

CATERING MULTIPLIERS



**THE 17 NO COST LAWS OF
*CATERING SALES GROWTH***

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CATERING MULTIPLIERS: THE 17 NO COST LAWS OF CATERING SALES GROWTH

Yesterday I had a consult call with a pizzeria franchisor interested in helping her franchisees increase catering sales.

She asked me the silver bullet question, “Where can I get a list of all of the catering buyers in our markets?”

The short answer from me, “There is no silver bullet. The list does not exist. Someone has to call each business to find the qualified catering buyers.”

The long answer is another article.

Nothing takes the place of selling and hustling. My most successful catering clients all have one thing in common: someone sells!

I didn’t generate over a million dollars a year from ezCater, Google Adwords and my good looks. Every day I was hustling to close catering sales.

For those of you who lack the motivation to sell or to hire someone to sell, let me offer a list of seventeen no cost strategies to sell more catering.

Though not a silver bullet, consistently applying this list will result in noticeable catering sales growth...unless your food and service suck.

In that case, nothing will help you.

In full disclosure, everything on my list is built into our catering software, but you can do it all yourself without our software. CaterZen just makes it simple and provides an all-in-one solution.

Now onto my list and more catering sales for you!

CATERING MULTIPLIERS: THE 17 NO COST LAWS OF CATERING SALES GROWTH



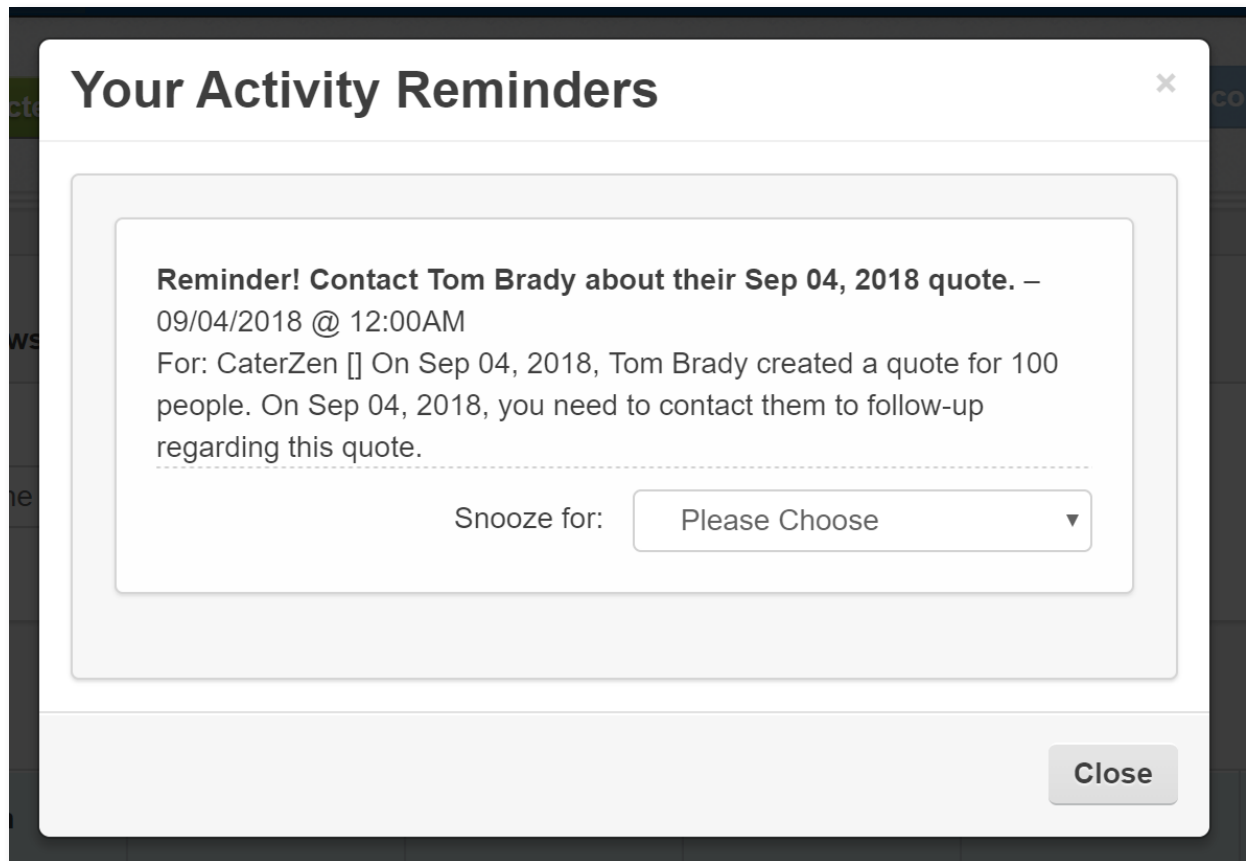
#1: Proposals That Sell

Back in the day, most of my catering proposals were created with Word and/or Excel. A simple cover letter was the extent of my marketing.

Today, thanks to very low cost, full color graphic designers, you can create a myriad of marketing graphics to incorporate into your catering proposals: cover graphics, customized letterhead, testimonials, frequently asked questions and pages of pictures highlighting different catering options, to name a few.

I have a client using our catering proposal templates who always includes a sheet full of pictures of what they do. This often prompts upselling and cross selling.

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#2: Follow Up On Proposals

The fortune's in the follow up. How often have you called a business for a quote and never received a follow up call? I was doggedly persistent with my follow up.

