



INTERNAL SALES REFERENCE

Roaming Photography Sales Playbook

18 objections, 3 closers, and the exact words to use when prospects compare roaming photography to a booth, a traditional photographer, or the cheaper option down the street.

500+

LA EVENTS

91

5-STAR REVIEWS

2024 + 25

AWARD YEARS

\$895+

STARTING PRICE

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capturedcelebrations.com/roaming-photography

Latina-owned · Woman-owned · Bilingual · La Crescenta to Malibu

Common Objections

1 "Isn't this just a photo booth?"

TRUTH *Booth is static, guest-activated, in the corner. Roaming is mobile, photographer-led, in the room.*

SAY "A booth waits for guests to come to it. Roaming moves with the party. Real photographer working the room, every guest gets their own personal gallery on their phone in real time. No backdrop, no line. Different job from the booth."

2 "Why does it cost more than your basic photo booth?"

TRUTH *A booth is one location with one attendant. Roaming includes a full pro photographer for the duration plus AI-enhanced face-recognition delivery to every guest.*

SAY "The booth holds one corner. Roaming has a pro photographer in the room the whole time, every photo is AI-enhanced, and every guest gets their own face-recognition gallery on their phone. You're paying for the photographer plus the technology that delivers it live. From \$895 for 2 hours is well below what an LA event photographer alone runs."

3 "We already have a wedding photographer."

TRUTH *A wedding photographer documents the day for the couple. Roaming photography documents the event for every guest.*

SAY "Different jobs. Your wedding photographer builds your album. The roaming photographer makes sure every guest leaves with photos of themselves and the people they came with, sent to their phone during the event. We pair really well. Most couples have us cover cocktail hour while their wedding photographer does bridal party portraits."

4 "How does the face recognition work? Is it creepy?"

TRUTH *Opt-in only. Guests tap their face once or scan a QR. Faces never leave the platform and never get sold or shared.*

SAY "It's 100% opt-in. Guests tap their face one time on a tablet, or they scan a QR. If they don't opt in, they're never enrolled. The matching happens inside the Snappic platform. Faces are never sold, shared, or used outside your event. Guests can ask for deletion at any time and we honor it within 48 hours."

5 "What if some guests don't want their photo taken?"

TRUTH *Roaming photographer is naturally discreet. Anyone who doesn't opt in doesn't get tracked.*

SAY "Two layers. First, the photographer reads the room and respects anyone who turns away. Second, the face matching is opt-in, so a guest who never scans is never in any gallery. We've done events where 30% of guests opted in and 70% just had a great time. Both work."

6 "How is this different from your AI photo booth?"

TRUTH *AI booth is a fixed booth where guests get artistic AI-transformed photos. Roaming is a mobile pro photographer plus AI-enhanced (not transformed) real photos.*

SAY "Different products. The AI booth turns guests into AI art, magazine covers, illustrated portraits. It's a destination. Roaming photography is a real photographer with a real camera. The photos look like professional event photos, just enhanced and delivered fast. If you want fun art, AI booth. If you want polished real photos every guest takes home, roaming."

7 "Can you cover [specific venue]?"

TRUTH *CC has worked every major LA venue type. New venues are handled with a 30-minute site walk or detailed brief.*

SAY "Yes. If we haven't done your specific venue, I do a quick site walk or get details from your planner before the event so I know the floor plan, the lighting, and the timeline. No surprises on the day."

8 "What if your photographer misses a moment?"

TRUTH *Single photographer covers about 70-80% of the floor at any moment. For 100+ guest events, add a second photographer.*

SAY "One photographer covers about 70% of a 75-person event. For 100+ guests or two parallel moments (ceremony plus cocktail hour staging), we add a second photographer at \$395/hr. Pretty much always recommended for full weddings and large galas. The math usually works out: 90% coverage instead of 70% for not much more."

9 "How do non-tech-savvy guests get their photos?"

TRUTH *Three delivery options: SMS, email, or QR scan. Plus AirDrop for guests near the photographer.*

SAY "Multiple options. They can scan a QR to opt in, or enter just a phone number for SMS, or just an email. Older guests usually do email. Younger ones do SMS. AirDrop works when they're near the photographer. After the event, you also get the full gallery to share with anyone who didn't opt in."

10 "Can we use the photos for our brand or marketing?"

TRUTH *Yes. You own the photos. CC retains the right to use them in our portfolio.*

SAY "Yes, you have full rights to use the photos in your marketing, social, recap decks, anything brand-related. We retain the right to use a few in our portfolio with proper credit. If you need exclusive rights or there are specific privacy needs, we can write that into the contract."

11 "What if the wifi at the venue is bad?"

TRUTH *CC brings a dedicated mobile hotspot. System buffers offline if signal drops.*

SAY "We bring our own mobile hotspot to every event. If signal drops, the system buffers offline. Photos still capture, still get AI-enhanced. They just push out the moment connectivity is back. You won't notice it, and neither will your guests."

12 "How long until we get the full gallery?"

TRUTH 48 hours standard. Same-day available for an extra \$195.

SAY "Full gallery within 48 hours by default. If you want same-day delivery (because you're posting that night), it's \$195 extra and we run it overnight. Most clients are fine with 48 hours since guests already have their personal photos from the live delivery during the event."

13 "What's your cancellation policy?"

