




## Team Up for Sales Success

A great way to boost sales is to create sales teams that work together to promote new menu items, appetizers, specialty drinks, desserts or whatever hot summer items your operation is marketing. And while employees are working together, teams are being formed. Here are two ways to make this concept work in your operation:

▪ **Belly up to the bar.** Team up bartenders with servers to push specialty drinks or appetizers for guests waiting for tables. Each time a bartender sells an appetizer at the bar—and each time a server sells a specialty drink or upgraded premium—the team scores a point. At the end of the month, the team with the highest points wins. This idea can also be applied to hosts and servers (whenever

hosts “sell” appetizers or other add-ons, their team gets a point).

▪ **Help the little guy.** Begin by evaluating the sales numbers of your servers and put high sellers in one “hat” and low sellers in another. Then at a staff meeting, draw one name (discreetly) from each hat. Then, base the contest on the per-shift sales average the pair turns in over a month; the number of times the pair met or exceeded a sales goal given before a shift; or the total sales for a specific item or category (appetizers, desserts, etc.). You could also give them a total item sales goal that exceeds their combined sales of that item from the previous month. Track weekly scores for all to see and, as with all contests, make awards significant and public. 

## I x I x I = I<sup>3</sup> = A Powerful Marketing Formula

I Cubed is a formula from the world of non-profit fundraising. If you can get someone's “interest,” you can then get them to get “involved” in your cause. That “involvement” will lead to “investment” (donations to your charity).


This formula can be successfully applied to your marketing efforts as well. One of my coaching members, Kyle Agha, sent me a great idea that levels the playing field between the chains with large ad budgets versus the smaller independent operator. It's a peel-and-stick scratch-off sticker.

Until now, you were forced to have scratch-off promotional cards custom-designed and printed in large quantities. This left the little guy on the sidelines. This type of grassroots marketing is perfect for a smaller mailing list like your catering customers or prospects.

One source for these stickers is [www.easyscratchoffs.com](http://www.easyscratchoffs.com)

and they'll cost you \$20 for 600 stickers. Half of your stickers will reveal “Winner” when scratched off and the other half will reveal “Try Again.” They have other sticker sizes that can be applied over a pre-printed prize on a postcard or sales letter.

Publisher's Clearinghouse is the king of using involvement devices for boosting direct-mail responses. Think about all of the stickers included in their envelope. They use it because it works. Your customers and prospects are no different. Everyone wants to win a prize.

Don't forget to test different prizes. You could choose to keep the prize relevant to your offering by giving away gift certificates and discounts off your food and catering. You'll want to also consider giving away a non-related prize like a gift card to a retail store or a gas card. Either way, look for these stickers to boost your direct-mail response. 

By **Michael Attias**


## Marketing Tip: More E-Mail Marketing

As we addressed earlier, once you've expanded your e-list and improved your e-writing—or hired a pro to do the job—here's how to take that a few steps further:

▪ **Publish an ezine.** You'll stay in touch with customers, promote specials and events, introduce new items, and offer coupons and discounts.

▪ **Publish testimonials.** Ask your favorite customers if you can interview them and include them in your ezine or other e-marketing materials. Testimonials always create interest and often get forwarded.

▪ **Team up with affiliates.** Partner with suppliers or other businesses in your area (comedy clubs, music halls, local theatres, limo companies, etc.) and send out joint e-marketing materials. Include each other on websites (with links) and offer combined specials and discounts for a night out on the town!

▪ **Make it matter.** Number-one rule of advertising: the better the offer, the higher the response. 

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