



**Flanagan Consultants, LLC**

*"A Unique Partnership Delivering Rapid, Breakthrough Results"*

## *Engaging Restaurant Sales & Service™*

### The Business Challenge

**68%** of restaurant employees are not committed to serving your customers and selling more.

*What if one of them is your restaurant manager?*


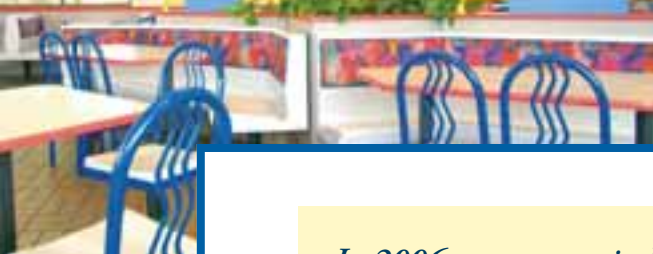
Then the following is probably true:

- 75% of customers who stopped eating at your restaurant did so because of poor service and will not return on their own initiative
- 95% of your dissatisfied customers don't complain – they just switch to your competitors
- Price and food aren't your challenges – only 14% of your customers have left because of these issues
- According to a new survey, roughly three out of four consumers have no loyalty to a quick service brand and feel the decision of which to visit is unimportant

### Your Opportunity

Research has shown that if your restaurant manager is engaged and has the system and tools to engage employees then you can:


- Capture the loyalty of 70 – 85% of your customers
- Get 20 – 25% more share of wallet from each loyal customer
- Dependably introduce and sell new menu items profitably
- Have word-of-mouth referrals lead an average of 70% more customers to your door
- Get up to 15% growth in sales, as one restaurant achieved
- Decrease shrinkage from employee theft
- Enjoy a 30% drop in employee turnover, as one restaurant chain did



*In 2006, restaurant industry sales will reach \$511 billion dollars. There are more than 925,000 locations serving more than 70 billion meal and snack occasions. Distinguish yourself from the rest by using our system.*

## The Solution -

### *Engaging Restaurant Sales & Service™ System*




Getting your restaurant manager engaged in leading great sales and growing service is only half the battle. Restaurant managers also need a practical system to engage employees in delivering sales and service.

Our system enables your restaurant managers to be true in-restaurant leaders; *leaders* who are able to develop and motivate your employees to:

- Provide advice that builds customer loyalty and sales
- Provide spectacular customer service
- Continuously maintain restaurant appearance and food quality
- Deliver on-the-job training without adding to labor costs

*Engaging Restaurant Sales & Service™* is based upon our proven research and experience that demonstrates the power of engaging restaurant leadership. The system provides your managers with tools that engage employees and a tool kit to develop the employee skills that will drive the sustained, profitable growth of your restaurant.

Unlike traditional training, employees never have to attend a classroom session or drudge through a three-ring binder. **This system engages your employees on-the-job and as a team – without raising labor costs.**



*A recent study showed that restaurant owners and managers should focus on three major elements – service quality, price, and food quality. From the results, it was determined that “service quality” was most important to customers.*



## Your Next Step

Contact us to discuss how *Engaging Restaurant Sales & Service™* can drive your restaurant sales.

**[chris@flanaganconsultants.com](mailto:chris@flanaganconsultants.com)** or call us at **203-321-8423**.

[www.flanaganconsultants.com](http://www.flanaganconsultants.com)

