



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?


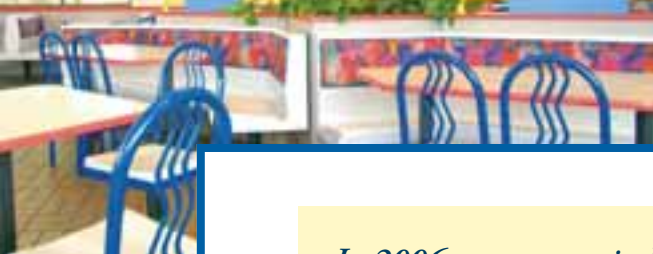
Then the following is probably true:

- 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 or call us at **203-321-8423**.

www.flanaganconsultants.com