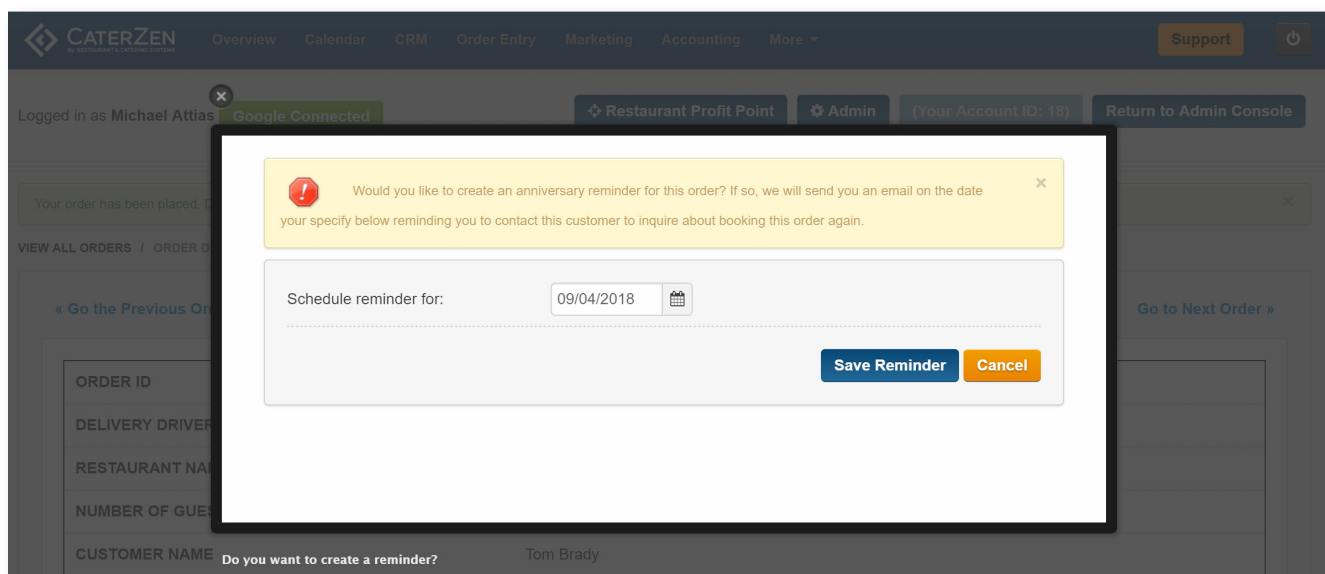
For larger events, I offered up free tastings. All this takes is a simple calendar reminder. You invest resources to make the phone ring, don't drop the ball at the one-yard line.

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#3: Re-Booking Reminders

What are you doing to get that large holiday party back the following year? After each large event, I would photocopy the catering sheet and place it into a January to December file folder.

This was my tickler system to proactively reach out to re-book events before the client could think of anyone else. This no-brainer and super-simple strategy to execute brought in tens of thousands of repeat catering sales each year.



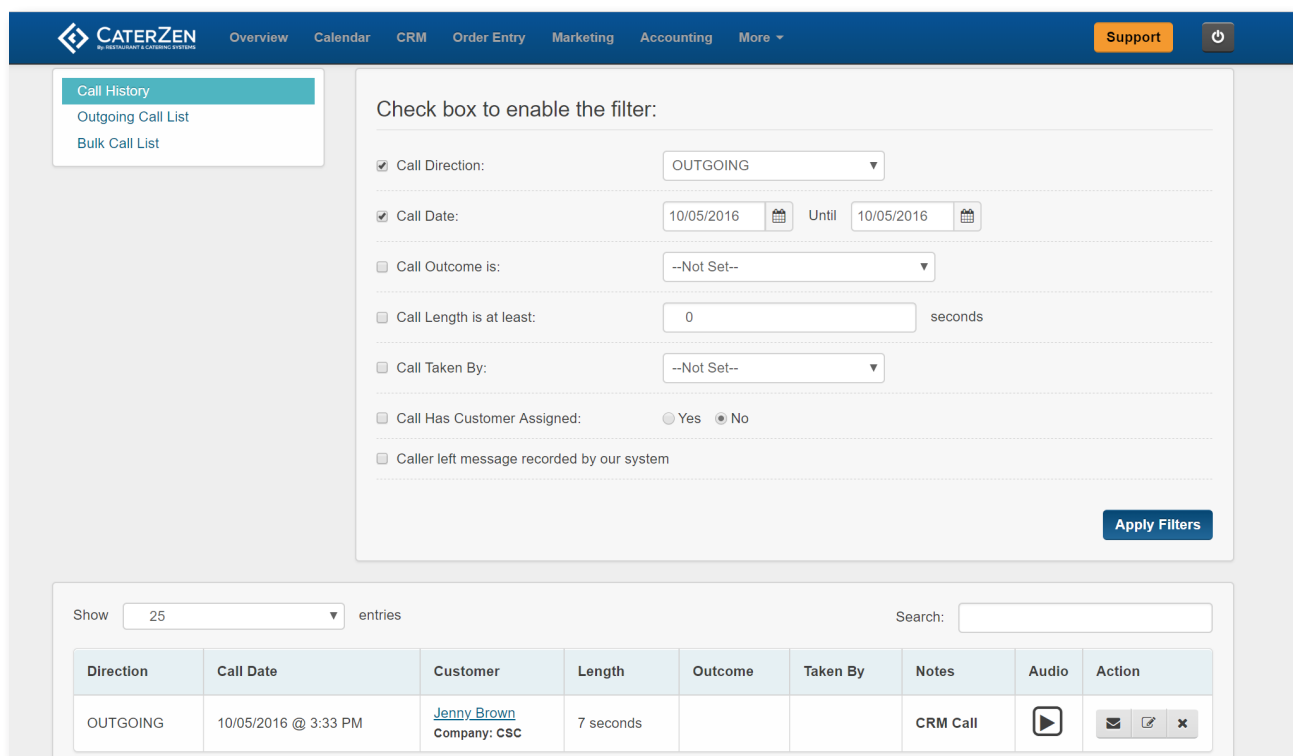
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#4: Mystery Shop Phone Calls

