

Success Secrets from an RO.com Member

“Discover What Transformed This Restaurant Owner's Life: 27-Hour Workweek, 4 Vacations And \$3.9 Million In Annual Sales”




Restaurant owner.com

Welcome!
Today's webinar will be starting shortly.

1

I'd like to welcome our guest today . . .



- Bent Hansen, Owner, Los Gringos Locos est. 1996
- Grew sales from \$800,000 to **\$3.9 million**
- Has created **FREEDOM**. He only works 27 hours a week, and takes lots of vacations
- Has **PROVEN** marketing and operational systems that puts him in control of generating sales
- Is **FULLY Staffed**, despite shortages
- Ranks #1 in his community on Online Review Sites

2

If you KNOW you should be:



- 1** Making **MORE** money
- 2** Working **ON** your business
- 3** Spending more time with your **FAMILY**

You're RIGHT.

3

3

I am an Independent Restaurant Owner
 ...Like You



4

I grew up in the Restaurant Business
 It was a way of life.



5

What Happened Next?


- I Worked **NON-STOP**
- I **NEVER** Got Paid
- Customers did **NOT** Stream In

6

I operated just like my Dad
 I didn't know any other way.




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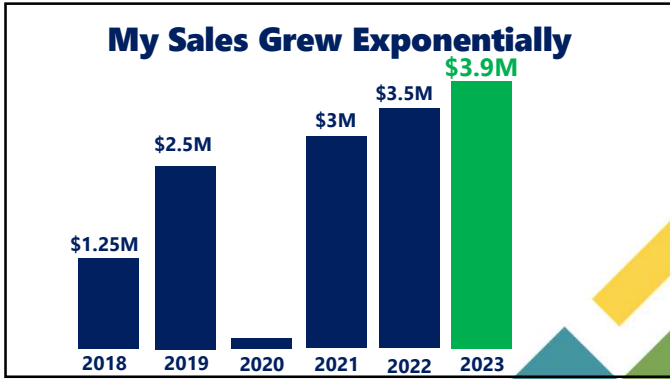
How many onions do I need to chop to make the income I want to make this year?

8

The best use of my time IS NOT... covering a shift or working the line.



9



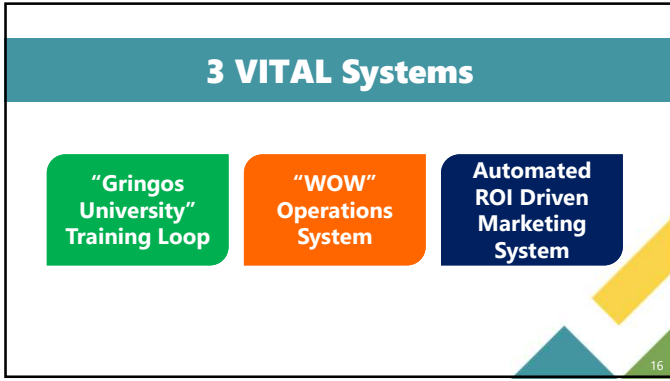
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Turns out, a restaurant CAN make tons of cash.

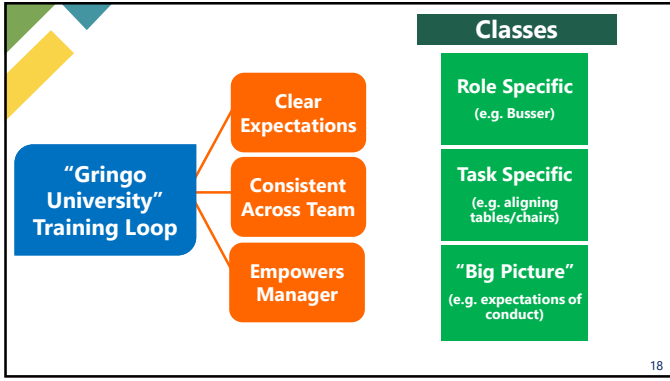
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Media

Short, Funny, Informative VIDEO




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Interaction



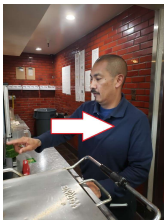
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Curriculum Example




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Expectations



How did we solve this?



Name Tag Write Up

Employee: _____ checked in without their name tag on. Our employee handbook states that employees must be in full uniform upon clock in.

