

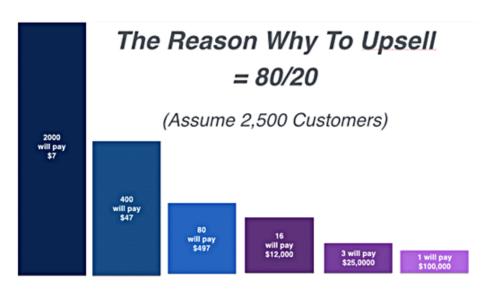
<u>Contributed tip</u> from <u>Howard Tinker</u> of <u>restaurantprofits.com.au</u>

56. Send it to the media

Never let that great new deal go unnoticed. Write a press release and send it to the media, local publications, food and beverage as well as local food and lifestyle bloggers.

57. Master the art of upselling

Remind your staff that you are all a part of a sales business. So an extra dessert or appetiser can make a difference. It'll show at the end of the night when you add up all your sales for that day.



Upselling technique from the Collective Digital Marketing Mastermind.

Observe and identify your top-performing staff and have them mentor the others to improve your sales further.

Another great idea, shared by Nicole Kelly of <u>Restaurant & Catering Association</u> would be to have a staff competition on upselling. You can offer a bottle of wine (that you have received as bonus stock) as an incentive for the staff that sells the most high yield dish.

