



KITCHENINTELLIGENCE
FROM SHAMROCK FOODS®

INCREASING SALES PER CHECK OR TRANSACTION

One of the fastest and easiest ways to increase sales is to increase the check or transaction average by selling more **drinks, appetizers, desserts or sides (DADS) per guest**. Follow these tips to build sales per transaction.

Why Operators Should Sell DADS

- DADS are an ultra-high margin compared to COP entrees, driving sales and profit per transaction up, while driving the cost of goods and labor per transaction down simultaneously.
- DADS are a value-added enhancement to the experience that increases the customer satisfaction level.
- Unique and branded DADS are the perfect platform for operators to more fully show-off what they are famous for and do best, while giving their customers something specific to tell their friends about.
- DADS are easy to track and convert into metrics that measure and motivate employee performance. Millennials and Gen-Z like “likes” and to know how they compare to their peers.

Dive into the Data within the Point of Sale (POS) system

- Use your point of sale (POS) system to generate a daily sales and product mix report (DSR and P/MIX).
 - These reports contain employee sales data, data on DADS sold within each customer transaction and the number of customer transactions in any given period – day, week month, year or daypart.

Dive into the Data *continued*

- Use your DSR and P/MIX reports to calculate some DADS benchmarks.
 - Use the DSR reporting to establish current check average or transaction benchmark.
 - Sales dollars divided by the customer transaction count = the check average.
 - Use your P/MIX report to learn what DADS are selling or being sold as a percentage of each sales dollar by daypart and revenue center.
 - This will help you develop your sales building guest engagement tactics, wayfinding, POS and online screen flow, internal marketing and messaging, menu design, etc.

Optimize DADS

- Create Awareness** of DADS within the restaurant and online with internal and external images and messaging, menu engineering, wayfinding for customers and training employees on specific talking points.
- Create Easy Access** to DADS for customers placing online orders via screen flow prompts and recommendations for possible DADS that can be easily added during the selection and check-out processes.

Evaluate and Identify

- Evaluate your website and place an online order.
 - How obvious and easy was it to place an order?
 - Does the screen flow intuitively help you find and add DADS, or add-ons (like proteins, toppings or sauces) or add-ins that customize the entrée?
 - What DADS or items could have been added if they were more obvious or easier to add? House sauces, specialty N/A drinks, alcohol, desserts, retail?
- Evaluate your current guest engagement tactics, training and tracking.
 - When greeted, do employees offer anything specific? “Can I get you something to drink” or “Are you ready to order” are classic industry fails, and a missed sales opportunity! DADS deserve authentic and specific representation and recommendations.
 - With the onset of QR code-based transactions, some operators have stopped offering hospitality and personalized selling. Smart operators are putting the QR codes for their full menu on a single use throw away DADS menu. This gives their customers more to look at, and the employees some things to talk about and promote.
- Identify sales gaps and opportunities and calculate the potential improvement!
 - Share the impact of a check average increase multiplied by their current customer count for a given period-of-time to show them (owners and employees) the difference DADS can make.

To learn more about increasing check or transaction averages with DADS and building sales, reach out to your Shamrock Foods Sales Representative or sign-up for a brief 30-minute session with one of our Business Consultants.

