



“Triggers”

The Restaurant & Pizzeria Owner's Guide To
Increasing Ticket Average With Specific
Phrases Starting Today

Kamron Karington



Kamron Karington

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["Gun To The Head
Marketing"](#)

You Want Me To Do What?

I started out with a broken down pizza restaurant doing about \$3,000 a week. It was a very frustrating beginning. Cash-flow was poor, and profits were non-existent.

Well intentioned (but clueless) ad reps kept telling me that I needed to place an ad in their mailer or paper, with a steep discount to drive traffic. It's "what everyone else does."

Huh?

So, let me get this straight... if I chase after bargain hunters, using something that lumps me in with all my competitors and I use crazy discounts that guarantee I'll lose money... somehow I'll make money?"

I did the exact opposite... and over the next three years my sales exploded like a trapped animal busting out of a cage— from \$12,000 a month to an electrifying \$149,000 a month.

A large part of my success was up-selling. It's completely free to implement and adds extra dollars to just about every order.

Following on these pages, you'll find a collection of selling sentences from my Black Book Restaurant & Pizzeria Marketing System.

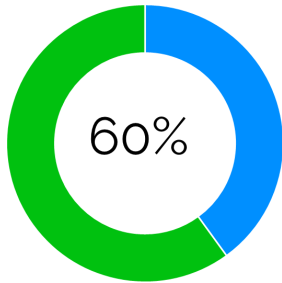
Dig through... start using them.

Talk soon,

A handwritten signature in blue ink, appearing to read "Kamron Karington", with a large, sweeping flourish underneath.

Kamron Karington

Triggers...



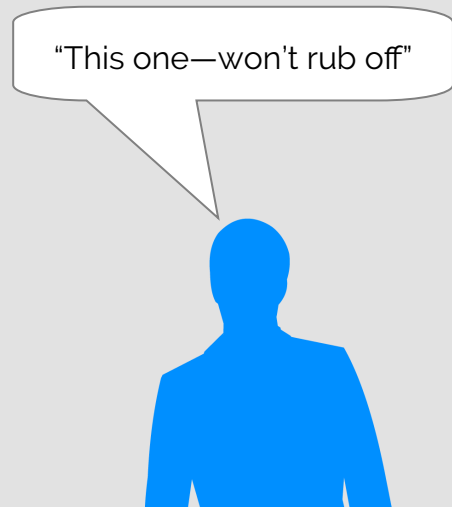
Up to 60% of people will spend more at the very moment of purchase. They've already picked you. Their money is out. They're in "buying" mode. They are HOT!

You will not find an easier, faster way to increase your average ticket—than with up-selling. Best of all, a handful of simple short phrases makes this an instant and reliable revenue generator.

5 WORDS

In the 1930's Elmer Wheeler, a portly gentleman built a business around what he called "Selling Sentences." These were finely honed phrases that when uttered word-for-word—caused an almost hypnotic response from consumers.

Example: A person looking at two different brands of shoe polish, and not sure which one to buy – **could be influenced by just five words.**



Why it works

The moment that matters

The greatest opportunity to increase your average sale happens the moment the order is placed, and continues through to the conclusion.

A mental movie plays. "Polish on my pants. I don't want that." And even though neither one really, would rub off – the thought process is over—the buyer would instantly pick the "won't rub off" brand over the other one.

Now the beauty of these triggers—or "selling sentences" is that you can take the guesswork out of up-selling.

Your order takers and servers won't have to feel awkward or struggle with this very important part of your overall profit strategy.

Let's get started...

People love to share...

We all like to share something with someone we love. And, the word SHARE makes the mind visualize (very important) having a pleasant experience with someone we care about.

This fabulous up-selling sentence is perfect if the order is for two or more people.

1

“

Would you like to share an order of wings with that?

”

2

“

“Care to share an order of Hot Garlic Bread with that?”

”

3

“

Like to share a cold 2-liter of Coke with that?

”

4

“

Would you like to share an order of Hot Garlic Bread while you're waiting for your pizza?

”

TREAT

Who doesn't like to treat themselves or their children? “Would you like to treat yourself / the kids to dessert today?”

This reframes dessert as a well deserved reward.

Extra Cheese On That?

Own a pizzeria? Sandwich shop? Those four words will generate extra cash every single day.

Here's the exact technique:

The customer calls and says: I'd like to order a pizza with pepperoni and mushrooms.

Right there is the time to say:

Extra Cheese on That? And say the sentence as an assumption.

You are making a "statement" NOT asking a question.

Extra cheese on that?

A higher inflection at the end makes the phrase sound like everybody gets extra cheese.

And, it flows without causing a pause in the order taking.

Wrong:

Most add three words that cause the customer to stop and "think."

"Do you want extra cheese on that."

Those three words "interrupt" the buying sequence. Their thought process will be... Do I want extra cheese? What will it cost me? Is it worth it?

A confused mind always says NO.



