

# Driving Sales in your Catering Operations

When it comes to ordering breakfast, lunch or dinner for company meetings, your customers have more choices than ever before. It seems everyone from corner delis to fast-food chains to casual dining restaurants is in the catering business. Want to rise above the clutter?

Join Erle Dardick, CEO of MonkeyMedia Software for a bag lunch session to discuss 5 easy ways to ensure your company's success.

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## 5 Easy ways to drive catering sales

1. Don't forget your in-store staff. Everyone who walks in the door has the potential to become an off-site catering customer too, so make sure your staff is trained to cultivate leads and promote your catering business.
2. Get out of the store. There's a lot more business out there than what you are seeing. Nothing beats old-fashioned sales: have your staff walk the streets looking for business; drop off flyers (or samples) in office buildings, roam food courts and look for people in business attire, have your drivers knock on doors during and at the end of their routes, find out who's meeting at local hotels...
3. Cross-sell. Promote catering on table tent cards, in-store posters, even on POS receipts. Offer discounts to counter customers. Place a sandwich board outside your stores that introduce off-site catering to your walk-in customers. The possibilities are virtually endless.
4. Know your customers. It's absolutely critical to keep and maintain a database of your customers (catering and otherwise), and to manage your relationships proactively. Marketing to existing customers is more productive than marketing to new ones. Your catering manager should be a sales manager too. You're not the only restaurant in town. Every lead you get must be followed up, or your potential customers will go elsewhere.
5. Catering menus are different. A successful catering program requires a menu separate from (but not unrelated to) your in-store menu. For example, platters of sandwiches are not the same as individual sandwiches in terms of preparation, cost, etc. For your catering program to succeed and be profitable, you need to have a dedicated menu that suits the buying and feeding requirements of your customers.

