

Rental Furniture Sales Pitch During Revision

Client's Draft Core Message (199 words)

"We all have events, special occasions and celebrations on our lists. Why not make it over the top?

How do you feel when you enter an amazing room? It kind of picks you up and carries you along. You relax, you smile because now you're comfortable and you're anticipating a wonderful experience. (can elaborate more on wonderful experience)

The foundation is set and the lights start rolling and "You're on. It's all about you now."

You know you've made an impression. You have a lovely room. It's subtle but everyone feels it. It's impressive and It makes a statement! (can elaborate on being impressive.) And it has a unique imprint that reminds everyone, oh, yeah, this is her event.

You've gone through a lot to have this event. And now Your setting is just so. Be it a special venue, that special spot that you've always loved or an outdoor setting.

Be it an elegant social event that says who you are or an upscale corporate function that helps make the sale, let [Company] Furniture create the ambience (can elaborate on ambience) that is unmistakably you, without you saying a word." (or let [Company] Furniture create the memory.)

AFTER by Jennifer Elin Cole, writeforyourbrand.com (149 words)

When was the last time you attended a meeting, corporate event, or celebration in a room without furniture?

Probably never.

What do you remember about the furniture from your most recent meeting, corporate event, or celebration?

Probably nothing.

The idea you only have one chance to make a first impression is as true for a physical setting as it is for people. Capture your attendees' and guests' attention the instant they walk in the room with impeccably well-chosen and precisely placed [Company] Furniture pieces.

[Company] Furniture lets you define the mood, functionality, and purpose of the furniture. The interior setting for your next meeting or special event will be precisely as you envision. Our expert designers expedite the selection process as you choose the look best suited for your space and budget. Call xxx-xxx-xxx to come sit down

Commented [JC1]: You answered the Q for them.

Commented [JC2]: Not necessarily—what if I am a corporate meeting manager that never attends the actual event? Or the wedding planner shopping for rental furniture?

Commented [JC3]: Does everyone want "lovely"? A wedding planner wants "lovely" and "elegant"; a scientific conference organizer wants functional, affordable, and comfortable lounge furniture; a trade show VIP party planner needs hip and sleek.

Commented [JC4]: I minimized the "it's all about you" and the "furniture reflects you" message bc not sure that's always true in commercial applications. At home, definitely; with a bride, probably but a corporate space could just as easily reflect the geographical culture (cactus lamps in the southwest), the brand (coke-shaped stools in ATL), or the existing design scheme of the building (minimalist bar tables for an outdoor event in an urban setting)

with us in a stylish, grand chair and we'll show you how furniture makes memories.

