



Yes!
EMAILS
THAT
CONVERT



A Hero's Journey

WHEN YOU RESPOND TO A SALES INQUIRY, DO YOU...

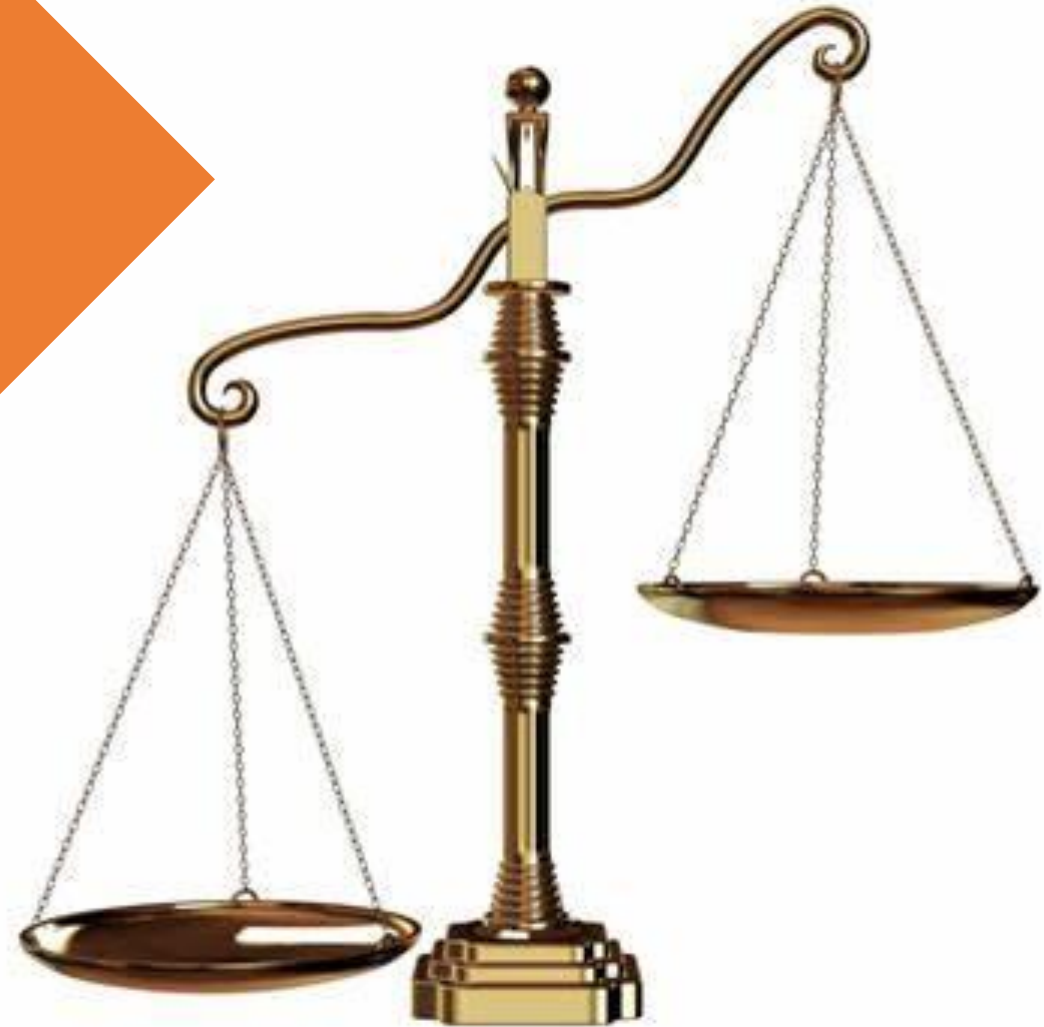
1. **WORRY IT WON'T GET OPENED?**
2. **END WITH, "DON'T HESITATE TO REACH OUT WITH ANY QUESTIONS?"**
3. **FIND IT DIFFICULT TO MOVE THE SALES JOURNEY FORWARD?**
4. **WORRY YOU'RE GOING TO GET GHOSTED?**

