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CATERING BASICS



Catering is the best **REVENUE** stream for your restaurant.

Dickey's business model calls for ____ % of your sales to be from catering.

Why? _____

And, how do you build your catering sales to the point and beyond?

1. You have to ask for catering business
2. Follow up to win a customer's trust and close the sale
3. Know how to price and sell an order
4. Make it very easy to do catering business with you
5. Confirm details after the sale is made
6. BE EARLY
7. Follow up after the catering and win their future business



Price and menu are important factors when people select a caterer, but price is often *not listed as the deciding factor* when people chose a caterer. *Customer service/ trustworthiness* is usually listed as the reason people select one catering service over another - menu and price are second and third.



🔥 **Your catering prices needs to be within a customer's budget, but service will likely win their business.**

Always, make it easy for catering customers to do business with you. What does that mean?

Give catering customers **one consistent person to do business with** from your restaurant.

- Customers will speak to one employee during the sale and execution of their catering job
- After a client has accepted a catering bid from you, make sure to outline payment terms
- Keep a calendar posted in your restaurant with the time and date of each catering job noted
- Make sure catering job dates and orders are visible so job is NEVER forgotten
- Have one person on staff "OWN" catering. **YOU, as the OO/GM, are responsible!**

Train everyone on your staff about catering

You never know who will answer the phone or greet a big catering customer, so train everyone.

- Talk about it and answer FAQs -- how to market and sell catering
- Take an Order -- Price, Menu, Quantity, Communication
- Take Payment -- Invoicing and payment (House Accounts!), **STAPLE RECEIPT to order pad!**
- Prepare an Order -- food prep and communication
- Thank a customer – secure future business

CATERING BASICS

Three Parts to Successful Catering

* How to teach your staff to sell and complete catering*



A -- AWARENESS.
Your Customers **KNOW** They
Can Buy Catering From You!



B -- BRIDGE THE GAP.
Your Customers **WANT** To
Buy Catering From You!



Craving
CATERING?

C -- CLOSE and DELIVER.
Your Customers **DO** Buy
Catering From You!



CATERING BASICS

Catering Order Sheet

This is the ONLY place to write down a catering order.

Why? Paper is the enemy of the restaurant industry!

Fill out the Catering Orders COMPLETELY. Doing so will help you with future follow ups.

Always ring up under "Catering" in Aloha.

STAPLE RECEIPTS to all catering orders.



DICKEY'S BARBECUE PIT CATERING SERVICE ORDER PAD

Name: _____ Date: _____ Taken by: _____
 Billing Address: _____
 Billing City/State/Zip: _____
 Event Date and Time: _____
 Number of Guests: _____
 Price per Guest: _____
 Staff Needed: _____

PAYMENT IS DUE WHEN ORDER IS PLACED.

Method of Payment: _____
☐ Cash (attach receipt)
☐ Credit Card ☐ Visa ☐ MC ☐ Discover ☐ AMEX
☐ Company Check
☐ House Account
 Number: _____

Event Location Address: _____
 Directions: _____
 Contact person on-site: _____

☐ Delivery Buffet (2 Meats, 3 Sides) - Delivery / Pick-up
☐ Full Service Buffet (2 Meats, 3 Sides)
☐ Box Lunch - Deluxe / Standard

MEATS
☐ Chopped Brisket
☐ Sliced Brisket
☐ Turkey Breast
☐ Pulled Pork
☐ Pork Ribs
☐ Pulled Sausage
☐ Chicken Breast
☐ Ham
☐ Spicy Cheddar Sausage
☐ Other _____

SIDES
☐ Barbecue Beans
☐ Creamy Coleslaw
☐ Dill Potato Salad
☐ Sliced Potato Cass.
☐ Cheddar Beans
☐ Caesar Salad
☐ Mac & Cheese
☐ Green Beans
☐ Other _____

EXTRAS
☐ Relish Tray
☐ Rolls
☐ Dessert
☐ Back-up Meal
☐ Other _____

CHECK FOR
☐ Barbecue Sauce
☐ Barbecue Sauce Pan
☐ Ice
☐ Lemons
☐ Butter
☐ Back-up Meal
☐ Block
☐ Artificial Sweetener
☐ Utensil Packs
☐ Serving Utensils
☐ Napkins
☐ Tablecloths
☐ Matches
☐ Trash Bags
☐ Table Set-up
☐ Plates
☐ Full Service Site Visit

DICKEY'S BARBECUE PIT CATERING SERVICE ORDER PAD

Name: STEVE PROCK
 Billing Address: 1441-A Coit Road
 Billing City/State/Zip: Plano, TX 75075
 Event Date: 07/14/2011
 Number of Guests: 20036
 Price per Guest: 649.35
 Staff Needed: 3:03 PM

Host: Take out
 STEVE PROCK
 Order Type: Catering

Subtotal: 649.35
 Tax: 53.57
 Catering Total: 702.92

Method of Payment: ☒ Credit Card
 Visa #XXXXXXXXXXXX1087
 Auth:05370D

Tell Us What You Think
 Complete our online survey
 and get a coupon good
 for \$5 Off any family pack!
 www.TalkToDickeys.com

