It's The Little Things That Matter

1. Call your "top dog" customers - thank them for the business, develop the relationship, get more orders and referrals
2. Send handwritten thank you notes – people love to get mail!
3. Smile when talking in person and on the phone - it will shine through
4. Call all first time customers – develop the relationship, learn more about their needs, and penetrate the account
5. Call "sleepy clients" - it's much easier to keep a current customer than it is to get a new one
6. Always have a funnel of leads
7. Make sure to prospect on a daily basis!
8. Conduct face-to-face meetings with large potential accounts
9. Display catering messaging in your stores
10. Ensure your crew understands catering and is able to answer client inquires and questions
11. Ensure your crew talks to customers about catering
12. Ask for the sale
13. Ask for referrals
14. Ask potential clients lots of questions – listen more, talk less. They will tell you what they need
15. Build and nurture relationships
16. Create at least one new connection a day
17. Empower the customer
18. Determine customer needs and show the benefits
19. Know the needs of your customer segments
20. Communicate successes to your team
21. Be confident – you are the expert
22. Do what you say you will do
23. Pre-plan each day
24. Penetrate deeper into each account
25. Confirm the address of every delivery
26. Double check orders utilizing a pack list
27. Confirm directions and time of each delivery
28. Carry a 911 kit in your car in case something is forgotten before leaving the store or the customer needs extra items
29. Help the customer with helpful ordering suggestions – you are the expert
30. Be proactive and anticipate customer needs
31. Treat each order as if it's for a VIP customer
32. Inspect what you expect – go out on deliveries to gain end user perspective
33. Everybody is a potential catering customer!
34. Make sure delivery vehicles are branded in some way with catering messaging
35. Follow up with each and every customer
36. Send surveys and capture customer feedback
37. Don't do what the competition is doing, do what the competition isn't doing!
38. Conduct table touches in the store and tell customers about catering
39. Celebrate catering sales
40. Set goals and measure against them

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