THE WISE PINEAPPLE



**LESS
I & WE**

**MORE
YOU & YOUR**



LESS “I” / MORE “YOU”

Playbook



- I am delighted you are considering us at xyz hotel for your wedding!
- You have made a great choice considering xyz hotel!
- I'm excited to explore options for your event.
- You'll have many exciting options to explore for your event that I can share with you.
- I'm happy to inform you I do have availability on June 20th!
- Great news! Your preferred date of Jun 20th is available!
- 'Bonus' At this time of year, the outdoor rose garden is filled with color & aroma for your cocktail reception!

LESS “I” / MORE “YOU”

Playbook



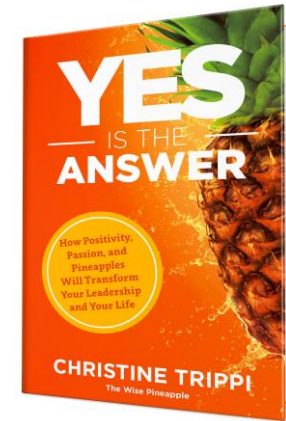
- **I will happily place a tentative hold on a wedding room block for you.**
- **You must have lots of questions at this exciting time.**
- **Most of our couples like to come for a tour, and allow me to answer all your planning questions and see our beautiful hotel over a glass of bubbles!**

Phrases to . . .
delete

- **I hope you are well.**
- **If you have any questions, please don't hesitate to reach out.**
- **Thank you very much for your inquiry, and congratulations on your engagement.**
- **Please note...**
- **I look forward to hearing from you.**
- **As Mentioned...**



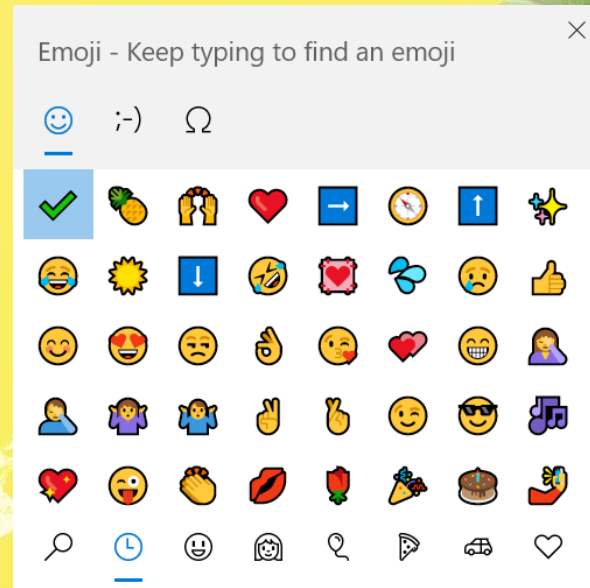
Playbook THE WISE PINEAPPLE



**ADD *positivity* AND
enthusiasm TO
EVERY INTERACTION!**

Juicy

BONUS TIDBIT



THE FORMULA

- **HOOK**
- **TRANSACTION**
- **NEXT STEP**
- **DELIGHT OR EXCITE**

TOP SECRET

$$\Delta V = \sum [(P_x - P_y) \times W_n]$$



THE HOOK GOAL:



- **It's about them; use the WIIFM**
- **Capture their attention immediately (Emotion)**
- **Give a sweet flavor to your business!**
- **Ask a question that lets them know they're in the right place.**
- **Use your what & whys!**

EXAMPLES:

- **Welcome to XYZ Hotel! With a two-mile, treelined drive, the moment you step onto our grounds, every corner is a stunning backdrop for your wedding day.**
- **Are you looking to host your group at the #1 ranked hotel in all the XYZ locations?**
- **You've made a great choice to consider the mindset, strategy, and energy of The Wise Pineapple for your event!**

THE TRANSACTION GOAL:

- Answer their questions
- Deliver key information & links (logic)

EXAMPLES:

- Full details of our services can be found by clicking here. You'll find recommendations as well as custom options.
- Great news! June 20, 2024, is currently available, and our rose gardens are in bloom at this time!
- YES! We do have a meeting space that will accommodate the size of your group. You'll also receive a hospitality suite for small get-togethers!

