



Reset Your Restaurant to THRIVE!
*Five Keys to Save Your Sanity and
Build Your Sales, Profits, and Team!*





1

BUILDING SALES

2

INCREASE PROFITABILITY

3

BUILD YOUR DREAM TEAM

4

POWER OF YOUR BRAND

5

KEEP YOUR SANITY



- 1 BUILDING SALES
- 2 INCREASE PROFITABILITY
- 3 BUILD YOUR DREAM TEAM
- 4 POWER OF YOUR BRAND
- 5 KEEP YOUR SANITY

We're in this with you.

Let us help you

- Survive
- Thrive
- Scale



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DISCLAIMER:

[Consult to Grow](#) and [Kathleen Wood Partners](#) worked collaboratively to assemble and develop this information to create a path through the COVID-19 crisis and beyond. We do not provide tax, legal or accounting advice. **This material has been prepared for informational purposes only, and is not intended to provide, and should not be relied on for, tax, legal or accounting advice.**

1

RESET YOUR VISION - CLARITY OF CONCEPT

The Clearer the Concept... The Clearer the Customer

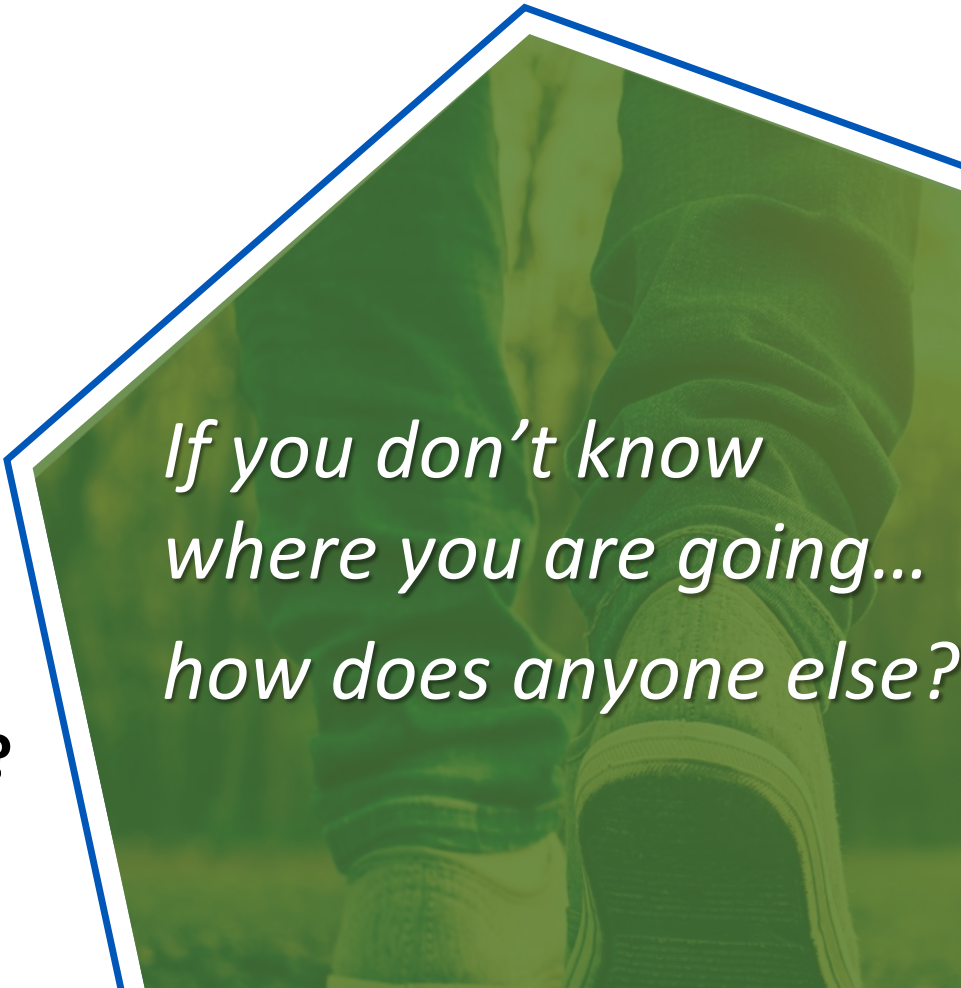
1 WHAT IS YOUR CONCEPT – TODAY?

Putting predictability into the unpredictable

- Regulations
- Weather
- Customer opportunities

2 STANDARD OPERATING PROCEDURES

3 HOW ARE YOU COMMUNICATING YOUR CONCEPT?



*If you don't know
where you are going...
how does anyone else?*



SALES = Clarity + Communication

The Clearer the Concept the Clearer the Customer

2 STANDARD OPERATING PROCEDURES

How does it work and when does it work?

