

20 Ways to Boost Your Take-out Sales

1. Include a coupon with each take out order for 10% off the next take out order.
2. Offer free delivery for orders over \$30.
3. Offer free samples of new or popular menu items to those waiting for take-out orders. Tie a promotion to the samples, such as, if you like the sample will give you \$1.00 off if you add it to your take-out order today!
4. Promote take-out sales in store using table tents, placemats, neon window signs, staff buttons, take-out menus etc.
5. Display signs and/or banners promoting take-out in your windows or outside your restaurant for passers by.
6. Print take-out menus and distribute them to local hotels and businesses.
7. Promote take-out service on all to-go packaging.
8. Place a basket full of free promotional items, such as magnets, window clings or key chains, imprinted with your take-out order phone and fax numbers, near your cash register for guests.
9. Promote call ahead and fax ahead ordering, especially during busy times when there is a wait.
10. Collect fax and/or email numbers from take-out customers so you can send take-out promotions on the mornings of your slow days that are only good for that day.

11. Run radio spots, promoting take-out, during rush hour.
12. Train your servers to up sell "Take out desserts" to guests that are hesitant to order dessert immediately after dinner.
13. Distribute "bounce back" cards with each take out order, offering one free take out meal with the purchase of five take-out meals.
14. Keep a record of past orders by guest for faster repeat orders.
15. Include to-go convenience items, such as a 2-liter of soda, or bottled water on your to-go menu.
16. Reserve a couple parking spots near your front door for take-out patrons. Make sure they are clearly marked "Take Out Parking Only".
17. Offer curbside pick-up for take out orders.
18. Sell a few of your popular items as "family packs" complete with sides and beverages.
19. Sponsor family-oriented events and promote your take-out value for families at the events.
20. Offer kid-friendly take out meals and add a collectable prize.