



Contributed tip from [Howard Tinker](#) of [restaurantprofits.com.au](#)

## 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 [Restaurant & Catering Association](#) 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.

