

80 Ways to Grow Your Coffee Shop / Café

Current:

Number of Customers		Number of Transactions		Average Sale	=	Turnover		Margin	=	Profit
<input type="text"/>	X	<input type="text"/>	X	<input type="text"/>	=	<input type="text"/>	X	<input type="text"/>	=	<input type="text"/>

1. Better newspaper advertising	21. Offer something unique	41. Sell other people's products	61. Offer gold and silver service
2. Measure conversion rates	22. Define a vision for the company	42. Phone follow up newsletter offer	62. Update customers on additional products to achieve their goals
3. Host beneficiary	23. Increase product line	43. Package selling	63. Qualify customers
4. Phone calls after quotes	24. Newsletters	44. Value adding	64. Find bigger margin products and services
5. Contact clubs using your products	25. Ask your customer what else they'd be happy to buy from you	45. Address pricing issues	65. Reward better productivity thereby reducing overtime
6. Editorials	26. Follow up after first sale	46. Free samples	66. Remove unproductive team members
7. Money back guarantee	27. Referrals from customers	47. Sell a series of products or services	67. Set financial and marketing targets
8. Special offers	28. Ask customers for areas of dissatisfaction and improve it	48. Set up a frequent purchase club	68. Phone debtors two days before account payment is due
9. Networking	29. More products	49. Customer detail cards	69. Seek better deals
10. Obtain other databases	30. Service standards	50. Checklists	70. Reduce costs
11. Internet / Email	31. Incentives for customers to return	51. Reduce costs	71. Regular reviews of your profit & loss statement
12. Fax	32. Business card draw	52. Put your prices up	72. Make purchase orders compulsory
13. Vehicle advertising	33. Monthly Specials	53. Become an agent for complimentary products	73. A better system of stock control
14. Business cards	34. Mail out catering forms	54. Package deals	74. More frequent stock rotations
15. Coupons offering free product / service	35. Phone contact to introduce other products	55. Seek supplier bonuses	75. Purchase products in bigger quantities
16. Direct mail to targeted database	36. Birthdays, anniversaries etc	56. Reduce wastage	76. Sell excess assets
17. Gimmicks that attract attention	37. Upgrade customers	57. Add on sell	77. Excess space leased out
18. Promotional items – biros, fridge magnets	38. Feedback	58. Up sell	78. Regular book keeping
19. Practise your service	39. Databases	59. Cross sell	79. Break even analysis
20. Letterbox drops	40. Sell your recipes	60. Create a better buying environment	80. Save through piggy back mailings

Projected:

Number of Customers		Number of Transactions		Average Sale	=	Turnover		Margin	=	Profit
<input type="text"/>	X	<input type="text"/>	X	<input type="text"/>	=	<input type="text"/>	X	<input type="text"/>	=	<input type="text"/>