I promise your phones are the weakest link in your catering business. When I first opened my restaurant, I mystery shopped my competitors via phone; posing as a catering buyer. From kitchen workers who could barely speak English to managers who asked me to call back to answering machines, each call was operated by the sales prevention department.

Over the years some of my consulting clients have asked me to mystery shop their phones. Most have failed miserably. Only those trained to take catering calls should be taking them.

Whether you buy a telephone mic or use the phone recording system in CaterZen Catering Software, you need to monitor what happens on your catering phones. A missed upsell or pissed off prospect could be costing you tens of thousands of catering dollars a year.



The screenshot displays the CaterZen software interface. The top navigation bar includes links for Overview, Calendar, CRM, Order Entry, Marketing, Accounting, and More. A sidebar on the left contains 'Call History', 'Outgoing Call List', and 'Bulk Call List'. The main area features a filter section with checkboxes and dropdowns for 'Call Direction' (set to OUTGOING), 'Call Date' (10/05/2016 to 10/05/2016), 'Call Outcome is' (set to --Not Set--), 'Call Length is at least' (0 seconds), 'Call Taken By' (set to --Not Set--), 'Call Has Customer Assigned' (radio buttons for Yes and No), and 'Caller left message recorded by our system'. An 'Apply Filters' button is at the bottom right of the filter section. Below the filters, a table shows call history with columns: Direction, Call Date, Customer, Length, Outcome, Taken By, Notes, Audio, and Action. The first entry is an outgoing call on 10/05/2016 at 3:33 PM to Jenny Brown at CSC, lasting 7 seconds, with a CRM Call note and an audio recording icon.

Direction	Call Date	Customer	Length	Outcome	Taken By	Notes	Audio	Action
OUTGOING	10/05/2016 @ 3:33 PM	Jenny Brown Company: CSC	7 seconds			CRM Call		

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The screenshot displays the CaterZen online ordering system. The main menu item is 'Super Deluxe Party Pack (Pick-Up/Drop-Off Catering)'. Under the 'Options' section, users can select 'Meat Choice' (Pork), 'Side Choice' (Baked Beans), and another 'Side Choice' (Cole Slaw). The 'Add Dessert?' section features a dropdown menu with 'No Thank You' selected. The 'Extras' section includes checkboxes for 'Buns (\$0.50)', 'BBQ Sauce (\$0.50)', 'Pickles (\$0.00)', and 'Onions (\$0.00)'. The 'Service Fees' section shows a 'testing flat rate (\$100.00 for every 0 people in your order)'. The 'Special Instructions' field is empty. The table below shows the item details:

Item	Quantity	Unit	Price/Item	Total
Super Deluxe Party Pack (Pick-Up/Drop-Off Catering)	1	Per Guest ~ \$10.99	\$11.99	\$11.99

#5: Up Sells: Online Ordering, Phones & Forced Options

How would you like to increase your catering sales by 10-20% instantly? The strategy to employ is upselling. Drinks, desserts, upgraded entrée and side choices and extra sides are all sources of incremental catering sales. Many of these up-sells are highly profitable.

Are all your team members taught to suggestively sell these items? Does your online ordering interface have an up-sell module built in? Well ours does. We can also set up your catering menu items to have forced options that act as upsells.

A client orders a catering package with an entrée and two sides. We can create an option called "Dessert?" The drop-down choices include "No Thank You", as well as, all the desserts available to add with pricing. This forces your team members to at minimum select no thank you. At it's best, this is a prompt for everyone to ask about dessert.

If you are using a paper order form, include upsell questions in the form. Force a Yes/No response be checked by employees. This way they are acknowledging they tried upselling for you.

CATERING MULTIPLIERS: THE 17 NO COST LAWS OF CATERING SALES GROWTH

#6: Details/Notes On Clients

Building relationships with catering clients is one of the keys to catering success. Add in a healthy dose of key information, and you are now a valued business partner.

Do you have a place where key pieces of information are kept on catering clients? Food allergies. Sales history. Reminders. Remembering to always include a gluten free option for the company president helps your client look like a hero with their team.

Whether you keep note cards on each client or use our highlighted notes feature (visible from CRM record or while taking an order), this information makes you look much more professional than any potential competitor.

The screenshot displays the CaterZen CRM interface. The top navigation bar includes links for Overview, Calendar, CRM, Order Entry (active), Marketing, Accounting, and More. A Support button and a power icon are also present. Below the navigation bar, the user is logged in as Michael Attias, with a Google Connected status. A Restaurant Profit Point button, an Admin button, and a button showing the account ID (18) are visible, along with a Return to Admin Console button.

