

## Approach Restaurants for Meat Sales - Check off List

**Target:** Focus on one or two restaurants you feel would represent emu well. Research, research, research and obtain the name of either the owner, manager or chef (or all three). Generally, a phone call to the establishment or a subtle question or two when patronizing will tell you whom you need to initially contact. Study the menu. Determine how emu will best fit in with present entrees or specials. Don't overlook pricing (per plate cost) the restaurant is offering and how certain cuts may blend in.

**Mail introduction letter:** Breaks the ice. This will fundamentally introduce yourself and what you're planning to introduce. Include one general information piece, along with at least one testimonial. State the week that you will be following up with a phone call to set up an appointment.

**Appointment call:** Obtain convenient time/date to stop by and introduce yourself in person. Leave a sample of emu meat for them to try. Try to learn if they have ever cooked emu (or ostrich/rhea) before... that will help you with what to take when you meet in person.

*(Of course, you have a file set up by this time, on each contact you are making with each account; documenting what transpires each time you talk.)*

**Plan your appointment:** Each establishment could be different.

- \* How much meat/product should you take with you.
- \* Identify specific cuts based on your research.
- \* Be prepared to leave all samples you take for staff to taste test.
- \* Determine other information you need to leave; recipes, nutritional information, testimonials, promotional recommendations, etc. (clean-sharp photocopies - nicely typeset)
- \* Have questions about the restaurant written down.

**Dress appropriately:** To be successful... a person must look successful. Casual attire might be the way most are comfortable, but for those looking at us they see a rancher (not a supplier of a food product). Put yourself in the decision maker's position. No mud. No bird poop. No torn Levis.

**Know the cuts of meat that you have to offer.**

**\*\*** Know the menu that the targeted restaurant currently has - what types of meat will fit into their price range. (Research their menu before your appointment - and be able to answer their questions about how emu meat will fit into their menu and bring new business.)

- \*\*** Have questions you think you might forget written down.
- \*\*** Be ready to quote prices for several cuts of meat. Offer a variety.
- \*\*** Include your thoughts on promotion, when meeting with chef and/or manager.
- \*\*** How will adding this item to their menu bring them more business?
- \*\*** Have testimonials from others that have added emu to their menu.
- \*\*** Have copies of news releases, ads that either you have used before, or others have used successfully. (Leave this with the customer).

### **Design a training session for chef and for wait staff.**

**\*\*** Assure the person in charge that the training of wait staff will be quick and to the point.

**\*\*** Gently insist your availability to help train. If the wait staff doesn't know anything about the meat, they can't sell it to the customer.

### **Assure them of a consistent, reliable source for emu meat.**

**\*\*** Know how much meat you have available. Know what quantities you have available to sustain the account, or available for a promotional event.

**\*\*** How/who do they call to order meat? A list of an association is not what a purchaser wants. They want a business, with professional stature. One phone call.

### **Ask for their business.**

**Follow-up** with a thank you note, along with answers to any unanswered questions. Follow-up, follow-up, follow-up. If you don't... everything you will have done, will be a waste of time.

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### **Marketing Strategy:**

#### **Defining pricing strategy:**

- A.)** How do you calculate the price for each product?
- B.)** What factors have you considered in setting prices?
- C.)** Which products' sales are very sensitive to price changes?
- D.)** Which products will attract customers?
- E.)** How important is pricing in your overall marketing strategy?
- F.)** What, if any, are your discount policies?
- G.)** What pricing policy do you use for slow-moving inventory?
- H.)** How will quality be guaranteed?

#### **Defining promotional strategy:**

- A.)** What advertising media will you use?
- B.)** What days of the week will you use various media?
- C.)** What media will be used during various season of the year?
- D.)** Propose doubling media budget by cooperative advertising messages.

#### **Defining customer service:**

- A.)** What special customer services do you offer?
- B.)** What types of payment options do you offer?

**C.)** How do you handle merchandise/product returns?

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