CATERING SERVICE ORDER PAD

Store # TX-007
Plano, Coit

Inquiry: 7/14 Taken by Michelle
 Phone: Office: 972-596-7989
 Fax: 972-964-0553

Arrive to set-up by 4:30pm
+ drinks
Set-up

Quote: \$702.92

AMEX
 Expiration: 02/14

DICKEY'S BARBECUE PIT #004
 1441-A Coit Road
 Plano, TX 75075
 972-867-2901

STEVE PROCK

Host: Take out
 STEVE PROCK
 07/14/2011
 3:03 PM
 20036

Order Type: Catering

STEVE PROCK (65)
 @ 9.99 per

Subtotal: 649.35
 Tax: 53.57
 Catering Total: 702.92

Visa #XXXXXXXXXXXX1087
 Auth:05370D

Tell Us What You Think
 Complete our online survey
 and get a coupon good
 for \$5 Off any family pack!
 www.TalkToDickeys.com

Event Location Address: Medical Center of Plano, 4001 W. 15th, Bldg 3, Rm 315
 Directions: Just across 15th Street from Dickey's on Coit
 Contact person on-site: Mary Brockman, call office # first. Back up #:
Steve's cell phone 903-870-8196

☐ Delivery Buffet (2 Meats, 3 Sides) - Delivery / Pick-up
☐ Full Service Buffet (2 Meats, 3 Sides)
☐ Box Lunch - Deluxe / Standard

MEATS
☒ Chopped Brisket
☐ Sliced Brisket
☐ Turkey Breast
☒ Pulled Pork
☐ Pork Ribs
☐ Pulled Sausage
☐ Chicken Breast
☐ Ham
☐ Spicy Cheddar Sausage
☐ Other _____

SIDES
☒ Barbecue Beans
☒ Creamy Coleslaw
☒ Dill Potato Salad
☐ Baked Potato Cass.
☐ Chips
☐ Jalapeño Beans
☐ Caesar Salad
☐ Mac & Cheese
☐ Green Beans
☐ Other _____

EXTRAS
☒ Relish Tray
☒ Rolls
☐ Dessert
☒ Tea unsweet
☒ Other supps

CHECK FOR
☒ Barbecue Sauce
☐ Barbecue Sauce Pan
☐ Ice
☐ Lemons
☐ Butter
☐ Back-up Meal
☐ Block
☐ Artificial Sweetener
☒ Utensil Packs
☒ Serving Utensils
☒ Napkins
☐ Tablecloths
☐ Matches
☐ Trash Bags
☐ Table Set-up
☒ Plates
☐ Full Service Site Visit

Comments: Seminar for Physical Therapy
* 1/2 sweet tea, 1/2 unsweet

Employee Confirmation: Michelle A. Gools Date: 7/14/11
 Customer Confirmation: _____ Date: 7/14/11

Thanks for choosing Dickey's. Your order is now confirmed and payment has been finalized. Orders may not be cancelled after they are confirmed.

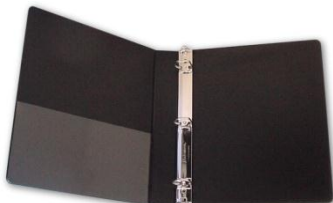
DICKEYS.COM

CATERING BASICS

The Path of a Catering Order Sheet

From the initial contact to completion of the job – there is only ONE path a catering order sheet should take in your store...

1. BINDER (with Day-by-Day dividers)



An upcoming catering order goes in your **Upcoming Catering 2011 binder**

2. BOARD (labeled Monday-Sunday)



An order goes on the **Bulletin Board** the week it is served

3. BINDER (with Monthly dividers)



A complete catering order goes in your **Completed Catering 2011 binder**

- 🔥 Supplies: 1 Bulletin Board, 2 Binders, 2 packages of 'Month' Dividers, 1 Wall Mount file box
- 🔥 Keep your binders mounted on the wall in a file box
- 🔥 Keep your bulletin board clear and focused only on catering

Why? *This system allows you to easily & visually manage your catering sales!*

This is a simple system. It is visually based, so orders are less likely to be lost, misplaced or shuffled in with other files; catering is intentionally separated from other items in your office. Catering orders have a home and employees working at any level in the restaurant know where to find an order for preparation or where to place an order sheet when they are done. Finally, catering orders are never, ever thrown away; they are kept for follow up and future sales.



CATERING BASICS

CATERING STANDARDIZATION

Customer Feedback + Industry Standards + Competitor Analysis

WHY?

- NFAAC approved decision
- Consistency
- Purchasing Power!
- Customer Feedback (company store surveys):
 - Dickey's already a great value for catering options
 - Dislike being "nickel & dimed" for extras
 - Catering inherent to concept

STANDARD

Menu selection: CORE menu items ONLY *Local favorites will be marketed using counter cards*

Service style: Box Lunches (Standard and Deluxe), Delivery, and Full Service Buffet

Packaging/presentation

Delivery: Charges MAY apply for deliveries outside of 10 mile radius *Vary by store*

VARIABLE

Delivery Charge:

*May apply for events
outside a 10 mile radius

Prices



★ ★ ★ **CHOOSE *your* SERVICE**

Full Service

Let Dickey's serve you! Large or small we can do it all! Delivery, set-up, stay and serve and clean-up is all included in this catering option.

DELIVERY, SET-UP, SERVE & CLEAN UP

Includes 2 meats, 3 sides, rolls, relish tray, barbecue sauce and paperware, stay and serve.
(100 person minimum)
Tea and desserts available.
See store for details.

Box Lunches

Let Dickey's serve you! Large or small we can do it all! Delivery, set-up, stay and serve and clean-up is all included in this catering option.

