



Hospitality Conversation Starter Samples

Unplanned Meeting

Sample 1:

Hello, George, my name is Joe SalesRep and I represent TopNotch Solutions. I help restaurant managers use wireless technology to improve operational efficiencies.

George, I followed up with one of my clients last week, one month after installing a wireless point-of-sale solution in two of his restaurants. He told me that sales have increased 10% since the installation! Orders are keyed in and transmitted to the kitchen using handheld computers with special software, so the waiting time is reduced. The same handhelds allow credit card transactions to be completed right at the customer's table. He's selling more beverages per table, and turning tables faster!

George, do you see room for improvement in the efficiency of your service operation?

Sample 2:

Hello, George, my name is Joe SalesRep and I represent TopNotch Solutions. I help restaurants use wireless handheld computers to improve customer service.

George, I recently read that a dinner theater increased food and beverage sales 10% by streamlining the order-taking and payment processes. They installed a wireless handheld point-of-sale solution to enable waitstaff to key in orders and transmit them to the kitchen or bar. Waitstaff can swipe credit cards and print receipts—without leaving the customer's side! They are able to deliver fresher, hotter food faster—and are picking up additional drink and dessert orders per table. Before they started using this system, some customers had to wait as long as 10 minutes to check out, because each waitress had to process several credit card payments at the end of each show. Now, payments are completed at tableside—and payment mix-ups are nonexistent.

George, what approach do you take to improve efficiencies during your busy periods?

Planned Meeting

Thanks for taking the time to have lunch with me today, Alice. My objective for our first meeting is to learn more about you and your business, and to address any questions you might have about me or my company. How does that sound to you?

What would you like to accomplish during our discussion today?

So, Alice, tell me what you enjoy most about your job.

Alice, what do you see as the top two or three challenges for your company this year?

I hear you! I've seen clients struggle with those same challenges...



Hospitality Introductory Call Script Sample

Hello, Mr. Prospect, I'm Joan SalesRep from TopNotch Solutions in Peoria. The reason I'm calling you today is to schedule an appointment so that I can show you how restaurant managers are improving efficiency and customer service using mobile handheld computers for order-taking and payment processing.

I'm sure you, like the customer service manager at XYZ Restaurant, are interested in expediting time-sensitive operations.

Terrific! I've helped several restaurants use wireless handheld point-of-sale systems to streamline their order-taking and payment processes—and it's easy to do. One client told me that his restaurant has increased food and beverage sales 10% by using a mobile wireless solution!

Mr. Prospect, from experience, you know that delayed order delivery can actually discourage additional drink and dessert orders, reducing the potential check total per table.

I'm sure you can imagine how a wireless handheld computer solution can benefit your restaurant. Application software enables the waiter to key-in orders and transmit them wirelessly to the kitchen or bar, and it enables the kitchen staff to signal the waiter when the order is ready. Orders are delivered faster, the food is hotter and fresher, and the waiter can spend more time with customers instead of walking back and forth to the kitchen. Card swiping capabilities enable payment processing at tableside, which is faster and safer than processing at a terminal station. Faster order delivery encourages more beverage and dessert orders per table, and overall efficiency improvements result in faster table turning.

Mr. Prospect, I'd like to meet with you to learn more about your restaurant operations and specific customer service goals. Is Thursday afternoon at 3:00 convenient for you?

Objection: It'll cost too much.

One of my clients thought the same thing—until we sat down together and estimated how much extra revenue he would make during his busy periods through productivity improvements and faster table turning. Let's get together for 30 minutes on Thursday. I'll show you how other restaurants use the system to improve efficiencies and customer service.

Objection: We're more traditional and prefer to use pen and paper.

A fine-dining establishment I worked with last year was hesitant for the same reason, yet the maître d' believed his customers enjoyed interacting with the staff, so freeing them up was important to him. AND, he noticed many of his customers using PDAs themselves in his restaurant. Let's get together for 30 minutes on Thursday. I'm sure I can give you creative ideas for increasing sales while improving customer loyalty using this solution.

Objection: Why don't you just send me some information?

I'll overnight it to you today. Then let's get together. How about Thursday at 3:00?

OK.

Great, Thursday at 3:00 it is. Thank you, I look forward to meeting with you then.



Hospitality Outbound Voicemail Samples

Sample 1:

Mrs. Prospect, my name is Joe SalesRep and I represent TopNotch Solutions, a point-of-sale technology solution provider in Peoria. A local restaurant manager attributes a 10% growth in food and beverage sales to his new mobile point-of-sale system. Waiters key in order and transmit them wirelessly to the kitchen, substantially reducing order delivery times. Beverage and dessert orders are up per table, and his waiters are spending more time with customers. Credit cards are swiped and receipts printed at tableside, speeding up checkout. His restaurant is turning tables faster and improving customer loyalty at the same time!

I will call you today at 3:30 to set up a time when we can meet to discuss your business challenges and some strategies to address them. Or, you can reach me at 999-999-9999. I look forward to speaking with you!

Sample 2:

Mrs. Prospect, my name is Joe SalesRep and I represent TopNotch Solutions, a point-of-sale technology solution provider in Peoria. Did you know that XYZ Restaurant increased its food and beverage sales 10% by deploying a mobile point-of-sale solution?

I focus on helping dining establishments improve efficiency and customer service using handheld point-of-sale technology. I will call you Tuesday morning to set up a time when we can meet to discuss your business challenges and some strategies to address them. Or, if you prefer, you may call me at your convenience at 999-999-9999. Thank you for your time.



