

# Penny Taylor

Disk Jockey/Party Host

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## HOW TO SHOP BY PHONE

Most people start their conversation by asking an entertainer or wedding professional (wedding photographer etc.) how much they charge for their services. This is a natural question, but it should not be the first one asked. While price is important, it is NOT the most important reason to select a particular vendor. Professionals are put in an awkward position when you *start out* by asking about price. You see, there are always ways to make the prices sound lower because most offer a multitude of packages.

So, what should you say when you call up a DJ or a wedding professional? Start out by giving them your name and the data of your event. This lets them know that you are a serious prospect.

Then you might say something like this:  
*"I'm looking for a first-rate (DJ, wedding photographer) that I can afford. Could you tell me a little about yourself and your specialties?"*

*"I'm in the early stages of planning my wedding reception for a guest list of 150 people. Could you tell me what brides like best about your property?"*

*"I'm having a wedding reception at the Marriott on May 30<sup>th</sup> with about 150 guests, what can you tell me about the secret to guaranteeing everyone has a good time?"*

These types of questions are icebreakers. They allow you to get a feel for the personality of the professionals you'll be working with. Eventually you'll want to talk price. But, do so in general terms. Ask for their price ranges. Ask them if they discount for dates or times when they are less busy.

Ask them if they have references and phone numbers for previous clients. What guarantees do they offer, if any? If you want more detailed information, make an appointment.

**Remember**, it's your day, your event or celebration. Meet with your DJ in advance to select the music you like. Give him/her the list of special songs, first dance and other special dances. Be sure to have the DJ play some of his/her favorite music too. (P.T.)

Penny Taylor is one of the most highly recommended DJ's in the Orlando Florida area. She performs over 150 weddings, parties and corporate events a year.  
Email: [penny@djgirl.com](mailto:penny@djgirl.com)  
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**Advance planning ensures you'll have the music that you and your guests want to hear**