

My name is {name}, I'm working on a project helping restaurants in { your town} get more business, & I have some information that is helping other restaurants increase foot traffic, sales, & customer retention by about 30% in this economy. The reason I'm telling you this is because I'm sharing this info with other restaurant owners in the area & I want to know if you also think it would be beneficial to at least be aware of proven strategies to increase business?

[wait for response. the common things they say are below. typically whatever they say I always recite the 3 biggest challenges]

(Firstname), The **three biggest challenges** facing restaurants in today's market are:

- 1) Keeping the restaurant full – especially during non-peak hours.
- 2) Building a loyal tribe of repeat customers in this tough economy
- 3) Breaking through the clutter factor and getting potential customers to respond to advertising and marketing messages.

Can you relate to these challenges {Firstname}?

Why cant you tell me now. Shoot it to me straight.

“well, I have information from a multimillion dollar study that reveals the top trends affecting your industry. Which are{the 3 main challenges}

What are you selling?

“well john if I'm selling anything, it's a business growth strategy. I have information from multiple research studies that total over a million dollars in research. It covers the three biggest trends affecting your industry which are.....{ the 3 main challenges}

What does this cost?

“to share information with you? That doesn't cost you anything. I have information from multiple research studies that total over a million dollars in research. It covers the three biggest trends affecting your industry which are.....{ the 3 main challenges}

I wouldn't be interested..

“you wouldn't be interested in getting information you can apply today to increase business? There really is 3 trends that are affecting your industry that we are helping restaurants overcome to the extent of increase of 30% growth. These are..... { the 3 main challenges}

Sure! Great, what we need to do next is sit down for about 15 minutes to go over these business growth strategies. What day/time works best?

I don't get what you're saying What I'm saying is that I have information that is helping other restaurant owners increase business by 30% and want to know if you would like to know how they are doing this? And if so, I recommend us sitting down for about 15 minutes

Talk to my Advertising person?

-John, are you the owner of your restaurant? John, do you think it would be beneficial to at least be aware of what's working now in your industry, so you can take back to your advertising person & make your marketing more effective?

Do you have any info?

John, a lot of the info I have is data, stats, & graphs. And as a business owner, I believe you deserve to be properly educated on what these findings mean for your business. It would be an

injustice on my part to simply give you a watered down brochure. I want you to be empowered with knowledge so you can significantly increase your business. That makes sense right?