



Special discounts for special occasions Contributed tip from [Howard Tinker](#) of [restaurantprofits.com.au](#)

Think about those rug retailers that are always advertising massive discount sales on TV. How often do they say up to 80% discount on all floor stock – final clearance sale – new stock has just arrived, so old stock has to go. Trouble is people become oblivious to all these sales after a while. They cease having an impact. They are no longer believable.

It's better not to discount at all but to simply offer more add-on value instead. You could consider something like “buy a coffee get a slice for free”, “Spend over \$10 and get a free coffee”. The idea is to add perceived value.

“Selling is not about price. It's all about value”

MAKING THEM GO ‘OOH!’ WITH YOUR MENU

23. Always mention the major ingredients

Explain what the major ingredients are in a particular dish. If they fit, use ethnic names as they add an authentic flair to the menu description.

24. Put a lot of thought in your menu design

Your menu is a reflection of your restaurant so its layout, fonts, and colours should match your restaurant's concept, location, or theme.