The main content area is divided into two sections. The left section, titled "This order is for:", lists details for Tom Brady, including his address (705 Postal Court, Brentwood, TN 37027), phone numbers, and email (tbrady@vanderbilt.edu). The right section, titled "Highlighted Notes for Tom Brady", contains several notes: "Have a Vegan Meal for VP of Sales on all orders", "Ran out of brownies. Free brownies next two orders", "Call Note (03/13/2018 @ 12:43 PM) — no note", "Call Note (03/13/2018 @ 12:42 PM) — no answer", "Table Layout — Needs 3 double serving lines for company picnic", and "Add a note for Tom Brady".

Below these sections is a form for entering order details. It includes fields for Location (Corky's BBQ - 1413 Straightway Avenue Nashville, TN), Customer (Tom Brady), # People Order For (100), Serve Date (09/04/2018), Serve Time (5:00 PM), and Delivery Driver Pickup Time.

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#7: Offer Invoicing/House Charges

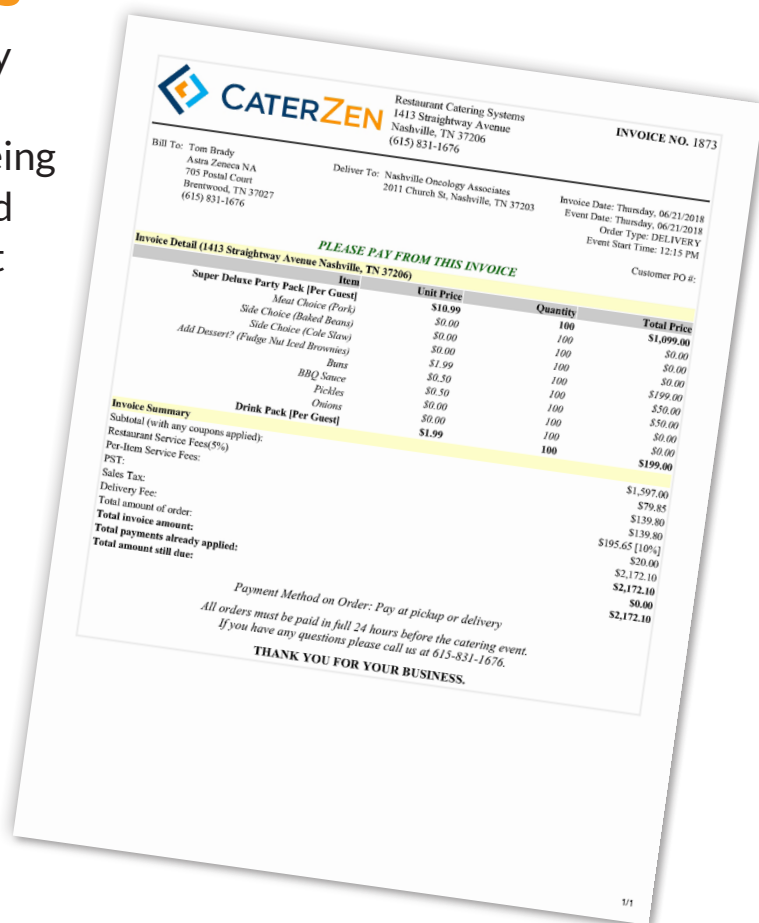
No one likes the idea of lending money out. That includes invoicing clients for catering awaiting a check, or worse being in the collections business. When I had my million dollar a year catering profit center, we had an average of \$25,000 in outstanding accounts receivable. That's a whole lot of money.

Helping your catering buyers to not have to track down a credit card or get a check cut, makes their life infinitely easier. All things being equal, a catering buyer will choose the caterer who gives them terms. Is it a little painful? Yes.

With our Accounts Receivable and Collections module, it is a lot easier.

Invoices can go out automatically each night. Clients can click to pay invoices via credit cards or mail you a check.

Factor in the cost of borrowing working capital to float these receivables, and you come out cheaper than paying 2.5% or more for credit card processing fees. In fourteen years of extending credit, I maybe had \$1,000 go uncollected. That's a small price to pay to attract and keep catering clients.



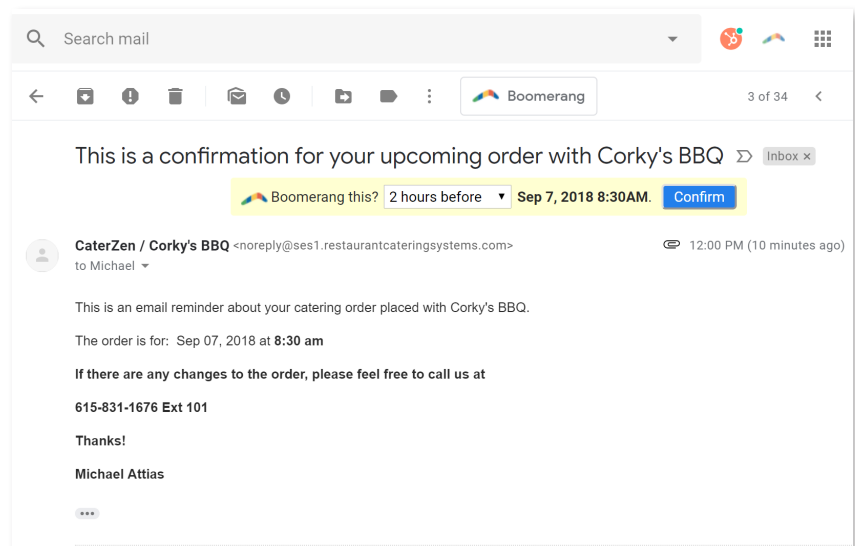
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#8: Order Confirmation (Day Before)

"I called and canceled the order earlier in the week. I spoke with a woman."

