



# Increase F&B Sales: Secrets to Boost Profits (Micro Mouse Business)

*Eric Alagan*

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Increase F&B Sales is not a cookbook – it's a book for managers and owners of F&B outlets. Escalating costs cut into profits. This leads some F&B 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 – 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.



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