

STRATEGIES FOR INCREASING SALES

GLOSSARY OF TERMS

BOGO	“Buy One Get One Free” offer.
Brand Personality	A set of human characteristics that is reflected in your facility and woven together to create the unique impression customers have of your operation. It is a way to distinguish yourself from the competition.
Bundling	Combining menu items into a meal deal for promotional purposes.
Contingent Offer	<p>An offer for which the customer needs to take some type of “action” to benefit from the special pricing.</p> <p>For example, the customer needs to purchase a specific high profit item in order to get a discount on another item.</p>
Copywriting	Refers to writing the verbal elements that will be included in a finished marketing piece—such as a direct mail offer.
Cover Counts	The number of meals served during any given day part. This term is used interchangeably with the term “customer counts.”
Cross-selling Technique	When a customer orders a menu item, complimentary items are suggested. For example, if a customer orders fish and chips, the server might suggest a salad or a vegetable side dish.
Customer Counts	The number of guests served during any given day part. This term is used interchangeably with the term “cover counts.”
Database House	Direct mail vendors from whom you can buy mailing lists. This term is used interchangeably with the term “fulfillment house.”
Demographics	Statistical information that provides a description of customers based on factors such as age, sex, marital status, education, income, and other variables.
Direct Mail	Promotional offers mailed directly to customers or potential customers designed to bring them into your facility. Mailings are typically segmented to reach specific types of customers or zip codes.

Double Hits	When customers attempt to use two or more offers for the same meal.
Featured Offer	An offer that features a single item from your menu and offers it at a special price or savings.
Fulfillment House	Direct mail vendors from whom you can buy mailing lists. This term is used interchangeably with the term "database house."
Indicia	An envelope marking substituted for a stamp in large-scale mailings.
LTO	Limited Time Offer.
Market Concept	<p>A concise definition of your operating style, product offerings, and price point that you provide to your customers.</p> <p>The three generally accepted categories of foodservice facilities are Quick Service (QSR), Casual, and Fine Dining.</p>
Market Research	<p>Information collected in a systematic way about anything from customers to products to sales processes to market segments.</p> <p>Market research is often conducted by professionals who use computer systems to segment and analyze the data according to pre-determined variables.</p>
Market Segment	A trading area can be divided into groups of households with similar characteristics and needs, so that a product or service can be marketed most effectively. These subsections are called market segments.
Marketing	<p>All the activities you perform to communicate to the public that you provide superior products and value to meet their needs. The purpose of marketing is to generate sales.</p> <p>These activities enable you to keep existing customers, attract new ones, and persuade both to return frequently.</p>
Mass Media Advertising	A variety of media used to get your message to the widest audience possible. For example, newspapers, magazines, radio, TV, billboards, etc., are all examples of mass media advertising.

Menu Abstract

The number (or percent) of individual menu items sold in relationship to the total number of items sold within any given day part. This term is used interchangeably with the term “menu mix.”

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Merchandising

Specific products that you sell in addition to menu items (e.g. bottles of your house salad dressing, T-shirts, or hats), to reinforce your brand personality and create an additional revenue stream.

Mission Statement

A statement of the fundamental principles and values by which the company operates. It gives the organization a mission or purpose.

Open Offer

This type of offer features a single item from your menu and provides customers with the opportunity to purchase it at a special price or savings.

Points of Persuasion

The BrandStand Group Inc. (formerly Morris Food Services Marketing Group) defines “Points of Persuasion” as every place you “touch” a guest, from your visuals to your service levels, to the way you answer your telephone.

“Points of Persuasion” should be used to “suggestive sell” menu items, and to convince guests that your establishment is an enjoyable and memorable place to eat.

Point of Purchase (POP)

Also referred to as point of sale (POS).

Promotional materials displayed immediately adjacent to the retail point at which the customer buys a product. They are designed to influence the customer’s buying decision.

Examples include register toppers, counter cards, tray liners, bag stuffers, and danglers.

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Point of Sale System

A computer system that is designed to transmit orders from the dining room to the kitchen. In addition, some software programs come with time card tracking functions and the ability to provide reports on a variety of sales activities.

Price Point

The selling price of items listed on your menu.

Promotion, promotional

A variety of activities that are designed to encourage customers to take a specific action. E.g., try a new product, redeem a gift certificate, etc.

Promotions are typically implemented using some type of direct mail or in-house merchandising.

Psychographics

A statistical description of customers based on lifestyle factors such as where they work and play, and their dining out behaviors.

Publicity

A way to come to the attention of the "public" by conducting an event or winning an award that has "news value."

Shell

A menu template. It is standardized sheets that have preprinted graphics, borders and headings that can be re-used when prices or menu items change.

Suggestive Selling Techniques Recommending or suggesting menu items that might be of interest to customer.

Trading Area

The geographical area in which most of an establishment's customers live, work, and play. For most operators, this will be within a five-mile or 15 minute drive time from their establishment.

Translites

Back-lit panels used on menu boards.

Unique Selling Proposition

One or more elements that demonstrate how your product or service distinguishes itself from the competition; how it is different, better, and special.

Upselling Technique

When a customer requests a specific product, a higher quality item is recommended. For example, if a customer requests a well drink, the server would suggest a premium liquor.

Vision Statement

A concise definition of where you want the business to be in five years. It sets a direction for the organization, and is something that can be pursued.