Hours of Operation & Service Options

- Dine In – To-Go – Delivery – 3rd Party Delivery

Menus

- Everyday – Specials – LTO's – Dietary – Catering

Discounts

- Front Line Hero's – Military – Seniors – Families

3 HOW ARE YOU COMMUNICATING YOUR CONCEPT?

Digital: Google, Yelp, Social Media, etc.

Community: Flyers, Mailers

Building: Parking Lot to Bathroom

Table: QR codes – stickers – other areas

Team: as Ambassadors of Your Message

*Customers are not
good at guessing –
we have to tell
them to sell them!*

2

Profitability through Financial Visibility

What Prevents Profitability - #1 Answer!



Uncertainty

Frustration

Fear

Shame



*Drive Your Profitability
and Peace of Mind by
Increasing Your
Financial Visibility*



Increased Financial Visibility = Profitability

How To Create Financial Visibility

Three Key Steps To Increase Your Profitability:

Step 1

Own Your P&L

Know Every Line Item and what each line represents! 80% of most business owners do not know their P&L lines – you are not alone. Get or ask for help if you do not know. Let your pride down and get the help you need to understand your business.

Step 2

Schedule Dedicated Time For Financial Reviews

Review every number and every result on regularly schedule basis – minimally monthly, realistically weekly and ideally daily. Measure, monitor and make adjustments based upon results.

Step 3

Know Your Costs

Truly learn every cost for your business. How much does it cost to run your business? Once you know this answer this question – then you will know how much your sales have to be to make a profit!

*Financial Visibility
let's you make
informed decisions to
increase Profitability*

3

YOUR TEAM and COVID 19

The better people you have, the better business you will have

1

Your business depends on great people yet how many times do you hear yourself saying any or all of the following:

- There are no good people out there
- Today's workforce is lazy and entitled
- We can't find any good people
- People don't want to work anymore

2

Or how many times have you:

- Changed your operations because you don't have enough people
- Backed out of opportunities because you don't have enough people
- Stop your opening because you don't have the right people
- Have been short staffed for everything you have wanted to do





BUILD YOUR DREAM TEAM

EQUAL EFFORT – ATTRACT AND RETAIN CUSTOMERS and TEAM MEMBERS

- 1 Be a place people want to work
- 2 Be clear about the skills and experience you need & your looking for
- 3 Hire Slow & Fire Fast
- 4 Communicate, Communicate, Communicate.



4

The Special of Today – YOUR BRAND

Know Your Brand – BE Your Brand

- 1) WHAT MAKES YOU SPECIAL?
- 2) WHO IS YOUR TARGET CUSTOMER?
- 3) WHAT DOES YOUR TARGET CUSTOMER LOVE ABOUT YOU?
- 4) HOW CAN YOUR MAKE YOUR TARGET CUSTOMER LIFE EASIER – BRING MORE JOY TO THEM?
- 5) WHY ARE YOU BETTER THAN YOUR COMPETITORS IN YOUR MARKETPLACE?
- 6) HOW ARE YOU SUPPORTING YOUR COMMUNITY?

*BE CLEAR
BE BOLD
BE A FORCE FOR GOOD*

BRAND

4

The Secret in the Sauce – Win LOCAL!