Playbook



Next Step



THE NEXT STEP GOAL:

- **Tell them what the next step is.**
- **Give them 1-3 clear options and/or a clickable calendar (logic)**

EXAMPLE 1:

- **Christine, we are the perfect size for your event, and your date is available. The only thing left to do is come see us in person. Here are the next three available tour times:**
 - **Saturday at 2 pm**
 - **Monday at 6 pm**
 - **Tuesday at 12 noon**

Next Step



THE NEXT STEP GOAL:

- Tell them what the next step is.
- Give them 1-3 clear options and/or a clickable calendar (logic)

EXAMPLE 2:

- **You must have lots of questions at this exciting time! Other couples have found an in-person tour over a glass of bubbles helps to answer their questions. Your next step is to [click here and book a tour!](#)**

Next Step



THE NEXT STEP GOAL:

- Tell them what the next step is.
- Give them 1-3 clear options and/or a clickable calendar (logic)

EXAMPLE 3:

- **Your next step is to select the perfect package and secure your date with a \$500 deposit.**

Or

- **Your next step is to join me for a quick Zoom chat/Discovery call to see if we're a good fit. [Click here to select a time](#) that's best for you.**

THE DELIGHT & EXCITE GOAL:

- **Leave your client feeling delighted or excited!**
- **Paint a picture of them reaching their goal!**
- **End on emotion!**

EXAMPLE:

- **When you choose ABC hotel for your wedding, you can expect... (What's and whys)**
- **Rest assured here at XYZ hotel ...**
- **This *Sweet* conference will be the one your participants will always remember!**





CONNECT WITH CHRISTINE:

