

THE ULTIMATE RESTAURANT MARKETING GUIDE



WHAT TO DO NEXT:

1. Print this guide and keep it handy
2. Block out a couple hours a week on your phone “Weekly Marketing Time” say on Mondays 9 to 11 AM.
3. Focus on implementing 1 idea per week
4. Track results to see what works best for your restaurant and document results
5. Send us an email about your progress so we can celebrate your sales growth with you!

Need further Implementation help?

Send us an email to:

MakingDoughShow@gmail.com

HOST A FUNDRAISER

Hosting fundraisers and Spirit Nights are a great ongoing way to acquire new customers, build goodwill and your brand.

We host an average of 2 fundraisers per month for our local schools where we donate back to the school 30% of sales generated to those who mention the school/organization name.

We host fundraisers on slower evenings. Mondays, Tuesdays and Wednesdays 5 to 8 PM.

This week, take the initiative and reach out to a school you've hosted a fundraiser in the past to see if they are interested in hosting another fundraiser. If you've never hosted one, reach out to your local schools and talk to the head of PTC to set it up!

Think about a strategy to bring them back. Are you able to provide a little gift voucher for a free appetizer for a future visit? Valid for 2 weeks after the fundraiser.

CREATE A CUSTOMER LOYALTY PROGRAM

This is about incentivizing and rewarding your loyal customers. Implementing this will increase your repeat business.

Today, contact your POS system company to see what it takes to add the Loyalty Rewards Module. How much does it cost and how you can implement it.

Come up with a game plan to PROMOTE the rewards program to your existing and new customers.

A simple way to do that is to create a quick sign and place by the door, or by the register area. You can offer a free appetizer or dessert as an incentive for folks to join. Use a free site such as Canva.com to very easily design the sign.

The reason this is well worth the investment is because you are going to collect email addresses and phone numbers of your existing customers and since you will be emailing them weekly and continuing to educate, entertain and make offers. You are able to continue to grow that repeat business weekly.

CREATE SOCIAL MEDIA GIVEAWAY

We are huge fans of hosting giveaways for our restaurants! It builds good will, increases engagement, build your brand and results in sales growth!

This week, let's create a simple social media giveaway. Ideally, you should do this once a month! Determine your outcome. Maybe you want to highlight a dish or a special you are running that you would like to bring awareness to and consequently sell more of it!

Share a photo of the dish, and an enticing caption. The first few words must draw attention since everyone is just scrolling through the feed. Use emojis and as an example "TIRAMISU GIVEAWAY". Everyone loves a giveaway!

As the terms in the caption post mention how many of these you are giving away, when will you announce winners, and how they can win! I usually ask for folks to tag someone in the comment section that they would share the giveaway with, or ask a question asking folks to comment and answer it.

If you have an opt in set up on your website, you can send people to the opt in and collect their email addresses so you can continue to market to them in the future.

FOCUS ON LOCAL SEO (SEARCH ENGINE OPTIMIZATION)

Search for the what you serve in Google Search such as "pizzeria near me", or "Mexican restaurant near me". Does your restaurant come up? If not, you may want to review all the information listed on your Google Places page.

This week, spend 30 minutes and make sure all the information is indeed accurate. In the description area make sure to use keywords such as "Proudly serving families in (name of your city)". This will help with the SEO!

WRITE A GOOGLE POST

Google allows local businesses to create Google Posts for free. That is great for SEO so you are found on google when someone searches for say pizza "pizzeria near me" or "pizzeria NAME of your town".

This week, create a Google Post! To do that, simply search on google for “Post on Google as a local business”. Google Posts are highly SEO friendly. When someone searches for your restaurant, these posts will be listed at the top.

You can add images, videos, specials and more. Have an event coming up? Publish a Google Post about it. As always, use the name of your town in the title and body of the Google Post.

PARTNER WITH DELIVERY SERVICES

It's at your discretion, but if you see fit you can partner with a delivery service such as GrubHub or Doordash. This helps you tap into new demographics of folks who wouldn't otherwise check you out, or may be from out of town.

This week, spend a couple hours and make phone calls to initiate contact with such companies and understand their terms. You can commit to such services for the next 90 days and later assess if you should continue with them.

You won't access to the email addresses, BUT, you get access to these customers phone numbers. If you do use a Mobile Marketing service, then you can grow your database and continue to market to them.

If you'd like more information about how we use mobile/ text message marketing to grow our repeat business, send me an email to MakingDoughShow@gmail.com

TEAM UP WITH LOCAL VENDORS

Team up with a local vender, and leverage that to tell local stories. Create videos and photos to bring your local community together.