DELIVERY OR PICK-UP

Deluxe Box Lunch includes sandwich, side, chips and a cookie.
Standard Box Lunch includes sandwich, chips and a cookie.
(10 person minimum)

Delivery Buffet

A great self-service option! Includes delivery and set-up, along with serving utensils and disposable dishes will make your event go off without a hitch.

DELIVERY & SET-UP OR PICK-UP

Includes 2 meats, 3 sides, rolls, relish tray, barbecue sauce and paperware.
(10 person minimum)
Tea and desserts available.
See store for details.

★ ★ ★ **MAKE *your* CHOICES** ★ ★ ★

Meats

The right balance of juicy tender meats topped with our family recipe barbecue sauce will give your taste buds a run for their money.

- Texas Style Chopped Beef Brisket
- Sliced Beef Brisket
- Southern Pulled Pork
- Virginia Style Ham
- Marinated Chicken Breast
- Tender Turkey Breast
- Old Recipe Polish Sausage
- Spicy Cheddar Sausage
- Fall Off the Bone Pork Ribs (add \$1 per person)

Sides

From classic barbecue traditions such as Creamy Coleslaw, Barbecue Beans and Potato Salad to a few signature creations like Baked Potato Casserole and Jalapeño Beans, try 'em all!

- Barbecue Beans
- Creamy Coleslaw
- Potato Salad
- Jalapeño Beans
- Caesar Salad
- Chips
- Mac & Cheese
- Green Bean with Bacon
- Baked Potato Casserole
- Fried Onion Tangles
- Fried Okra
- Waffle Iron Fries™

CATERING BASICS

Food Handling Label

Placed on every single Delivery or Pick up order!



*All food is
best when
eaten fresh!*

Tips for Safe Food Handling and Service

We're so happy you choose Dickey's Barbecue!

We want to make sure you enjoy your food.

Once we have prepared and delivered your food,
you will want to make sure you:

- Serve food within 3 hours; food should not sit out for service longer than 3 hours
- Keep hot food held above 140°F
- Keep cold food held below 40°F
- Have guests use a clean plate for refills
- Have anyone serving food properly wash their hands and wear plastic gloves

If you have ordered food to-go please remember to:

- Refrigerate food after 1 hour
- Reheat food to an internal temperature of 165°F
- Store cold food at 41°F or below

**The above food safety tips are guidelines provided
by the Dallas Health department.**

BUILDING CATERING SALES



Your **staff should know** and **understand why**:

- 🔥 We recommend a specific catering menu and what it is: _____
- 🔥 We have specific ways to guide a customer to and away from certain menu items: _____
- 🔥 We present pricing in a specific way: _____
- 🔥 We always use a catering order pad: _____
- 🔥 We outline payment terms upfront and secure orders with a credit card: _____
- 🔥 We use House Accounts for some catering customers: _____
- 🔥 We confirm an order 2 days before a job: _____
- 🔥 We double check an order before it leaves the store: _____
- 🔥 We call before we leave the store and always arrive 15 mins. early for caterings: _____
- 🔥 We set up a catering buffet in a specific order: _____
And, what order: _____
- 🔥 We check with the person who placed the order before leaving a job: _____
- 🔥 We call and check to see how every catering went after the job is over: _____
- 🔥 We keep catering order sheets forever: _____
- 🔥 We designate a specific person to check store voicemail daily: _____

Customers expect us to be catering experts. This means everyone on your staff should be able to answer basic catering questions.

If you don't teach, coach and reinforce 'how to sell' catering to your staff, then your customer is likely to receive inconsistent or inaccurate information. This will cost you \$ and business.

- 🔥 **Does your staff know how to guide a customer through a catering order?**



BUILDING CATERING SALES PHONE SCRIPTS



EXPERT

Introduction: Thanks for calling Dickey's Barbecue - your catering experts. Would you like to place a catering order today?

If YES, "Great! I'm _____. May I get some information from you to customize your catering?"

- What is your name?
- What is your phone number?
- When is your event?
- How many people are you expecting?
- "Thank You. Let me give you some information on our catering choices?"
- Dickey's offers 2 types of catering: delivery buffet or full service buffet.
- Delivery Buffet – we deliver and set up the buffet at your event (also available for pick-up), and starts at \$____ per person.
- Full Service Buffet - we deliver the food, set up the buffet, serve your guests, and clean up, and starts at \$____ per person.
- Both of our buffets come with your choice of 2 meats and 3 sides. Our most popular meats are pulled pork and sausage, and our most popular sides are coleslaw, barbecue beans and potato salad.
- You can also choose to include tea or dessert for just a \$1 more per person.

"May I take your order?"

IF YES – take order on catering sheet.

- Confirm details and menu choices
 - » Name, date, number of guests, service style, price
 - » Menu choices
- Get payment information – credit card to secure order
 - » Let customer know you will be charging their card in the amount of \$_____ today.
- Tell customer you will Fax/email a copy of their order to them.
 - » You will need their signature on the order to confirm order is correct.
 - » Ask where can we send them the order? Get their email or fax number.
 - » Fax or email copy of the order on catering pad and ask them to sign and return to you today.

After phone call, to complete order:

1. Let manager know about order.
2. Ring in order in register under CATERING:
 - » Tell the kitchen not to make order.
 - » Keep record of the receipt.
 - » If taking a 50% deposit, do same, but charge only 50%.
 - » If taking order as a house account, enter order into HOUSE ACCOUNTS for later payment.
3. Fax or email copy of order to customer.
4. Once signed and returned, staple payment receipt to signed order.
5. Place order in Upcoming Catering Binder.

