



# Restaurant Owner's Sales-Building Idea Pack

Five Automated Promotions That  
Could MORE Than Double Your Profits



## SPECIAL REPORT



A word from the founder of Repeat Returns

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## 90-Day Sales-Building Plan... Really!

Do you remember when you first started out in the restaurant business? How exciting everything was?

Well, it's about to be that way again!

That's because, even though you may not realize it this moment... you are... right this very minute, less than 90 days away from a new life. That's right... 90 days. Not years or decades.

How?

In this report you'll discover five "high profit" marketing opportunities that can be completely automated – generating safe, steady and reliable sales increases for you without risk or extra work.

And, you'll discover something that escapes most restaurant owners for their entire lives... it's called...

### **"The Power of One More Visit"**

This isn't pie-in-the-sky either... these are *real* promotions, in *real* restaurants, changing the lives of *real* owners...

We're here to help...

Kamron Karington





## 1. Pharmaceutical Reps

**Opportunity:** Every weekday...100,000 pharmaceutical reps order food from restaurants just like yours.

**FACT:** The average catering budget for a pharmaceutical rep is between \$800 and \$2500 per month. That means within your take-out or delivery area alone, pharmaceutical reps are spending a tremendous sum of money every month. How much of this are you getting?

**How Repeat Returns Helps You:** Repeat Returns gives you the flexibility to reward pharmaceutical reps with points every time they order from you. That way, as they spend business dollars with you, they'll earn points on their *personal* account they can use for their family. They allocate more and more of their monthly budget to you, because of the added benefit to *them*.

**Added Benefit:** This same tactic can be used with *any* business to motivate referrals to your restaurant.

**Example:** Enroll employees at the local hotel into your rewards program. Hand them a stack of cards printed with their rewards number and an enticing offer. They'll hand the cards out to guests looking for a good restaurant. When those guests dine with you - the employee gets the points from that purchase. It's easy. We'll show you how.

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Pharmaceutical Reps spend piles of money on catering every single week. Huge budgets are allocated for the wining and dining of doctors.

It's not optional. In fact, it's required.

Repeat Returns allows you to lock in a large portion of this recurring spending...

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## 2. Birthdays

**Opportunity:** Every month, close to 10% of your customers will be celebrating a birthday.

**FACT:** Birthdays are the number one dining occasion, and associated spending on appetizers, drinks and desserts represents an amazing windfall profit opportunity for the restaurant.

**How Repeat Returns Helps You:** Repeat Returns reaches out to each customer in your rewards program with a special offer for their special day. This allows you to automatically profit from this continual stream of opportunity without giving it a second thought.



## 3. Lost Customer

**Opportunity:** Identify and reactivate lost customers before your competitors latch onto them.

**FACT:** Restaurants lose customers each and every month due to everything from competition to a poor dining experience. The customer slips out of one dining habit and forms a new one.

**How Repeat Returns Helps You:** Repeat Returns instantly identifies customers who haven't been in for a while, or who have "missed a beat." We reach out to them with a special invitation to return... and we do this before your competitors have a chance to lock on to them.

**Birthday visits are packed with profit. We can automate this lucrative opportunity for you and even reactivate "lost" customers...**





#### 4. Fundraisers

**Opportunity:** Convert requests for cash, into a marketing opportunity by mobilizing community groups into an eager army, aggressively promoting your restaurant to their family and friends.

**FACT:** Community, church and school groups are relentlessly looking for ways to raise money for activities and causes. They are highly motivated and organized.

**How Repeat Returns Helps You:** Repeat Returns provides multiple avenues for your restaurant to tap into this free marketing sales force. We'll let your customers know that you're happy to help organizations raise money. Then we'll automate the promotion and manage the reporting. You unleash the group... we'll do the rest.