This week, think about a local business that you can partner with. For instance, we serve a lot of families with young children so we partner with local daycares, kids swim and karate schools. Stop by with some complimentary food to get to know them. Ask the owner if they are interested in cross promotion!

The simplest thing you can do is to drop off a stack of flyers maybe regarding one of your promotions, events or dishes. Maybe a complimentary appetizer and see if they would like to place a little sign on your Community board.

Would they be willing to sharing a post from your social media page to their followers, if you do the same for them? Would they be willing to include something about your restaurant in their weekly newsletter, if you do the same for them?

INSTA HASHTAGS

On instagram, search for your local city # once a week and engage with those posts with your business Instagram account. Comment on them. This brings attention to your restaurant's instagram page and hopefully will get those you engage with to come check you out. You can always create an exclusive offer for them as well.

Remember, it may seem like a waste of time but if you know the long term value of a customer. As in, if a family comes to your restaurant twice a month and spends a total of \$50/ month with you. Then, that adds up to \$600 a year.

If you simply connect with one new customer on Instagram and are able to offer a free gift card and turn them from their current go to burger joint as an example to become loyal to your restaurant. This results in \$600/ year!

If you can acquire 1 new Family/ Customer a day, that's 365 customers a year.

365 customers a year x \$10 gift cards = \$3,650 in free food that you can offer in Direct Messages personally inviting them to check you out.

If you spend that much and only acquire say 100 customers per year, that's:
 $100 \times \$600 = 60,000$ #Perspective

Better yet: ask a team member, maybe a high schooler to do this for you 3 hours a week!

BOOST POSTS

Got a special going on? Boost it on your Facebook page. \$25 goes a long way. You can get hundreds of eye balls on a post. It's effective and budget friendly when done well.

Yes, it's hard to track if you don't have a clear "call to action" for instance an exclusive Facebook deal that when folks mention FACEBOOK they get to redeem.

However, you need to consider that it takes a minimum of 7 exposures for someone to consider checking out your restaurant! Focus on building your brand and be KNOWN in the community.

Set a budget for this that makes sense for your restaurant. Even \$5/ day gets a long way. \$5 a day isn't much when you consider your average ticket.

UPDATE YOUR ABOUT PAGE

When was the last time you updated your About Page? Statistics show that over 70% of new visitors to a website check this page. They are interested about finding out the story behind your restaurant, your mission, what's special about your food and why they should come and check you out!

This week, spend 1 hour and update your story. Bonus tip: ask your team tell you the story behind your restaurant and assess how well they know your story!

You are missing a great connection opportunity with your customers if your team is not able to articulate your story comfortably and enthusiastically to your customers.

WORK WITH INFLUENCERS

As I am writing this, Instagram still is the hottest in town! Do a geo-search for the name of your town and find the top posts. The top 9 posts correspond to instagram accounts with the most followers and engagements.

This week, spend 1 hour and send these folks a direct message. Introduce yourself, invite them to your restaurant. Offer a gift card and see if they'd be willing to document their experience on their instagram. You'll be surprised how many people will say yes to this for a free meal.

You can even invite them to take over your instagram for a day, or cover an event on their Insta live. You'll be surprised what folks would do for FREE food.

MAKE YOUR FOOD "INSTA WORTHY"

This week, spend 1 hour and browse photos on your website and your social media. Are they Insta Worthy?

Is it time for a photoshoot? You can always ask around your team who may have a hidden photography talent. Or, one of your team members who may have a friend who will be willing to trade services and give new fresh photos in return for a gift card to your restaurant.

WE MISS YOU OFFER

Most Point of Sales systems offer this. You can go to the list of your customers and see a list of folks who have NOT ordered from you in the past 30, 60 and 90 days!

This week, spend 1 hour and create an exclusive incentive such as a free dessert or gift card with expiration. Email them to re-gain their business.

MONITOR & RESPOND TO ONLINE REVIEWS

Spend 1 hour and go to your restaurants yelp, Tripadvisor and Google plus page. Put yourself in the shoes of someone who is just checking out your restaurant. What impression will they get?

Make sure to respond to every single review. Check out [Making Dough Show Youtube Playlist](#) for tips and tricks on how to turn every reviewer into a repeat customer.

TRY MOBILE/ TEXT MESSAGE MARKETING

Mobile marketing is most likely the only marketing method where almost 100% of your messages will be viewed. No one likes unread messages. How many unread texts, vs. emails do you have?

