

Good morning

## **Ho! Ho! Ho! Its Christmas time again!**

And that means that we did want to find time in this increasingly hectic period to write to you and say “thank you” for your support over the last year.

Now, if you are like most people, what you don’t want between now and Christmas is another dose of Christmas cheer.

So that got us thinking. What could we give you just to tangibilise our thanks? And it occurred to us that post-Christmas is the time when a little “something” might be appreciated.

So we are delighted to tell you that, when you can face a great restaurant meal any time during the more leisurely month of January, we have bought you a meal at Chloe’s Seafood Restaurant.

We’ve paid for your meal (up to \$75) which naturally does not include liquor or the cost of anybody else dining with you. But your meal is on us. Enjoy!

And in the meantime, have a Merry Christmas. May your new year be all that you could possibly wish?

Yours sincerely

**P.S.** And call us when you get the chance. We’ve got a couple of mind-blowing ideas you’ve just gotta hear.

## Instructions for Setting up Free Meal Offer

1. Select a restaurant, which you like going to and is either a client of yours or you would be proud to have as a client.
2. Go and visit the proprietor at a time other than a busy period.
3. Tell the proprietor that you would like to offer each of your clients the opportunity of celebrating their birthday at their restaurant.
4. Explain that what you would like is the right to offer the client a free meal (entree, main course, sweets) on their birthday for that person only, liquor not included and choosing from the normal menu.
5. The proprietor will want, at this juncture, to tell you how much this is going to cost you.
6. Explain to the proprietor that you expect that they will give the whole meal to the birthday person at no cost to you (or the birthday person).
7. Be ready to either catch the proprietor if they look like fainting dead away or have oxygen available if they hyperventilate.
8. Explain to the proprietor that you are doing them a favour by introducing a huge number of potential regular patrons as their birthdays come up over the next year. Point out that their meal cost is not the menu price, nor is it the normal average cost per diner, since these are extra patrons they would not have got and thus the overheads can not be charged against these “bonus diners” either. The real cost is the cost of the raw materials only.
9. Stress that since it is your client’s birthday it is likely that they will be accompanied by one or more people to celebrate with them who will, of course, pay normal prices.
10. Emphasize that because the birthday person is not paying it is rather likely that they will spend what they save, and more, on alcohol on which the profit margin is hugely satisfactory.
11. Highlight that, if the restaurant staff are adept at capitalizing on the add on, up selling and cross selling opportunities, the potential to increase revenue and profit from each of these birthday groups is huge.
12. Finally mention that the beauty of this proposal is that it only costs the proprietor money when somebody takes up the offer and comes into the restaurant. Compare this to any form of advertising where the bill must be paid regardless of success.
13. Once agreement is reached, show the proprietor the voucher you have prepared or the letter that your clients will present when dining.
14. Mail the attached birthday letter to each of the clients you like (why worry about the problem clients, the whingers or complainers?) to arrive a couple of days before their birthday.
15. Sit back and bathe in the rosy aura of goodwill that will emanate from your clients in appreciation of your generous gesture.
16. Remember to stay in touch with the restaurateur from time-to-time. Write them up for heaps of business in due course... that’s the least you can do by way of accepting their gratitude.
17. Dependent on the geographical spread of your clients you may need to have several restaurants involved... and anyway you’ll probably need a different restaurant for the next year, so it’s worth starting the cultivation now.