



## **Restaurant Marketing Guide**

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Dear Marketers,

Thanks for purchasing the Effortless Restaurant Consulting System!

This guide will instruct you on the sales process. It will also help you with terminology, and restaurant processes as it relates to web development. We will also review several buyer types, and I will provide you with a telephone pitch, and a sneaky in-person sales tactic.

A Food Service Restaurant / Establishment is a retail business that **requires consistent, and meaningful information & consumer engagement**. Any retail business site that does not meet this criteria is a candidate for re-development. I've termed our targets as either FSR or FSE - **not to be confused** with another marketing term; FSR - Fast Service Restaurants (Fast Food)

To sell to a restaurant owner, you must become the restaurant owner ... no - don't buy or open a restaurant; study them up close, and do some homework. Here are some helpful links;

- [http://www.mplans.com/sandwich\\_restaurant\\_marketing\\_plan/financials\\_fc.php](http://www.mplans.com/sandwich_restaurant_marketing_plan/financials_fc.php)
- <http://restaurants.about.com/od/businessplans/a/Restaurantsale.htm>
- <http://www.foodservicewarehouse.com/education/restaurant-operations/profit-loss.aspx>

I've broken down our target market into four main categories;

### **A. FSR with No Website**

This can be a new or long-standing establishment that never bothered to develop a website. The standard reason given was that they didn't feel it was going to make an impact, and

not knowing enough about website or online marketing; has decided against the expenditure.

To convert this type, you must display a demo of the website; highlighting its ease of use, functionality, and ability to connect with consumers anytime/anywhere. Sell heavy on benefit, and *out-of-the-box* value.

## **B. FSR with Terrible Website**

This type understands the need for a web presence, but is not capable of buying a functional website; mostly due to unfamiliarity with the tech, and no internal support/champions.

Businesses in this profile typically have a website that suffers from the standard woes; poor information, little search visibility, no promotional offers, or consumer engagement.

These types of businesses are your primary target since they understand the value of a website, just enough to have one. Approaching these types with a complete-solution is likely to generate extreme interest and sales because the owner/operator likely knows their website is inadequate.

Sell this type on the features & benefits of the web solution, and how it vastly improves upon their existing web space.

*\*Careful\** not to badger them by accident; it will be easy to say "your website stinks" (because it does) but people respond negatively to negative comments;

Instead say something like "I like the direction you were headed, but here's how I would do it..."

## **C. FSR Resistant to Web Technology**

You'll encounter these types regularly; often described as "old world" who have next to zero knowledge of the online realm, and will likely rebuff any attempts to discuss or otherwise sell them a website solution. For a marketer & salesman, this individual is the Holy Grail. I encourage you to sharpen your skills on this type of business owner, as afterwards; all other sales become much easier.

Since this type has little idea on the value a good functional web presence can offer; you'll need to secure their attention (which you'll have a very loose handle on) and transmit key benefits until they admit that it can help them.

Once they admit this, you can then "corner" them with YES questions.

These are "NO BS" business owners so be clear and direct in your discussions with them. They don't want stories, history lessons, or vast technical nomenclatures. They barely want a website, and have likely given you the brief time for a phone call or meeting because a relative or respected friend told them they need to be online.

While you must be direct, moving too fast and being dismissive of their puzzled face will make you appear condescending. When discussing topics that they are unfamiliar with, use plain language and watch for cues that they are confused.

## **D. Pre-Qualified & Active Buyers**

Lastly, this optimal FSR client is in the market for a web site solution, and has been actively seeking a theme or development agency. Often times, they enlist a family member or try consumer solutions for creating a web space, mostly with lackluster results due to a lack of style & marketing fundamentals.

This type will likely be responsive to your marketing collateral, and receptive to your pitch. Be prepared to "talk-turkey" - in my experience; the people who know enough *to be dangerous* can really talk your ear off.

Lead the conversation with intelligent questions on their business (see section below), and demonstrate how the theme can resolve the issues they bring up.

### **NOTE:**

There are a few things to pay special attention to when dealing with any food service establishment owner or operator;

1. Their chief concern is getting people into the store buying as much food as possible.
2. They care more for results, and less for possibilities; so sell them on the results that this platform will bring them, such as greater local exposure, more take-out orders, more reservations, and more foot traffic for breakfast/lunch/dinner sales.

## **Finding Leads**

I find restaurant leads with a few sites. Online directories are best, but looking in my neighborhood reveals a host of potential clients. All of them have business cards or flyers on the front desk. Grab

one, and research them. I discuss more sales tactics later on in this document.

You're looking for food service establishments in your area with no web site, or a very poor one. If the site lacks reservations, a web-based menu (they only have a pdf download or image), and no contact form; they are a good prospect.