Within a 6-month period, this is their:

1st offense - This is a verbal warning. Further occurrences will result in disciplinary action.

Employee's signature: _____ date: _____
 Manager's signature: _____ date: _____

2nd offense - This employee will now be sent home for the day.

Employee's signature: _____ date: _____
 Manager's signature: _____ date: _____

3rd offense - This employee will now be put on a 3-day suspension.

Employee's signature: _____ date: _____
 Manager's signature: _____ date: _____

4th offense - This employee has demonstrated a disregard or inability to follow company policy. Their employment will now be terminated.

Employee's signature: _____ date: _____
 Manager's signature: _____ date: _____


Name tag write up form

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Training Guides


PHOTO SPECIALS OF THE MONTH

CLOSE UP VERTICAL




leave room for text

HORIZONTAL



leave room for text

VERTICAL



leave room for text

One of each style of photo is needed

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Communication



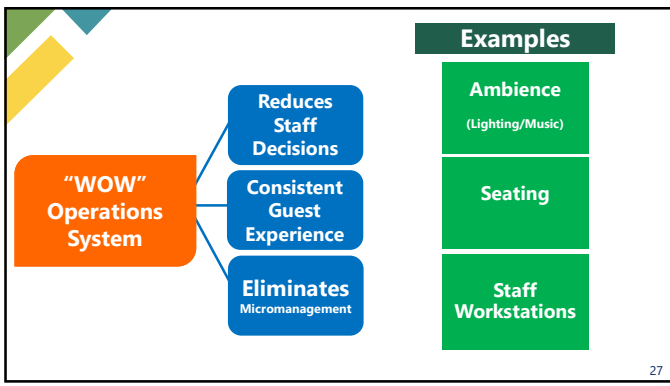
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Ambience

Primary = HOST
Secondary = MANAGER

Lighting Levels by time of day	Music Playlists by day/time
Programmed Temperature Settings	Smell/ See



28

28

Seating

Identify the Group

➔

Anticipate Their Needs

➔

Ask for Preferences

★

Blueprint EVERY Possibility

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Emergency Procedures

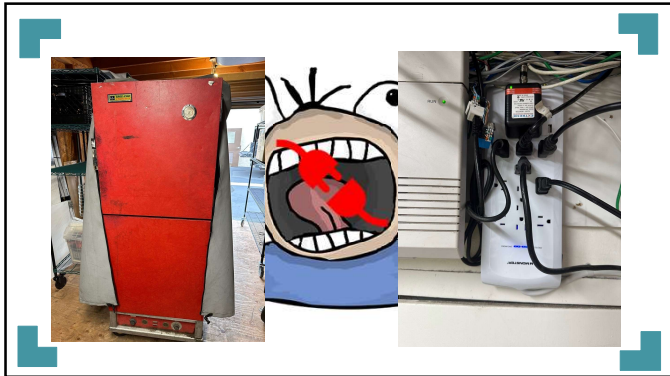
MAY 5TH - 3 WAYS TO CINCO

<p>CINCO IN THE ALLEY</p> <p>COMPLETE MEAL READY TO GO</p> <p>1 Soft Drink 1 Fajita 1 Queso 1 Chip and Salsa 1 Charro</p> <p>4-8pm Behind the restaurant across off of Riverside Lane</p>	<p>GRIN-GO DE CINCO</p> <p>Get your favorites to Grin-go!</p> <p>Please Order Only via online ordering on the Fly!</p>	<p>CINCO AT GRINGOS</p> <p>Lower amounts of our Gringos with all your favorite stuff in the restaurant, on the patio or in the bar.</p>
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GET YOUR MARGS TO GO

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30



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Keeping The RIGHT Team



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Termination System

- Pre-Termination Checklist
- Termination Procedure Checklist
- Termination Letter Template
- Exit Interview / Questions

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Leverage Outside Experts

"You wouldn't go to your mechanic for tax advice would you?"

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**“ROI Driven”
Marketing System**

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“The worst thing a restaurant can do is let someone forget about them.”

