

# 7 Ways to make more money in your Independent Cafe, Coffee Shop or Tea Room that won't cost the earth - Today.



1. **Put bottled water by the till** - it's one of your highest margin products and easy to up sell. It's no secret that every Starbucks has water by the till and they measure every millimetre of space to get the best return. You should also look at what else is displayed in this impulse purchase area and choose 3 different lines and change them through the day, in the morning, for lunch and for the afternoon trade. Eg fruit in the morning, crisps at lunch & tray bakes in the afternoon.
2. **Mind your language** - stop using the stock phrases, *'do you want anything else'* change it to *would you like a freshly baked/freshly prepared/fabulous/tasty/wonderful (you choose the adjective) product to go with your drink*. Make peoples mouths water and suggest something that they would like, put yourself in their shoes and have a guess what would tempt them. Don't say *'what size would you like'* rather say *would you like large or medium*, not mentioning the smaller size. Always as for an up sell, *would you like cream/syup/ marshmallows/a speciality tea* rather than a breakfast tea. This will move your average spend up significantly if done well and your customers won't even notice.
3. **Set up a VIP Club for your customers** - a brilliant way to get loyal customers to become raving fans of your Independent business is to set up a VIP Club, get their contact details, email is the easiest and cheapest and then talk to them regularly via email, give them a great reason to join, eg a free drink or cake, send them relevant offers, and tell them what's going on in your business throughout the year. This can be automated and personalised and once set up will take very little time. Some large businesses like ASK and Pizza Express make up to 35% of their business through email campaigns, Starbucks, Costa have a loyalty app so you mustn't be left out.

4. **Put your utility bills on the wall** - so your staff can see and take gas and electricity meter readings weekly and calculate the costs weekly, treat your business like you would your home and make sure that lights are turned off when not in use, turn on appliances only when they are needed, eg don't put the dishwasher on straight away, wait for it to be needed, wash up with a bowl or plug in the sink to save water, keep doors closed and air conditioning to the correct temperature and not a temperature that it will never reach.

5. **Add a size** - if you only have 2 sizes of drinks then adding a third larger size will increase your average spend. With 2 sizes your split will be about 60:40 small:large, with 3 sizes you will automatically sell more large, which will become your medium! As a general rule of thumb you will move to 40:45:15, Small:Medium:Large which if you sold the same total amount would result in a near 10% increase in overall sales.

6. **Take more time hiring and have more fun** - Finding the right team is crucial for success, so without the right people you will always have problems. When recruiting look for a natural happy smiling person with a spring in their step and you won't go far wrong. Look for ways to have fun and acknowledge the team's efforts. Give your best performers a pay rise, and incentive, more training, whatever you need to do to make them stay with you longer and enjoy their work. Think of it this way, staff that stay with you become much up to 50% more efficient in their jobs than a new starter, they get to know your customers better so foster loyalty. Take time hiring

7. **Ask your customers for feedback and take a day off** - Set up a simple survey, either online through something like survey monkey or a 5 point questionnaire linked to a quiz to get your customers thoughts on your business. Take a day away from the business to think and plan for the next few weeks and months, most owners spend too much time working in the business rather than working on the business. Write down what's great, good, poor & bad, and work out your priorities in your business for the next year. Work out what your typical customer looks like

If you need any help with setting up a VIP Club, or want a fully managed system then Cafe Success are able to help. We have years of experience in managing customer loyalty schemes for cafes and can show it is a proven cost effective way of getting customers to become more loyal to you, thus spending more money with you and become almost part of your own marketing department!