### Helpful Directories

- Manta.com
- Resturant.com
- Yellowpages.com
- Google maps -> Search "Restaurants + Zip or Town"

## Setting the Appointment

The Food Service has three peak times for business; breakfast, lunch, and dinner. These will vary depending on the place and locale, but typically;

Breakfast	7am -10am
Lunch	12pm - 2pm
Dinner	5pm - 8pm

Trying to talk business with an owner during these busy times will not likely end in a sale. Instead, aim for the post lunch quiet-time to conduct your cold call, online/remote sales presentation, or in-person meeting. I have personally found this time to be when the restaurant owner is the most relaxed.

Now, using the **opening statements**; plus the **revealing** and **YES-Only** questions; you begin to paint the restaurant owner in a

corner with pure logic; forcing them to admit the web site needs an upgrade, and that his store can benefit from the new features.

## Opening Statements

\*Can be used when cold calling, or when sending an email inquiry:

- *"Hello, I noticed you're not getting the most out of your web site; may I set an appointment to speak with the owner or marketing lead?"*
- *"I recently ate your place, and wanted to leave a testimonial on your site. There wasn't a place to do that, can we talk about fixing that?"*
- *"I noticed your online menu pricing differs from your in-store menu; I can fix that for you."*
- *"Can I make a reservation online? If not, I have a great solution for getting more customers in the door."*
- *"May I have five minutes to explain how you can grow customer spending by 30%?"*

## Revealing Questions

If they have a website:

*"Do the prices on your current menu reflect the prices on your website?"*

*"Is updating your menu online a hassle? Who does it?"*

*"Do you currently gather customer email addresses? If so, what do you do with them?"*



*"How do you manage customer reviews, and testimonials?"*

*"Do you have a customer rewards program?"*

*"What kind of promotions/advertising have you done?"*

If no website:

*"Did you know customers try to find your menu before visiting or calling to order?"*

*"It looks like you do well, do customers offer to give you online reviews?"*

*"Do you ask customers for honest testimonials or reviews?"*

*"I see you don't have a website, do you think a website cannot help grow your bottom line?"*

## **YES-Only Questions**

Use these questions to get the prospect in the YES mood. These are questions that lead to positive outcomes, or highlight something positive or a potentially positive result.

1. Do you think your business would benefit from a better consumer relationship?
2. How important is it for customers to find your location or telephone number
3. Would it help if your regular customers spent 30% more in your store?

4. Would you find an easy-to-update online menu helpful for your take-out business?
5. Would it help if you had a list of customers and/or local businesses who you can email lunch specials & promotions?

## **Demonstration Steps**

There are two ways to demonstrate this site, unique to the two situations of sale. Note, you can mix and match your pitch however you'd like, but get one of the below working for you prior to experimenting.

### **1. On-Premise**

With this method, you are going to the physical location of the prospect, meeting the owner or buyer, and demonstrating the website solution.

You would have solicited the lead by walking-in, an inbound contact request, or just blind cold- called them

You'll need;

- Laptop with wireless/WAN internet -or- printed PowerPoint presentation
- Pad and Pencil

A. Meet and Greet - do proper introductions; skip your history / background unless they ask

*"Thanks for your time, I know how busy things can get..."*

B. Talk Business

*"So, let's start by saying I love your place, and I can tell that its popular, so people do search for it, let me ask you, how much do you know about marketing online?"*

Let the owner reveal their level of knowledge (remember, some people will play dumb in an attempt to position themselves better - this is the sales game)

Ask them the revealing questions, and discover where they need improvement. Offer the benefits and features of the themes to solve those problems.

Use the PowerPoint sales presentation the problems, solutions, demo services, benefits, and features, and price.

### C. Rebuttals

Lead all responses to rebuttals with value:

*"I want to show you how this site will pay for itself in a very short time"*

*"These customers are using mobile and technology every day, you need them to find you online, and have content they can engage in"*

Finish responses to rebuttals with a YES-Only question

## 2. Remote

The delivery of this method will be a little different, but the sales pitch is the same. You'll still want to take notes so have

a notebook or pad handy. Share your screen with them using one of many products available;

- Skype
- GoTo Meeting
- Google Hangouts

When preparing for a demo, make sure your equipment is ready, and that you're confident in your pitch. If not, practice in front of the mirror a few times.

Since you won't be looking at your prospects face when delivering the pitch, you won't be able to see any confusion, or read their body language. A tougher sale for sure, but made easier by properly triggering delight in the business owner.

Use the power point presentation I've included in the course to go through each main point, and at a reasonable pace. I've kept it short for good reason. You only have a few minutes to really excite them, and demo how this will help them.