How many times has your driver shown up with a catering order, only to be told this? When pressed, your client can't remember the name of the person they talked to. Their failure to properly cancel an order, makes you eat the cost of the prepped food and your driver's time.

Are you calling and/or emailing all catering clients the day before to confirm orders/events? If not, why? At minimum, you avoid biting the cost of a catered meal. At maximum, you have an opportunity for last minute upselling.



Our built-in phone module allows your team to pull up a list of all orders/clients for tomorrow and start making confirmation calls. Our auto-pilot email order reminder system sends out a confirmation email along with the catering ticket. This serves as a day before reminder. No longer can catering clients claim they canceled their orders!

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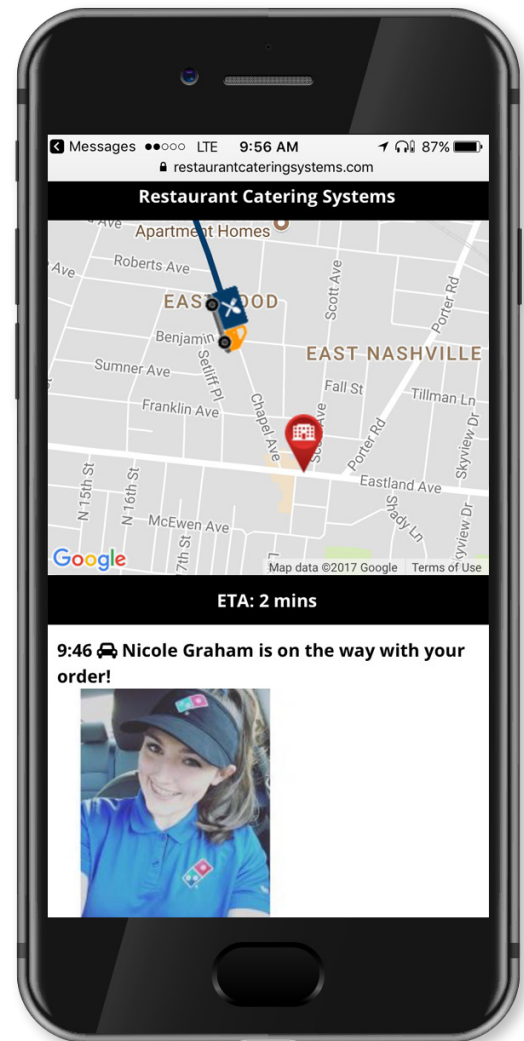
#9: Delivery Communication

Before Uber®, I refused to call a taxi to pick me up from home. There was no telling whether the cab would show up within the promised twenty minutes or two hours later. You can't base your transportation needs on unreliable methods.

Then came Uber®. With a simple smartphone app, I could see my driver in real time. I knew exactly where they were and how long till they arrived at my front door. My pain point was eliminated.

Are your catering delivery drivers calling your clients to let them know that they're on the way? Are they communicating an estimated delivery time? Thanks to smartphones and apps like Waze® and Google Maps®, your driver knows to the minute their arrival time. Your catering clients avoid the stress of "Where's my order?" and you are saved getting those inquiry calls.

Our catering software comes with a driver's app that allows your catering drivers to text or email a link for real-time driver tracking on a map. This new-found peace of mind will keep catering clients using you over and over again. After all, peace of mind is just as important as great food!

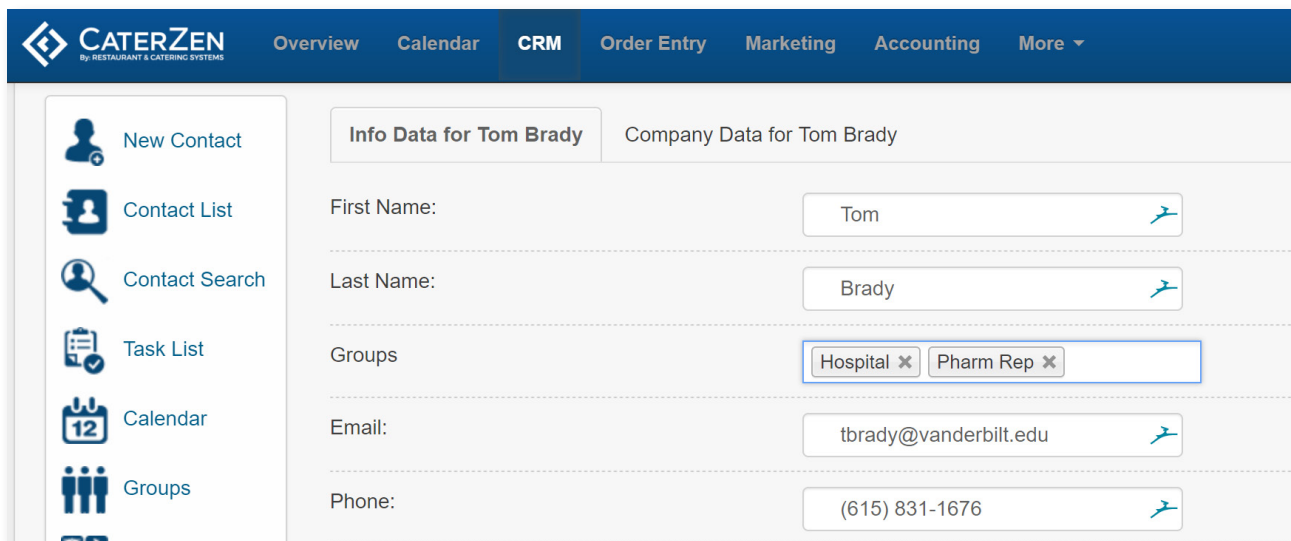


CATERING MULTIPLIERS: THE 17 NO COST LAWS OF CATERING SALES GROWTH

#10: Niche Marketing - Working with Client Groups

If you've been following me for any length of time, you know I'm a big believer in the riches in niches. Within your catering client universe, lies hidden niches of untapped catering sales potential.