#### 5. Cash On Demand

**Opportunity:** Having a slow day? Need a sales boost? Is there a pesky competitor nipping at your heels?

**FACT:** Most restaurant owners are incapable of reacting in "real time" to changes in the marketplace. By the time they design, print and mail (or get an ad out)... they've missed the opportunity and suffered the consequences. And just like an empty airline seat, that lost revenue can never be replaced.

**How Repeat Returns Helps You:** Imagine, you hear an ad on the radio... it's from your fiercest competitor - and they're offering a "buy-one-get-one-free." You realize this will impact your sales this weekend as many of your customers take advantage of *their* offer. **Solution:** Launch a "buy-one-get-one-free" offer to your entire customer list and instantly neutralize your competitor's ad.

That's just one example of how you can instantly take control of your sales and cash-flow with Repeat Returns "cash on demand marketing."



## The Profit Power Of One More Visit...



### 60 Second Summary: Spend Less, and Make More

Say a typical customer visits your restaurant twice a month on average. But they're also dining at other restaurants as well.

Now imagine that you could just **generate one extra visit** per month from them using some of Repeat Returns automated programs. That alone would increase your income by 50%... and your profits would soar because most of your fixed cost remains the same. But let's even scale *that* back and look at just a 25% increase in visits...

**EXAMPLE:** Restaurant "X" operates on a 10% profit margin. They have 1000 customers spending \$20 each time and dining 20 times per year. **Look how just 5 more visits per year can more than double profits.**

	A	B	C	D	E	F	G
2	Customers	Ticket	Food Cost	Visits	Gross Sales	Margin	Profit
3	1000	\$20.00	33%	20	\$400,000.00	10%	\$40,000.00
4			Extra Visits	5	\$100,000.00	67%	\$67,000.00
5							\$107,000.00

### Five "Extra" Visits Increases "Profits" By Over 150%

These extra visits will average out to 13.5 extra visits per day. Most restaurant owners won't need to staff more labor to handle that... **so the only cost associated with these "extra" visits is "food cost."** This is where smart restaurant owners make their money. Not by constantly chasing after "new" customers with crazy discounts.

**Conclusion:** *Fully monetizing your existing customer base has explosive potential to skyrocket your personal income and change your life.* You must reach those most likely to buy from you (your own customers) – with enough *frequency* to instill a habit. As they start earning points and rewards, they visit more often and spend more money each time. They become vested in your rewards 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..."

This report is meant to stimulate your thinking about the amazing profit-power of Loyalty Marketing. And whether you choose Repeat Returns as your provider – or not... you should certainly get a Loyalty Program in place immediately. Those who adopt this technology *now* will lock in customer loyalty and spending – *before their competitors steal market share forever.*





## Business owner? ...or owned by the business?

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**Taking on more and more work is what eventually crushes most restaurant owners. As time goes on, they become a slave to the very business that was meant to set them free.**

**Worse yet... they build a business that can't get by even a single day – without them.**

**Our program is a good fit for owners who are comfortable delegating and managing. It is not a good fit for micro-managers who must be involved with every task.**

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## Should you do all of this work yourself?

As a smart business owner, you'll evaluate the cost/benefit of each line item in your budget.

Since Repeat Returns generates on average \$100 in customer spending for about \$2... the benefit is obvious. Who wouldn't trade two cents for a dollar?

Is it possible though, to eliminate the two cent expenditure altogether?

To achieve the 365-day-a-year, complete marketing coverage that Repeat Returns provides you will need to:

- Capture customer data >
- Track spending >
- Award Points >
- Download database >
- Segment up to 23 lists >
- Upload up to 23 lists >
- Create and design all emails >
- Send emails >
- Comply w/spam regulations >
- Repeat - every single day...

You will also need to **launch all holiday, special events and on-demand promotions**. You'll need to **maintain a list of all customer birthdays and send out occasional surveys**. If you want to do **prize promotions**, you'll need to consider the logistics of that too. You'll need a separate **gift card program**... and you'll need to figure out how to handle **fundraising promotions**.