IF NO – ask, "May I answer any other questions?" THEN "Could I invite you in to sample our food?"

- Answer questions and try and set appointment to have customer come in for a sample.

After phone call, to complete order:

- Call back within the next 2 days and offer 10% off to close sale.
- Communicate to manager of sales attempts.

BUILDING CATERING SALES PHONE SCRIPTS



ANYONE

Introduction: Thanks for calling Dickey's Barbecue - your catering experts. Would you like to place a catering order today?

If YES, "Great! I'm _____. Let me give you some information on our catering choices?"

- Dickey's offers 2 types of catering: delivery buffet or full service buffet.
- Delivery Buffet – we deliver and set up the buffet at your event (also available for pick-up), and starts at \$____ per person.
- Full Service Buffet - we deliver the food, set up the buffet, serve your guests, and clean up, and starts at \$____ per person.
- Both of our buffets come with your choice of 2 meats and 3 sides. Our most popular meats are pulled pork and sausage, and our most popular sides are coleslaw, barbecue beans and potato salad.
- You can also choose to include tea or dessert for just a \$1 more per person.

May I get some information from you so can have our catering expert call you back?"

Get a catering order pad to write down information!!

- What is your name?
- What is your phone number?
- When is your event?
- How many people are you expecting?
- "Great. I will have our catering expert, _____, call you back this afternoon, at _____."

After phone call - you take the above information on a CATERING PAD ONLY and:

1. Tell your manager
2. Tell your catering expert
3. Push pin the 'pending order' sheet to the catering board

| DICKY'S BARBECUE PIT | | CATERING SERVICE ORDER PAD | |
|--|-------------------------------|----------------------------------|-----------------------------|
| Name _____ | Phone _____ | <input type="checkbox"/> Inquiry | Date: _____ Taken by: _____ |
| Billing Address: _____ | Billing City/State/Zip: _____ | Event Date and Time: _____ | Number of Guests: _____ |
| Price per Guest: _____ | Staff Needed: _____ | Method of Payment: _____ | |
| <input type="checkbox"/> Cash <input type="checkbox"/> Credit Card <input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> Discover <input type="checkbox"/> AMEX | | | |

Thank you for choosing Dickey's. Your order is now confirmed and payment has been received. Dickey's may not be available after they are confirmed.

DICKEYS.COM

✓ *The **BOLD** headings on the catering order pad should be filled out, at the least! "Inquiry" should be checked.

Name: _____ ☐ Inquiry -- Date: _____ Taken by: _____

Email: _____ Phone: _____

Billing Address: _____

Billing City/State/Zip: _____

Event Date and Time: _____

Number of Guests: _____

Price per Guest: _____

Staff Needed: _____

BUILDING CATERING SALES

Awareness

Let customers know they can buy from you.



IN YOUR STORE

Your customers should literally run into catering information in your store. Daily customers are the easiest catering customers to win – make sure they know you cater.

- 🔥 Signage
- 🔥 Employees
- 🔥 Loyalty Cards
- 🔥 Catering Menus
- 🔥 Display

IN YOUR COMMUNITY

You need to ask for the business you want in your community. Everyone around you is a potential catering referral. Start by checking for catering leads here:

- Business list from your chamber of commerce
 - *HINT: do not send catering information to a CEO, president, etc. You want to identify the “catering decision maker/ gatekeeper.” Use the chamber list to call the main office number and ask who would be the best person to send catering information to for the office. Let them know you’re a fellow chamber member.*
- Superpages.com and google.com – search by industry (doctors, lawyers, tax offices, etc.)
- Drive your market – note fellow businesses and major employers
- Check community calendars online – is there an event you could contact for concession sales
- Event planners – Dickey’s is excellent for rehearsal dinners
- Event venues – ask to be placed on ‘approved catering lists’ for venues
- Pharmaceutical sales reps
- Any business or employer with 15+ employees
- Schools and PTA’s
- Church and non-profit groups – YMCA, etc.
- Sports leagues – youth and adult sports; find these contacts through high school coaches
- Existing catering clients – ask for repeat business
- Existing catering clients – ask for referrals
- Ask your employees, friends and neighbors



BUILDING CATERING SALES

Awareness

Let customers know they can buy from you.



What's the Difference between a cold call and a warm call? Personalizing it!

Knowing or asking for the right gatekeeper/ decision maker – then following up with that person.

1. Identify potential catering clients, then stop by and introduce yourself
 - During business hours, drop by offices with a sales letter, catering menu and samples
 - When entering a business, introduce yourself (wear a Dickey's logo shirt or name tag)
 - ✓ Ask, *"May I leave some menus and be My Guest Cards for your office? I would love for everyone here to try Dickey's Barbecue."*
 - ✓ Then ask for the catering gate keeper / decision maker – for example *"Dickey's also caters and is great for office lunches. Is there a person that plans catering for your office? May I leave this catering information for him/her?"*
 - ✓ Ask, *"May I get contact information to follow up with that person directly?"*
 - Leave catering information with your business card and always leave *Be My Guest* cards
 - Then follow up with the gate keeper/ decision maker directly
 2. Drop a note in the mail one day after dropping by an office – yes, an actual letter with a stamp and handwritten address is best - be sure to include menus and an invitation try Dickey's.
 3. Send an Email day three – let the catering decision maker know you stopped by and were referred to them, and that you would love to win their catering business.
 4. Place a follow up phone call day four – ask if the catering contact received your catering information and do they have any questions? Do they have any events scheduled?
 5. Stop by with samples and a catering loyalty card the following week – you don't have to take up a lot of time, but the effort will be noticed.
- 🔥 A sample catering sales letter/ email is included on the next page. Make sure to customize it with your price points and your signature. Also, email it.
- 🔥 Try to customize a catering letter with one personal detail, for example if you know a business holds an annual event, mention the event by name and ask when they select a caterer for that event.
- 🔥 Remember, delivering a few catering letters a day makes a big difference!

