

Pizza Shop Owner Bombs Out!

What lessons can you learn for your business?

I cannot emphasize more the importance of **having a properly working marketing system in your business**. Just imagine running your business with no accounting system and the chaos that would follow.

Well the same effect can be felt without an effective marketing system except instead of chaos you are basically not maximising the opportunities and leaving money on the table.

Your very life blood comes from new customers. If you don't have the systems in place to recognise them, to get them into your database and to encourage them to return all your efforts and costs of getting them in store in the first place are wasted.

Of course let's not forget your existing customers, how do you recognise them when they return to the store, what systems do you have in place to talk to them and make them feel special, how do you reward customer loyalty and ensure you get customer referrals.

Let me give you an example of what happens when you don't have an effective marketing system in place.

I recently came across this situation but **don't be fooled into thinking this is just a pizza shop, I see similar situations in many other types of businesses and the same sort of solutions could be taken and modified in your business.**

A Pizza shop owner runs a coupon promotion offering a free pizza and has no marketing system and supporting procedures in place

- Yes, the turnover goes through "the roof"
- Profits fall
- Staff work harder and longer
- When the promotion stops turnover is back to normal
- Has kept no numbers to assess the effectiveness of his campaign
- Little repeat business

What should have happened?

- Firstly, a **clear campaign strategy and goals are established** at the outset
- **Target customers are clearly identified** (Yes, even in a Pizza shop you can target the type of customer or sale you want to make - hint - what is your most profitable product?)
- Systems are put in place to **record and measure the results** so you can learn for next time
- You **put in place a cross sell/ up sell strategy** that encourages an increase in customer spend e.g. up sell from basic pizza to gourmet pizza, sale of extra products like salads, breads, deserts, drink, etc
- You **encourage the customer to give you all their details**, name, address, phone, email, birthday, etc (run a competition for a free meal)
- You send every customer a letter advising of the winner with an **offer of something extra if they return again with 30 days**
- You send a card with an offer of a **free meal on their birthday**
- You make them an offer to join the **loyalty program**

- **Regularly send them emails with offers, promotions and local gossip** - it is a lot cheaper to talk to your existing customers this way than paying to advertise
- You **review the results**, learn what went well, what didn't go so well, amend and run again

This is a very simple example. **The key is to understand where all the customer touch points are, what happens, what questions customers commonly ask and what is your marketing response.**

Be constantly listening, learning and responding and your business will grow.

Finally, don't forget the successful marketing of your business is not about one type of promotion, or media but using **multiple methods, promotions and media.**

About Doctor Profit

Alistair Gray - Doctor Profit is a Business Growth and Profit Improvement Specialist.

Work with Alistair and **you are guaranteed to improve your profits.**

He works with small to medium sized businesses who have potential to become market leaders. He recommends low cost or no cost strategies **to help you achieve sales and profit gains of 45-60% within about 90 days.** Individual results may vary.

He will help you grow your business, make it more profitable and help you prepare it for sale, license, franchise or even float your business at a huge profit within 3 years or less depending upon what your goals are.

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