

## Sales Tips

Restaurants experience competition like few other industries. You can help them set themselves apart with creative and innovative products and great ways to run their business. Help restaurants turn the tables in the best way possible and enjoy a feast of success.

### Industry Insight

- Uses technology; order entry – customer and servers – automated inventory systems – food delivery apps
- May have a website showing: location, interior images, services, menu, hours, events, etc.
- Flexibility of services and availability
- Tends to be more price sensitive
- Averages 1-200 employees
- Typically automates payroll
- Offers seasonal specials and promotions
- Appreciates the convenience of a single-source approach
- May use online ordering or mobile apps
- Trust, creativity, dependability, innovation and resourcefulness are all key to building customer relationships
- Custom solutions are important so they stand out, e.g., guest checks, forms, checks, apparel, menus and flyers
- If a national chain – may make local decisions regarding their business; may include a regional manager based upon the scope of the project
- Most have a uniform/apparel program to promote themselves

### MARKET INCLUDES

- Restaurant & Eating Establishments
- Bars, Pubs, Clubs, and Taverns
- Drive-Thru Restaurants
- Restaurant Franchises

### DEPARTMENTS

- Managers – General/Assistant/Regional/Kitchen/Bar
- Bar
- Sales/Service/Banquet
- Takeout/Delivery/Curbside
- Equipment
- Maintenance
- HR/Training
- Marketing

# SALES TIPS

## How This Market Grows

- May be a seasonal business – where growth is tied to a few months a year
- Personalized solutions at reasonable prices
- Growth is often dependent upon integrity, consistency and quality
- Full-service offerings – will often expand services to remain competitive
- Marketing opportunities vary based upon cross-promotions (e.g., catering at a golf tournament, community event, etc.)
- Repositioning the business, menu or image within the community
- Growth through acquisition, expansion of locations or types of services (e.g., catering truck – on-site preparation)

## Peak Buying Periods

- Holidays – ALL
- Community activities and events
- Expansion
- Product introduction/menu change

## Probing Questions

- Is this your primary location?
- Are you part of a franchise group?
- Do you provide catering services?
- How do you promote the services you offer?
- Do you have contracts with any hotels, hospitals, etc.?
- How often do you change your menu?
- Do you offer banquet services? If so, what types of events are most successful?
- Do you offer specials – either daily or seasonally? If so, which ones work best?
- Do you plan to expand your menu or service offering?
- Do you offer gift certificates? If so, what time of the year is the best?
- How do you reach customers throughout the year (e.g., mailings, email marketing, coupons, etc.)
- Do you use a uniform service?
- How do you manage your inventory? Does this include your printing needs?
- How do you currently handle your payroll and accounting?
- How do you manage your filing space?
- Do you give out promotional items for branding purposes (e.g., magnets, menus, pens, etc.)?
- Do you offer a takeout and/or delivery service?

## MARKET IMAGE

- Balance between image and cost consciousness
- Strive to create an enjoyable service experience for all customers
- Concerned about reputation and word of mouth related to service and food quality
- Concerned about trust with customers and promoting themselves

# SALES TIPS

## Sales Approach

- Present yourself as a professional solutions provider
- Often work with manager or purchasing department
- If multiple locations – you may work with a regional manager
- Do not schedule appointments during lunch hours, 11 a.m. – 2 p.m.  
It is difficult to get their undivided attention
- Be flexible about appointment times and locations; come prepared so you can end early whenever possible
- Research the scope of services offered
- Think creatively and cost-effectively
- May have a heavy seasonal trade; look for items that may be used more than once

## BUSINESS CONSIDERATIONS

- Staying on top of trends in food and image
- Rapid rate of change and innovation
- Entertainment
- Food inventory
- Employee turnover
- Marketing - quick and easy
- Very competitive
- Dine-in and takeout
- Supply chain and ingredient availability impacts business

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