

Increasing Beverage Sales

Beverage Suggestive Selling Script

For all restaurants that sell beverages on the line, require Line Persons to suggestively sell beverages following the 5 Steps of Line Service that they learned in their CBT Training. Here is the recommended script for each guest interaction:

- ☐ In markets where iced tea sales represent a significant portion of total beverage sales:
 - Ask, *“Would you care for a glass of freshly-brewed iced tea?”* If they say yes, ask, *“Sweetened or unsweetened?”*
 - If a Guest does not want tea, follow up with, *“Would you care for an ice cold Coke or Sprite today?”*
- ☐ In markets where iced tea is a lower mix of sales:
 - Offer Guests a drink by asking, *“Would you care for an ice cold Coke or Sprite today?”*

Best Practice: When suggesting a soft drink, always suggestively sell a specific brand of soft drink (as in the example above.) Rotate all available beverage brands throughout your suggestive selling efforts.

Increasing Beverage Sales

Calculating Beverage Incidence by Line Person

1. Print the Cashier Reconciliation Report.

- *Find it Fast:* From the back office PC's POSitouch Reports menu, click on "Reconciliation Report."
- On the Reconciliation Report Options screen (shown below), check "Food" and "Beverages" in the "Include Sales Categories" section.
- Also make sure that you check "By Cashier/Shift" in the "Reconciliation Type" section. (All other options will be checked by default.)
- Click "OK" to generate the report.

Reconciliation Report Options

Date Selection

☐ Yesterday 3/25/2014

☐ Today 3/26/2014

☒ Date 3/23/2014

Reconciliation Type

☐ Entire House

☐ By Terminal/Drawer

☒ By Cashier/Shift

Layout

Named Layout: [Default]

Include Sections

☒ Reconciliation Section

☒ Sales / Tax

☒ Expected Deposit Detail

☒ Actual Deposit Detail

☒ Delete Summary

☒ Delete After Detail

☒ Transaction Count / Average

☒ Customer Count / Average

☒ Cover Count / Average

☒ Terminal/Cashier Sales Detail

☒ Category Sales Detail

Include Sales Categories

☒ FOOD

☒ BEVERAGES

☐ MISC

☐ DISCOUNT

☐ COUPON

☐ UNASSIGNED

Reconciliation Filter Options

☐ Select Specific Cashiers

Output Options

☐ Print Report ☒ Preview Report ☐ Export to File ☐ E-Mail

Save Options

☒ Save Global Options As Global Default

☒ Save Layout Options As Named Layout

Select All **Select None**

OK **Cancel**

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- Review the Cashier Reconciliation Report's "Food" and "Beverages" columns.

To determine the beverage incidence/sales rate for each Line Person per shift worked, divide the "Beverages" count by the "Food" count.

From the example of Joseph that is shown below, divide Joseph's 482 beverages sold by his 648 food sales to yield Joseph's 74.38% Beverage Incidence.

Note that this Beverage Incidence figure includes all paid beverages as well as beverages that are bundled with kids and Senior Early Bird meals.

Cashier Reconciliation Report

All Cashiers & Shifts

Location: GOLDENCORRAL

Reporting Period: Sun, Mar 23, 2014

Cashier Shift	JOSEPH 4:00 - 3:40		JUSTIN 4:00 - 3:40		JENNIFER 4:00 - 3:40		WARD 4:00 - 3:40		All Cashiers Entire Day	
	COUNT	AMOUNT	COUNT	AMOUNT	COUNT	AMOUNT	COUNT	AMOUNT	COUNT	AMOUNT
TOTAL SALES		\$6,648.20		\$4,335.74		\$2,567.20		\$247.72		\$17,262.22
+ TAX		\$598.37		\$390.24		\$223.99		\$22.28		\$1,546.66
= TOTAL SALES & TAX		\$7,246.57		\$4,725.98		\$2,791.19		\$270.00		\$18,808.88
VISA	72	\$2,320.88	41	\$1,344.79	16	\$440.18	4	\$114.28	174	\$5,391.05
MASTERCARD	34	\$1,282.61	28	\$930.20	25	\$907.05	2	\$51.43	110	\$3,643.20
AMEX	2	\$79.00	0	\$0.00	2	\$53.54	0	\$0.00	5	\$157.37
DISCOVER	5	\$152.42	2	\$71.89	0	\$0.00	0	\$0.00	10	\$313.12
GCERT REDM	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
GCARD REDM	3	\$43.27	1	\$28.00	2	\$20.00	0	\$0.00	6	\$91.27
\$DONATION	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
GCARD SOLD	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
A/R CHARGE	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
A/R PAYMNT	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
DISCOUNTS (\$ INC.)		\$0.00		\$0.00		\$0.00		\$0.00		\$0.00
TIP DISCOUNTS		\$0.00		\$0.00		\$0.00		\$0.00		\$0.00
NET PAID IN/OUTS		\$0.00		\$0.00		\$0.00		\$0.00		\$0.00
= EXPECTED DEPOSIT		\$3,368.39		\$2,351.30		\$1,370.42		\$104.29		\$9,212.87
- ACTUAL DEPOSIT		\$0.00		\$0.00		\$0.00		\$0.00		\$0.00
= OVER/SHORT		-\$3,368.39		-\$2,351.30		-\$1,370.42		-\$104.29		-\$9,212.87
DELETES BEFORE	17	\$137.92	19	\$155.81	55	\$615.05	1	\$0.00	109	\$1,054.82
DELETES AFTER	12	\$60.84	0	\$0.00	2	\$13.88	0	\$0.00	21	\$108.97
NO SALES	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00
OVERRING CHECKS	1	\$22.65	1	\$12.42	0	\$0.00	0	\$0.00	2	\$35.07
CANCELED CHECKS	2	\$29.18	1	\$22.65	0	\$0.00	0	\$0.00	3	\$51.83
TRANS COUNT/AVG	267	\$24.90	161	\$26.93	90	\$28.52	10	\$24.77	698	\$24.73
CUST COUNT/AVG	267	\$24.90	209	\$20.75	90	\$28.52	10	\$24.77	621	\$21.03
COVER COUNT/AVG	620	\$10.72	387	\$11.20	230	\$11.16	24	\$10.32	1,639	\$10.53
FOOD	648	\$5,885.02	409	\$3,833.23	244	\$2,286.10	28	\$227.82	1,725	\$15,486.10
BEVERAGES	482	\$763.18	311	\$502.51	179	\$281.10	14	\$19.90	1,234	\$1,909.98
MISC	128	\$0.00	63	\$0.00	54	\$0.00	7	\$0.00	375	\$0.00
DISCOUNT	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	4	-\$133.86
COUPON	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00