With a good CRM (database), you can add clients and prospects to a group or groups. This allows you to pull up and see all members of a group at once and export the list for mailing or emailing. At my restaurant we used niche marketing practically every month. Black Friday mailings to major retailers landed us anywhere from \$6,000 to \$12,000 in single day catering windfall sales.



The screenshot displays the CaterZen CRM interface. The top navigation bar includes links for Overview, Calendar, CRM (selected), Order Entry, Marketing, Accounting, and More. On the left, a sidebar menu lists: New Contact, Contact List, Contact Search, Task List, Calendar, and Groups. The main content area is titled 'Info Data for Tom Brady' and 'Company Data for Tom Brady'. It contains several input fields: First Name (Tom), Last Name (Brady), Groups (Hospital and Pharm Rep), Email (tbrady@vanderbilt.edu), and Phone ((615) 831-1676). Each field has a small blue icon to its right.

CaterZen Catering Software allows you to export client groups into lists to mail yourself. We also have an email marketing tool with prewritten templates for many niche promotions, as well as, the ability to create a sales letter or postcard and mail any group via a third-party mail service. The best part of niche marketing? Your competitors are too lazy to do it!

CATERING MULTIPLIERS: THE 17 NO COST LAWS OF CATERING SALES GROWTH

#11: Thank You Note

In college, one of my professors taught me the importance and value of sending a thank you note. One is so rarely sent, that receiving one is like a surprise gift under the tree on Christmas morning. Sending them after a catering builds up loyalty like nothing else (assuming you deliver on food and service).

A handwritten note has the most impact. I had my office manager write them daily. Even if you keep some note cards by the couch, knock them out while watching Game of Thrones.

If you can't manage to get them out consistently, then you'll want to use the auto-pilot thank you letters in our catering software. We set up the design and templates and the notes go out to a third-party mail house. With no minimums to mail, this is a great way to invest a little to make a big impact.



CATERING MULTIPLIERS: THE 17 NO COST LAWS OF CATERING SALES GROWTH

#12: Loyalty Program

Loyalty Clubs have been around forever. I'm guessing the first one was a simple punch card. The airlines have been using loyalty programs like their frequent flyer clubs for years with great success. Personally, I fly Southwest Airlines whenever possible and carry two of their credit cards to convert personal and business purchases into miles. As a result, I earn more tickets each year than I can use and have had a companion pass for years.

Years ago, in my restaurant, we created a Pharm Rep Rebate Club. We gave 5% of a pharm rep's net purchase back in gift certificates. In those days, before our software was built, a manager would write the rebate on one of our business cards. I had one pharmaceutical rep who saved them up to pay for his family reunion.

Everything else being equal, a catering decision maker would rather do business with a company rewarding their patronage. Our system will allow you to assign a percentage of all net catering sales to be rebated to your catering client. I have some clients giving away 5% of the sale. The really aggressive operators are giving away 10% of the net catering sales. This is a great way to build market penetration quickly. I have seen some of my clients experience double-digit catering sales growth by pushing our loyalty program.



CATERING MULTIPLIERS: THE 17 NO COST LAWS OF CATERING SALES GROWTH

#13: Birthday Program

I know a lot of restaurants, many my clients, who have birthday clubs for their dining room customers. The returns are high and it fosters goodwill.


Why do so few restaurants use this winning promotion on their catering clients? On average, a catering client spends more than a dining room customer. I can tell you personally, only one of my vendors and suppliers sends me a birthday card. It's Southwest Airlines.

Imagine how your best catering clients will feel when you send them a letter wishing them a "Happy Birthday!" and give them a ten, fifteen or twenty-dollar gift certificate. It'll make a huge impact! CaterZen has this powerful marketing promotion built in. We help you word the letter, choose a birthday certificate amount proper for your establishment, and set the buying criteria. For instance, you may wish to only send birthday letters to catering clients who've spent at least a thousand dollars in the last twelve months.

This promotion not only gets them to bring in more customers to your restaurant, but it also helps you build relationships in person. Even without our software, buy some birthday cards in bulk and keep up with catering client's birthdays in your database. Once a month send out the cards and receive a lot of goodwill.



CATERING MULTIPLIERS: THE 17 NO COST LAWS OF CATERING SALES GROWTH

<div>Support CRCS Overview Calendar CRM Order Entry Marketing Accounting More </div>			
Customer	Call Type	Details	Call
Christina Pinder Company: Hill Country BBQ View Call History	Inactive Customer Call	Customer placed their last order to be ready at 2015-02-26 17:45:00	Call No Inactive Customer Calls placed in last month.
Lisa LaRuffa Company: Villa Farotto View Call History	Inactive Customer Call	Customer placed their last order to be ready at 2015-01-26 14:45:00	Call No Inactive Customer Calls placed in last month.
Martha DeLeon Company: La Margarita View Call History	Inactive Customer Call	Customer placed their last order to be ready at 2015-01-26 17:15:00	Call No Inactive Customer Calls placed in last month.
Dawn Melchiorre Company: Clara's View Call History	Inactive Customer Call	Customer placed their last order to be ready at 2015-01-28 18:30:00	Call No Inactive Customer Calls placed in last month.
Ari Brownstein Company: Fazzini's View Call History	Inactive Customer Call	Customer placed their last order to be ready at 2015-02-02 18:45:00	Call No Inactive Customer Calls placed in last month.

