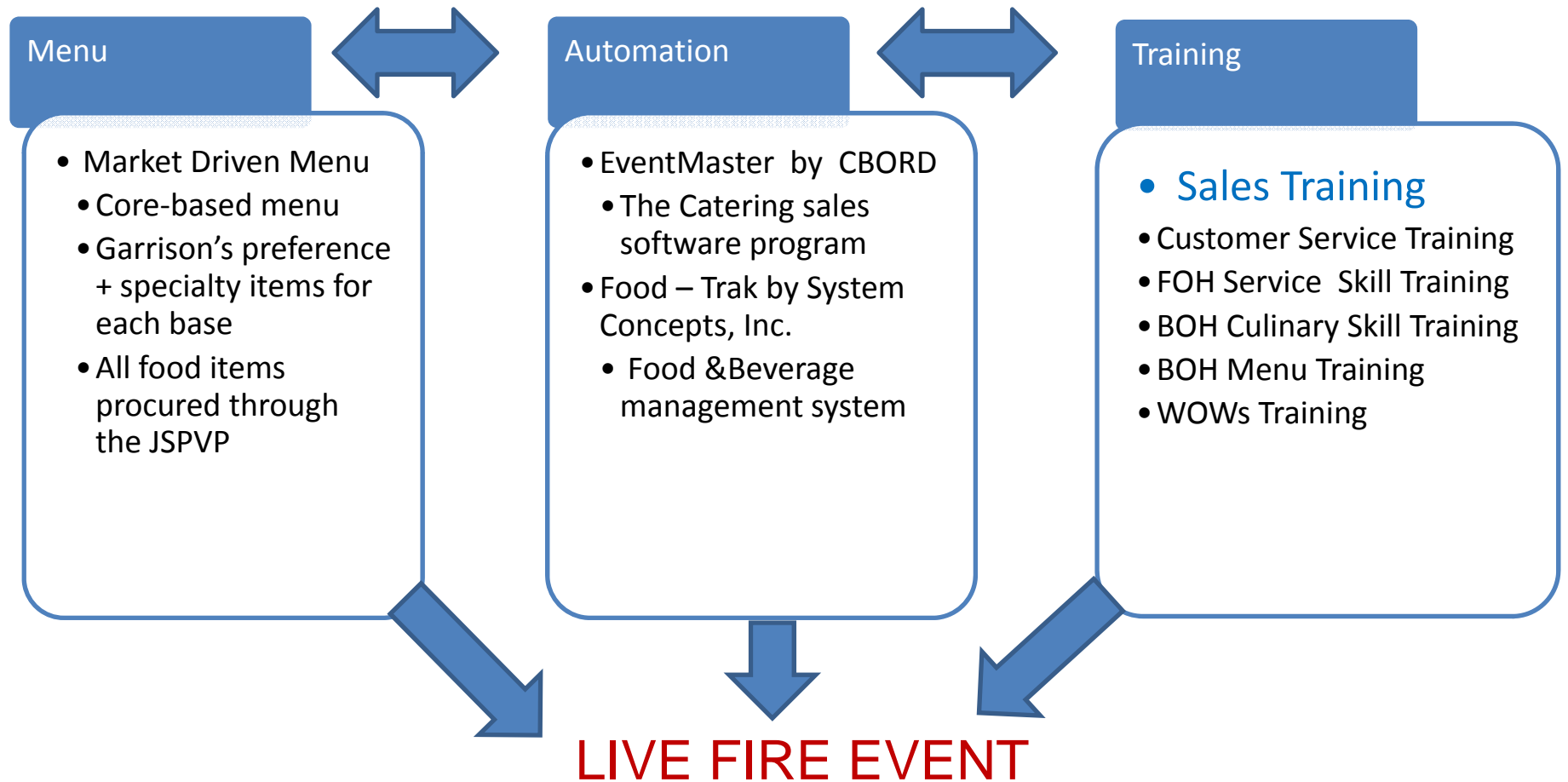




Army Catering Program Implementation

- Develops the Core menu that embraces customers needs.
- Incorporating new software to track each garrison's catering operation
 - EventMaster by CBORD – the catering sales software program
 - Food-Trak by System Concepts, Inc. -
- Features Standardized front-and back-of-the-house operation systems.
- Provides an in—depth training agenda
- **The Live Fire Events**

ARMY CATERING PROGRAM



Marketing vs. Sales

Marketing:

Everything you do to reach a prospect.

