



## Partners In Profit



**Programs that increase repeat visits & build customer goodwill**

**With the right information about your customers, you will increase your business and your profits.**

Just a few of the possibilities:

Send a birthday card for free piece of special birthday cake or other desert for the birthday individual. Chances are they won't just have the free cake, but also purchase a whole meal or drinks. And bring at least one other person who will purchase a whole meal.

Send an Anniversary card for a couple to bring in for a free dessert, a toast or a rose at the table for the lady. Your staff will be tipped off by the card and can wish them a Happy Anniversary. The guests will feel like old friends at your establishment. Chances are they will make a night of it and purchase full meals and refreshments.

**Keep your business in front of your customers** with informative newsletters, special promotions, event invitations and more. We help you gather, store and use the information on your guests. We help you set up a program that meets your needs and your budget. It's *your* decision. We work with you to help you:

- Decide what methods work best for your specific needs and budget
- Choose what information you need to collect
- Decide what rewards and incentives you want to offer

**You may already have the information you need**, you may just not have it stored in a manner that makes it easy for you to use it. After learning about your needs and guided by your input Partners In Profit will:

- ◆ Create "easy customer information cards" and databases
- ◆ Store and use your customer information to increase your business and your profits

**There are many ways to get the customer to fill out the cards:**

- Contests or satisfaction surveys
- Just telling the customer about the free birthday / anniversary program is often enough of an incentive

Who doesn't like the word **free**? If a few wish not to participate, that is just fine too. They are the customer.

**After the information is filled out using simple pen and paper Partners In Profit does the rest, we:**

- ◆ Pick up the cards
- ◆ Enter the information into the databases designed for your specific program
- ◆ Host the databases on our equipment
- ◆ If you choose, your database can automatically use inexpensive e-mail to save you money and only send mail to those who don't have e-mail
- ◆ Handle the mailings completely for you, or deliver you the prepared mailing and you simply add postage

Once the program is up and running, we take care of all the worries and hassles so you can concentrate on all those other things you need to do to make your restaurant the best it can be.

**The choice is yours, we will design the complete solution to meet your needs and desires.**

We at **Partners In Profit, Inc.** want to provide you with the type of services your big chain competitors have without the big chain costs and fees.

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