



# The Susan Southerland Secret: Personality Marketing to Today's Bride

*Susan Southerland, Kristy Chenell, Karen Gingerich*

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“The Susan Southerland Secret has given me techniques to make the most of the time I have with clients – to take my sales to another level, build a better relationship with clients, and give me an even better understanding of their personalities. Thank you, Susan Southerland Secret!” –Maria Shafer, Celebration Expert

*Sales* and *marketing* are as important to a wedding business as creating a beautiful, memorable day for the bride and groom. Yet, those two words can be intimidating, even to the most dynamic, energized, and experienced wedding professional. Fear no more. In *The Susan Southerland Secret*, three industry experts share valuable tips that will provide both novice and seasoned wedding professionals a renewed confidence in selling and marketing.

Susan Southerland, Kristy Chenell, and Karen Gingerich rely on their extensive backgrounds in wedding planning, marketing, and sales to offer their secret to success? a distinct concept called personality marketing. Wedding professionals will learn how to

- identify bridal personalities and their buying decisions;
- recognize a bride’s strengths and weaknesses;
- win a bride’s confidence through tailored sales and marketing messages;
- stand out from the competition and close the deal.

*The Susan Southerland Secret* offers incredible insight into a bride’s mind, ultimately helping wedding professionals become superior salespeople, expert contract negotiators, and champions of customer service.

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