TRUTH 50% retainer non-refundable. Cancel 60+ days out, remaining balance fully refundable. Inside 60 days, full amount due.

SAY "The retainer (50% of total) holds your date and is non-refundable. If you cancel 60+ days out, the remaining balance is fully refundable. Inside 60 days, the full amount is due. Date changes are free with 30+ days notice, subject to availability."

14 "Why book Captured Celebrations vs. someone cheaper?"

TRUTH 500+ LA events. 91 five-star Google reviews. Best Wedding Photo Booth 2025. Best Single Operator 2024. Featured in LA Times Latino Wedding Vendor Guide. Latina-owned, woman-owned.

SAY "Three reasons. One, 500+ LA events done. Two, awards (Best Wedding Photo Booth 2025, Best Single Operator 2024, LA Times Latino Wedding Vendor Guide). Three, you're working directly with me, not a sales rep. I'm the one showing up. The cheaper option is usually a marketplace operator who subcontracts and you find out who's coming the week of the event."

15 "Can we get a discount?"

TRUTH Off-peak weekdays, Sunday afternoons, and off-season dates have flex. Saturdays in peak season do not.

SAY "Saturdays in spring and fall are booking out 3-6 months ahead, so no flex there. Weekdays, Sunday afternoons, or off-season dates we have room to work with. What's your date?"

16 "Can you bundle this with our existing booth booking?"

TRUTH YES. Roam Add-On is \$695 (versus \$895 standalone) for 2 hours when added to a booth booking with CC.

SAY "Yes, this is actually the best deal we offer. If you've got the booth booked with us, the Roam Add-On is \$695 for 2 hours. That's \$200 less than booking it standalone because the gallery infrastructure is already running for your booth. Most clients do roaming during cocktail hour and the booth during reception."

17 "What size events does this work for?"

TRUTH 20 to 500+. Under 75, Cocktail (2hr) works. 75-150, Classic (3hr) is the sweet spot. 150+, Premium (4hr) plus a second photographer.

SAY "Anywhere from intimate 20-person dinners up through 500+ galas. Under 75 guests, Cocktail (2 hours, \$895) usually covers it. 75-150 guests, Classic (3 hours, \$1,295). 150+ guests, Premium (4 hours, \$1,695) plus a second photographer at \$395/hr so every guest gets covered."

18 "We're not in LA proper. Do you travel?"

TRUTH Standard service includes 30 miles from La Crescenta (covers most of LA County). Beyond 30 miles is \$1.25/mile.

SAY "Greater LA, San Fernando Valley, Crescenta Valley, Pasadena, OC, and the Westside are all standard. Anything beyond 30 miles from La Crescenta is \$1.25/mile, so for Malibu or Long Beach it adds about \$20-40 to the package. For Santa Barbara, Palm Springs, San Diego, I'll quote travel honestly when we talk."

PART 2

Universal Closers

When they say "let me think about it"

"Totally. The thing to know is Saturdays in spring and fall book out 3-6 months ahead, so don't sit on it too long. Can I send you the package details and you message me back this week?"

When they ghost after the proposal (send at 48 hours)

"Hey [first name], just checking the proposal landed OK. Any questions I can answer or details to adjust? Happy to hop on a 10-minute call if easier."

When they're price-shopping

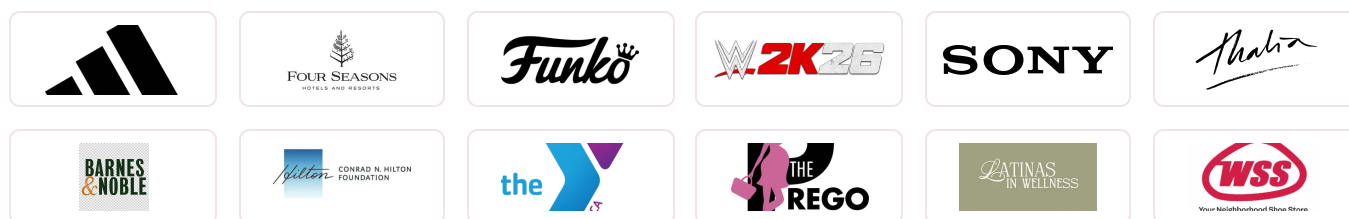
"Totally fair to compare. Two things to ask anyone you're talking to: 1) does the photographer they're sending you actually run the business or are they subcontracting? and 2) is the photo delivery live during the event or post-event only? Most LA companies subcontract and only deliver after the event. That's the difference."

Things NOT to say

- **"We're the best"** — let reviews speak
- **"It's so much fun!"** — specifics, not adjectives
- **"Trust me"** — proof beats promises
- **"Cheap"** or **"affordable"** — premium positioning
- **"You'll love it"** — let them decide
- **"Leverage"** — corporate filler
- **"Elevate"** — banned
- **"World-class"** — empty
- **"Seamless"** — overused
- **"Cutting-edge"** — meaningless

Brands and venues we've worked with

Drop a name when it lands. Pick the one closest to your prospect's industry.



Logos shown represent past brand activations and event work. All marks are the property of their respective owners.

Quick stats to drop in conversation

- 500+ events served
- 2024 + 2025 Snappic Booth Mastermind awards
- Latina-owned, woman-owned
- Direct line: (747) 895-4473
- 91 five-star Google reviews
- LA Times Latino Wedding Vendor Guide
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