How many catering calls should you make?

How much catering business do you want? Make as many catering calls as you can – the more business you ask for, the more catering business you will win.

- Make at least 25 catering calls per week -- that's only 5 per day, Monday – Friday.
- Understand the more business you ask for, the more you will receive



DATE

ADDRESS
CITY, STATE ZIP
PHONE

Dear NAME:

Dickey's Barbecue is excited to be a member of the community here in _____. I wanted to introduce myself and let you know Dickey's offers a wide range of catering services. We would love to cater your next big event, or even your next small one. Either way, Dickey's Barbecue will cater a meal your guests will enjoy.

We offer lots of catering options and exceptional food at a great value. If you have any upcoming events, I would be happy to put together a catering proposal for you. I am also including our standard catering menu for your reference.

If you have a last minute gathering, Dickey's offers several Family Pack and Office Pack options that are great for groups. You can call you order in for pick up or we can deliver it.

Please let me know how Dickey's Barbecue can be of service to you. I would love to win your catering business.

All the Best,

NAME
Owner/ Operator

Dickey's Barbecue
ADDRESS
CITY STATE ZIP
P 000.000.000

BUILDING CATERING SALES Awareness

Let customers know they can buy from you.

Tools you have to **SELL** catering

- Catering Menus
- Frequency Catering Cards
- Business Cards
- Thank You Cards
- Food Handling Label

Where to **ORDER** catering tools

- www.dickeystraining.com
- **VENDOR PORTAL**



BARBECUE CENTRAL TRAINING

[Sign-out](#)

[Training](#)
[Operations](#)
[Marketing](#)
[Purchasing](#)
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Vendor Portal

SMALL PRINT ITEMS

- Business Cards
- Frequency Cards
- BMG Cards
- Take Out & Catering Menus

LARGE PRINT ITEMS

- Dickey's Barbecue Pit
- Dickey's Barbecue Pit
- Dickey's Barbecue Pit

SMALL PRINT ITEMS

- Business Cards
- Frequency Cards
- BMG Cards
- Take Out & Catering Menus

MENU PANELS STORE DECOR

- Menu Panels
- Store Decor

DICKEY'S MUSIC

- Dickey's Music
- Equipment Installation

Username: dickeys
Password: barbecue

[Training](#)
[Operations](#)
[Marketing](#)

[Barbecue U](#)
[Operations Manual](#)
[Vendor Portal](#)

[Hourly Team Training](#)
[Recipe Book](#)
[Marketing](#)

[m/](#)

[Legal/Risk Mgmt](#)
[IT/Aloha](#)
[Feedback](#)

[Risk Management Series](#)
[NFAAC](#)
[Talk to Dickey](#)

[Safe Link](#)

Internet | Protected Mode: On

BUILDING CATERING SALES

BRIDGE the GAP

Make them want to buy from you.

Be a Catering Expert!

Win business by being prepared for the business. Make sure you and your staff look, sound and act like catering experts. Know how to answers catering questions about:

- 🔥 Menu
- 🔥 Pricing
- 🔥 Quantity
- 🔥 Service style
- 🔥 Payment terms
- 🔥 Order deadlines
- 🔥 Set expectations – when, who, what else?

Show catering customers that you care.

Let customers know you will be a good catering partner and will meet a customer's needs. How? Win catering business with professional, thoughtful and consistent **follow up**.



ITEM USAGE CHART

| People | Veggies (each of the 3) | Dessert | Sauce | Tea | Relish Tray | Cutlery Sets & Plates | Meat (total) |
|--------|---------------------------------------|--------------------------------------|------------|-----------|----------------------------|--------------------------|-----------------|
| 10 | 4 pints | 1 cobbler or 10 pie slices | 2 pints | 1 gal | 1 pound container | 12 | 3.5 pounds |
| 20 | 1 half size pan | 2 cobblers or 20 pie slices | 3 pints | 2 gal | 1 half size pan | 23 | 7 pounds |
| 30 | 1 half size pan plus 2 pints | 3 cobblers or 30 pie slices | 4 pints | 3 gal | 1 half size pan | 33 | 10 pounds |
| 50 | 2 half size pans | 4 cobblers or 40 pie slices | 5 pints | 4 gal | 1 half size pan heaped | 53 | 17 pounds |
| 80 | 3 half size pans | 5 cobblers or 60 pie slices | 7 pints | 6 gal | 2 half size pans | 83 | 27 pounds |
| 100 | 4 half size pans | 6 cobblers or 80 pie slices | 8 pints | 10 gal | 2 half size pans heaped | 103 | 33 pounds |

Note: Quantities per person will decrease for certain items as the number of people increases.

*** Rule of Thumb:**

- 3 people per pound of meat up to 100 people.
- 4 people per pound of meat above 100 people.