www.thewisepineapple.com



Christine Trippi



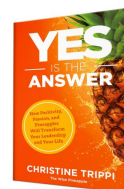
Christine Trippi, The
Wise Pineapple



the_wise_pineapple

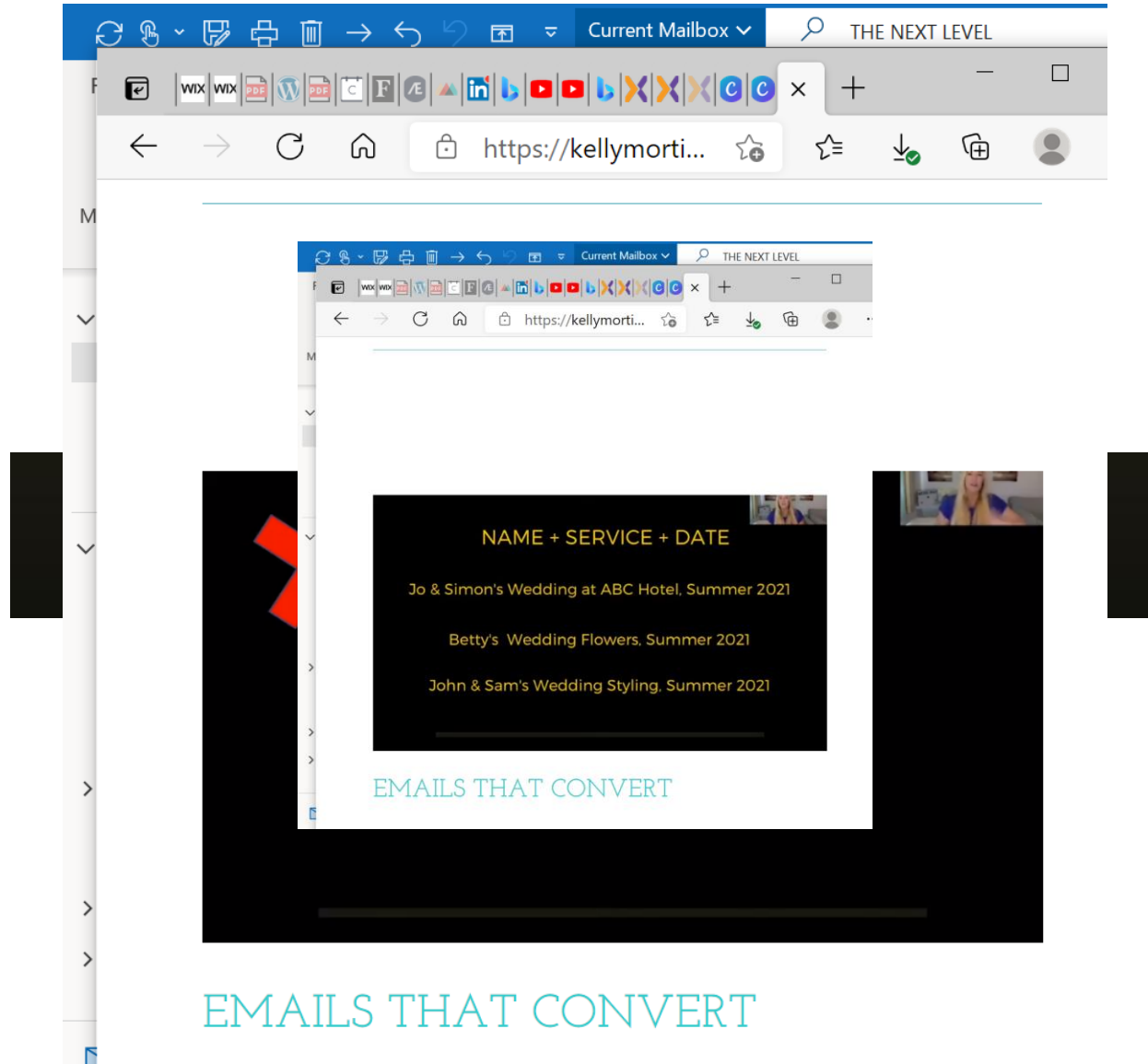


Crown Society



Yes Is the Answer

InnSpireSM
CONFERENCE & MARKETPLACE
EDUCATE ★ ELEVATE ★ EXCITE





ARE YOU
THERE?

**Hello, I'm just checking in to
see if you're ready to book
your wedding group block?**





WHY IS FOLLOW-UP
SO IMPORTANT
AND
UNCOMFORTABLE?

**122
AVERAGE
DAILY
EMAILS**



**HOW SOON
AFTER?**





VIKING

Or

VICTIM?

Be a

WISE PINEAPPLE



Be Sweet

LEAD FROM THE HEART





**“SERVE,
NOT SELL”**





Pick a cup based on what you
would like to discuss most.

This will help everyone to network with
like-minded people.

JUICY TIPS



JUICY TIPS

1. SHARE A GREAT TIP!

2. SHARE AN ARTICLE OR A
BLOG THAT WOULD HELP OR
INTEREST YOUR CLIENT.



JUICY TIPS

1. SHARE A GREAT TIP!
2. SHARE AN ARTICLE OR A BLOG THAT WOULD HELP OR INTEREST YOUR CLIENT.
3. THE NEXT STEP



JUICY TIPS



There are so many things to consider when planning your team building event. Here are ten *Sweet* tips to look like an event planning genius your team will rave about!

PS: If you're ready to book the venue for your event, the NEXT STEP is to book a 30-minute chat to connect.

 [Book a Chat](#)
[Christine's Calendar](#)

Your team is going to be RECHARGED after breaking through their leadership blocks!

