

Doreen Pastore Home landline 630-529-5787
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OBJECTIVE: INCREASING REVENUE !!!!

Driving Special Event and Group Revenues through various sales techniques and promotions!!

Social Media (Facebook, Twitter) to announce specials & promotions.

HTML Email to existing database.

Faxing designed pdf's to businesses in local area with specials, coupons etc.

Youtube slideshows of your product

QUALIFYING BUSINESS

- **SPECIAL LINKS from Main Web Site** to “lure” email sign ups and existing database to enjoy the “promotion” of that time frame. Win A Party, School Promotions (Honor Roll, Teacher/Staff Appreciation), Church Fundraiser’s, BOGO & Meal Specials and Events.
Prerequisite for validity will be to fill in all information that includes Mailing and Email address, Birthday, Fax etc. This will begin to generate a new database of possible customers.
- **Special Gift Certificate (that are disguised as Coupons)**, to be given with each guest check. **Rewarding** very regular customers with a personal touch such as with a hand written Thank You Letter, and perhaps a small token. Keeping track of their celebration dates, and sending off greetings.
- **Data base** to include special dates of customers - birthdays, anniversaries etc., and to send them special coupon/promotion. **Training and informing staff** of any and all promotions, especially the need to get business card from customer to be attached to check (or customer info card filled out) so it can be added to database. **Staff Incentives** to turn in as many referrals as possible. *Encouraging staff to book parties via their family and friends, they get a discount, or a kick back for parties booked.*
- **Faxing to post at work Special Event Info, Promotions, Coupons etc.** (this trickles down to other contacts within a corporation). *In order to receive promotion validity, customer INFO must be filled out (to add to database)*
- **Phone calling** to local businesses as well as corporations to entice their business. Obtaining their email and fax numbers.
- **Sales - Car, Real Estate, Property Managers, Medical, Funeral Homes, any and All Service Industries in nearby Local Area to Influence Them** by supplying them with generous amounts of discount coupons for them to pass out to their customer contacts.
- **Special Promotional Envelopes** that will include a coupon, a Thank You letter, a Menu of Services and other pertinent information for every member that has attended a special function promoted.
- **Hand Writing THANK YOU cards** to customers who use coupon’s. *Mailing addresses obtained by required customer info that MUST be collected (along with dupe of sales check to further personalize letter).*
- **Table Tents, Guest Check Inserts etc.,** To promote the business and draw attention to current and upcoming specials, for customers to fill out their information for future contact, special forms for customers that have attended or used coupon’s to fill out.

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- *The Old Fashioned IT WORKS, "Guest Book" & Fish Bowl for customers to fill in with their comments and pertinent contact information/dropping business cards to win something.*
- **DATA BASE** of all customers who have used promotions they are contacted and how, how they responded (total sale, etc.) as well as when and how often they have used any promotion. Those that are regulars should be awarded accordingly.

OBJECTIVE: LOCAL RELATIONSHIPS & SOLICITATION

Maintaining effective relationships with Concierge's, Meeting Planners, Local Businesses and Community Rep's etc., to solicit Special Event/Group Sales

- **DATA BASE** of all Concierges, Sales staff, Special Event planners contacts and referrals; when they are contacted and how, how they responded (opt-out, how many people they booked, date, total sale, etc.) as well as when and how often they have used any promotion. Those that are constant bookers should be awarded accordingly.
- **INDUSTRIAL AREA contacts (email/web/fax etc) & Chamber Member Info**

OBJECTIVE: COMMUNITY & SCHOOLS

Community Events

Booth Rental at local events & festivals to pass out literature

Career Day at local High Schools with appropriate staff

A Honor Roll Gift Certificate for students who have achieved it; to distribute to participating local ELEMENTARY schools special gift certificates that would only be valid if purchase is made by an adult (parent) who can DRIVE the student (and siblings) to use Gift Certificate.

High School Dances & Newspapers To advertise our services and offer special event/discounts Homecoming/Prom

Graduation For all school levels to advertise our services and offer special event/discounts

Teacher and PTA Functions To offer special incentives for special events, banquets, catering (in and out of house) and to pass out mini press packets

Fraternal Organizations Such as Jaycee's, Knights of Columbus, Masons, etc. to offer facilities for Gala Banquets, Awards Dinners etc., as well as mini press packets for attendee's