Tom Beckmann
Sluggo's Sports Pub & Grill
Brookfield, WI



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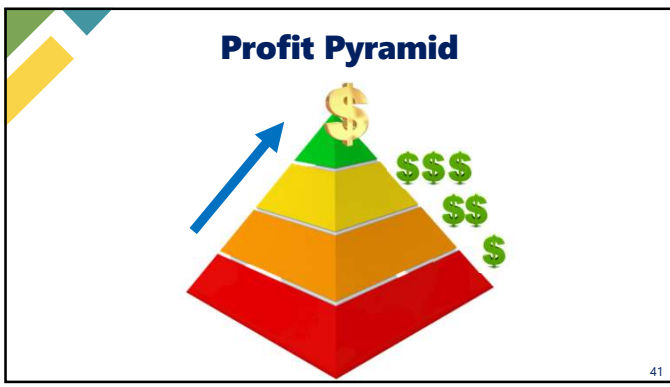

**NOBODY
Is Waking Up
Thinking
About Your
Restaurant**

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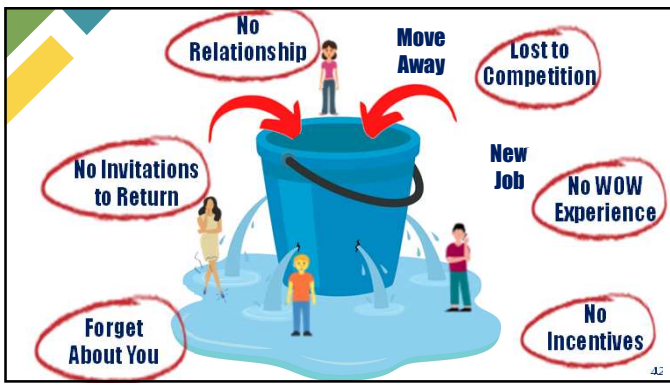
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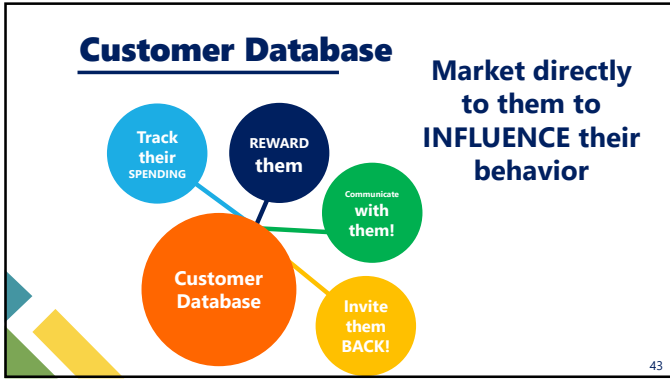
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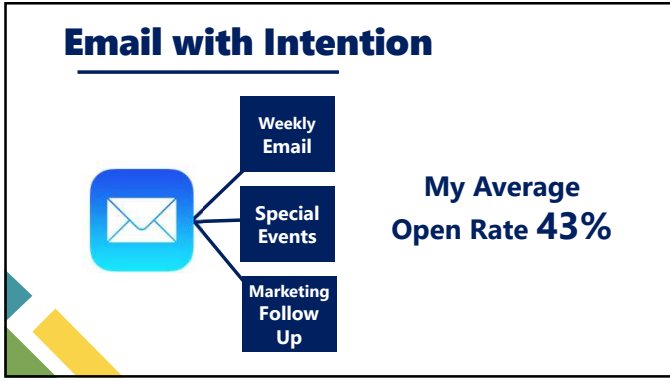
"I have Social Media Followers."

How many have given you money?

How many read (or SEE) your post?

Do you OWN that data? What if you LOSE your account?

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Multi-Media

100% digital ONLY delivery can't hold a candle to mail, email and mobile marketing COMBINED

46

Multi-Media

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LOST Customer Marketing

2022

19.2% Reactivated
\$26,082.84 In Sales

48

Leverage Social Media



➔ Turn FOLLOWERS Into PAYING CUSTOMERS

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Celebrate Customer Milestones