We have used mobile marketing for almost 4 years now with over 4,000 phone numbers who receive a text from us every single week. It has been a great tool in increasing our repeat business. You can offer an incentive for customers to join your database.

Don't know where to start? Send us a quick email and we'll be happy to get you started.

Spend 1 hour today and research this to consider how this can help you.

ADD DELICIOUS PHOTOS TO YOUR ONLINE REVIEW SITES

Don't rely on customers uploading their photos on your Yelp, Google plus pages. Be the one that uploads a delicious photo of every single dish you serve.

This week, spend an hour and add fresh photos to all your online review sites.

Bonus tip: make sure to add the name of the dish as well its description under each photo.

This way if someone finds a dish appetizing, they'll know what it's called and what's in it. Make it easy for your customers!

GEO-TARGETED ADS

Facebook makes it so easy to set up an effective and affordable ad that you can choose to show to customers who live in 3 to 5 mile radius of your restaurant. Perfect to promote an event you are hosting, or a limited offer or special you are serving.

TRY FACEBOOK OFFER

Facebook Offers are discounts you can share with your customers on Facebook. If you're an admin or editor of a Facebook Page, you can create an offer ad to encourage people to shop on your website and at your physical store.

Facebook users can save the offer and receive reminders when the offer is reaching expiration date.

This week, test creating a Facebook Offer and document results.

FISH BOWL BUSINESS CARD GIVEAWAYS

A classic way to grow your email is to simply set up a bucket or a bowl by the register area with a sign.

"Drop your business card for a chance to win a \$10 gift card. Weekly drawings."

This week, grab a bowl and create a quick sign for this to encourage folks to drop their business card in! We give away a lunch special weekly on Mondays and get many people who drop their business cards in the bowl for the hope of winning.

From there, there are a couple things you can do. You can simply add the contact information directly into your email service/ mobile marketing provider and continue to build relationship with them weekly. You can also stop by with complimentary food and visit your customers office and get to know their colleagues! Folks who have business cards are professionals who work in the 3 to 5 mile radius of your restaurant.

PARTNER WITH A LOCAL BREWERY OR WINERY

There are many people passionate about local craft beer and local wine. To attract these folks, visit your local brewery and winery and see how you can partner with them.

This week, come up with a game plan to promote those craft beers, educate your customers on beer pairing and much more. You don't know much about beer? No problem. Just stop by the brewery and ask the brewer all the questions! Share the footage on social media and your email newsletter.

ADD A NEW MENU ITEM

This week, think about a new seasonal dish you can come up with where you can create a buzz around. It's best to use ingredients you already have.

Maybe you've come up with new dishes in the last few months but not many of customers know about.

How can you get more exposure for it? Come up with a server contest so your servers get to share about this new dish to your customers.

This week, take photos of the dish and share them on your social media, local Facebook groups, email newsletter and your website!

VOLUNTEER TO BE PART OF ANOTHER BUSINESSES EVENT!

Look up your chamber of commerce, or even Facebook Groups. Look for any local events another local business owner is hosting, or maybe a grand opening.

This week, stop by or give them a quick call to see how you can partner with them. They will spend a lot of money to gather a crowd for the event. All you have to do is to bring some food as samples to pass out and maybe even an exclusive limited time offer gift card to attract their audience to your restaurant.

REPRINT NEW BUSINESS CARDS WITH AN OPT IN OFFER!

On our business cards, we offer a complimentary order of our famous Zeppole Donuts but only when they text the keyword and enroll in our texting/ mobile program! That's how they receive the e-Gift.

We use every opportunity to grow our databases and to do something nice for your future customers. This week, spend an hour and think strategically about your business card.

CONSIDER NEW BRANDED CLOTHING

You can be a walking billboard for your restaurant when you are out and about in the community wearing your branded clothing. Your customers will notice and say hello to you! It will give you a chance to show your gratitude to them and build your brand.

This week, spend a couple hours and think of a catchy phrase you can use that draws attention. Ask your team for ideas.

Order new branded clothing for yourself and your managers. You can use a platform such as VistaPrint and design it there and order it right there!

BUSINESS CARD WITH A FREE OFFER TO GET THAT 5 STAR ONLINE REVIEW

Every now and then you'll get customers who thoroughly enjoy their visit. Your servers know when they hit it out of the park. That one table that communicates verbally they had a great time, maybe they also leave your server a good tip.