- Order Takers
- Broad Scoped
- Advertising
- Public relations
- Brand marketing
- Direct mail
- Unsolicited Sales

Sales:

Everything that you do to close the sale and get a signed agreement or contract.

- Targeted
- Solicited Sales
- One-on-One meeting
- Cold Calls
- Networking

Sales Definitions

Prospecting - Finding potential customers is called “prospecting.”

Cold Calling - Cold calling typically refers to the first telephone call made to a prospective customer. More unusually these days, cold calling can also refer to calling face-to-face for the first time without an appointment at commercial premises or Tenant.

Qualify - This is usually to decide whether it is worth putting any effort into the sale.

Account Penetration - It means that you have called on a Decision-Maker. After you’ve completed a call with a true Decision Maker, you can say that you have “penetrated” the account.

Account Saturation - Saturating an account is to actively network within the company. When you contact and call on numerous Decision Makers, you are “saturating” the account. An account is completely saturated when you have called on every Decision Maker.

Decision Influencers vs Decision Makers

Decision Influencers

Almost every situation will involve individuals who do not make the final decision, but who will influence it.

- It's important to “sell” the Decision Influencers
- Profound effect on the outcome of your sales call.

Decision Makers

The Decision-Maker is the person who makes the final decision.

- Economic Decision Maker
- Committee
- Typical titles for Decision-Makers are Managers, Directors, Admin (Front Office Personnel), S1, and Protocol.

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Lil' Nipper



search ID: lahn34

It certainly sounds like a fantastic offer,
but I'm not supposed to answer the phone.

HOW ARE YOU DOING?

- * *How are you selling now?*
- * *Who is selling for you, and what are you doing to get repeat business?*
- * *How are you up selling?*
- * *How do you stay in touch with your clients?*
- * *What do you do for your clients after an event?*
- * *Do you regularly stay in touch with you clients?*



Know Your Customer & Know Your Product

- Who will you sell your service or product to?
- What other similar Caterers are out there?
- Why will they want to buy from you rather than any of the existing services?
- How will you find your customers or how will they find you?



Do You Know Your Clients

File System

- Master Account File:
- the Lists of your Clients organized by Event Type
- Market Segmentation
- Current Business File

Trace System

- To aid in account follow-up, servicing, and tracking by bringing all files to the attention of the sales person in a timely and efficient manner.
- A systematic process by which the sales staff ensures to contact clients at the appropriate times and led to make certain decisions and commitments.

Reports

- Call Report / Client Contact Report
- Lost Business Report
- Weekly Activity Report

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Three Basic Ways to generate Catering Business

- Inquiry
 - The customer inquires about a function, either by phone or as a walk-in.
- Solicitation
 - A catering sales person calls on a potential customer by phone or in person to solicit their business : Cold Call
- Rebooking
 - A past customer requires another catering function.

1. Inquiry

- Telephone Inquiry

- A potential client calls in and requests information, the first step is to get Caller's name, company or group, and telephone number. (If the caller gets disconnected, we can call them right back.)
- Transfer the call to the appropriate manager or
- Tell them that (indicate name of manager) will return their call as soon as possible.

- Walk-in Inquiry

- Try to get as much information on the lead management form as possible.
- Politely ask the client to have a seat and tell them that a manager will be right with them.

- Inquiry Follow-Up

- The menus and information to be sent to the prospective client.
- Each inquiry received should be followed up by sending a letter thanking the potential client for their interest and giving any additional information that would be useful.

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Inquiry

❖ Weekly Activity Report

- ❖ It summarizes the extent of the salesperson's activity, with what client the effort was spent, and illustrates trends in booking patterns. Entries are made on a daily basis and totaled at the end of the week.
- ❖ Definite bookings will be transferred from the four Weekly Activity Reports at the end of the month to a monthly report.