Stay Sweet,
Christine T...

JUICY TIPS



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JUICY TIPS

1. SHARE A GREAT TIP!
2. SHARE AN ARTICLE OR A BLOG THAT WOULD HELP OR INTEREST YOUR CLIENT.
3. THE NEXT STEP
4. CALENDAR LINK

JUICY TIPS

1. SHARE A GREAT TIP!
2. SHARE AN ARTICLE OR A BLOG THAT WOULD HELP OR INTEREST YOUR CLIENT.
3. THE NEXT STEP
4. CALENDAR LINK
5. THE SUBJECT LINE IS GOLD!



Juicy

BONUS TIP #2



Juicy

BONUS TIP #3

FORWARD THE ORIGINAL EMAIL



Juicy

BONUS TIP #3

- **EVEN THOUGH WE
HAVEN'T SPOKEN IN A
WHILE...**
- **YOU TALKED ABOUT...**
- **YOU'RE PROBABLY**
- **STARTING TO REALIZE,
DISCOVER, FIND...**



SWEET RECAP

- **VIKING VS. VICTIM MINDSET**
- **WHAT'S IN YOUR CONTROL**
- **SALES IS SERVICE**
 - **OFFERING TIPS**
 - **ARTICLE OR BLOG**
 - **MAKE THE SUBJECT LINE STAND OUT**

BONUS RECAP

- EMOJI KEYBOARD
- KEEP CONTROL OF THE SALES JOURNEY
- FORWARD THE ORIGINAL EMAIL

Re-Freshed!

TOP TAKEAWAY?



Fresh CHALLENGE



ROAR



Energy **X**
Execution **=**
RESULTS!

Be Confident - Be Empowered - Lead From The Heart



CONNECT WITH CHRISTINE:

www.thewisepineapple.com



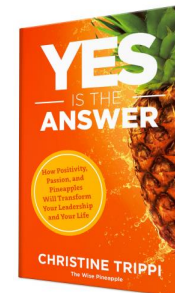
Christine Trippi



Christine Trippi, The
Wise Pineapple



the_wise_pineapple



Yes Is the Answer



Challenge

I WILL...



***DELAYED RESPONSE ALERT - Thank you for your email :)
today. I will get back to you as soon as I can.

Warm Regards,

Amy Brodrick

Senior Vice President of Sales & Marketing

Visiting our amazing team in Kansas City this week! Really appreciate your patience.

Did you know:

The typical lightning bolt moves at 224,000 miles per second.

Now you do....

on Change

I am out of the office from 7/1/2022 through Tuesday, July 5th.

I will respond to your email as soon as I am back in the office at (800) 399-5331.

Thank you for your message. I am out of the office until Feb. 15th.

For assistance while I'm away, please contact the hotel.

Automatic reply: Orientation Change



Cvelich Ann <Ann.Cvelich@marriott.com>

Automatic reply: [MARKETING] 🏰CS - This Week in the Club



Cvelich, Ann <Ann.Cvelich@marriott.com>
To 🟢 Christine Trippi



Reply



Reply All



Forward



Sun 6/12/2022 9:07 AM

ALOHA! I get the pleasure of enjoying my favorite Hawaiian island 🍌 Maui 🍌 with my amazing hubby and incredible Dad! I will be enjoying the sunrises, sailing, swimming, sightseeing, snorkeling and sunsets returning on Friday, June 17th.

For immediate assistance at the award-winning Courtyard you may call 480-745-8200 and for the beautiful Residence Inn you may call 480-745-8900 and one of the inspiring associates I get to work with will happily assist.