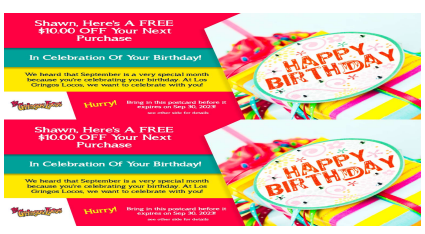


2023
31.7% Visited
\$48,820.75 In Sales

50

Celebrate Customer Milestones

I Spent \$278
...and Generated \$5,967.45 in Sales

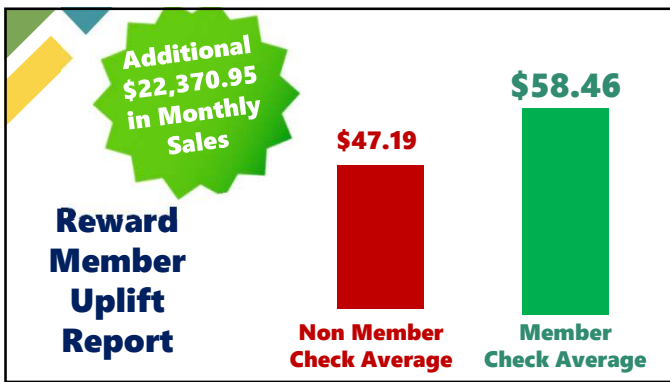


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Reward Loyalty

- 1 Valued by Guests
- 2 Increase Guest Spending
- 3 Create ADDITIONAL Visits
- 4 Measurable ROI
- 5 Use MULTIPLE Media
- 6 App-based Technology
- 7 Customizable to YOU
- 8 Accessible Support

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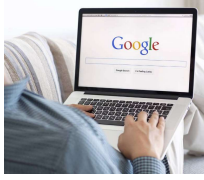
Points and rewards are only ONE piece of your marketing puzzle

- ⊗ Discount program
- ⊗ Email or Text Only
- ⊗ POS provider add-on
- ⊗ Not Customizable

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Generate New Positive Online Reviews

92%
...read online reviews to decide where to eat



55

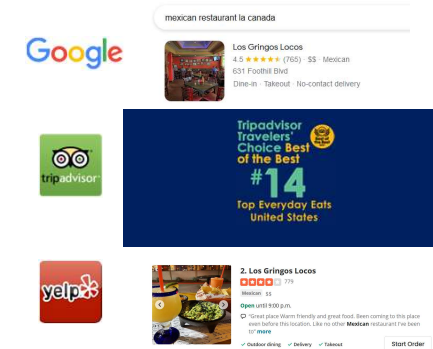
Generate New Positive Online Reviews

Guest Survey →

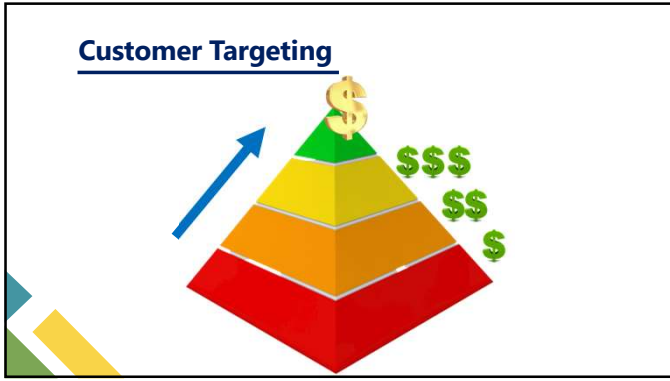
- Respond to Unhappy Guests
- Turn Negatives into Positives
- Prevent Negative Reviews
- Thank Them!
- Encourage Them To Post Their Feedback Online!

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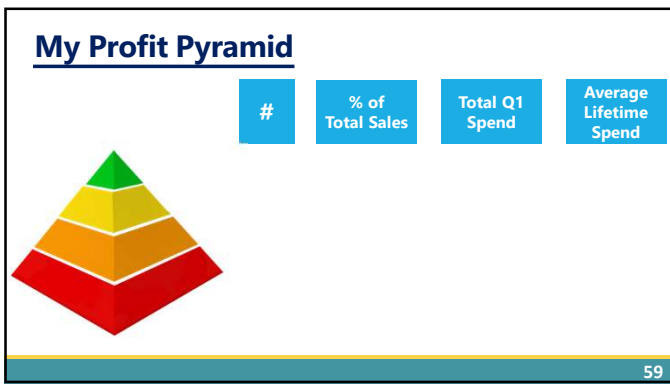
We stay at the TOP



