

37 Ways

to Boost Your Sales

1. Send thank you cards to regular guests.
2. Send “we miss you” cards to former regular guests.
3. Set a “cooks” table in the kitchen for foodies who love to watch behind the scenes techniques in action.
4. Train servers to ask guests if they have been here before so the Manager or Owner can give an extra special welcome to first-time guests.
5. If a child prefers a taco from the place down the street, run out the back door and get one.
6. Never just point when asked for directions to the restroom – walk with the guest to give him or her personal attention.
7. Call guests the day after their visit and ask them how everything was. Collect phone numbers on comment cards, loyalty program sign-up cards or other means.
8. Offer business meal clients access to a phone.
9. Photograph your regulars and post pictures on a special appreciation board.
10. Offer a munchie platter to a guest who must wait while his or her order is corrected in the kitchen. Have the chef personally deliver the munchies and an apology for the problem.
11. Start a newsletter – an excellent and inexpensive way to advertise inside your restaurant.
12. Print business cards for your servers - a great morale booster.
13. Start a frequent diner discount club.
14. Keep a supply of “free meal” passes to give out if a mistake is made.
15. Make sure all employees offer a friendly hello, good evening or goodbye to every guest.

16. Offer guests a free car wash or other 'perk' one day a week. Use cross merchandising or business-to-business 'barter' programs to obtain "perks".
17. Start a program to reward employees for remembering the names of returning guests.
18. Ask guests to submit their reminiscences about your restaurant and award a prize for the best one.
19. Hire a magician or clown to perform during slow times.
20. In selling, assume guests are interested in your good stuff. Rather than ask "Can I bring the dessert menu?", try "I'll bring the dessert menu out in a moment. You're gonna love our Hot Fudge Banana Split!"
21. Use empty spaces, such as unused banquet rooms, as playrooms for guest's children.
22. Keep track of the seasonal favorites of guests.
23. Pre-warm coffee cups, teacups, or hot chocolate cups with hot water before pouring beverages to keep them warm longer.
24. In addition to appetizer specials for happy hour, offer early bird specials with entrees.
25. Give hotel desk clerks a free meal for referring six guests.
26. Feed the parking meter for guests so they can stay for dessert.
27. Wear costumes, or other decorative attire, for holidays and special events.
28. Set up a special buffet for kids.
29. Offer complimentary tidbits of snacks for guests who have to wait for a table.
30. Give rain checks to people who can't wait when there is a line out the door.
31. Give out refrigerator magnets, calendars etc. with your logo and phone number to promote take-out sales.
32. Bring dinner to a regular guest who is in hospital.
33. Pay for your employees to visit competitors and report their findings.
34. Insist on good manners, please, thank you, you're welcome, have a great day etc.
35. Hold focus groups with regular guests to generate ideas.
36. Train your staff to up sell, premium beverages, desserts, second beverages, etc.
37. Set up house charge accounts for regular guests.