❖ Client Contact Report Form

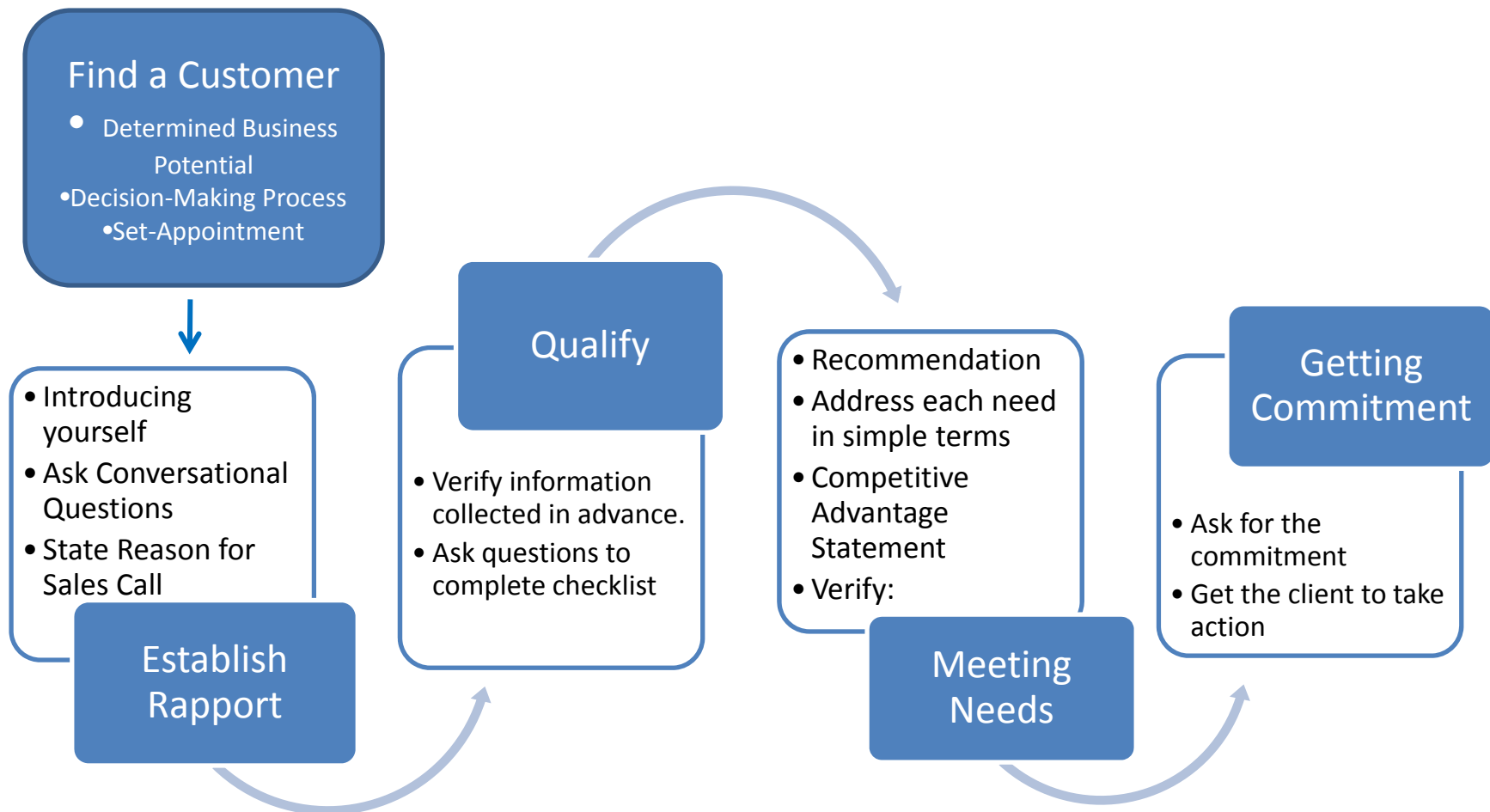
- ❖ It outlines what was discussed with the client and serves as a guideline for future correspondence.