#14: Reactivation Calls

Our ultimate goal is to have a never-ending circle of repeat catering business. A client orders from you again, then you keep communicating, then they order from you again. In a perfect world, you just want that cycle to keep going on forever and ever.

However, sometimes that doesn't happen. You need a system in place to reactivate lost catering clients. For most operators, customer reactivation is reactive. One day the light bulb goes off, and they say, "You know, it's been a while since so and so ordered from us. What happened to them?"

CATERING MULTIPLIERS: THE 17 NO COST LAWS OF CATERING SALES GROWTH

That happens usually two to six months after they've ordered. It may be too late to get them back. Most of us don't have a memory good enough to remember every catering client and who's fallen through the repeat ordering cracks.

The real money is not made on the first catering. It's made because of repeat catering clients.

It's imperative to have a system in place to identify and reach out to your inactive catering clients. On a very basic level, you could create a spreadsheet with all your catering clients and update their last order date at the end of each day. Once a month you could sort the spreadsheet and reach out to anyone who hasn't ordered in 30 or 60 days. You could use any time frame you feel is relevant to your business and choose to reach out via mail or a phone call.

To help our members not lose clients, we've developed an auto-pilot customer reactivation campaign. Our system will automatically mail out up to three reactivation letters via a third-party mail house.

We also have reports and a Voip phone system that will allow you to pull up inactive catering clients for outreach calls.

Most great marketing has nothing to do with fancy ads. It's just common-sense systems you can have running over and over again, preferably on auto-pilot. Catering client reactivation must be part of your marketing arsenal.

CATERING MULTIPLIERS: THE 17 NO COST LAWS OF CATERING SALES GROWTH

#15: Monthly Emails

An E-Letter is an electronic newsletter. Just like it's important to send a snail mail catering newsletter, you should reinforce client communication through an email message like a newsletter or monthly promotion.

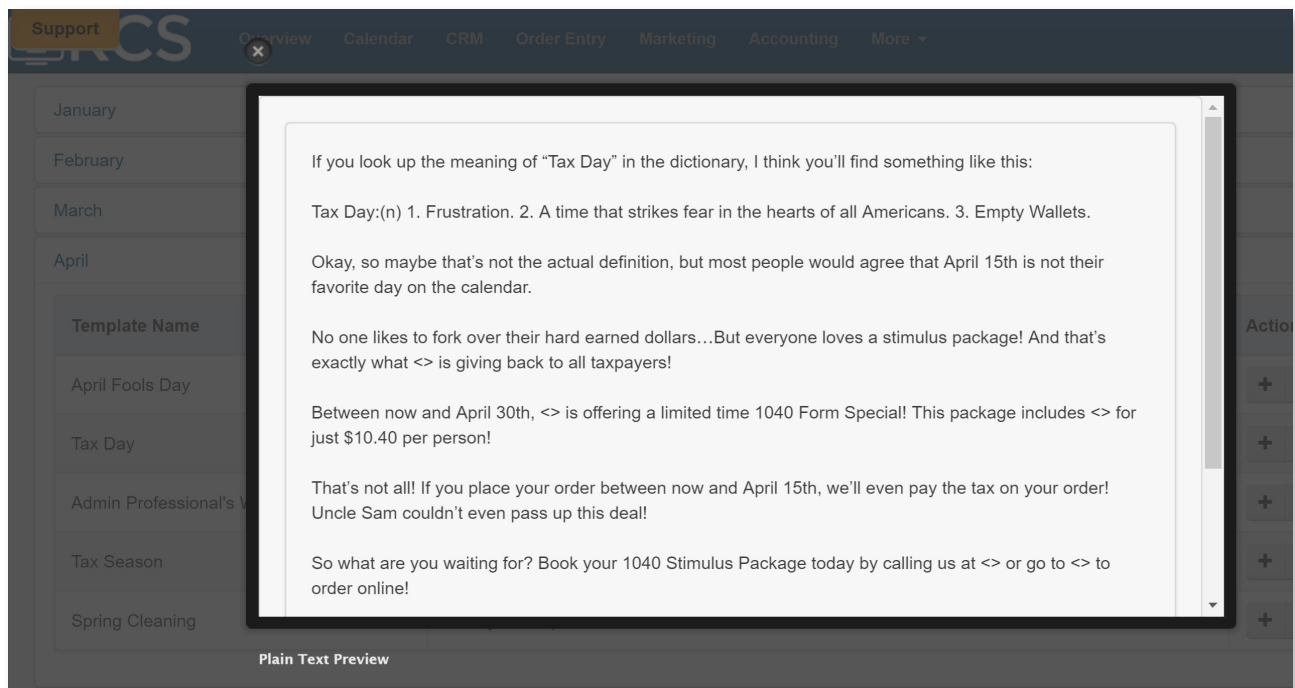


Please don't make the mistake of overusing and abusing this permission-based media. Emailing once, no more than twice, a month is acceptable. Emailing three times a month or more makes you a pest. Clients and prospects will either delete your message without looking at it or opt out of your marketing altogether.

