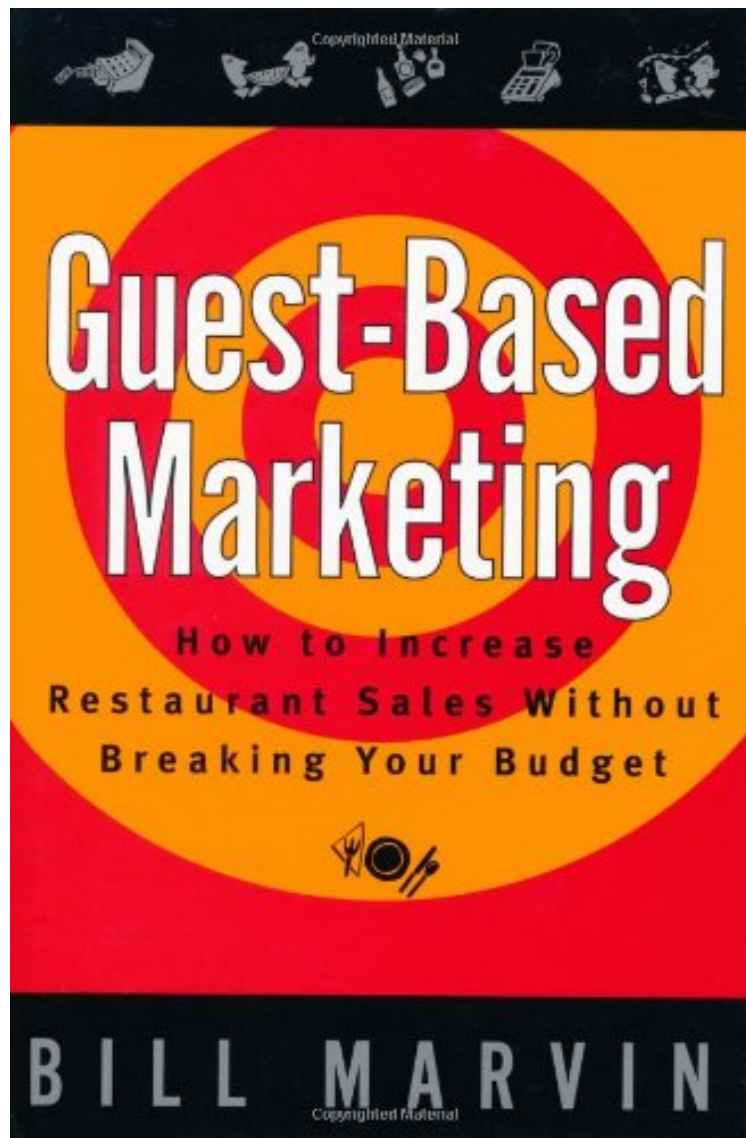


(Download pdf ebook) Guest-Based Marketing: How to Increase Restaurant Sales Without Breaking Your Budget

Guest-Based Marketing: How to Increase Restaurant Sales Without Breaking Your Budget

Bill Marvin

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Bill Marvin : Guest-Based Marketing: How to Increase Restaurant Sales Without Breaking Your Budget before purchasing it in order to gage whether or not it would be worth my time, and all praised Guest-Based Marketing: How to Increase Restaurant Sales Without Breaking Your Budget:

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I have long been a fan of Bill Marvin's publications and have utilized many of his ideas in my own restaurant. This book is no exception. While many of the ideas presented are geared towards a more upscale environment, I have been able to use more than a few in the restaurant that I operate, which is a unit of a national chain. With a little thought, you can adjust most of the ideas in this book to fit your needs!
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Bill has been around the industry for years and has a collection of some great restaurant marketing ideas from having spent years in the industry and consulting to many restaurant companies. I really respect his approach and background and would recommend this book without reservation. For more restaurant marketing resources, also visit [...] This site offers a free restaurant marketing CD, articles and restaurant marketing book recommendations.

Increase sales substantially without breaking the bank proven, low-cost techniques for successfully marketing your business In this groundbreaking guide to restaurant marketing, expert Bill Marvin demonstrates that success doesn't come from beating the competition, it comes from pleasing your guests. He shows you how to work from the inside out to build on your strengths and to take advantage of intrinsic advantages you didn't even know you had. He also suggests dozens of successful, low-cost techniques for mining the most precious resource at your disposal your existing customer base. Among other valuable lessons, you'll learn how to: Educate your guests about why they come to your restaurant Implement sure-fire incentive and customer-loyalty programs Manage a successful word-of-mouth marketing campaign that gets your customers to do your advertising for free Get your staff involved in an ongoing commitment to customer satisfaction Enhance the personal connection between your restaurant and your guests Perhaps the most important lesson you'll learn in Guest-Based Marketing is, as Bill Marvin puts it: "Monetary success and personal joy will come when your sole concern your driving passion is how you can excel."