DELIVERY BUFFET

Food:
2 meats
3 veggies
Rolls & Butter
Relish Tray [pickles/onions]
Barbecue Sauce
Silverware packet

Service: Deliver & Set Up

Price: \$8.50.....10-100 People

Minimum: 10 people

Up Sell: \$1.....Ribs Per Person*

\$1.....Dessert Per Person

\$1.....Drink Per Person

\$1.....Extra side or meat

Recommendations:

Pulled Pork & Sausage

Slaw, Potato Salad & Barbecue Beans



FULL-SERVICE BUFFET

Food:
2 meats
3 veggies
Rolls & Butter
Relish Tray [pickles/onions]
Barbecue Sauce
Silverware packet

Service: Deliver, Set Up, Serve, Clean Up

Price:

\$11.50.....20-99 People \$9.50.....200-299

\$10.50.....100-199 \$8.50.....300+

Minimum: 20 people

Up Sell: \$1.....Ribs Per Person*

\$1.....Dessert Per Person

\$1.....Drink Per Person

\$1.....Extra side or meat

Recommendations:

Pulled Pork & Sausage

Slaw, Potato Salad & Barbecue Beans



BOX LUNCHES:

Standard includes sandwich, chips and cookie. **\$6.00**

Deluxe includes sandwich, chips, side and cookie. **\$7.00**

Minimum: 10 people.

BULK ITEMS

Check store menu for pricing.

A la carte #'s of meat, quarts/gallons of sides, etc.

- Check prices locally
- 10-20% discount is great incentive to purchase
- Always secure w/credit card
- Ring up full amount at time of purchase, half if not – under catering
- Ask who on staff 'owns' catering.
- Where are catering orders kept?

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BUILDING CATERING SALES

BRIDGE the GAP

Make them want to buy from you.



You must train your staff to properly price and present catering.

Do you know how most staff members will answer a catering question, if you don't teach them?

- 🔥 They will make it up.
- 🔥 They will tell the customer they need to speak to someone else.
- 🔥 They will try to multiple the Family Pack to get pricing and quantity.
- 🔥 They will use your retail store menu to quote catering.
- 🔥 They will give out information they think is correct, but often isn't.
- 🔥 **They will give the customer a scared-fish face and stand there...**

Give you staff these exercise questions to make sure they can sell catering correctly.

Develop a suggested menu, quantity of items and generate a total amount for the job. Give them a catering pad, calculator and catering tip card to complete the following orders:

1. Order: **Jeff's Birthday Party** QTY: 40
2. Order: **Office Meeting** QTY: 32
3. Order: **Rehearsal Dinner** QTY: 140
4. Order: **Quarterly Sales Meeting** QTY: 271
5. Order: **School Sports Banquet** QTY: 540



Make sure your staff can answer catering FAQ's:

1. Can we customize? And, how?
2. What about vegetarian requirements?
3. Who can help with special items?
4. How do we out-bid the competition?



BUILDING CATERING SALES

BRIDGE the GAP

Make them want to buy from you.



A Catering Expert can't over communicate.

After your staff knows how to answer catering questions, they need direction about how and when to communicate about catering. Set your staff's expectations that catering sales is all about service and communication, outline for them the proper communication to a catering client.

1. Greet and answer questions
 - a. Be able to suggest a menu and pricing
 - b. Be able to answer questions about quantity and serving
 - c. Already know what recommendations to make and why
 - d. Payment terms and cancelation policies
 2. Provide a catering menu and a worksheet
 3. Follow up with proposal – in writing (email, mail, fax)
 4. Call to make sure they received the proposal and ask if they have any questions
 5. Ask what else you can do to win the business.
- 🔥 Keep catering contacts forever
- Soft Copy - Set up a House Account for contacts
 - Hard Copy – Keep contacts in your notebook (never let them leave the restaurant)
- 🔥 Once you win the job, keep up the communication!!!

HELPFUL TIP

Create a specific catering email address to use for catering/community marketing purposes ONLY

i.e. dickeys.louisville@gmail.com,
dickeysmckinney.catering@gmail.com





Date
Name
Address
City, State, Zip

Dear NAME:

Thank you for considering Dickey's Barbecue for your catering needs. We would love to win your business and catering your event on DATE. We have created an initial catering proposal to meet your needs as follows:

Menu

- | | |
|--------------------------------|--------------------------------|
| 🔥 Barbecue Beef Brisket | 🔥 Barbecued Chicken Breast |
| 🔥 Coleslaw | 🔥 Original Potato Salad |
| 🔥 Pickles & Onions | 🔥 Barbecue Beans |
| 🔥 Barbecue Sauce & Relish Tray | 🔥 Rolls and Butter |
| 🔥 Pecan Pie | 🔥 Iced Tea, Lemons, Sweeteners |

All tableware is included (plates, napkins, utensils)

** We can customize the menu to further to meet your needs or preferences, if desired.*

Pricing

- 🔥 Only \$PRICE per person plus tax
- 🔥 Price is good for NUMBER OF GUESTS
- 🔥 Service-style is DELIVERY BUFFET OR FULL SERVICE BUFFET*

Thank you again for considering Dickey's for your catering needs. If you have any questions, please feel free to call me. I look forward to working with you. Please let me know what we can do to win your catering business.

Sincerely,
Name
Dickey's Barbecue Pit

Address | Phone | Email

BUILDING CATERING SALES

Close and Deliver.

They buy from you again and again and again.



Closing the sale is just the beginning of communication.

Good service means great communication. Set your staff's expectations about how often and why a catering client must be contacted throughout a job. Once the job is yours...