Hospitality Inbound Voicemail Samples

Sample 1:

This is Joe SalesRep of TopNotch Solutions. Thank you for calling me today. I am interested in understanding your restaurant's business challenges, and helping you streamline time-sensitive processes. Please leave your name, number, and the best time for me to contact you. I'm eager to speak with you!

Sample 2:

This is Joe SalesRep of TopNotch Solutions. Thank you for calling me today. I am interested in learning about your specific business goals, and demonstrating how our mobile POS solutions can help improve efficiency and customer service. Please leave your name, number, and the best time for me to contact you. I'm eager to speak with you!

Sample 3: (for responses to a specific offer via a designated phone number.)

This is Joe SalesRep of TopNotch Solutions. Thank you for your interest in our complimentary service efficiency assessment. Please leave your name, number, and the best time for me to call you to schedule your assessment. I'm looking forward to meeting with you!



Hospitality Follow-Up Letter Sample

January 4, 2006

Mr. Ernest Prospect
Customer Service Manager
Restaurants 'R' Us
2468 Main Street
Yourtown, ST 02468

Dear Mr. Prospect:

I spoke with your assistant, Ms. Clark, last Thursday, about how we have helped several dining establishments enhance the customer experience while increasing revenues. Customer service managers like you have found that they can improve operational efficiencies and customer service by implementing a handheld point-of-sale (POS) solution into their restaurant operations. ***Here's why you should consider a TopNotch solution:***

The ***only thing worse*** than watching customers ***abandon your restaurant*** because the wait is too long is ***disappointing customers*** with prolonged order and payment processes. Manual order-taking and checkout processes require waitstaff to ***make several trips*** to the kitchen and checkout terminals—per table! Despite a well-trained, customer-focused staff, inevitable operational inefficiencies can ***mar an otherwise superior customer experience*** and ***inhibit table turning***. What's more, orders and checks can easily get mixed-up, frustrating customers and staff. Without a more efficient system, you risk ***losing revenue opportunities***—and ***turning away customers***.

TopNotch Solutions offers mobile POS solutions that allow your staff to key in orders and transmit them directly to the kitchen or bar, and complete credit card transactions securely—right at the customer's table. Easy-to-use TopNotch solutions include handheld computers with card swipe capability, wireless printers, a wireless access point, and dining application software. Installation is quick and easy; you'll benefit immediately from the improvements in efficiency and customer service.

Here are three significant operational improvements you can expect with a TopNotch solution:

- ***Expedite the payment process:*** Your waitstaff can process credit card payments in just a few seconds—securely—without leaving the table. Payment mix-ups can be virtually eliminated.
- ***Enhance order delivery:*** Orders can be transmitted from tableside, and your kitchen staff can signal when an order is ready, resulting in faster delivery of fresher, hotter food while eliminating unnecessary traffic throughout your restaurant. Plus, your waitstaff can spend more time with customers.
- ***Increase revenues:*** Faster order and payment processes result in increased sales per order (e.g. drinks, dessert) and additional sales due to faster table turning.

As an experienced professional in the restaurant industry, you know that success depends on a balance of customer service and efficiency. Competitive restaurants are **streamlining time-sensitive processes** to improve productivity and customer service—ultimately increasing revenues as well as customer loyalty. Restaurants that overlook the benefits of a mobile POS solution unwittingly sacrifice service levels and neglect revenue opportunities.

I will call you next week to set up an appointment, so you can see first-hand how a TopNotch mobile POS solution can help improve your restaurant operations. Or you can reach me at 999-999-9999. I look forward to meeting with you personally.

Sincerely,

Joan SalesRep

Mid-Atlantic Sales Manager

TopNotch Solutions, Inc.

P.S. You will be pleased at how affordable TopNotch solutions are. I'll work with you to customize a solution that achieves your business goals within budget. Just ask me how!

P.P.S. Let's meet soon—our current promotion will help your budget even more.



Hospitality Email Sample

Subject line:

Turn tables—and sales—faster

Body:

Respond by January 31 to set up your complimentary service efficiency assessment!

ARE YOU SERVICING YOUR CUSTOMERS EFFICIENTLY?

Customers expect fresh, hot food delivered within a reasonable amount of time after placing their order. And when they are ready to leave, they expect a prompt checkout process. How efficient are your order and checkout processes? Do your servers make several trips to the kitchen or bar per order? How often must they wait to use a payment terminal?

Enterprising restaurant managers are compressing the time needed to deliver food and drinks by using wireless handheld point-of-sale (POS) devices to key in and transmit orders. By eliminating the need for multiple trips to the kitchen and bar, these mobile POS devices improve operational efficiencies while enhancing customer service. Add a wireless printer and credit card swipe capability, and your staff can complete the checkout process without leaving the customer's table!

Click here to learn more about solutions that streamline time-sensitive customer service processes.

TopNotch Solutions offers easy-to-use mobile POS solutions that includes handheld computers with card swipe capability, wireless printers, a wireless access point, and dining application software. And now through the end of January, we are offering restaurant managers like you a complimentary assessment of your service efficiency. We'll give you an estimate of the potential time savings—and increased table turn rate—you can achieve with a wireless POS dining solution.

A handheld dining solution provides many benefits to restaurant operations:

- Encourages more beverage and dessert orders
- Reduces order errors and eliminates payment mix-ups
- Increases revenues through faster table turning
- Enhances product quality through delivery of fresher, hotter food

Your success depends on a delicate balance of customer service and operational efficiency. Now you can excel at both—without compromise.

RESPOND TODAY—and enhance the customer experience while increasing sales.

Joe SalesRep

Mid-Atlantic Sales Manager

P.S. To schedule your complimentary assessment today, call me at 999-999-9999.