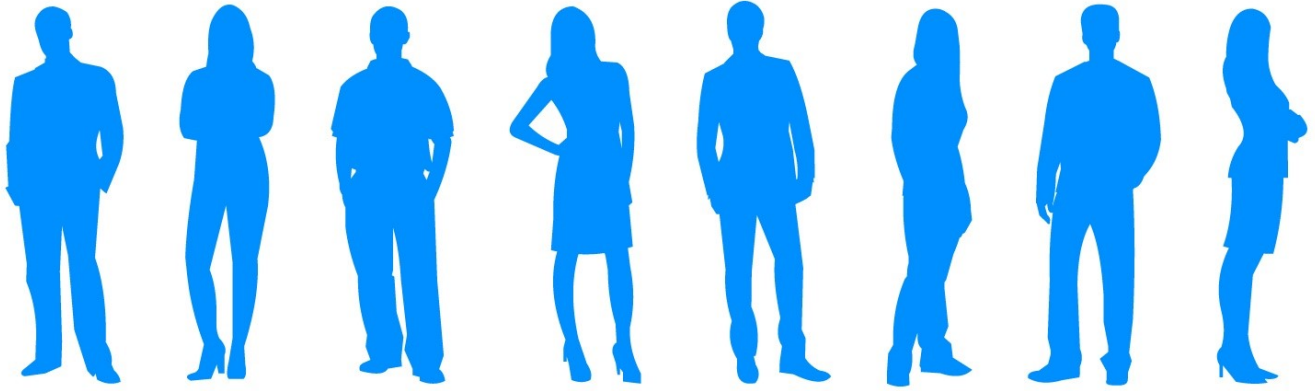
[Watch the video](#)

Simple—and effective. Try it.

Customer: I'd like to order a pizza with pepperoni and mushrooms.

You: Extra Cheese on That? **Customer:** Sure.

Follow up with: **That's a large?**



People Follow the Crowd

People instinctively take the safe route. When somebody is trying to decide between two items and asks you: Which is better, the Garden Salad or the Caesar Salad?

Simply say:

“ Most people prefer/get the Caesar Salad – it's really good. ”

Three things are at play here. Crowd mentality, profit margin, and confirmation.

1

You make more money on the Caesar salad than the garden. If your Caesar salad has great flavor – your customer will be very happy with it and most likely ask for it next time. This will increase downstream revenue for you.

2

By starting off saying “Most People Prefer...” you are implying that the vast majority of people get that item. People like to follow the crowd. After all, if everybody else is getting it – it MUST be good.

3

By ending your selling sentence with “It's Really Good...” You are confirming that this is a good choice. Emphasis on “Really.”

SPECIAL OFFER

Specials

■ **IMPORTANT:** When a customer calls and says “What are your specials?” NEVER, start at your lowest priced deal. Moving up from there becomes an uphill battle. ■

■ If you have a \$9.99, a \$12.99, and a \$15.99 – start at \$15.99 and let the customer work down from there. ■

■ If you blurt out “we have a 1 topping for \$9.99” right off the bat, you’ll sell a ton of them. But, you won’t sell many of the higher priced specials. ■

■ Start “higher” – let the customer lead you down. ■

Amplifiers

Manager Special

We’re running a Manager Special tonight – I can get you a (blank) for only \$X dollars more (you’ll save \$X dollars) – would you like to take advantage of that?

Key words: “Manager Special” (the boss just put it on) creates urgency and scarcity because it is “right now” and will end soon. Make sure guests understand they get something additional and save money.

Plus...

Use the word “**Plus**” instead of “and.” What sounds better? “You get a large supreme “and” a

large one topping pizza.” Or, “You get a large supreme **PLUS** a large one topping pizza.”

Plus – sounds like you’re getting something extra

Sold Out...

Occasionally, you’ll run out of something.

The best way to handle that is to say: WE JUST SOLD OUT OF (blank).

See the difference between sold-out and ran-out? If you RUN-OUT of something, you’re not organized. If you SELL-OUT of something – you’re busy.

Let’s appear to be busy – not unorganized.

What else can I get for you?

Finish strong with:

“ What else can I get for you? ”

Bang! Those seven words cause guests to rack their brain to see if there is anything else they want.

After you say: “What else can I get for you?” Pause briefly -- then offer suggestions such as: “wings, cheese bread, (share?) etc.

Often, you'll find them blurting out something like: “Oh, do you guys have Root-beer?”

The reason being – is that, again – you are staying “in step” with their buying process. Phrases like, “will that be all” – end that process.

“What else can I get for you” – stays “in step” with them.

What To Do Now

Up-selling is 100% free and adds quick profits to your income stream. But it is not the huge “make-or-break” that will zoom you to the top—or turn around a struggling shop.

If you're hungry for more ways to increase your sales, visit:

RepeatReturns.com



Want the Blueprint?

Go for the entire wild and crazy ride as I detail the intense and very personal story of taking my struggling pizzeria from \$12,000 to over \$149,000 a month in three years flat.

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