Brands with Purpose – Drive Customers for Loyalty and Sales

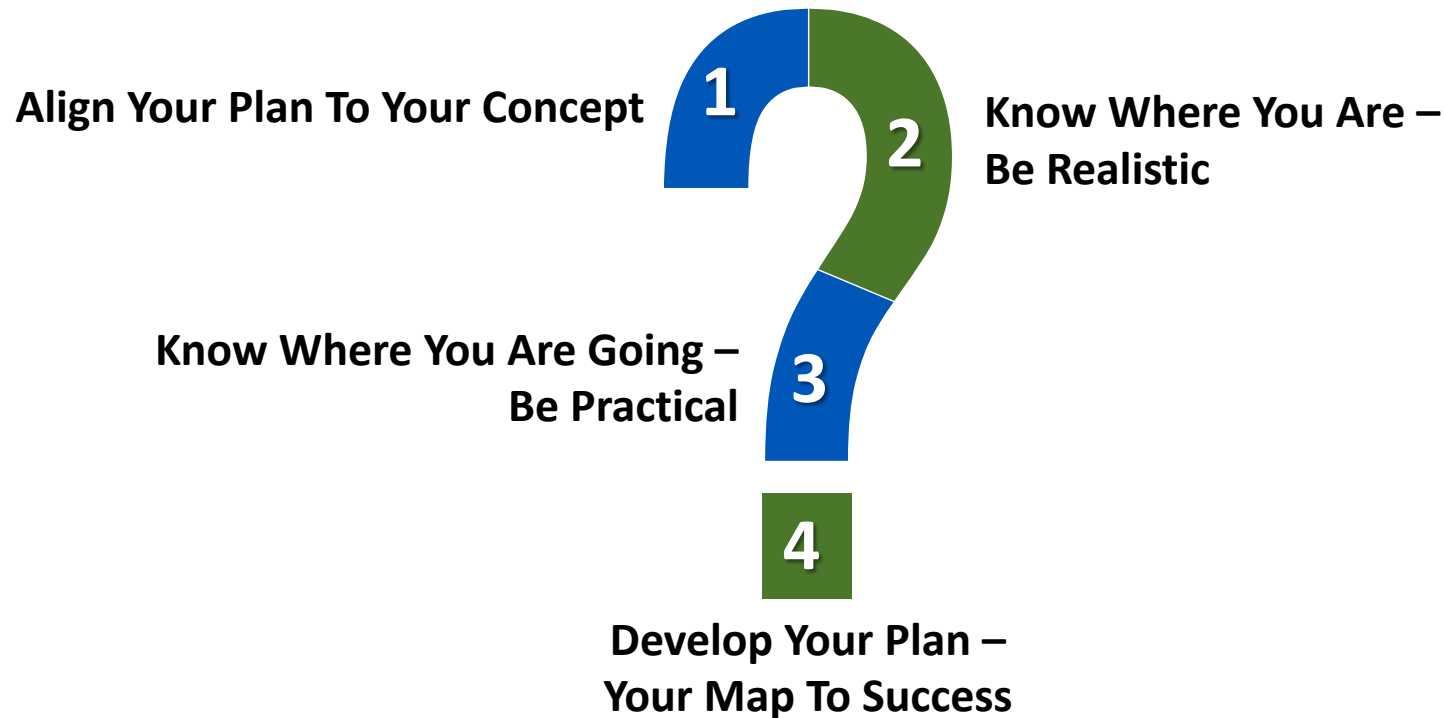


*“The secret of change is to focus all of your energy not on fighting the old, but on building the new.”
– Socrates*

5

KEEP YOUR SANITY – PLAN YOUR SUCCESS

How To Plan Effectively – 4 Key Questions



*The **ONLY** way to
CONTROL your
destiny is to
CREATE IT!*

***PLAN or PAIN –
It's YOUR SANITY***



Plan Your Success

Write Your Own One Page Plan Tool

	2020	2021	2022
Key Milestones (Moving the Needle) <ul style="list-style-type: none">• Only 1-3 answers per box.• Answers can be repeated• Be specific with answers	<ol style="list-style-type: none">1. Text here2. Text here3. Text here	<ol style="list-style-type: none">1. Text here2. Text here3. Text here	<ol style="list-style-type: none">1. Text here2. Text here3. Text here
Financials Goals	<ol style="list-style-type: none">1. Text here2. Text here3. Text here	<ol style="list-style-type: none">1. Text here2. Text here3. Text here	<ol style="list-style-type: none">1. Text here2. Text here3. Text here
Sales Building Goals	<ol style="list-style-type: none">1. Text here2. Text here3. Text here	<ol style="list-style-type: none">1. Text here2. Text here3. Text here	<ol style="list-style-type: none">1. Text here2. Text here3. Text here
Brand Goals	<ol style="list-style-type: none">1. Text here2. Text here3. Text here	<ol style="list-style-type: none">1. Text here2. Text here3. Text here	<ol style="list-style-type: none">1. Text here2. Text here3. Text here
Team Goals	<ol style="list-style-type: none">1. Text here2. Text here3. Text here	<ol style="list-style-type: none">1. Text here2. Text here3. Text here	<ol style="list-style-type: none">1. Text here2. Text here3. Text here
OPS Goals	<ol style="list-style-type: none">1. Text here2. Text here3. Text here	<ol style="list-style-type: none">1. Text here2. Text here3. Text here	<ol style="list-style-type: none">1. Text here2. Text here3. Text here

*If you can **SEE** it
You can **BELIEVE** it
You will **ACHIEVE** it*

Walt Disney



- 1 YOUR CLARITY
- 2 YOUR PROFITABILITY VISIBILIITY
- 3 YOUR DREAM TEAM
- 4 YOUR POWERFUL BRAND
- 5 YOUR SANITY

YOUR RECIPE FOR YOUR SUCCESS!