



Cater or Die, 2nd Edition: A Step-by-Step Plan For Doubling Your Catering Profits

Michael Attias

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Cater or Die was written for today's operator. We are in a new economy. Catering is no longer an option if you want to do more than just survive in the restaurant business. Catering is a high return, low cost vehicle to increase your restaurant bottom line. The incremental sales can double your profits without adding on the overhead of a second location. Each catering job "pays" you to market your restaurant. Whether you do a lot, a little or absolutely zero catering, the new economy is making catering mandatory. Just look at all of your competitors and chains jumping on the catering bandwagon. Michael Attias took his 104 seat restaurant just outside of Nashville, Tennessee and build catering sales to over a million dollars a year. It took Michael over 10 years of trial and error, plus hundreds of thousands of dollars of investment, to create a perfect marketing system to help restaurants build a million dollar catering business. He is now the #1 authority of helping restaurant owners add or expand their catering business; sharing what really works from his personal lessons and those of his clients. Read Cater or Die, and you'll learn: ~ How to put the catering sales funnel to work bringing in a steady flow of new catering clients without breaking the bank or requiring you add another full time job to your overcrowded plate (you'll walk away with five ideas you can implement tomorrow). ~ Learn how to navigate the social media jungle and focus on those activities that will generate sales, not waste you time. ~ You'll learn what to do when the phone rings to turn price shoppers into catering clients for life. ~ You will get two "must do's" for all catering jobs. ~ Revealed: the "best practices" touch point to turn catering clients into family members. ~ Plus get a foolproof system to get lost catering clients back, and much, much more.



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