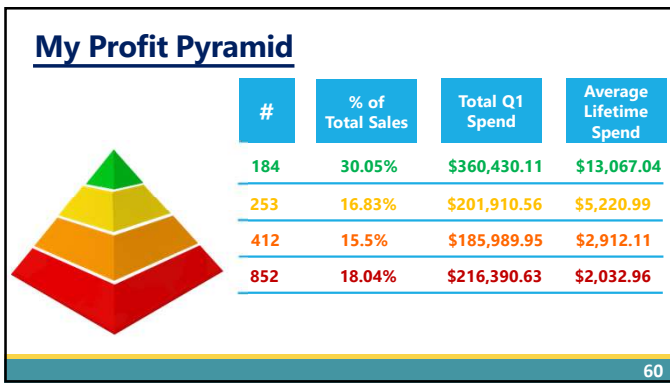
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My Profit Pyramid

Of 4,703 Customers...
the Top 849 (18%)
Account for
63% of Sales

#	% of Total Sales	Total Q1 Spend	Average Lifetime Spend
184	30.05%	\$360,430.11	\$13,067.04
253	16.83%	\$201,910.56	\$5,220.99
412	15.5%	\$185,989.95	\$2,912.11
852	18.04%	\$216,390.63	\$2,032.96
3002	18.45%	\$221,398.76	\$993.77

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3 VITAL Systems

"Gringos University" Training System

- Clear Expectations
- Empowered Managers
- Consistent Food & Service

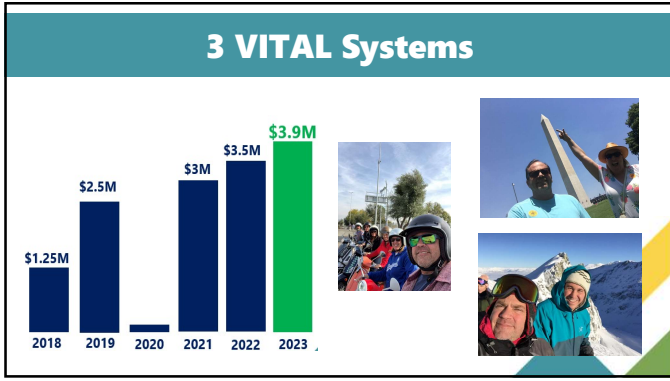
"WOW" Operations System

- Consistent Guest Experience
- Staff Confidence
- Eliminates Micromanagement

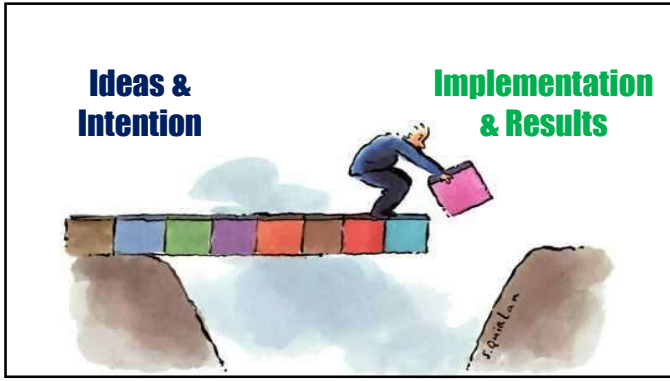
Automated ROI Driven Marketing System

- More Visits
- More Spending
- Control over Generating Sales

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63



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Take Action

DOWNLOAD

Restaurant Checklists
Use the restaurant checklists as a guide for deciding who should be happening in every area of your restaurant.

DOWNLOAD

Manager's Opening Checklist
Use the Manager's Opening Checklist as a guide to create your own list of duties the

DOWNLOAD

Manager's Closing Checklist
Having a complete and thorough checklist will give your managers a tool to

DOWNLOAD

Employee Pre-Termination Checklist
Don't get caught with potential liability of a wrongful termination c

DOWNLOAD

Employee Termination Checklist
Use the termination checklist to maintain a consistent procedure for all exiting

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I have a program that implements my "ROI Driven" Marketing System

66



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**I want to show you exactly
how it works for me...**

**and how it can be completely
customized for YOU**

70




**Generates
\$32.67 in
measurable
sales per dollar
invested**



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Member App Access



Royalty Rewards
Rewards Program

- View point balance & recent visits
- Update Personal Info
- Receive Guest Surveys
- Access your Review Sites

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Professional Signage & Social Media Posts Rewards Program

Entices Customers to Join

Many versions to choose from, customized with YOUR business colors, logo, location info

73

IMMEDIATELY after a customer joins, the program communications begin.

