



“Great Restaurants don’t manage employees,

...they manage systems and develop employees.”

# Pharmaceutical Representative Catering Outline for your Restaurant

This outline is intended to serve as quick reference guide so you can start making money in catering ASAP.

But if you have not watched the training video please do so first!

I encourage you not delay getting started because you are afraid, or don’t think you have the right to-go containers and platters. Book your first order, use what you have or go to a store like Smart & Final, Costco or your local restaurant supply house and pick up what you need to get through your first orders.

When my wife and I opened the restaurant a few years ago, we were in a new town, had no warm market and were not in a very desirable location. We had to get a catering business going quickly. This opportunity kind of fell into our laps and we ran with it. Since then I have trained multiple hotels and restaurant on how to properly build a catering business using this technique and all I can say is that it works as well for them as it did for us!

The beautiful thing about this particular technique is that once you are set up with one or two pharmaceutical reps., they will call you about other Doctor offices they work with and order your food. As well, once you are delivering to one or two Doctors offices, they will ask their other reps. to order from you. The growth is exponential and it happens quickly. However, like all of my training, it doesn’t work if you don’t take action, so I encourage you to do so immediately!

“The best way to have a great day tomorrow is to have a great day today.” As soon as you watch the video and read through this outline, take action!



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### Step ONE: Get the word out!

1. Start with your warm market. Reach out to your personal doctors and ask your staff to give you the names of their doctors as well! I am also sure you are friends with a couple doctors or have some that eat at your restaurant on a regular basis. Spark up a casual conversation and use the sample scripts bellow to inform that you are offering catering services now and would love the opportunity to work with their office. The same goes for their staff, you will actually have better luck if you are friends with a nurse or office manager. After all, they are the ones that make the decisions!
2. Call them up (or better yet set up a visit and bring some cookies or something baked fresh from your restaurant) and ask if they ever have lunch catered through a pharmaceutical representative.
3. Inform them that you are starting to offer lunch catering services and would love to be recommended next time a rep. buys the office lunch. Or better yet, ask for one or two of their regular reps phone numbers and call them directly!

#### **SAMPLE SCRIPT: Doctor office manager!**

*Hello \_\_\_\_\_, my name is \_\_\_\_\_ and I am calling from \_\_\_\_\_!  
I wanted to let you know that we are starting to offer lunch catering services. Does you office ever get catering services provided by one of your local pharmaceutical reps.?*

*Fantastic, are you familiar with our restaurant?*

*YES: That is Great!*

*NO: Sorry to hear that, we are a \_\_\_\_\_ restaurant that specialized in \_\_\_\_\_ food!*

*Would you be able to provide me with a couple names and numbers of the reps that visit your office frequently so I can send them our*



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*pricing and menus. I would also love to send you a copy of our menu and my contact information so when they call next time you and the other staff can decide what sounds best and have your rep contact us with the details.*

*Better yet, when is a good day for me to bring by lunch for your office and I will be sure to bring menus with me?*

(always make an appointment so the rest of the staff knows not to make plans for lunch that day and so you don't deliver food a day when they have lunch coming from somebody else!)

That is it... it is that easy!

### **SAMPLE SCRIPT: Pharmaceutical Rep.!**

*Hello \_\_\_\_\_, my name is \_\_\_\_\_ and I am calling from \_\_\_\_\_!  
I was given your number by \_\_\_\_\_ in Dr. \_\_\_\_\_ office.  
He/She is interested in our restaurant providing lunch for them on their next order and asked that we contact you directly to speed up the process.*

*Are you familiar with our restaurant?*

*YES: That is Great!*

*NO: Sorry to hear that, we are a \_\_\_\_\_ restaurant that specialized in \_\_\_\_\_ food!*

*When is a good time for me to buy you lunch at the restaurant so we can discuss getting an order to Dr. \_\_\_\_\_ office as soon as possible?*

*Better yet, do you have anything on the books in the next couple of days that we can assist you with for Dr. \_\_\_\_\_ or any other offices! And don't worry, your lunch will still be on me!*



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It is important to remember that humans are inherently lazy, the easier you make this on them, the more they are going to call you for orders. By being assertive and confident, they are going to believe that you have been doing this forever and work with other reps. too!

**FYI!** At the end of the day, your job is to impress and influence the office staff. They ultimately decide where they want the food from. But you need to conduct your business with the reps., the office staff does not handle payment or details of the orders, just where they want the food from. Do not discuss price, issues or any business details with the Dr.’s staff. They just need to love you and your food!

### Step TWO: Menu and Pricing!

1. Now that you have made contact with 1 or 2 offices, the ball is rolling. The reason I suggest you get the word out, then develop a menu is because now you have a deadline. I don’t want you waiting even one week to start this process. I know how busy you are in restaruants, you downloaded this program, are excited now and are willing to make the time. If you get stuck on the details or ordering supplies, costing out a menu, formatting a menu to look perfect, life and your restaurant will get in the way and you WON’T do this.

BOOK that first order, now you have to!

2. To start quickly, use items that are currently on your menu, that are universally popular, that travel well and are easy to execute. You already know your margins and cost per portion (or you should)! Later on, I would possibly suggest that you offer a specially designed menu of items that will travel a little better and can be executed with better margins than your regular dishes. In the mean time, I would suggest 3-4 menus you can easily execute ranging in price and options. My experience was that the reps, had between \$15 and \$19 all in (including tax)!