(Steps 1-5 on Page 18)

6. Send a confirmation of the job details – in writing
 - a. Outline payment terms
 - b. Outline menu, pricing, service style and key dates and times
7. Call to make sure they received the confirmation letter / invoice
8. Set up a house account and catering worksheet for the job
 - a. Add the catering job to your calendar
 - b. Alert staff to the order
 - c. Adjust SYSCO as needed
9. Get a signature and payment for the job
 - a. Make sure the job is rung up under catering!
 - b. Make sure your house accounts are balanced
10. Call two days before the catering event to confirm details
11. Call the morning of a job to let them know you are on your way
 - a. Arrive 15 minutes early
 - b. Prepare directions ahead of time
12. Call after the job to make sure everything was excellent
 - a. Always check before leaving a delivery or full-service catering – are expectations met?
 - b. Check directly with the person paying for the job
13. Send a thank you note the day after the catering
 - a. Ask for feedback
 - b. Send a loyalty card and BMG
 - c. Ask for referral business
 - d. Check on future needs

🔥 **When does catering communication and follow up stop?**



Date
Name
Address
City, State, Zip

Dear NAME:

Thank you for choosing Dickey's Barbecue to cater your event on DATE. Our quote of \$PRICE plus tax per person is good for NUMBER guests; if the number of guests decreases to below NUMBER, the price will increase per person.

Our catering staff will be ready to serve your guests STYLE by TIME. We will arrive to set up your catering at LOCATION by TIME. In addition we will, ADD DETAILS AND ITEMS, IF NEEDED – tablecloths, etc.

The following menu will be served:

- | | |
|---|--------------------------------|
| 🔥 Barbecue Beef Brisket | 🔥 Barbecued Chicken Breast |
| 🔥 Coleslaw | 🔥 Original Potato Salad |
| 🔥 Pickles & Onions | 🔥 Barbecue Beans |
| 🔥 Barbecue Sauce | 🔥 Rolls and Butter |
| 🔥 Cherry Cobbler | 🔥 Iced Tea, Lemons, Sweeteners |
| 🔥 All tableware is included (plates, napkins, utensils) | |

Thank you again for choosing Dickey's for your catering needs. If you have any questions or comments, or need to make changes to this menu, please feel free to call me. I look forward to working with you. Your order is now confirmed, a cancelation fee will apply after today.

Sincerely,
Name
Dickey's Barbecue Pit

Date: _____ **Accepted By:** _____

Contact Phone: _____ **Payment Method:** _____

Address | Phone | Email

TOOLS

Keep Track of Catering Contacts.

Keep Business Cards with notes on the back.



Name/ Business _____ Contact Info _____ Date of Visit: _____
Notes: _____

Name/ Business _____ Contact Info _____ Date of Visit: _____
Notes: _____

Name/ Business _____ Contact Info _____ Date of Visit: _____
Notes: _____

Name/ Business _____ Contact Info _____ Date of Visit: _____
Notes: _____

Name/ Business _____ Contact Info _____ Date of Visit: _____
Notes: _____

Name/ Business _____ Contact Info _____ Date of Visit: _____
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Name/ Business _____ Contact Info _____ Date of Visit: _____
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Name/ Business _____ Contact Info _____ Date of Visit: _____
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Name/ Business _____ Contact Info _____ Date of Visit: _____
Notes: _____