74

Communications Multi Media Campaigns

<p>Welcome Campaign</p>	<p>Birthday Campaign</p>	<p>Anniversary Campaign</p>	<p>Lost Campaign</p>	<p>Award Certificates</p>
\$16 in Sales for every \$1 spent	\$29 in Sales for every \$1 spent	\$37 in Sales for every \$1 spent	\$13 in Sales for every \$1 spent	\$63 in Sales for every \$1 spent

75

Multi Media Delivery Multi Media Campaigns

76

On Demand Email Multi Media Campaigns

Create & Send On Demand emails to your Members

77

On Demand TEXTS Multi Media Campaigns

Create & Send On Demand texts to your Members

78

Guest Survey Guest Survey




Angel is an outstanding server and Katie is an excellent hostess.


We got takeout and they forgot the tortillas for the fajitas. My husband went all the way back and they just got handed to him with no Sorry.

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Positive Online Reviews Online Review



1. Los Gringos Locos
 653 reviews · Open Now
 Mexican, Latin · \$\$ - \$\$\$ · Taking safety measures



Tripadvisor Travelers' Choice Best of the Best #14 Top Everyday Eats United States

80

Best Vegan Spots — United States
 Vegan food that will wow even meat-lovers.

3. The Land of Kush
 "Best blend of great food with great service"
 "Great food!"
 "Great for a place to stay"
 • 70+ reviews
 • 4.9/5.0 star rating
 • 170+ location reviews
 Online Reviews: Healthy
 10/23

Top Everyday Eats — United States
 Great food that won't break the bank.

23. Cypress Grill
 "Great Small Family Owned Food"
 "Cypress Grill - Great all-around!"
 "Great for place to stay"
 • 260+ reviews
 • 4.8/5.0 star rating
 • 400+ location reviews
 Online Reviews: Mexican, Latin & Creole
 10/23

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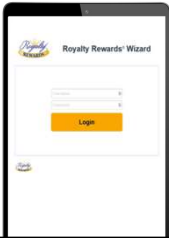
Dedicated Marketing Coach Full Support



To provide ongoing expertise, tips, reporting and help you get your staff on board

82

POS Integration or Tablet Full Support




Process member transactions each time they visit

Data uploads to your database for instant sales tracking and reporting.

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Tracking & Reporting Reports



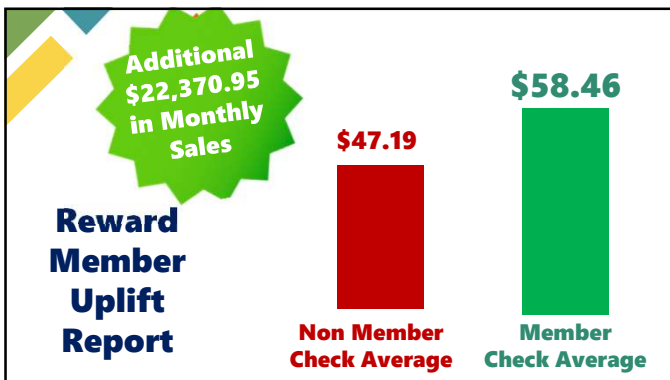
Know EXACTLY What's Working and What Isn't

At a Glance	Yesterday	Activity	Month Average
Total Active Members		3,697	
Lifetime Sales		\$13,720,839.96	
Lifetime Visits		347,455	
Est. Lifetime Value of a Cardholder (5yrs)		\$3,574.04	

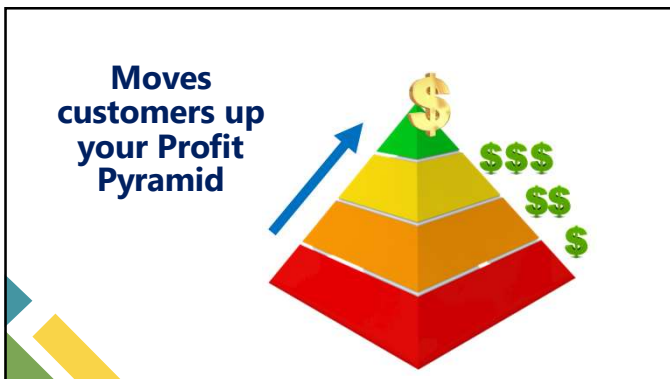
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Rj Restaurant owner.com

RISK FREE OFFER

Includes everything I just shared...