This week, spend an hour and create specific business cards your team can use to hand to such customers! Include your logo, and a line that says:
"Thanks so much for allowing us to serve you today. Would mean the world if you'd take 5 minutes and leave us a review".

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Include the Yelp, TripAdvisor and etc logos right under the line.

We also offer a complimentary order of Breadsticks on the one side as a thank you for a future visit. This one technique equips our servers to pass those out and get us 5 star reviews!

Give people a reason to give you time out of their busy day and leave you a review!

CREATE A LIMITED LUNCH SPECIAL

Do you offer any lunch specials? If you already do, assess what's working and if it's time to update it.

If you do not offer any lunch specials, then it's time to create it. The purpose of lunch specials is to come up with a combo that is easy for your team to make happen in the least amount of time as possible. Customers have a very limited time for lunch.

Also, it depends on your restaurant but consider the fact that usually your customers eat out daily during the week and they don't usually want to spend more than \$9 to \$10 per meal. It adds up!

PARTICIPATE IN A LOCAL EVENT:

Take advantage of every opportunity available to get in front of people in your community.

This week, go to your local city's website and check the events calendar. Parades, National Night Out, Movie in the Park, 5K runs and more.

You can pass out food samples, flyers/ gift vouchers, take your costume/ mascot out, pass out branded goodies and more! Get creative.

GIFT BRANDED ITEMS

How can you order cool and memorable branded merchandise you can gift to your local favorite banker, Chamber Luncheon drawings, fundraiser auctions, teacher gifts and more.

As they display your branded merchandise, you get are building your brand. Less is more. What I mean is that it's better to purchase 50 good merchandise you can gift that are worth displaying than purchasing 500 cheap pens!

BECOME A LOCAL SPEAKER OR JUDGE

Again, find every opportunity available to be present in the community and serve and of course, always wear branded clothing proudly to any local function you attend.

Even in our small town there are multiple food shows and competitions. Even if the cuisine doesn't match what you sell, and that you are not participating in it. It doesn't matter! Contact the organization, introduce yourself and that you'd like to become a judge. Be sure to document it and broadcast it on social media. Build your brand.

You can also contact schools to see when their career days are. I've had the pleasure and the opportunity to speak at multiple classes and answer questions at our local high school.

It has been great to be able to serve them and tell the stories of my experience with our customers on our email newsletter. Build your brand by being active in the community and tell them stories. Am I sounding like a broken record yet?!

ATTEND LOCAL NETWORKING GROUPS

Today, go to meetup.com and search for networking groups in your town. A networking group is a group of business owners who gather usually weekly and talk about their business, give referrals and receive referrals.

It takes a village to succeed in any business, specially in our restaurant business. Being part of a local networking group is a great way to join a support group of fellow business owners. You can offer exclusive deals such as lunch specials, or catering specials for these folks. Remember, all of business is about relationships.

BUILD RELATIONSHIPS WITH HOTELS NEAR YOU

Most hotel guests are from out of town and interested in tasting something local. If you take good care of the hotel staff, specially the front desk crew, they will be more likely to recommend you!

Today, and every 2 weeks send a team member with complimentary food to visit their staff and drop off a stack of menu. You can of course also create an exclusive offer for your hotels.

TURN YOUR BEST CUSTOMERS INTO BRAND AMBASSADORS

This week, create a Brand Ambassador program where you choose your best and most vocal customers to become an ambassador for your restaurant!

You simply come up with a deal such as a gift card in return for them taking photos and videos of your food and share it with their friends and family on social media as well as on local Facebook groups! Word of mouth is powerful!

CREATE A COMMERCIAL

Creating a little video commercial for your restaurant can be powerful! Think of all the big box movies out there. They rely on a Trailer video to draw millions to go to the theater. This results in millions and even billions of dollars!

You can do the same! Using an iPhone and your team. You won't have the production budget, so you need to rely on good storytelling!

Are you familiar with companies such as Dollar Shave Club, poo pourri, purple mattress or Chatbooks? Such companies put themselves on the map with a memorable and outrageous commercial! That's on a national level. You can do the same on a local level.

One of our talented team members created a rap song for our restaurant and we created a music video with our team! You can work with a local artist and create your own music video. This is such a fun way to create buzz around your brand locally.

You can use it on your website, Facebook ads, Youtube ads and in local Facebook groups. It's memorable, effective and builds your brand.

FOCUS ON A WINNING DISH YOU CAN PROMOTE THIS MONTH

Is there a hidden gem of a dish on your menu that is not as popular as it should? Use the 10 Steps to a Successful Promotion and focus on promoting it heavily this week. On your email newsletter, website, social media, 4-wall and facebook groups.