You may also reach out to one of the fabulous leaders listed below who are always at your service:

FOR THE COURTYARD - Eric Valenzuela, Assistant General Manager at eric.valenzuela@marriott.com

FOR THE RESIDENCE INN - Tyler Bryant, Assistant General Manager at tyler.bryant@marriott.com

Honored that you are a part of my Marriott world! I am grateful for you! ❤️

id the hotel as I am getting har

ward-winning Courtyard you m
.5-8900 and one of the inspiri

he fabulous leaders listed belo

uela, Assistant General Manag

FOR THE RESIDENCE INN - Tyler Bryant, Assistant General Manag

Honored that you are a part of my Marriott world! I am grateful

Hello, Wise Pineapples!

You're the best for connecting with me today!

I GET to spend the next week with my honey-bun rejuvenating our wanderlust with an East Coast Road trip to Boston, Portland, and Arcadia National Park - YES!

Feel free to respond with a "Must Do" while we are here!

I'll look forward to con

In the meantime,

• Here is my Calendly
<https://calendly.com/>

• Don't wait! Schedu
<https://calendly.co>

• Here is my one-page
www.thewisepineapple.com

• Learn more about Ye
<https://youtu.be/i62->

Make it a Sweet day,

Christine

www.thewisepineapple.com



Andrea Jacobs <Andrea.jacobs@atriumhospitality.com>

To ● Christine Trippi



7/3/2022

I am out of office and will return July 11th.

- Please contact your GM if you have questions regarding your paycheck.
- Please email your manager if you need a correction made to your timesheet or are having troubles approving your time.
- If you have been offered a job and you are having troubles completing new hire paperwork, please email me a couple times you would be available early next week to come to the hotel for assistance.
- If you are having trouble logging into Workday, please use the password reset button. Your user name is your firstname.lastname and if you have the app the organization ID is atriumhospitality
- You can update your address, phone number, email, direct deposit, tax withholdings, and other information through Workday. You can also access your payslips and print them on Workday.
- For help with benefits, please call 1-888-728-7486.
- For employment verifications, please go to www.theworknumber.com and use employer code 26354.

• Here is my one-page outlining how I can support you and your goals:
www.thewisepineapple.com/one

• Learn more about Yes Is the Answer in my chat with Shep Hyken on, Be Amazing or
<https://youtu.be/i62-MQqr-tY>

Make it a Sweet day,

Christine

www.thewisepineapple.com

rejuvenating our wanderlust with an
Park - YES!
here!

d.

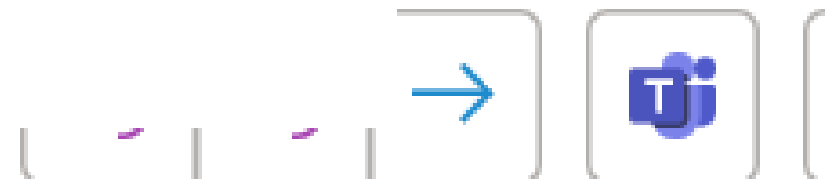
[ting-clone](#)

ive Package: <https://calendly.com/>

n Tuesday, July 5th. I can be reached by cell phone during that time. Have a wonderful

Ann.Cvelich@marriott.com>

ippi



Tu

email and the hote ***DELAYED RESPONSE ALERT - Thank you for contacting me. I will be out of the
today. I will get back to you

Thank you for your message. I will be out of the office traveling and will periodically check and respond to email as time permits. I will respond to all messages by end of the business day.

at the award-winni Warm Regards

Have a great day -

480-745-8900 a Thank you for your email :)

Visitin our amazing team in Kansas City this week! ~~Response may be delayed, thank~~
your

one of the fabulc Did y Thank you for your message. I am out

Make Room
For Fun



What's the brand - Emoji Style!



Make Room
For Fun



What's the brand - Emoji Style!





Hello, I hope you are well...

- **“MAKING SURE YOU
RECEIVED OUR BROCHURE?”**



Hello, I hope you are well...

