

Suggestive Sales Opportunities

A customer mentions the sudden change in the weather and complains about the heat. You agree with her observation. What menu items or service could you offer/mention to her?

- 1) **A Soft-drink:**
Attractive descriptives: Cool, refreshing, recharging.
- 2) **A Chocolate or Vanilla Shake:**
Attractive descriptives: Cold, thick, a sweet treat, such as “a *thick*, chocolate treat.”
- 3) **Iced-tea:**
Attractive descriptives: Chilly, traditional, refreshing.

Sample Offering Dialog:

“It sounds like you could really be refreshed with a refreshing soft-drink.” OR

“How would you like to cool off with a cool, thick Shake?”

Be certain to wait for an answer.

Finishing Well:

As your customer is leaving remember to show that you care. “Try to take it easy and keep cool! We hope to see you soon.”

It is always a good idea to tie in a customer’s previous comment if it is appropriate.