Don't forget about creating a little fun giveaway for your servers to talk about this dish to your customers.

Focusing on one dish at a time and creating strategic educational and entertaining content can be a game changer!

Partner with local car dealerships

Do you have a car dealership near your restaurant? If so, stop by with complimentary food this week to introduce yourself and get to know them. Ask what will it take for them to consider your restaurant to cater one of their lunches on the weekend! Saturdays are their busiest day and many call dealerships carer lunches! Ask for an opportunity to give your restaurant a shot!

Create a Birthday Sign up sheet

You know here at Making Dough Show, we are obsessed about making sure you grow YOUR email list every opportunity you get! A common way to do that is to create a specific birthday offer in return for their contact information.

Some restaurants do this in store, the classic pen and paper way. With a bucket and a sign on the side of the restaurant. You can also do that on your website. Create a simple opt in using a platform such as Mailchimp.

This week, dedicate a couple hours to figuring this out!

Put the costume on!

You can purchase a costume associated with your cuisine on amazon for under \$50. Taco, pizza, burgers, steak, donuts and more!

Here is a couple things you can do with it:

Have a team member wear the costume on slow days, during the rush hour and stand by the side of a busy road near your restaurant while holding a sign. A dancing costume is a plus!

As well, anytime you hold an event such as a kids birthday party, a team member can wear the costume and come say hello to the kids!

You'll see the joy in the kids' face and the parents eagerly taking photos and videos of their kids with your costume and share it on social media! Go to Amazon today and consider purchasing a costume!

Facebook Group exclusive offer

Search for local Facebook groups in your town. Join them using your personal Facebook account since you are indeed a member of the community. Read the guideline of the group for business postings.

Many Facebook Groups allow businesses to post about their business once or twice a week! This is a fantastic opportunity to share an offer exclusive to the specific group. You can offer it on say Tuesdays in the month of April 5 to 8 PM.

Facebook groups are a fantastic opportunity to be involved in the community and reach NEW customers! As always, entice them and give them a reason to come check your restaurant out.

Create a New Customer protocol

As you follow this guide, you will be adding new customers to your customer tribe daily. In order to maximize the opportunity and treat these new customers like VIP, you need to have a procedure and protocol in place that your servers follow.

If you already have a procedure for this, then maybe it's time to revise it and update it.

If not, this week, it's time to create one. Here are a few things to consider:

How can you equip your team to identify a new customer?

Example: the body language to observe, and simply asking "hey, is this your first time"? If the answer is no, then your servers can simply thank them.

If they say yes it's the first time. How would you like these customers to feel? What would you like them to know about your restaurant?

Make sure your servers are able to communicate the story of your restaurant and the founders enthusiastically in a few sentences. Is there something special you guys are known for?

Make sure your servers communicate that also.

We want our customers to feel like VIP and welcomed. So, as a thank you for making the time to come check us out, we treat all our new customers to a small complimentary order of our zeppole donuts. We are famous for them. They are soooo good and, very low food cost.

2nd Beer Upselling Game

It's far easier to sell a 2nd beer to a customer, than a first beer! They have already been sold! They already know what beer they like. They one they ordered and are enjoying with their food now.

This week, create a script and a little contest in place for your servers to upsell a 2nd beer to customers who have ordered a beer. "May I get you a 2nd one" with a friendly tone sometimes is all you need!

Email newsletter weekly

Do you send an email newsletter weekly? I don't care if you have 20, or 2000 people on your database. This is about cultivating your relationship with your customers. It's one of the most important activities you do all week! It's about building your brand, it gives you an opportunity to educate and entertain your customers and let them know of any upcoming events and more!

For our restaurants, we also send an exclusive offer that changes weekly. We send it always on Friday afternoons right around 4 PM when our customers are wondering where to go to dinner after a long week. Mark your calendar to make this happen weekly.

You can start using a platform like mailchimp - it's free to start.

Reach out to a networking group and ask them to gather at your restaurant!

Go to meetup.com and search for networking groups in your town. A networking group is a group of business owners who gather usually weekly and talk about their business, give referrals and receive referrals. In tip #30 of this guide, I mentioned the importance of attending network meetings.

Many networking groups, and Chamber of Commerce's host a mixer once a month at a local restaurant. It's more of a social gathering where there is food and drinks.

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Again, ideally you should attend these so you can experience the format and then, think about how you can serve the group even better at your location. Pursue long term relationships. Keep in touch with them.