- **“MAKING SURE YOU
RECEIVED OUR BROCHURE?”**
- **“JUST TOUCHING BASE”**



JUICY FACTS

- **PEOPLE RECEIVE AN AVERAGE OF 150 EMAILS DAILY.**



JUICY FACTS

- PEOPLE RECEIVE AN AVERAGE OF 150 EMAILS DAILY.
- THEY DON'T KNOW WHAT THEY'RE DOING.



JUICY FACTS

- PEOPLE RECEIVE AN AVERAGE OF 150 EMAILS DAILY.
- THEY DON'T KNOW WHAT THEY'RE DOING.
- MAYBE THEY JUST WEREN'T READY.



JUICY FACTS

- PEOPLE RECEIVE AN AVERAGE OF 150 EMAILS DAILY.
- THEY DON'T KNOW WHAT THEY'RE DOING.
- MAYBE THEY JUST WEREN'T READY.
- DOES IT STAND OUT?

**“CHECKING IN
TO SEE IF
YOU’RE READY
TO BOOK
YOUR....”**



**“MAKING
SURE YOU
RECEIVED
OUR
BROCHURE?”**



“JUST TOUCHING BASE”

KNOW, LIKE & TRUST





THE
WISE
PINEAPPLE





Juicy

TIDBITS

Christine Trippi

The Wise Pineapple

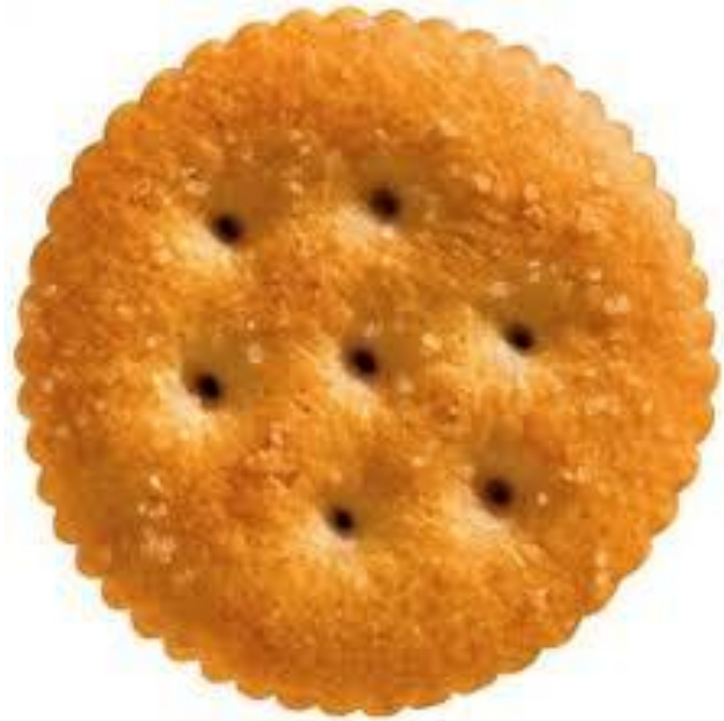
The background is a dark blue field filled with numerous glowing, elongated streaks and dots in shades of cyan, light blue, and orange. These elements are scattered across the frame, creating a sense of dynamic movement and energy, similar to a starry night sky or a digital data visualization.

ENERGY

Make Room
For Fun



Make Room
For Fun



Make Room For Fun



This or That



Be Sweet

LEAD FROM THE HEART

**BEING IN SERVICE &
ADD VALUE**



Make Room For Fun



What's the brand - Emoji Style!



What Happens . . .



ASS

U

ME



Say Yes to You

ARE YOU *Buying*
WHAT I'M *Selling?*



FIVE KEYS TO SWEET RESULTS

- **VISION**
- **STRATEGY**
- **PLAN**
- **MEASURE**
- **CORRECT, ADAPT
AND FIX**

Success





— VISION EXAMPLE

WE HAVE A TEAM CULTURE WHERE EACH ASSOCIATE FEELS SAFE, TRUSTED, VALUED, EMPOWERED & LOVES TO COME TO WORK.

