

WOW!

How to Win
The Battle For
Dining Dollars

Joel Cohen

The Wizard of WOW
RestaurantMarketing.com

WOW

From Mints To Kisses.*

**Win The Battle for the Dining Dollar
With These Challenging Thoughts and
Provoking Ideas.**



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PUT SOME WOW INTO YOUR LIFE

Without WOW, you're just like everyone else. WOW is the big differentiator that sets you apart from others. WOW is the main ingredient that demolishes mediocrity.

In a world of similarity, with similar restaurants in similar locations, serving similar food at similar prices to similar people, how does one remember you?

What do you have and what do you have to do that makes you remarkable? What do you have that makes people take notice of you and talk about you?

This guide puts you in a leadership role; in a position that disdains sameness and mediocrity in favor of greatness. This guide says it's okay to zag, when everyone else is zigging.

WOW is a state of mind and a series of actions that people take notice of. From just being nice and smiling to being a leader in the community; from beautiful plateware to birthday surprises, WOW is about doing the unexpected. It's doing anything that gets a WOW response from your guests.

MINTS OR KISSES?

It's your choice! You can be like all of those restaurants that give out those boring after-dinner mints, or you can be different, remarkable and remembered by giving out a "kiss."

It's this difference that leads to the eternal question about the path you decide to take in your life, in your career and in your restaurant – "Would you prefer to give out mints or give out kisses."

I say, "Give your guest – every guest a kiss!"

Yours in WOW,
Joel Cohen

www.RestaurantMarketing.com

IF IT DOESN'T WOW ...



... THEN DO SOMETHING ELSE!

WOW #1

FOURTEEN CRITICAL QUESTIONS TO HELP YOU CRACK THE MARKETING CODE

- What is your restaurant famous for?
- What do your guests think you're famous for or known for?
- Do you advertise or actively tell your guests what you are famous for?
- If you are famous for a product, is it a high profit product?
- Are your famous signature products graphically emphasized on your menu?
- Do you know what the dollar profits are for all of your products?
- Are your servers familiar with what's profitable and what's not?
- Have you ever dined at your own restaurant before as a "guest?"
- Would you recommend your restaurant to your own family members?
- Have you sampled all the items on the menu?
- Do you have at least 2 favorites in each category that you can recommend to guests?
- Do you know what your guests think of your food? Have you ever asked them?
- Have you tried your competitors' food?
- Have you tried similar food from an upscale dining restaurant?

WOW #2

GOT GOOD FOOD? SO DO THOUSANDS OF OTHER RESTAURANTS!

- "Got good food?" Then join the list of thousands of other restaurants in your city that also "got good food."
- So, with all of these restaurants that "got good food," how does a guest remember your restaurant amidst all of the other restaurants that also "got good food?" Simply, it takes an understanding of what goes on inside the mind of a guest.

WOW #3

INSIDE THE MIND OF YOUR GUEST

- Inside the mind of each guest, there is a mental list of all of the restaurants that he or she has dined at that has "got good food."
- Because the mind can only remember so many restaurants, -- actually, most people can only remember 5 restaurants -- as each guest visits more "good food" restaurants, those restaurants get added to that mental list, and because the limit is (in our example) 5, some restaurants then get dropped-off the list. The list becomes a "revolving door" of restaurants visited that all have "got good food."
- Guess what? The restaurant that is dropped-off the mental list may be your restaurant.
- This "drop-off" happens every single day within the minds of millions of guests, resulting in millions of dollars in sales lost and never recouped.
- The challenge for the restaurant is to stop that drop-off and to become a permanent fixture in that mental list of restaurants!

WOW #4

PREVENTING GUEST DROP-OFF: TURNING A FIRST TIMER INTO A "LIFER"

- Ask your guest if this is their first time at the restaurant. If the answer is "yes," place a red cocktail napkin on the table and also alert the manager/owner.
- Have the owner or manager visit the table, greet and talk to the guests and say, "I really appreciate you visiting us for the first time, and to really thank you and encourage you to tell your friends about us and to invite you to visit us again, here's a certificate for...."
- The guest's reaction? WOW! And, inside of mind of the guest, the restaurant gets "cemented" into their mental list of restaurants, never to be dropped-off.

WOW #5

DO YOU KNOW WHERE YOUR RESTAURANT IS? WOW THEM WITH THIS ONE!



- Someone who phones your restaurant is a NEW GUEST... never having been to your restaurant before. Treat them like royalty on the phone.
- Be courteous and make sure you have directions to your restaurant from major points of your city, printed on 3x5" index cards, taped beside each phone station.
- After you give the directions out, ask the guest for their name and to also ask for you. When they arrive at the restaurant (remember they're a new guest) give them the royal guest treatment. They'll be wowed forever.

WOW #6

MARKETING IS EVERYTHING & EVERYTHING IS MARKETING

- It's relatively easy for me to sit here and come up with Wow programs that work; I've been doing it for 25 years so I've pretty much seen it all ... yet I'm still learning something each day, like ... having a Wow philosophy has got to come from the top ... and that top person has got to be focused on "sales-building" and "marketing" the restaurant. Why? If you don't practice marketing, your sales won't increase.
- In the old days, major companies were being run by "operations" people ... and they didn't grow ... in fact, decay set in very rapidly.



- Now, there's an "industrial revolution" going on and major companies are now being run by "marketing people" -- not "operations people."
- Do you think Starbuck's would be as successful as they are today if they had an operations guy in place? Heck no! The lesson is this:
- If you want to grow your restaurant, then you've got to become marketing and sales-building oriented. If you don't put in at least one hour a day on doing things that grow your business, THEN, YOUR RESTAURANT WILL DECAY!
- Make the mind-set change immediately, even if it's just greeting your guests and talking to them. If you do nothing, then nothing will happen.
- Two key words: "Visibility" and "Relationships." Stay visible and get to know your guests. That's the easiest way to Wow a guest!