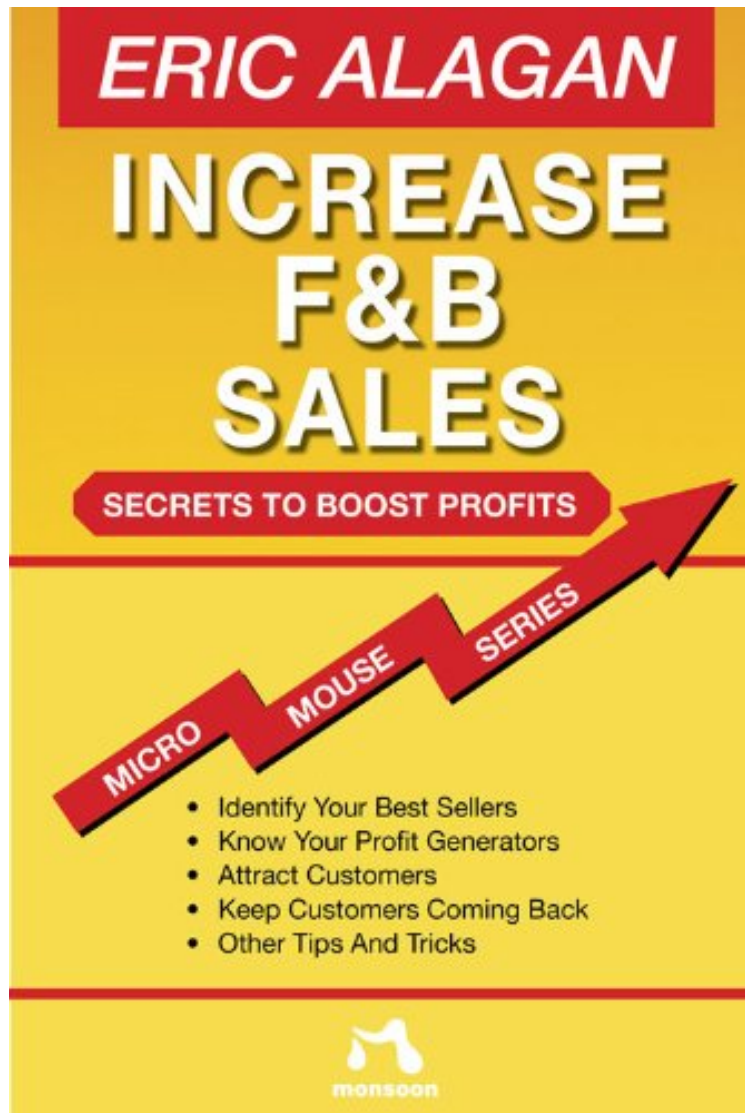


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Increase FB Sales: Secrets to Boost Profits (Micro Mouse Business)

Eric Alagan

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Eric Alagan : Increase FB Sales: Secrets to Boost Profits (Micro Mouse Business) before purchasing it in order to gage whether or not it would be worth my time, and all praised Increase FB Sales: Secrets to Boost Profits (Micro Mouse Business):

Increase FB Sales is not a cookbook ndash; itrsquo;s a book for managers and owners of FB outlets. Escalating costs cut into profits. This leads some FB operators to raise prices, reduce portions, drop quality or resort to a combination of all three. A more effective and sustainable strategy to drive bottom line is to exploit the sometimes overlooked

potential within their organisations ndash; the waitstaff. The waitstaff spends the most time with diners and is in a position to build rapport with customers and many do. This bond is a powerful tool enticing and encouraging customers to return and motivates your staff to do better and stay with you. It grows sales. This strength is something your competitor will find hard to surmount and a true win-win-win situation for you (the business operator), your staff and your customers. The danger is when that waitstaff leaves and the familiar face gone. There is a probability the customer might also be lost but there are ways to circumvent this risk.