Name/ Business _____ Contact Info _____ Date of Visit: _____
Notes: _____

Name/ Business _____ Contact Info _____ Date of Visit: _____
Notes: _____

Name/ Business _____ Contact Info _____ Date of Visit: _____
Notes: _____

EXTRAS Catering Hotline

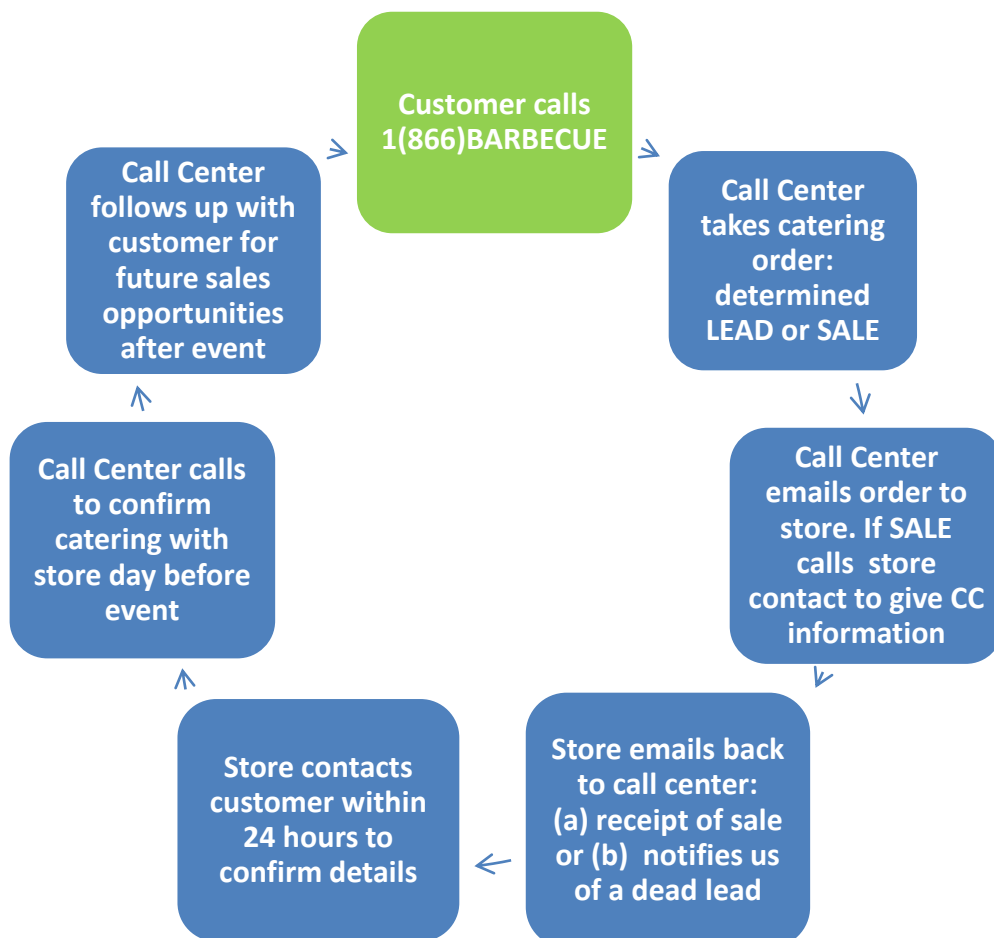
National Hotline
1(866) BARBECUE



The national catering hotline is a NFAAC approved supplemental support line. Corporate catering experts consult each customer that calls and passes along all information directly to stores to help increase sales.

- System-wide: 1-866-BARBECUE
 - IN ADDITION TO LOCAL HOTLINES (www.ringcentral.com)
 - Corporate supplemental support to increase sales
 - Centralized mechanism to increase # of catering orders system-wide
 - “Catering Expert” call center specializing in maximizing profitability
 - Menu expert – suggestive sell higher margin items, add-ons, operationally easy items, etc.
 - Catering customers are already calling our 866 #
 - Highly efficient ROI capabilities

Life of a Catering Order

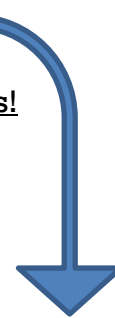


EXTRAS Catering Hotline



CALL CENTER RESPONSIBILITIES

- Answer calls from 1-866-BARBECUE
- Collect information on Catering Order Pad
 - Refer to proper store menu/pricing
 1. Customer's preferred store
 2. Store closest in proximity to event
 3. Recommend service style & menu items
 4. Close catering sale and collect credit card information
 - Email order to contact from **Hotline Enrollment Form**
 1. FSMs copied on all correspondence
 2. I encourage each of you to provide a 2nd email address!
- Follow up with customer after catering
- Follow up with store day before catering
- Track results



To enroll in Dickey's Catering Hotline, please complete the following information and email a scanned completed registration to msarlls@dickeys.com or fax to Michelle Sarlls, Corporate Catering Manager, at 972.248.8667.

STORE LOCATION _____ (City/ State) AND DICKEY'S STORE NO: ____ - ____

STORE MAILING ADDRESS: _____ (City/ State)

HOTLINE CONTACT: _____ I AM A DICKEY'S : (circle one): Owner/operator, Manager or Brand Ambassador

CONTACT PHONE: _____ CONTACT EMAIL: _____

Participants in Dickey's Catering Hotline, agree to:

1. Keep credit card information received confidential and comply with all State and Federal laws regarding the privacy of credit information.
2. Keep and abide by agreed-upon pricing and menu items for catering orders.
3. Allow up to a fifteen percent (15%) concession on any entire catering order to induce close of the sale.
4. Once the catering order and credit card information is relayed to your store, you agree that responsibility lies with you and your store to ensure confirmation of the order and that proper payment is received and entered into the Point of Sale System. You agree to fully indemnify Dickey's Barbecue Restaurants, Inc. for any damages.
5. Allow for the use of Dickey's Barbecue Restaurants, Inc.

Catering Pricing (please check one)

☐ I choose to use CSP:

Standard Box Lunch: \$6.00
 Deluxe Box Lunch: \$7.00
 Delivery Buffet: \$8.50
 Full Service Buffet: \$10.50

☐ I choose to use other catering pricing.
 (Please list pricing below if chosen)

Standard Box Lunch: ____
 Deluxe Box Lunch: ____
 Delivery Buffet: ____
 Full Service Buffet: ____

The Dickey's Catering circumstances exist:
 The catering order is received.
 The catering order is for the catering order received.

Catering Pricing (please check one)
☐ I choose to use Standard Box Lunch
☐ I choose to use Deluxe Box Lunch
☐ I choose to use Delivery Buffet
☐ I choose to use Full Service Buffet

We truly appreciate your participation in the catering hotline program, and look forward to sending catering orders to your store soon!

Thank you.

DATE: _____ SIGNATURE: _____
 Print Name: _____

If you are a manager participant, please have your Owner/operator sign this form as well.

DATE: _____ SIGNATURE: _____
 Print Name: _____

EXTRAS

Catering Hotline



OWNER/STORE RESPONSIBILITIES

- **Fill out Catering Hotline Enrollment, FIRST**
- Check email **frequently** throughout the day!
- **Upon receiving catering orders/leads:**
 - **SALE:**
 - Contact corporate office for CC information
 - Ring up all orders under "Catering" on POS
 - Send corporate copy of receipt → SAME DAY
 - a) Measurement of success! Report trends!
- Follow up with customers within 24 hours to confirm ALL catering details/payment info
 - **LEAD:**
 - Follow up with customer within 24 hours
 - Confirm outcome with corporate
 - (a) Sale: follow proper procedure above
 - (b) Dead Lead

* Questions regards the National Catering Hotline should be referred to the Catering Department at the corporate office.
(972)248-9899