From the Publisher This book addresses one of the most-asked-for restaurant management topics--marketing--in practical terms. It shows how to increase restaurant sales, starting with an existing customer base, building customer loyalty and increasing the frequency of their visits. Addresses the key issues: How to educate your guests on what they like about you. How to implement frequent diner and other business-enhancing programs. How to get everyone in town to talk about your restaurant--and say what you want them to say. How to build volume without spending money. From the Back Cover "...operators are spending more and more time worrying about the market, looking over their shoulders, counting cars and trying to outguess the new guys. When they ask me what they should do, I tell them to stop trying to compete!" Bill Marvin, The Restaurant Doctor Increase sales by not competing? No, this isn't some sort of New Age marketing mysticism. It's part of an amazingly successful, commonsense approach to restaurant marketing that author Bill Marvin calls guest-based marketing. What exactly does "guest-based" mean? It's really pretty simple. The dynamic marketing approach described in this book is based on the notion that in the restaurant business, customer satisfaction is the real bottom line, and that any successful sales-building effort begins on the floor with the guests you've already won. In Guest-Based Marketing you won't find clever new ways to squander your precious resources trying to beat the competition and steal their customers away. You will find sales-boosting techniques that will help you to motivate your customers to keep coming back for more, even if it means driving an extra mile or two. Using numerous case studies and real-life anecdotes, Marvin describes proven techniques to help you: Identify and build on your strengths. Build customer loyalty. Increase the number of visits customers make. Get your customers to spread the word and attract new customers. Marvin teaches you how to launch an effective customer loyalty program and use an array of incentives to build sales. He helps you hone your all-important people skills. You'll learn techniques for remembering guests' names, as well as their individual likes and dislikes. He shows you how to conduct customer surveys and make the best use of the information you gather. Designed for quick reference and featuring Bill Marvin's trademark warm, humorous style, Guest-Based Marketing is an indispensable tool of the trade, for restaurateurs of every variety truly a working book for working people. "Bill Marvin has been laying a foundation for practical hospitality marketing for years, and now Guest-Based Marketing is the capstone on a masterpiece hands-on, practical stuff for those in the industry and for those who would be in the industry. Today's very competitive marketplace demands guest-based marketing skills and focus a most valuable book at precisely the right time." Michael E. Hurst, Professor, Hospitality Management, Florida International University In this groundbreaking

guide to restaurant marketing, expert Bill Marvin demonstrates that success doesn't come from beating the competition, it comes from pleasing your guests. He shows you how to work from the inside out to build on your strengths and to take advantage of intrinsic advantages you didn't even know you had. He also suggests dozens of successful, low-cost techniques for mining the most precious resource at your disposal: your existing customer base. Among other valuable lessons, you'll learn how to: Educate your guests about why they come to your restaurant. Implement sure-fire incentive and customer-loyalty programs. Manage a successful word-of-mouth marketing campaign that gets your customers to do your advertising for free. Get your staff involved in an ongoing commitment to customer satisfaction. Enhance the personal connection between your restaurant and your guests. Perhaps the most important lesson you'll learn in Guest-Based Marketing is, as Bill Marvin puts it: "Monetary success and personal joy will come when your sole concern is your driving passion: how you can excel." About the Author BILL MARVIN, "The Restaurant Doctor™," is an advisor to service-oriented organizations across North America. Bill is the founder of Effortless, Inc., a management research/education company, and Prototype Restaurants, a hospitality consulting group. He earned a degree in Hotel Administration from Cornell University. A veteran of the foodservice industry, Bill has managed hotels, institutions, and clubs and owned full service restaurants. His professional curiosity and practical experience enable him to understand the human factors common to the growth and success of every type of business. He is a member of the Council of Hotel and Restaurant Trainers and the National Speakers Association. Bill has been a featured guest on Hospitality Television and writes a regular column in the trade magazines of several industries. In addition to his private consulting practice, he logs 150,000 miles a year delivering corporate keynotes and conducting staff and management seminars in the United States and Canada.