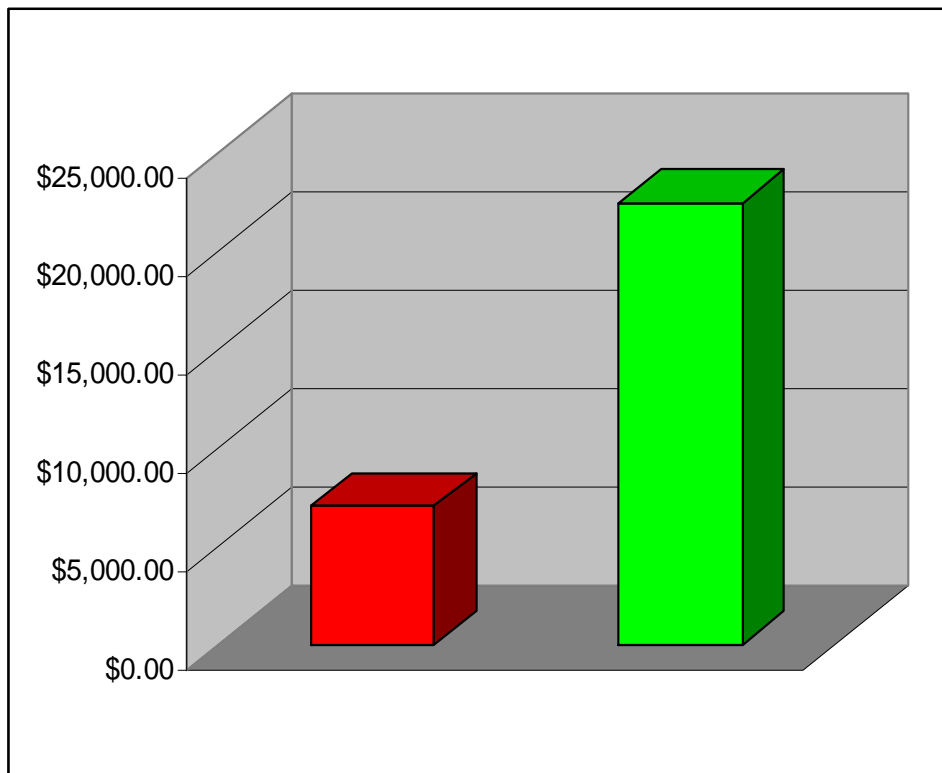


Rewards = 300% Banquet/Catering Increase

Justin Reeves has increased catering and banquet sales by over \$200,000 a year by rewarding "decision makers and people of influence."

REWARDS: Justin has enrolled hotel concierges in his rewards program. "When they send guests in with a business card (that includes their rewards card number) the guest gets a free smoke mozzarella app. And whatever the guest spends – those rewards points go on the concierge's rewards card. Each concierge refers on average 15-20 people a week per large hotel."

REWARDS: "Another thing that has boosted our banquets is pharmaceutical reps. The average pharmaceutical party is between \$75-\$125 per head. The pharmaceutical reps sign up for the program. The company pays for the dinner and the rep gets the rewards. That way, the pharmaceutical reps can come in and use the rewards to dine with their wife's or to bring in their big doctors to wine and dine them."



GIFT: Justin also uses the program as a tie breaker when quoting wedding parties. "I know they're looking at 2 or 3 other caterers so I use the rewards program to win the account. My quote includes a "gift card" for the bride and groom, good for 5% of the amount they spend on the wedding party. You ought to see their eyes light up... (Works every time). It's a value-added incentive that makes it a no-brainer to choose my restaurant."

Results: An monthly increase of over 300% in just 180 Days.

To learn more about using a rewards program to boost banquets and catering in your restaurant, contact us today to see if this might be right for you.