Of course, you can send emails in small batches via BCC in your email program, subscribe to a third-party email marketing service or use the built-in email marketing module we include in CaterZen. You can send text and/or html messages via a WYSIWYG (What You See Is What You Get) Editor. You have the option of sending the email to a single contact, selected contacts, all contacts, or a specific group in the CRM database.

CATERING MULTIPLIERS: THE 17 NO COST LAWS OF CATERING SALES GROWTH

We have even added a library of email templates ready for you to quickly customize and send instantly or schedule for future delivery. There's no longer an excuse to forgo emailing. It is no accident that our clients doing the highest volume are the ones who consistently market to their catering clients and prospects.



CATERING MULTIPLIERS: THE 17 NO COST LAWS OF CATERING SALES GROWTH

#16: Day After Follow Up Calls - 1-3-5-7

The second follow up strategy to use with a client after an event is a call back. Whether you pick up the phone after your lunch rush to check in with your lunch catering clients or first thing the next day, a real live voice makes a difference.



You'll want to call and ask how the event went. Solicit feedback, both good and bad, so you can improve your operation. If you identify a problem, do whatever is reasonable to fix the issue and make it right with your client. The money is not in one shot events. It's in building a herd of happy, repeat catering clients.

If you're not using any catering software, take a copy of the day's orders and use that as your call back list.

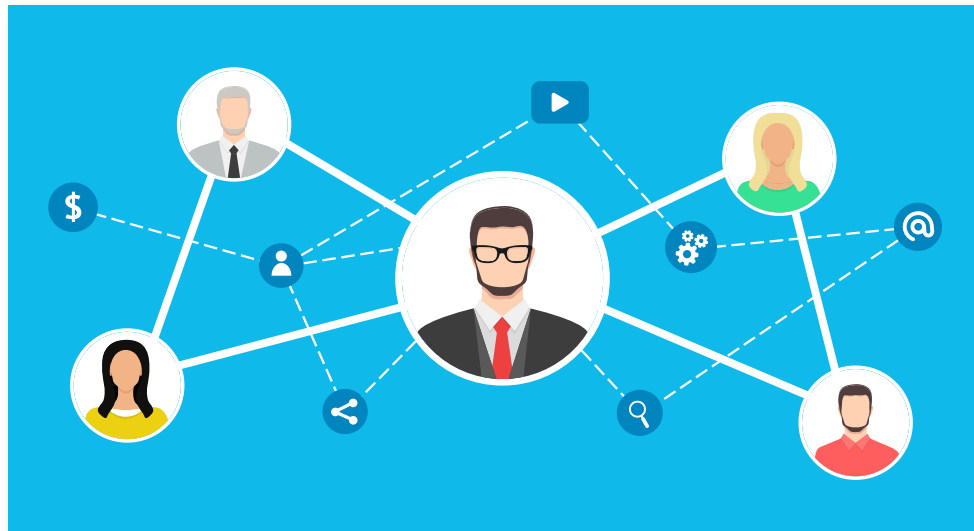
A very successful caterer out of Atlanta taught me her call back formula. She called a client after the first, third, fifth, and seventh orders. It was often enough to nurture a new client, but not too often to appear burdensome.

After seven orders, the relationship is well developed, so the client will have no problem calling if a problem arises. Our catering software has an Outgoing Call List report tied into an auto-dialer that allows you to call catering clients after their first, third, fifth and seventh orders. It models the formula above. A follow up phone call is so basic, yet most people fail to be consistent with this strategy. Isn't it worth spending a few minutes a day to lock in the annuity of a repeat catering client?

CATERING MULTIPLIERS: THE 17 NO COST LAWS OF CATERING SALES GROWTH

#17: Referrals

How many of your buying decisions have been made because of a friend's referral? Electronics, cars, movies, restaurants, and vacation spots are just a small sample of purchases you may have made because of a friend or trusted colleague. What your friends and trusted business colleagues say is just about the absolute truth in your mind.



There are a couple of techniques to generate catering referrals. The first is to ask. Whether you send a letter, email or pick up the phone; ask!

Being a big believer in systems, I believe you should create a marketing system to regularly solicit catering referrals from your clients. CaterZen sends out marketing letters for you and rewards clients for their referrals.

CATERING MULTIPLIERS: THE 17 NO COST LAWS OF CATERING SALES GROWTH

We've taken the loyalty club and put it on steroids. It's modeled on the old MCI Friends and Family plan.

This letter lets your catering clients know that they can earn a percentage of catering sales made by friends, family members and business colleagues referred to you. You can make the percentage reward any amount you want. It can also be larger or smaller for any specific client. The letter explains the program and includes up to three offers they can pass on to their referrals.

When the referral uses the offers, they get a special deal on their first catering order with you. Each offer has a tracking code key connected to the person making the referral. This makes sure they get credit for all future referred sales. By rewarding a referral, you increase your referral activity. I recommend sending out a referral type promotion to your catering clients quarterly.



CATERING MULTIPLIERS: THE 17 NO COST LAWS OF CATERING SALES GROWTH

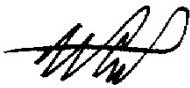
Next Steps...

Our goal at CaterZen is to help successful caterers become more successful. Any one of these seventeen “Catering Multipliers” can help you grow your catering. Added together they can cause your sales to soar.

Whether you do it yourself or use our catering software to make it more systematized, turning your back on these strategies will cost you lost sales you’ll never get back.

If you would like a free, no obligation trial or demo of our software, please visit www.RestaurantCateringSoftware.com. We would love to explore the profitabilities of working together.

To Your Catering Success!



Michael Attias
CaterZen