❖ Call Report

- ❖ In order to keep a file "Active", it requires at least one recorded call a year. The information received during this call determines what further action must be taken.
- ❖ It states the disposition of the file, the date of the last call, the date for the next call and any other information that pertains to the action that should be taken on the file.
- ❖ The date of the next trace should be reflected in the call report.

2. Sales Call Process

A catering sales person calls on a potential customer by phone or in person to solicit their business





"Can't you see we have no time for them, we have a battle to fight"

"Please, your highness, I really think we should consider what they're offering us"

KineticCast

Find a Customer

1. Prospecting

Find people who can either influence the decision or actually make the decisions on where to book a party.

2. Marketplace:

1. You'll look at your entire market.
2. You'll narrow your market to a list of people within organizations that can influence or make the decisions.
3. Rank them in order from greatest potential to least potential.

3. 80/20 Rule

80% of your business comes from 20% of your accounts. Finding new contacts doesn't necessarily mean finding new companies. It could be new leads within current accounts.

4. Feet on the Street

0900AM – 1200 and 1300 – 1600 is prime time for face-to-face selling. If you see your sales staff doing administrative type duties at this time and not selling then you need to redirect their focus and efforts.



Selling Skills

- Self Confidence
 - You should never approach a prospect with fear of rejection.
- Building Rapport
 - You have to be able to earn the trust of the prospect, immediately upon approaching them. You have to make them like you, at least a little bit, as well.
- Questioning Skills
 - You have to get to know what your customer wants in order to close the sale successfully.
 - Asking questions to find the sales information.

Business Oriented Question vs. Customer-Oriented Question

Business -Oriented Question

- What type of meeting set-up will you need?
- What are the dates?
- Are there food and beverage requirements?

- As a Sales Person



Customer-Oriented Question

- What is important to you in this meeting?
 - Negotiating the best package
 - Up-selling additional services
 - Closing desirable and profitable opportunities for the property.
- As a Problem Solver / Consultant

Types of Sales Calls

- Cold Call = Initial Personal Contact Call
 - The first type of sales call is the Cold Call. The objective of this type of call is to immediately meet with a prospective customer, gain access to the decision maker, initiate the sales process, and make a sale.
- Follow-up Call
 - The second type of sales call is the Follow-up Call. The objective of a follow-up call is to pursue unfinished business with a customer.
- Introductory Call
 - The objective of a Introductory call is to introduce yourself, establish a contact at a customer's and get to know that person. A sale isn't the objective in an introductory call.
- Campaign Call
 - The objective of a Campaign Call is to campaign for new products or services.

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Types of Sales Calls

- Referral Call
 - The objective of a Referral Call is to contact a possible customer whose name you've been given by a mutual contact.
- Relationship Assessment Call
 - The objective of a Relationship Assessment Call is to monitor how satisfied the customer is with our products and services.
- Renewal Call
 - The objective of a Renewal Call is to book a function with an existing customer.

Initial Personal Contract Call (Cold Call)

- ❑ The first step into creating a sale.
- ❑ Only focus on the Cold Call is to get **an appointment**, or meeting for a future time that you can introduce your company and its product.

➤ How to Make Sales Calls

- Create a great first impression
 - Preparation : Understand their business, their needs, and wants.
- Make yourself as a problem solver/resource, not as a sales person or order taker.
 - Keep the attention of your clients to inspire confidence
 - Gain trust and rapport to give you power
 - Be remembered to make it easier to persuade
- Ask for the Sale
 - Don't be afraid to ask for the sale
 - Be prepared for potential objections
 - Make a list of 10-20 reason why a prospect may be reluctant to do business with you / your service and rehearse responses to them.
- Keep in Touch
 - Call and use the opportunity to ask about any problems they may be having
 - Ask how you can help them
 - Build positive relationship with them
- Ask for Referral



10 TIPS FOR A SUCCESSFUL COLD CALL

1. Preparation:

1. Understand service and product you represent
2. Your service and product must be fit for purpose for the given market and application.
3. Your mental approach – the way you see yourself and the cold calling activity
 - ❖ You embrace Cold Calling as the powerful process and aspire to be great at it.
 - ❖ Have some personal goals and aims incorporate cold calling into your own personal career plans and aspirations.
 - ❖ Visualize yourself as a Problem Solver / Professional Consultant

2. Develop a professional call opening

- ❖ Be Brief: When planning your call opening, first remember to vary your call opening based on your relationship with each customer. Call openings should always, however, be brief and to the point.
- ❖ Develop Professional Greeting:
 - ✓ Be different. Be professional
 - ✓ Begin with Mr. Mrs., Ms., as in "Good Morning, Mr. Smith".