Refer to the Power Point presentation for the proper order to delivering the features and benefits. (Notice how I lay out the slides)

## **Selling Points & Benefits**

- No need to build food client web site from scratch
- Relieves full-functional food service theme scarcity
- All site requirements already vetted & included
- Common WP Platform (Install Theme and Populate)

- Displays all relevant information on home page
- Turn-key offer to food establishments
- Originates from food service experience
- Solves food industry-specific web site aesthetic & functional shortfalls
- Reservation engine builds email and telephone database

## **Features**

- Complete & Easy Update Menu Engine
- Online Reservation Engine
- Auto-detect Mobile Site
- Social Media Connections
- Autoresponder Integration
- Address & Google Maps Integration
- Custom Hours of Operation
- Google Analytics Include
- Image Slide Show
- Standard Blog Features
- Custom Header/Footer Images

## **Making More Work**

Remember a new website brings a renewed responsibility to the business owner. They don't like hearing that this makes more work for them. Regardless, both you (as a marketer) and they (as the business owner) have a responsibility to steward their brand. You want to do as much as you can for them, but some things will

require their input. Try to keep these input requests to scheduled meetings or a handful of incidents of you asking for information.

When selling them, try not to focus too much on their participation until after you've transmitted the value, features, and benefits of this web solution. Sometimes, you may even have to wait until after you receive a deposit. It all depends on the person you're dealing with.

Setting up this website is very much a collaborative effort between you and your client. After all, no one knows their business better than they do. They'll recognize this, but only after seeing how they will benefit from having a new site.

## Discussion on Fees

I typically charge \$1,500 to \$3,500 for a complete online marketing package. This will include the following deliverables;

- WordPress Install
- Theme Install
- Business Info & Backend Config
- Menu Population\* (with the business' help)
- Light Copywriting

**\*Note:** Menu population is best done with someone who knows the menu. This is usually the lead wait staff or menu author (head chef and/or kitchen manager)

I also tend to add monthly management fees upwards of \$300 to \$500 to be their go-to agency for marketing needs, plus any add-

on marketing services, but only offering that after I finish this web site project.

The deliverables will take myself or my outsourcer one business week to complete. Your time may vary so 2 to 3 weeks is good to offer from the start. After doing this a few times, you'll get very proficient and be able to bang out sites in just a few days.

The fee you charge will be determined by what you think the restaurant owner will pay. You can try the budget approach;

*"If you'd like to grow your business online, can you set a budget to make it happen?"*

Surprisingly, most small to medium sized business owners do not run or set-aside an organized budget process for their marketing or anything else. It's usually run on general accounts, or expensed as needed.

Use this to your advantage;

*"Since you don't have a budget, and you're getting a great web solution that will increase sales; I feel you should set aside (\$2,000) to help make this program a complete success. My fee would be less than half of that..."*

Not only does this show you are serious about their success; but you're also paying attention to potential expenses, and other things you'll need to make this produce results for him. This shows the business owner that you're considering other things besides getting the sale. Trust me, they will want to negotiate with you, so be prepared to do so.

If you want to bundle services and offer more value; you may still want to separate from other projects, and focus on the website element first since that is the hub of their online marketing.

Example:

*Joe's Pizza Palace*

Project I: Web Site Development

Project II: SEO Campaign 3 Month Pilot

Project III: Facebook, Twitter, Google content

You can still offer discounts and promotions of your own:

*"The regular price for this theme is \$2500, but if you sign up for \$150 monthly social media management, I'll knock \$800 off the website right now"*

## **Taking Payments | Beginning Work**

First, you must have an agreement that states the contract work to be performed for a stated fee.

(I've included my standard agreement in the product package)

I typically accept a 50% deposit on work performed + expenses. So if you agree to \$2,000 project; accept a check of \$1,000 before beginning work.



Always wait until you are paid at least half before you begin work. Some owners may ask you to pay you in partials; proceed with caution - you're in a position to get burned.

So when the business owner is sold completely on the idea - ask for a deposit:

*"I'm glad you see how this complete solution can help you; may I have a 50% deposit so I can begin work immediately?"*

Email / hand them the Client Questionnaire or better yet, fill it out together; you'll remember it more, and it will help refine your pitch. Not only that, it will show the business owner that you care about his business since you want the most accurate information possible.

## **Opening the Door**

This project will help open the door to other products and services you can offer. Most of them are residual monthly support elements like;

- Social Media Management of their Facebook / Twitter / G+ Accounts
- Google Places and other Directories
- Search Engine Optimization
- Weekly / Monthly Mailers
- Local Paid Advertisements
- Event Sponsorships
- Marketing Consultation
- Custom Development

Using this theme as the key, you have just opened up the door to offering services valued in the tens of thousands of dollars. Why would a restaurant buy services of over 10k?