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3. After you have done 3-4 catering jobs and have an idea of how the system work, I would look at creating that special catering menu. Pricing your items properly is crucially important! I am a numbers guy and I believe that numbers are the most important thing in your restaurant. After all, what good is the best food in town with the best service and a catering business that brings in \$3,000 a week, if you are not making money? It is hard for me to tell you what your target food cost should be on catering, I won’t even hint it for multiple reasons. *For more information on why I don’t care about food cost 1 bit, please visit [www.therestaurantboss.com](http://www.therestaurantboss.com) and download my free 3 step training series called “Why the most important number in your restaurant is not Food Cost.”*

But you should make sure that you are within the food cost margins your are currently running or even better if you can be. If you need help writing a menu, deterring your cost structure or anything else, please don’t hesitate to reach out to me!

### Step THREE: Booking the Order!

1. Congratulations! Be sure to get A LOT of details, especially for your first order. Use the attached Invoice as a guide! Most importantly be sure to get the reps. name, company, phone number, email address and fax number (if they have one). You will also need their credit card number (or set up an account for term billing) and any other details you need to process their credit card. **DO NOT store credit card numbers on file unless you have a POS system that allows you to set up accounts and securely store their data?**
2. Find out the name of the doctors office and get the address even if you know it (we had three doctors in our town that were brothers with the same name and we delivered to the wrong office once) how many people, what time the delivery needs to be ready, any special delivery instructions and obviously the menu.
3. Be sure to also get an office contact name and number in case you need to contact them directly, but do you best no to!



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4. If the order is for more than 24 hours in advance, I would total up the invoice, write it up and send it either via email or fax to the rep. for approval. Let the rep. know that their signature creates a binding contract and the full amount will be charged the morning of the event to their card. There is a 48 hour cancelation policy.
5. If the order is placed within 24 hours of the delivery, let them know over the phone, there is no cancelation!
6. As always with contracts and cancelation policy, be flexible. The last thing you want to do is be difficult to work with or unfair. We would get cancelations once in a while, always with good reasons, but I can only recall charging the rep. one time, and they asked up to charged because they cancelled an hour before delivery. We had already prepared some of the food.

#### Step FOUR: Executing the Order!

1. As soon as you have approval and the order is finalized, photo copy the invoice and give it to your chef or kitchen manager.
2. Go through a trial run with your chef and kitchen team the evening before your first event, pull out all your platters and to-go containers, label them for your staff to ensure that everything is packed up perfectly for you.
3. I would be present during the cooking and packing of the first few orders.
4. Make sure you wrap and securly pack the order for delivery.
5. DO NOT forget utensils and serving pieces, bottled beverages, napkins or anything else to complete the order.
6. Make sure you plan on an extra 10-15 minutes for your expected delivery and loading time, especially your first order. Driving always takes longer when you have food in your car, finding a parking spot, finding the office and setting up for the first time!

FYI: Managing your Events



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Here are a few tips for managing your events and making sure they go off perfectly every time. The best part is that if you take the time to develop the systems properly, you will not need to micro-manage events of this nature and can easily add an extra \$500 - \$5000 a week in sales, without any extra labor or headache.

We would had a lot of events going on, sometime 3-4 a day with 7-10 in a week, so we managed our events with very detailed and redundant system.

- Keep 3 notebooks in the office, one labeled with the current month, one with the next month and one labeled future. In the current month and next month notebook, place a 31 day tab divider (one for each day). In the future notebook place a 12 month tab divider (one for each month). If your office and the chefs office are not shared, you will need to double this system (one of each notebook for you or your catering sales manager and one for the chef)
- In the kitchen get 7 clip boards and label each clipboard Monday, Tuesday etc... (the health department requires you use plastic clipboards, not the cheap wood ones.) If you kitchen is large and divided by a pastry section and a hot section, you will need duplicates of these clipboards, one set for each station.
- Every order you have gets photo copied enough times to file the original in yours or your catering sales managers notebook, the chefs notebook and on clipboards. It is up to you, but I always included the costing information for the kitchen to see. I believe it is important for them to know if you have made a special deal and what you charge for your caterings.
- Highlight the important information for that clipboard (kitchen, highlight ready time, food and cost, it is good for the chef to know what the customer is paying.) If you have an order that has kitchen food and pastry food only highlight the pastry order, as well as the ready time for the pastry chef) Also always verbalize any special instructions that are out of the ordinary!
- Place a copy on the day in the proper month notebook and place a copy on the proper clipboard(s).
- If the order is for this week, place it facing up on the proper day. If it is for next week, place it facing backwards behind this week’s



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orders. (It is important to place next week’s events on the clipboards so the kitchen can plan ahead ordering and production).

- We would have a banquet and catering meeting every Wednesday to go over next week’s events (starting Monday through Sunday), this gives everybody time to schedule properly and order food a head of time. It was at this time, that I would distribute next weeks sheets.
- We would also confirm that our clipboards match the original sales book every week to make sure nothing gets lost or forgotten about!
- If you book events way out in the future, that is the purpose of the third notebook. I would simple put the event in their under the proper month, then when it is time for the that month, I would move it to the proper day.

Time to Take Action!

I am confident that with the information contained in the this outline, as well as with the sample menus, training video, supplies list and invoice form you have all the tools you need to give your current catering program a huge boost or get one started from scratch.

I understand that this can be a little overwhelming but please just go for it! As always, if you get stuck reach out to me, I would love to help!