OUR INCREDIBLE CULTURE HAS BEEN THE BEACON OF LIGHT THAT INCREASED OUR REV PAR INDEX TO 100

AND HAS ALLOWED US TO BRING BACK ALL OF OUR ASSOCIATES AND SERVE OUR GUESTS, VENDORS, AND STAKEHOLDERS.



Strategy

Execution

Success



— STRATEGY EXAMPLE

VIRTUAL HUDDLES, VIRTUAL 1:1,
ASSOCIATE SURVEYS, RECOGNITION
BOARDS/PROGRAMS, SNAIL MAIL,
TELEPHONE CALL

DELEGATION, COMMUNICATION
TOOLS, CULTURE BUDDIES, WHO AM I,
IDEA BOARDS



THE PLAN



THE PLAN EXAMPLE



FOM will create an associate survey by 11/1/20 and send it to associates weekly. We will review at each leadership meeting.



Leadership will meet weekly. We will get fresh air on a walk around the building while we pick up litter and discuss high level goals.



We will have 3 virtual huddles and two live huddles a week – and we'll try for 7 total



AGM will send cards to all associates, and front desk will send to all furloughed associates, by 11/5/20

Pineapple **PRO TIP**





**If you can't
measure it, you
can't improve it**

— Peter Drucker

MEASURE

- **ASSOCIATE SURVEY**
- **REVPAR**
- **GSS**
- **TRAINING**
- **HUDDLES**
- **RECOGNITION**





Be a

WISE PINEAPPLE



The Four Power Questions

WHAT'S GOING RIGHT?

WHAT'S NOT?

WHAT AM I LEARNING?

WHAT WILL I DO DIFFERENTLY

*The
Power of*



GET

Pineapple Pro Tip

Sweet No/Low Cost Appreciation Ideas



1. Put 10 pennies in your pocket. Each time you recognize someone, remove a penny. The goal is to have no pennies left at the end of the day. (Or use lotto tickets instead and give them to the people you recognize.)
2. Send someone a group card with <https://www.kudoboard.com/> It's AWESOME!!
3. Have lunch or coffee with an associate to find out their story, goals, and dreams. Find how you can help them achieve those goals.
4. Create a High Five Board where associates can trace and cut out their hand and write a shout out for another team member.
5. Create a social media post about your team or associate and why they make your team AWESOME! Make sure to tag them so all their friends see how much they are appreciated!
6. Set up special mentor time to help associates reach their goals or learn something new.

LOW COST APPRECIATION IDEAS

S.M.A.R.T. Goals WORKSHEET

SPECIFIC

What exactly do I want to do?

M

How will I track my progress?

SMART GOALS



WHO AM I?	
PERSON YOU MOST ADMIRE:	
FAVORITE COLOR:	
FAVORITE STORE TO SHOP IN:	
FAVORITE INDULGENCE:	
FAVORITE BOOK OR PODCAST:	

WHO AM I



The Wise Pineapple Pineapple Pro Tips – Associate Culture Survey



While working to build back a culture that has been fractured it is a great idea to send out an anonymous survey to the team weekly. Use this to get a temperature check if what you're doing is increasing the feeling of safety, trust, empowerment, communication, value, and workplace satisfaction. Here are some sample questions. You can use free platforms like Survey Monkey to create an anonymous survey.

1. Do you feel safe to speak up and share ideas?
2. Do you feel valued for your work?

ASSOCIATE SURVEY

I GET to Share...

Wise Pineapple **RECAP:**



HOW TO BE A VIKING WITH

- **FIVE KEYS TO SWEET RESULTS**

VISION

STRATEGY

PLAN

MEASURE

ADAPT, CORRECT, FIX

- **CULTURE IS OUR TICKET BACK**
- **WE GET TO CHANGE OUR MINDSET
WITH THE WORDS WE SAY**

