



# saundra hadley

event engineer & owner  
planning...*forever* events

wedding & event engineer (planner)  
speaker & sales coach  
social media addict  
converse chuck fan  
wife, mother & chocolate lab owner

[saundrahadley.com](http://saundrahadley.com)  
[planningforever.com](http://planningforever.com)  
[planningforeverblog.com](http://planningforeverblog.com)  
twitter: [planningforever](https://twitter.com/planningforever)

## speaking topics:

### **Closing the Deal: Sales Methods for the Wedding Industry**

A fresh and realistic approach to selling, understanding the prospect to lead them to close the sale. Strategies include: Understanding the Psychological Process of a Selling, Getting Prospect to F2F meeting, The Consult, Winning Them Over, Sales Terminology, What NOT to Do, Overcoming Objections and Top Sales Mistakes We All Make.

### **How to Measure Your Advertising Investment**

A clear breakdown of all Major Advertising Mediums, What to Ask/Learn from Advertising Reps, Measuring Your Investment vs. ROI, Discerning What is Best for Your Business, What Advertising Reps Won't Tell You and Difference between Marketing vs. Advertising.

### **Social Media**

Overview of all Social Media applications, How to tackle the SM and Not Lose your Mind, Garnering a Presence, Learning to Brand your Business, Pro's and Con's, Understanding the Social Media Wave.



**Lunch Speaker:** Closing the Deal:  
Sales Methods for the  
Wedding Industry



**Saundra Hadley**  
**Fox 7 Wedding Planner**  
**Wednesdays 6:25am**



**Article: "How to  
Understand your  
Advertising Options**  
(part1 & 2)

## bio:

Fleeing the earthquakes and mudslides of Southern California, Sandra and her family moved to the Midwest in the mid-nineties. While her prior corporate experience included being an event planner for exclusive parties for physicians, she left her comfort zone and started a sales career selling advertising with a major media corporation.

She took advantage of the fact that her company invested thousands of dollars in professional sales training, including well-known courses produced by **Dale Carnegie** and **Zig Zigler**, to hone her skills. Sandra was responsible for meeting challenging sales quotas and leading her peers and staff in reaching high objectives, which has led her in winning awards in personal sales achievements. Her experience in telemarketing, cold calling, client relationship building and delivering formal sales presentations have been the most important skill sets that she has used when launching her own business.

Missing the excitement of event planning and with the deep desire to leave the cubicle world behind, Sandra opened **planning...forever events** in 2003, primarily focusing on weddings. Today, her event planning studio has added services including planning for large corporate summits, social events and design/decor.

Sandra is straight-forward, inspiring, original and is well-known for her infectious laugh and collection of Chuck Taylor shoes. Although addicted to social media, she carves out quality time to spend with her husband, 13-year old son and loveable chocolate lab.

## media and other accolades:

For the past two years, Sandra Hadley has produced and delivered wedding planning tips on live television, as the "**Fox 7 Wedding Planner**" (local affiliate), every Wednesday morning. Segments include remote interviews with local wedding vendors and businesses.

Numerous wedding related articles have been published for **Wedding Magazine** (2003-2008) produced by Evansville Courier & Press.

Recipient: **Reader's Choice Award 2008 Gold Winner for Best Wedding Planner**

**2009 Entrepreneur of the Year Award Finalist** by the Chamber of Commerce of Southwest Indiana.

Online moderator for event specialists, **International Network of Wedding Professionals**.

