

## The Profit Power Of “One More Visit”

Our other reports show you “how” Repeat Returns increases your sales by keeping you “top of mind” with customers, and giving them continual and repeated reasons to visit more often. This simple report shows you “why” those extra visits have such a life changing impact on your personal income. And it all boils down to the pent up profit - hiding in the “missed” visit.

**EXAMPLE:** Restaurant “X” currently operates on a 10% profit margin. They have 1000 customers spending \$20 each time and dining twice a month (24 times per year)... so, they have a net profit of \$48,000. But, what happens when you get just half of the customers to make one extra visit per month? Keep in mind, they are dining at other restaurants during the month already... you’re just redirecting one of those visits back to your restaurant.

	A	B	C	D	E	F	G
1	Customers	Ticket	Food %	Visits	Sales	Profit	
2	1000	\$20.00	33%	24	\$480,000.00	10%	\$48,000.00
3	500	Extra Visits Per Year	12		\$120,000.00	67%	\$80,400.00
4							\$128,400.00

This averages out to about 16 extra visits per day in addition to the 68 visits you’re already getting. Now, you may—or may not need to staff more labor to handle that... but let’s assume **the only cost associated with these “extra” visits is food cost...** That means...

### Just One “Extra” Visit Per Month From Just Half Your Customers Increases Your Take-home “Profits” By 167%

Chasing after people with expensive mass-media (with its heart-breaking 1% response rate)... using crazy profit-murdering discounts and coupons... is the hardest, most expensive and least productive way to drive sales.

Driving “extra” visits from customers who already know you, trust you, and enjoy your restaurant... is the fastest, easiest and most reliable way to increase your personal income—starting immediately.

**Repeat Returns makes the “extra visits” a reality by keeping you “top of mind” with customers and rewarding them for increased visits, spending and loyalty.** We reach out to your customers on special occasions like: Birthdays, Anniversaries, and Holidays. We notify them about special events and promotions. We reach out with an extra special offer if they haven’t stopped by for a while. We help to mobilize community, school and church groups for fundraising events. We encourage and reward customers for referring friends and family.

**Conclusion:** *Fully monetizing your existing customer base has explosive potential to skyrocket your personal income and change your life.* Simply reach those most likely to buy from you (your own customers) – with enough frequency to stay top of mind. As customers start earning points and rewards, they visit *more* and *more* often and spend *more* money each time. They become vested in your loyalty program and as a result become less likely to be influenced by competitor’s offers and coupons. That’s because...

### “Your Rewards Program Becomes the “Tie-Breaker...”

THE WALL STREET JOURNAL.

“Restaurants have lagged behind supermarkets and drugstores, which have long offered customer-loyalty programs. Had restaurants worked harder to retain repeat customers, you wouldn’t have had the desperation discounting that many chains resorted to in the last year.” *Wall Street Journal*

Go to: [www.RepeatReturns.com/calc](http://www.RepeatReturns.com/calc) to enter your own numbers in our “Extra Visit Profit Calculator.”