

Growing Your Sales...

Not Your Prices



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Growing Your Sales...*Not Your Prices*



- **What You Sell...*Your Menu***
 - **How You Sell...*Value & Incentives***
 - **Where You Sell...*Location Improvements***
 - **Who You Sell To...*Your Customers & Competing with Marketplace***
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5 Principles To *Growing Your Sales Success*

1. **Do not focus on the one idea that will make a 100% improvement... look for 100 ideas that make a 1% improvement each.**
 - *You will always find the “big” idea*
 2. **Ready...Fire...Aim**
 - *Let your customers/employees decide*
 - *Failure isn't fatal*
 - *What gets measured will improve*
 3. **Less Is More**
 - *Keep it simple*
 - *Gear menu to peak sales periods*
 4. **Stay Connected**
 - *Follow current trends*
 5. **Set Your Staff up for Success**
 - *Support those closest to the customer*
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What You Sell...Your Menu

New Menu Items That Have Been Recently Introduced at Parks & Attractions

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|---|-------------------------------|
| Branded Concepts | French Fries with Toppings |
| Funnel Cakes/Fried Dough | Tart Yogurt |
| Bloomin' Onion | Italian Ice |
| Apple Slices with Caramel | Nutty Bavarian |
| Philly Cheese Steak Sandwich | Shave Ice |
| Fried Twinkies, Oreos, Candy Bars | Fried Apples |
| Italian Sausage | Fruit Smoothies |
| Salads/Fruit | Flavorburst Soft Serve |
| Garlic Fries | Gourmet Coffee |
| Buffalo Wings | Mini Melts/Dippin Dots |
| Flash Mugs (Souvenirs) | Cupcakes |
| Mini Donuts | Kettle Korn |
| Beverage Refill Programs | Stuffed Churros |
| Self Serve Slush/FCB | Top your own Cookies/Cupcakes |
| Sippers | Turkey Legs |
| Items in souvenir containers: | Gluten Free |
| i.e., Cotton Candy, Popcorn, French Fries | Pasta |
| ½ Pound Burger | Energy Drinks |
| Onion Rings | Sweet Potato Fries |

A few things to think about:

- Your “failure” may be some one else’s success... and vice versa.
- Track what you sell... and replace poor performers.
- Follow trends in the recreational and leisure time foods industry.
- Are Local/Regional food favorites represented?
- Are you able to “feature” new menu items?
- What is likelihood of consistent quality execution?
- So what if you’ve tried it before... it may be time to try it again.
- Do not sell what you like... Sell what your customers want.

Other New Food Item Ideas:



How You Sell... *Value & Incentives*

Value to Guests:

- **Combo/Value meals**

- **Refill Programs**

- **Location promotions/coupons**

- **Season pass holder promotions**

Employee Incentives & Training:

- **Employee Training**

- **Employee Incentives**

- **Guest promotions**

Displayed & Packaged to sell:

- **Fun, unique and impulse oriented**

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- **Souvenir containers**
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Where You Sell...*Location Improvements*

Peak Sales Period Management:

- **Layout for speed of service**
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- **Equipment**
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- **POS**
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- **Carts**
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- **Vending**
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- **Staffing**
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Menu Design and Layout:

Graphics/Signage:

Displays:

Who You Sell To...Competing with Marketplace

Know your customers and the “competition”:

- Are you a destination or a “day trip”?
- Are you paid gate or free?
- Is food allowed to be brought in or not?
- How close is fast food or casual restaurants?
- Guest lengths of stay - how many meals can you expect?

Brands

- **Power of Brands**
 - Consumer confidence
 - Preconditions of guests expectations
 - More price “elasticity”
 - Use in slow area of park



- **Manufacturer brands**

- **Franchised/licensed brands**

- **Sponsorships**

Special Events

- Catering
- Birthday Parties
- Take home foods

Growing Your Sales...*Not Your Prices*

Recent survey of park food operators and what they intend to do about increasing revenues:

- More branded restaurants/options
- Focus on selling more *meals*
- Increase capacity during peak periods
- All day refillable soft drink program
- Add new menu items at higher prices
- Focus on displays
- Improve training – Cashiers
- Season Pass Holders/Members/Regulars with special deals
- Improve signage
- Work on improving core products
- Visual Food Preparation
- Sell “fun”
- Emphasis on packaging
- Discounts and coupons for strategic values
- Menu layout and design
- Healthier options
- Credit Cards