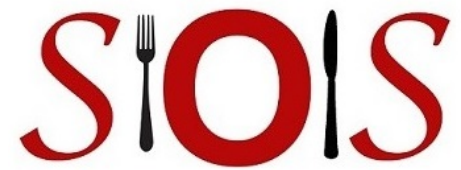


Suggestive Selling:

How much money is being left on the table at your restaurant? Try these tips to increase sales and staff morale.



Science of Service

*Supporting and Creating
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BINGO!

With labour cost on the rise, it is more important than ever to maximize profits. Suggestive selling (upselling) is a key component to increasing profits and team work, one that can be controlled, measured and taught. Introducing friendly competition amongst the team can be highly effective and inexpensive way to help your bottom line. that can be tracked like: Sell 5 specials in any one shift For example, running a Bingo



with an engaged server who has valuable suggestions. The server increases their average check, knowledge and establishes a relationship

type of competition, consider putting on the higher margin items, items that are difficult to sell, and/or stock that needs to be used.

Dead stock=\$

Get Rid of your dead stock with a server challenge.

competition for all staff for a month with achievable goals , can make an enormous difference.

The benefits are wide spread as this type of friendly competition promotes team work and furthers personal and professional development. The guest gets the best experience possible

with the guest, in return, making more money. The establishment benefits through increased customer loyalty and maximized profits.

Many different types of friendly competition can be incorporated with minimal cost. When choosing items for any

If only 2 more desserts are sold each week by each team member at \$6.00 each that is \$12.00/week/team member. By the end of the year you increase your sales by \$624.00/team member. Chances are during a bingo competition more than 2 extra deserts would be sold per week. Numbers add up fast and this could be the

boost needed to increase your profit margin. Bingo is only one example of the many types of suggestive selling games that can be used in any restaurant.

Daily competitions could be held. For example a Starbucks card for who ever sells the most of a

daily special or pre-chosen dish for that shift. If you have a customer rewards program, the contest could be for the person who signs up the most members. You can have kitchen contests or team up a kitchen member with a server to promote front of the house and



When the word “because” is used in upselling, 93% of the time the guest will say “yes”, without the word “because” only 60% will say yes.

back of the house team work. The possibilities are endless.

Many suppliers also hold contests that an establishment can join and work for a common goal. Some suppliers also promote contests and are willing to donate a prize. Make sure you are in touch with your suppliers.

Go ahead try it! You have nothing to lose and only profit to gain.

Join us for our Suggestive Selling Seminar coming September in Kelowna, BC....



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