But even if you did decide to do all that... certainly, you'll want to know how your program is performing, if it can be improved, and how much money you're really making. So then you'll be faced with a mountain of paperwork as you **tabulate results, track offers, and generate, and study reports**.

With Repeat Returns costing less than what you pay a dishwasher for one hour a day... would you really even want to consider putting yourself through that? Every single day of the year? That defeats the whole idea of being a business owner... doesn't it?

**With Repeat Returns, you achieve the true goal of owning a business... more money, and more time to enjoy it.**





There's a reason Sysco chose Repeat Returns over all other programs...

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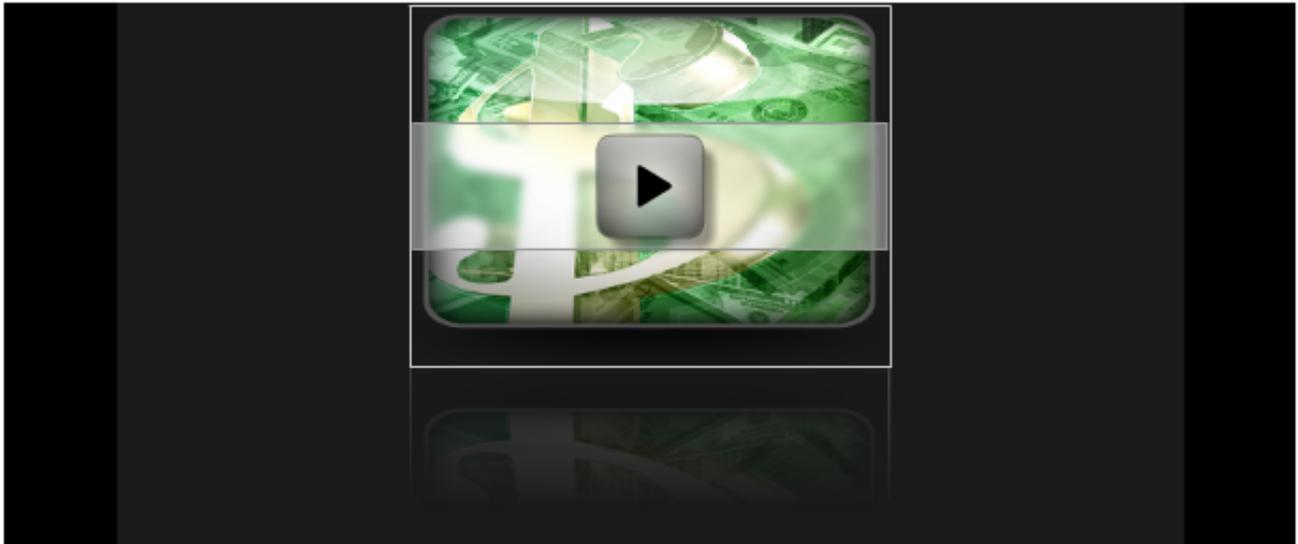
Our program was built *by* a restaurant owner – *for* restaurant owners.

It merges points, rewards, gift, loyalty and marketing into one easy to implement – auto-pilot program that enables you to achieve safe, steady and reliable sales increases.

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## Want More? We've Got More... Lots More...

- **Double Points** (Pick your slowest day of the week - offer double points - and watch your sales take off)...
- **Referral Program** (has customers continually sending friends and family to your restaurant)...
- **Sweepstakes/Prize Promotions** (add excitement and drive extra traffic – and all hassle-free)...
- **Multi-unit Reporting** (scalable for wherever your dreams take you... 2 units or 10,000)...
- **Customer Surveys** (give your customers *exactly* what they want because now you'll know)...
- **Gift Cards** (Sell all the gift cards you want with no extra costs and no transaction fees)...
- **Social Network Integration** (we'll plug you right into the biggest trend in human history)... ***play the video below to learn more about this explosive opportunity...***



Click here to see... Real People. Real Restaurants. Real Results.



[www.repeatreturns.com](http://www.repeatreturns.com)