3. Introduction

- ❖ Identify Yourself: Always clearly state who you are, what operation you represent, and the purpose for calling with the customer.
"My name is Sally Smith with _____ center / club."

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10 TIPS FOR A SUCCESSFUL SALES CALL

4. Express Gratitude

- ❖ Always thank the potential client for allowing you a few moments in his busy day.

"I want to thank you for taking my call. This will only involve a moment of your time so you can get back to your busy schedule".

5. State the purpose of your call.

- ❖ It's best if you can provide the purpose within a question.

"If we can show you a way to plan your next function at a lower cost, would you be interested to know more?"

- ❖ Sell the benefits – not the product

"In other words, you are not offering a function, you are offering an experience. Get to the emotional or financial benefits."

6. Find out your prospect's priorities

- ❖ Listen to them and determine the needs and wants.
- ❖ Throughout the conversation, always listen to prospects without interruption. The more they say to you, the more they become involved in considering the purchase

7. Schedule a meeting

- ❖ Get a confirmation to meet, either in person (or to teleconference) to go give them a solid presentation. Listen and Interpret Involve and Coordinate

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10 TIPS FOR A SUCCESSFUL SALES CALL

8. If a face-to-face meeting is the most appropriate next step, use the alternate-of-choice questioning strategy.
 - ❖ Offer him two times. *“Mr. Johnson, I can pop by your office at 2:15PM today to discuss this further, or would 9:45AM tomorrow better suit your busy schedule?”*
 - ❖ Don't say “When can we meet?”, or “When is a good time for you?” Most businesspeople are too busy to have a "good" time
 - ❖ When you use the alternate choice, you take a control of getting the appointment.
 - ❖ Aim for the middle of the week. Tuesday, Wednesday, and Thursday are better than Monday or Friday.

9. Thank them for their time today and for the upcoming appointment.
 - ❖ Reconfirm the date, time and location of the appointment.
 - ❖ Give him your contact information this way; “If anything else comes to mind that I should be aware of prior to our meeting, please contact with me at (xxx) xxx – xxxx.

10. Follow - Up
 - ❖ Send confirmation of the meeting
 - ❖ Keep it short and upbeat. Always thank the potential client for allowing you a few moments in his busy day.
 - ❖ Always follow through with what you say you are going to do. If you say you'll send a quote by Friday – DO IT! If you say you'll check with someone else in your company about an issue that's come up – DO IT! Don't forget.

TOP 10 Sales Mistakes

1. Not Listening

- ✓ Too often salespeople present service or product without hearing what the customer wants.
- ✓ You cannot sell to someone if you do not know what they want.
- ✓ Listen to your customers, identify the need, and fill it.

2. Overselling

- ✓ A nonstop sales pitch leaves your potential customer with no room to make an intelligent decision.
- ✓ Know when to stop selling.

3. Being Unprepared

- ✓ You need to know the details about what you are selling and be able to answer all pertinent questions.
- ✓ Be prepared.

4. Jumping Straight to the sale

- ✓ You need to establish a relationship.
- ✓ Do not rush to the sale. Take the time to educate your customers, and they will reward you with sales.

5. Not closing the Sale

- ✓ This is the flipside of the previous mistake.
- ✓ Once you have provided your customer with the information he or she needs, you need to ask if the customer is ready to make an decision.
- ✓ Sometimes asking for the sale can be the nudge your customer needs to make a final decision.

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TOP 10 Sales Mistakes

6. Going off topic

- ✓ Some salespeople overdo the need for a “relationship” with excessive chatter. Others continue to talk about the product or service but spend an inordinate amount of time on irrelevant information.
- ✓ While you do want to build a relationship and make your customer comfortable, the goal is to make the sale.