Consider how much revenue a FSE can generate per week;

*\*Varies with region*

Small Restaurant:	\$14,000
Medium Restaurant:	\$50,000
Large Restaurant:	\$100,000
Popular Delicatessen:	\$20,000
Bagel Shop:	\$10,000

But also consider the profit in the restaurant business. The absolute minimum most restaurateurs will accept is 10% net profit. Crazy right? Their expenses are 90% of their revenue. It's low because between gas, electric, consumables, and food; their expenses add up. You want to be considerate of this. Some of them even take less, and count on the volume of sales to generate significant revenue for shareholders. (owners)

Now understand that dozens additional visitors and new loyal "regular" customers can mean tens of thousands of dollars in additional revenue over the course of the year. A useful website can engage and compel dozens of interested guests.

**A popular restaurant is not necessarily a well-promoted one.**

People go to restaurants for food selection & quality, atmosphere, and least but considered; price. Since food service establishments traditionally build followings with local residents and businesses; they may not need to advertise to keep the

business afloat. However, **if they did increase their exposure**, it opens the door for more consumers to be drawn to the eatery, and even increase the frequency of regular visits due to convenience, readily available information, and affinity.

Example of Affinity:

*"I just love Mr. Cacciatore's down on Sullivan Street, they have the best Lasagna, and the place is so beautiful, we should order diner from there tonight!"*

Ultimately, how you present this theme and related marketing elements will develop out of your own personal style, practice, and repetition. This might look like a challenge, but the only hurdles are the ones you place in front of you. Be not discouraged if you fail to sell this to your first couple of contacts.

If you're really having trouble, here's a trick that has worked 90% of the time for me.

## **Manager Compliment | Reciprocal Tactic**

Bring a friend or family member to the establishment and have lunch/dinner. After the wait staff drops the check; compliment the waiter on their quality service and great food (leave a good tip) then ask to speak to the manager. If he/she asks why; say, "Everything was great, I just want to give him my feedback directly."

Meet the manager, shake their hand, and restate your compliments. You would have made a positive impression, and make the manager feel good. After you pay your check, leave.

Remember their name; (write it down) - you're going to revisit that restaurant post-breakfast (but before lunch - this is when the owner is most likely to be present, and the least busy). Look for the day manager, and get to know him/her too. Restate your compliments to them, and remember their name.

Guess what, if you build key relationships with the day & night managers, the owner is going to hear about you if you position yourself right. Restaurant managers are usually great 'people persons' - they have to be. When the two of them get to know and like you; one of them is going to ask you what you do for a living. Here's your opportunity to deliver the pitch.

The above takes a little more work, but has helped me close deals.

I know that with this theme pack, and your effort; we can reverse the trend of terrible food service websites, while helping these businesses succeed. Everybody wins.

Good Luck! ...and don't forget that I'm always here to help you. Reach out via [www.whitewavesupport.com](http://www.whitewavesupport.com).

Sincerely,  
-Luther Landro

## **Appendix A: Pre-Development Questionnaire**

Please help us serve you better by providing the most detailed responses possible. Use as much space as necessary;

Questions:

1. Please list the complete business retail name, address, and contact information:
  
  
  
  
  
  
  
  
  
  
2. If you don't have a domain name, please provide some examples of web addresses that you like:
  
  
  
  
  
  
  
  
  
  
3. Can you provide 6 to 12 customer testimonials? If so, please attached them.
  
  
  
  
  
  
  
  
  
  
4. Do you need photography, or can you provide me with some photos to use? Describe what you'd like to say with your images.

5. Are there any special services that you offer? (example - catering) If so, please provide some details on why a consumer should choose your store.
6. Please tell me about your establishment and its history.
7. When is the best time to contact you should we need to discuss this project during development?
8. If you have them, please provide links to Facebook, Twitter, and/or LinkedIn for your business. If you don't have any of these, ask me about setting them up:
9. What are your favorite colors, or describe the colors that you'd think would best represent your store's brand?
10. Please detail your hours of operation for each day of the week:

11. Do you have a logo that we can use? If so, where can I get access to the source graphic file? *Name of artist, telephone number, email:*
12. Are there any promotions you'd like to run for the site's launch?
13. Is there any other information that you think we may find helpful?

#### List of Assets Needed

- a. Updated List of Menu Items
- b. Recent Consumer Testimonials
- c. Logo File
- d. Pictures of Your Store
- e. Pictures of Your Staff / Action Shots
- f. Business Contact Information
- g. Brief story about your store & services