

# How Can You Increase Guest Check Averages?



Imagine that a party of four is finishing their meal, and as the server removes the plates she offers the “to die for” desserts and mentions her favorite, “the double-double chocolate raspberry filled cake, almost a half pound for only \$5.95.” One person says “No thanks” and everyone else at the table declines.

What many people are looking for is something petite and sweet. It’s hard to say no to a \$2 dessert. It’s just a taste; maybe 3 or 4 spoonfuls from an assortment.

Let’s start selling and suggesting from the beginning,

- “We have a delicious new presentation for our petite desserts.”
- “Little room, little desserts.”
- “We have a varied assortment of small bites or spoonfuls that will allow you to have your sweetness without the guilt.”
- “Now, your favorite doesn’t have to be just one.”
- “I am so confident that you will find this to be the delicious ending to a delightful meal, if you are not satisfied, I’ll buy your dessert.”

Now you have them curious. They will probably start talking about it and will at least want to see what you have to offer. When you tell them the price after displaying these little devils, they’re buyers.

The server presents the tray at the end of the meal “These are the delicious and petite desserts I just described.” She displays a tray with six desserts and says, “Each of these is just \$2.00, or you can order the entire tray for only \$10.00.” Their interest piqued, each guest eyes their personal favorite while one person in the party says, “What the heck, let’s get the whole tray!”

What we have now done is satisfied the guest with something that is affordable, tasty and reasonable.

So...either you could sell 4 trays of desserts for \$40 or 4 half pound cakes for \$23.80.



Bigger is no longer better in today’s world. No one can feel guilty about an affordable and tasty little finish to a great meal.

Food (or desserts) for thought!



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## Generating Customer Interest

**Aug. 19, 2008 ■ 2–3 p.m. EST ■ Cost: Complimentary**