Sample them out

Sampling is nothing new! Whole Food does it, Costco and sam's club do it. Why? Because it works! They say "don't go grocery shopping when you are hungry". Guess what? Our customers always come to us hungry.

How can you leverage that and choose certain desserts, beer or wine to get your customers to get a taste of your delicious offerings? You can use disposable 2 oz cups for both beverage or dessert samples. Make sure to work with your servers and get feedback as to what works so you can perfect this process week after week.

Create a weekly habit

I saw this once at a local Starbucks: "bring today's receipt and receive 10% off of your beverage!" They are working on cultivating a habit of their customers visit them twice a DAY!!

Our goal has always been to create a weekly habit for our customers. And as such, some weeks we incentivize our customers by creating an exclusive offer on the top and bottom of the receipt with a limited offer valid for the next 7 days. You can do this simply on the backend of your Point of Sales (POS) system.

Lunch Special Punch cards

"Punch cards" are a way of rewarding our customers loyalty. When a customer visits your restaurant say 5 times, you give them a free appetizer and on their 10th visit you give them a free entrée. It's simple for our team to explain, and easy for the customer to understand the terms of this deal! All you need is the cards you can make very affordable via vistaPrint, and a Paper Puncher for around \$10 via amazon.

We usually use this method to incentivize customers on something specific. For instance, our lunch specials!

This has been a great way for our customers to be encouraged to choose our restaurant over dozens of restaurants in the 3 to 5 miles for lunches. We usually measure the number of visits, not dollar amounts associated with each visit.

You can try this using a simple Punch Card template on Vistaprint.

Look around the restaurant

This week, walk through your main doors, look around. Sit at a table and look around. What does your 4 wall decor and imaginary communicate to your customers? What message would you like to communicate to your customers through visuals?

For instance, you'd like to communicate that your restaurant is a fun environment? You can showcase happy images of your team members. You'd like to communicate your food is fresh? Showcase images of your ingredient and prep process.

A lot of bigger restaurant brands use their 4 wall visuals as a way of building their brand messaging. We can do this too! This week, be intentional about this and think of ways to update your 4 wall visuals.

Add retail

Adding retail such as brownies, cookies or merch by your register area may not be super profitable. However, when you consider the fact there is no labor involved, you realize that it's actually not a bad idea! Work with your food distributor sales rep and see if he could recommend a brand of premium packaged desserts that would be aligned with your brand. They would even provide a stand.

Now, this will not grow your sales by 20% a month, however, even a few hundred dollars a month will turn into thousands a year of profit and \$0 labor. I am totally cool with that :)

Food Runs to neighboring businesses and organizations

This one is by far the absolute most effective and budget friendly way to reach new customers. Get folks to taste your food. We've done this for years. We visit 50 to 75 businesses every single months!

We take complimentary food, get to know them, drop off menus, build friendships and more!

UPSELLING CONTEST

Previously we talked about upselling 2nd beer, and sampling. Consider this: You process 1000 tickets a week, at average ticket of \$25. That's \$25,000/ week for easy math.

Now, consider the average ticket was just a couple dollars higher.
 $1000 \times \$27 = \$27,000/\text{week}$

That's \$8,000 a month; In other words that's $(\$8000 \times 12) = \$96,000/\text{yr}$ in increase sales!
Not bad!

That happens only if you and your team are focused on upselling, and determined to invest in training and role plays week in and week out. You need to track results every week.

This week, assess what has been working when it comes to upselling, and what will it take to take it to the next level! Set a goal for the team, equip them, create contests and reward the team.

PARTNER WITH LOCAL DAY CARES TO HOST FIELD TRIPS

We are obsessed about our local fellow business owners and are always looking for ways to create mutually beneficial relationships with them. One of them being daycares. But this applies to local swim or karate school and more! Check our our episode # 25 where we talked about this in detail.

You can partner with local daycares and schedule field trips! This gives you an opportunity to educate and entertain young kids in the community. Create a memorable experience in a way that the kids will ask their parents to bring them back! Another way you can serve local daycares is through gift cards. Maybe free kids meal gift cards when their parents spend a minimum dollar amount. Let's do a quick calculation to calculate the 1 year value of each family and customer:

If each family visits your restaurant twice a month for a total of an average of \$50/ month.
Then, that would result in $\$50 \times 12 = \$600/\text{year}$.

When you consider this, then, you understand better the value of acquiring new customers and the importance of cultivating relationship with each of them week in and week out.

