



November 15, 2010 – Volume 1 – Issue 4



Be Guest Ready With Gift Cards

Be prepared for selling gift cards by training and motivating your entire service team to sell them to every person they know and every guest they contact. Everyone should be ready to sell.

Why: Gift Card seasonal sales opportunity lead to a **year-round revenue stream**

How: Plan and prepare a Gift Card program *ProActively*

1. Purchase branded Gift Cards compatible with your POS system.
2. Design and Print marketing collateral that is on brand.
3. Teach and train Front of House and Back of House Teams on sales techniques.
4. Incentivize your TEAM with daily prizes and percentage of gift card sales.
5. Track results and communicate daily with your TEAM.

Marketing Collateral: Branded and prominently displayed holiday collateral is necessary.

1. Display a holiday themed poster size sign on easel in your entry and lobby area.
2. Have small 5"X7" signs showcased in all merchandise zones of restaurants.
3. Place signs near all POS terminals, on front counters, host station and windows.
4. Have team members wear colorful gift card buttons:
 - a. Got Gift Cards?
 - b. Ask Me About Gift Cards?
 - c. Great Gifts Here!
 - d. Stocking Stuffers?
5. Display small signs on table tents or directly on tabletop.
6. Place small signs in check presenters.
7. Display actual gift card with envelope/holder and small gift box that is gift-wrapped.

Pre-Shift Briefing: Spend a few minutes of the daily PSB to remind and refresh the team on sales techniques and ask each team member how many gift cards they will sell during the shift. Practice how they will introduce Gift Cards in their ServPoints. Positive coaching works!

Celebrate Gift Card Sales and Individual Performance!

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