7. Not researching your customer

- ✓ Do some research before the sales meeting and get a good idea of the prospect’s likes, dislikes, interests, and manner of doing business.

8. Judging books by their covers

- ✓ Salespeople routinely miss sales because they prejudge their customers.
- ✓ Do not let race, creed, gender, ethnicity, or appearance stand in the way of making a sale.

9. Not following up on leads

- ✓ Just because someone does not buy immediately does not mean he or she will not be interested later, particularly if he or she requested information.
- ✓ Follow-up is a critical aspect of sales that is often neglected.

10. Failing to prospect for new customers

- ✓ Even when sales are at their peak, you need to devote time to looking for more customers. No company can survive without a constant influx of new customers.

WHAT DO YOU SOUND LIKE TO PEOPLE?

- Try just talking in simple and plain without all the fancy works.
- People don't really care how smart you are, they only care if you can help them make a smart decision about what they want to buy.
 - ✓ Instead of *cheaper* say *less expensive*
 - ✓ Instead of *worthless* say *less value*
 - ✓ Instead of *let me tell you* say *based on my experience*
 - ✓ Instead of *mixed colors* say *blended colors*
 - ✓ Instead of *small piece* say *bite sized*
 - ✓ Instead of *have lots of* say *have dozens of* or *hundreds of*
 - ✓ Instead of *fix* say *fine tune*
 - ✓ Instead of *I think* say *I'm a firm believer in*
 - ✓ Instead of *best* say *first class*
 - ✓ Instead of *your offer is too low* say *this is a bold offer*
 - ✓ Instead of *make some time* say *free up my schedule*
 - ✓ Instead of *not difficult* say *it is easy*
 - ✓ Instead of *won't work right* say *function less*
 - ✓ Instead of *full covered* say *fully insured*
 - ✓ Instead of *listen to me* say *take my advice*
 - ✓ Instead of *I'm sorry* say *I apologize*
 - ✓ Instead of *what we sell* say *what we offer*
 - ✓ Instead of *can I get your signature* say *can I get your O.K.*

Presentation Structure Points and Sample Questions / Statements

Key Structure Point

1. Research the prospect.
2. Know your history or prior relationship with the customer and organization.
3. Seek out additional uses for your accommodations, facilities, and services.
4. Look for opportunities to extend the sale.

Sample Questions / Statement

1. “Now that each of your individual departments will be responsible for its own meetings, I’m sure you’ll find our series of smaller multi-media conference rooms especially suited to your company’s training needs.”
2. “It seems we haven’t been able to serve you in the past three years because you’ve grown so in membership. However, we just bought and are renovating the property across the street. Would our ability to now offer 400 rooms instead of 250 be helpful to you now?”
3. “We’re delighted that you’ve been using our facilities each year for your quarterly sales meetings. Since you also handle social activities for your company, you might be especially interested in the total remodeling program we’ve just started in the Grand ballroom. It will be completely finished in time for your annual Christmas Party.”
4. “I imagine you have quite a number of weary people after they finish your program of Skills Improvement Workshops. If they would like a little R&R, we can offer a total optional package which would include one or two extra days – at the same special group rates we’re offering during your convention.”

Frequent Ask Questions

- How do I develop strong relationships with key players?
 - Identify them as soon as possible.
 - Build rapport with them and their subordinates.
 - Uncover and address their needs and objectives.
- What are the benefits of including key players?
 - Doing so allows for a better understanding of customers and their needs.
 - Getting everyone involved can often result in larger payback and therefore help justify potentially larger transactions.
 - Facilitating multiple points of contact in the organization helps prevent having to start all over if one key player or decision maker gets fired, is promoted, or leaves the company.
 - Keeping in mind that the decision maker may have more oversight than the people that are directly involved is a crucial aspect of a thorough approach.
 - Doing so saves everyone time in the sales process and allows for a more focused sale.
- What steps must I take to ensure active listening?
 - Truly listen to the speaker, giving him or her your undivided attention.
 - Reduce or eliminate noise or other distractions.
 - Organize the message you hear.
 - Check your understanding of what's been said.