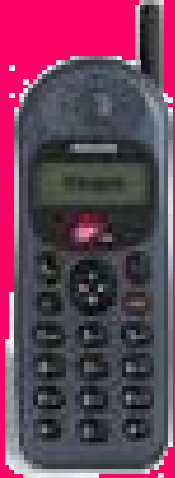




WELCOME EVERYONE



**PLEASE ENSURE THAT YOUR
MOBILE PHONE IS SWITCHED
OFF**

**THANK YOU FOR NOT SMOKING
IN THIS ROOM**





MAXIMISING PROFITABILITY

MAKING THE MOST OF F & B SERVICES FROM INN-FORMATION SPECIALIST F & B CONSULTANTS

TODAYS MENU

→ STARTERS : Taking Money

→ MAIN COURSE : Making Money

→ PUDS : Saving Money



MAXIMISING PROFITABILITY

TAKING MONEY

Sales techniques

- 92% of FOH staff DO NOT SELL!**
- Recommended sale**
- Added on sale**
- Up selling**
- Substitute selling**

REMEMBER THE SMILING EYES



MAXIMISING PROFITABILITY

TAKING MONEY

- ❖ **Merchandising is silent selling**
- ❖ **What is your back fitting selling**
- ❖ **Are your most profitable products on display**



MAXIMISING PROFITABILITY

MAKING MONEY

- **MONEY and MARGINS (industry norms)**
(profits) (percentages)

**REMEMBER – TURNOVER IS VANITY, PROFIT
IS SANITY**



MAXIMISING PROFITABILITY

SAVING MONEY

How much money or goods has your F & B outlet lost in the last 28 days due to theft, inefficiency or both?

STOCK CONTROLS

STAFF WAGE PERCENTAGES

DEALS & DISCOUNTS

OPERATIONS MANUALS

Not a search for the guilty, merely accountability



MAXIMISING PROFITABILITY

INN-FORMATION AT YOUR FINGERTIPS

World head quarters 01604 497747

Direct to the Supreme Commander 07785 276320

Email : herinn@aol.com

Web site : www.inn-formation.co.uk