FREE for 90 DAYS

90



**Committed to helping
Independent Restaurants
Grow & Succeed**

91

**FREE 90 Day
Sales Growth Program**

**FREE
90 DAYS**

**The Marketing System
That Got Me To
\$3.9 Million In Sales**

92



**The easiest and fastest
marketing program to rapidly
grow your restaurant**

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You don't have to believe just me...



Patrick Dains
Ajo Al's Mexican Cafe, 5 Locations, Phoenix, AZ

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*"I have been with Royalty Rewards Since 2013 and **it has changed my business**, we have so many customers that love getting the points and redeeming the certificates that they earn. ...This is a real game changer and a **must have for any restaurant** that need the marketing assistance to help with a great rewards program."*

- Posted by RUCKERSVILLE3414

*"I have been with Royalty Rewards for 4 1/2 years and **it has totally saved my business!** ... I currently have over 5000 loyal customers in my database that I can reach out to at a moments notice with marketing and information..."*

- Posted by SamE

*"I have used Royalty Rewards since 2006. **It is the #1 reason for my business success over the years.** I have found RR easy to deal with and they have "Coaches" that keep me current and help me. I have customized mine so I feel comfortable with my offers and any discounts."*

- Posted by alflies

95



*"I have been with Royalty Rewards for 9 years now, it is **MORE** than just a database-email-survey program, its a group that understands your needs and has a hands-on approach. You will be given a coach that will help you produce promos and build your brand. Cool post cards AND email AND app AND text. RR helped my restaurant become #1 in our area, are we the best? IDK but Google says we are! **It would take me hours to tell you of all the benefits Royalty Rewards has.** Seasonal promos. Segmentation so you know who are your best shoppers... My coach knows my business and we work together to build it. This is **MORE** than a rewards program, its a **complete marketing system!**"*

- Posted by srs273

96



**Generates
\$32.67 in
measurable
sales per dollar
invested**



97

97


**FREE 90 Day
Sales Growth Program**

~~Setup Fee
\$5,000~~
WAIVED
NO CONTRACTS
NO COMMITMENTS

• Member App Access	\$1250
• Professionally Designed Signage	\$397
• Welcome, Birthday, Lost, Anniversary (Inc. Printing & POSTAGE)	\$588
• Award Certificates (Inc. Printing AND POSTAGE)	\$200
• On Demand & Scheduled Email	\$297
• On Demand & Scheduled Text Messaging	\$97
• Guest Survey & Positive Online Review Accelerator™	\$597
• POS Integration or Tablet	\$400
• Online Account Access (with all Tracking & Reporting)	\$750
• Dedicated Marketing Coach	\$500

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No Obligation Consultation



A Program Director will answer all your questions before moving anything forward.

They will build a custom program based on what works for your restaurant

99

What Does It Take To Get this Free, No Risk, No Obligation, \$5,000 Marketing Jump Start?

\$197 Deposit
Paid back to you monthly

\$100 Member Sign-Up Deposit
\$97 Tablet Deposit

100

They Take All The Risk

Your initial consultation call is **no-risk, no-obligation.**

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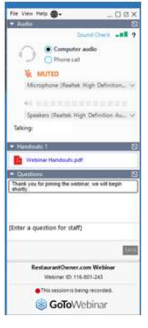
First 90 days is FREE

After your first 90-days, they'll help you maintain a \$32.67 average return for every \$1 spent on marketing

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**Click the link
in the question box**

**Or go to
www.RoyaltyRewards.com/jim**



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**What's Your Investment
After the Free Trial?**

\$400 a month approx.
x \$32.67 per dollar average invested

\$13,068 Monthly Average ROI

104

Have



**Do ALL THE
WORK for FREE**

105

**Click the link
in the question box**

Or go to

www.RoyaltyRewards.com/jim