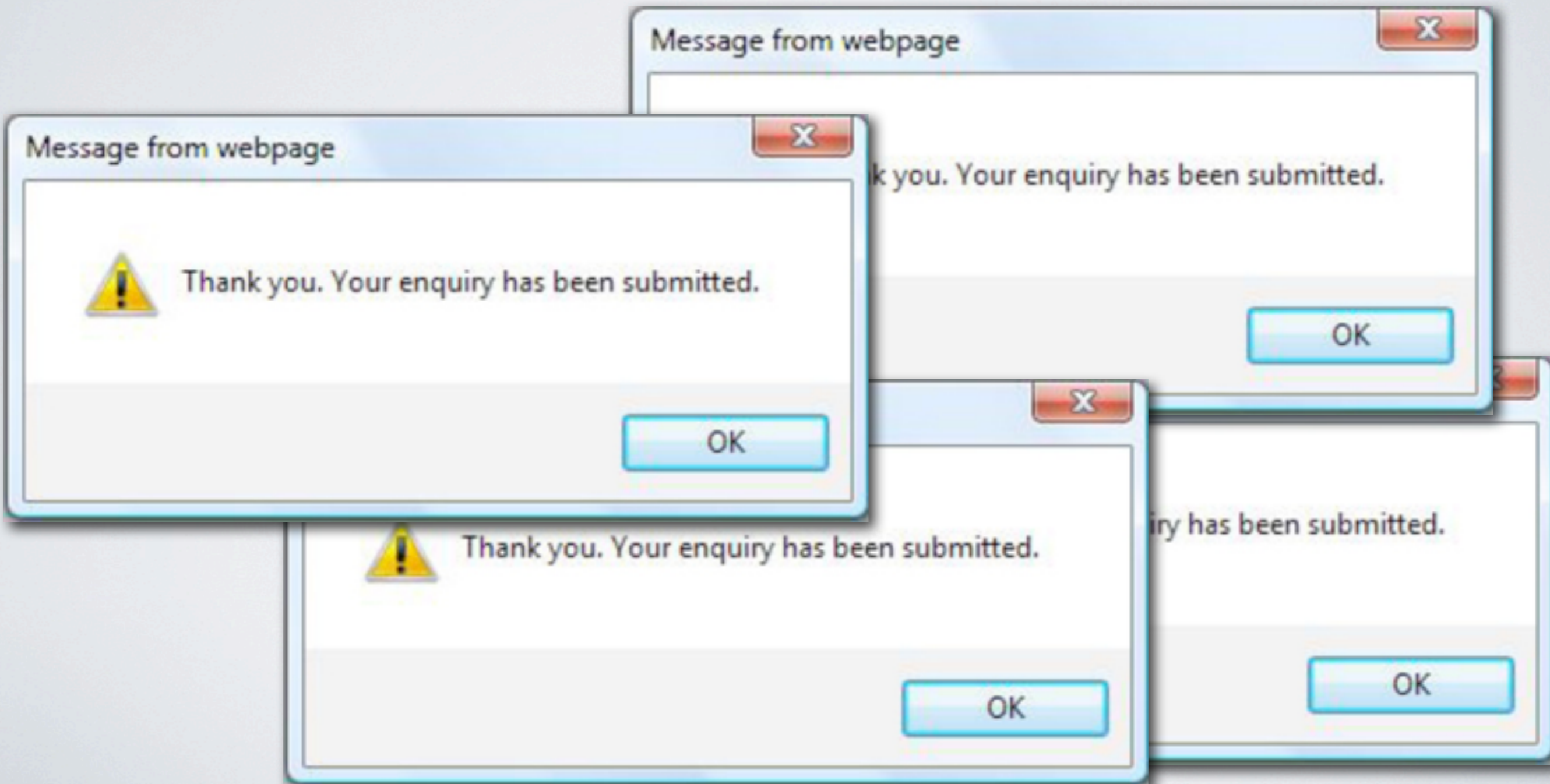
This page stays yours and we will load more information and images on here as you need them. I will contact you to chat further about photography and thank you again for your enquiry.

Chris Hall  
Master Photographer  
Chris Hall Photography

And she has received an email with the link to her new  
web page

If you were an enquiring bride,  
which of these would excite you?

A standard *thank you email* and the possibility of a phone  
call at some time in the future...



Or a personal instant response with answers to her questions?



### Custom House Saturday, 13 April 2013

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Regards

Chris Hall  
Master Photographer  
FMPA FBIPP FRPS FSWPP AAIPP APM AHPA LWIPM ANZIPP

This block contains contact information for Chris Hall Photography. On the left is a black and white photo of Chris Hall holding a camera. To the right of the photo is the text: "Chris Hall Photography", "we are now located at our NEW super studio, 41 Park Road, Milton", "07 3367 2188", "www.chrishallphotography.com.au", and "info@chrishallphotography.com.au". On the far right is a large, stylized 'CHP' logo.

- Special Slideshow
- Pricing and Packages
- Custom House



[Award Winning Customs House Images](#)

[Packages](#)

[Contact Us](#)

[Check](#)



### Customs House by ChrisHallPhotography

*"We have fallen in love...  
...with Customs House."*

Jane & Grant

CUSTOMS HOUSE  
BRISBANE



We recommend these suppliers:

[White Lily Couture](#)

[Essential Experiences](#)

[Girl Friday's Makeover Lounge](#)

[Escape Travel](#)

[Net Productions](#)

# NOW SHE IS INTERESTED

- and she has a permanent web page that is hers to keep from you with your details and links
- and an emailed link to that web page that she can forward to her fiance, mother and friends
- you have even helped her out with links to your recommended suppliers
- and she has had the opportunity to indicate her interest in specific suppliers so they can get in touch with her

HOW CAN YOU *NOT* OFFER YOUR  
ENQUIRERS THIS QUALITY OF  
RESPONSE?

THINK ABOUT THE ALTERNATIVE,  
JUST DOING THE SAME OLD THING,

AGAIN AND AGAIN AND AGAIN

# WHAT DO YOU DO WHEN YOU GET A WEB ENQUIRY?

- Do you email them your information?
- Do you email images of the venues they are considering?
- Do you give yourself a reminder to follow up with a call?
- How long before you get back to them with this?

# WHAT DO YOU DO WHEN YOU GET A WEB ENQUIRY?

- If the enquiry comes through on a friday night or saturday and you or your team are working that weekend, it might be tuesday before you get a chance to respond
- On that Tuesday you respond immediately
- For you it's the first time you get back to your emails, but the bride has been waiting for 4 days

*Don't just use YEM for your web enquiries*

# WHAT DO YOU DO WITH PHONE ENQUIRIES AND WALK INS ?

- Use YEM's *Internal* enquiry page, accessed from your desktop, to give the same professional response to phone enquiries and walk ins
- Wouldn't she love to see your web page response pop into view as she is talking to you?
- Or would you like it to be waiting on her computer when she gets home if she has just been in talking to you?

Brides are typically emotional  
and eager for information;  
they want to make decisions  
and create a vision of their day

# YEM CAN DELIVER WHAT THE BRIDE WANTS IMMEDIATELY

Not just a generic or average response.

This system *can* handle the complexity of your enquiries and deliver her a beautiful, personal response

And a bride seeing a response of exceptional quality naturally believes that will translate to exceptional service

Y E M

Your Enquiry Manager

WORKING FOR YOU

WORKING FOR YOUR ENQUIRER