

**“Catering to Your Members”**  
**Providing the Best in  
Service and Value**

**Presented by:**  
**Kevin Brant, CPCE**  
**VP National Accounts – BBJ Linen**  
**Past President – NACE**  
**National Association of Catering Executives**

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**Members**

- **How many Members do you have?**
- **What do you know about them?**



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**Member Application**

- **Basic Info – for Member AND Spouse**
  - Address, marital status,
  - date of birth,
  - anniversary date,
  - dependents (and DOB)
- **Preferred email address**
- **Business Name/Address**
  - Type of business/Title



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## Member Interests/Survey

- University attended
- Charities involved in
- Civic / Fraternal organizations
- Member of Associations
- Religious affiliation
- Hobbies / outside activities



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## Internal Prospecting

- **Where do your Members come in the door?**
- Newsletters
- Flyers
- Statement Stuffers
- FAX Cover Sheets/Email signature
- Voicemail/Message on Hold



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## Internal...

- In House Displays and Posters
- Golf Carts
- Restrooms
- Local papers/journals
  
- MOD Shift
  - Working podium
  - Attending Member functions



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**Raving Fans**

**Who loves you?**



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**New Members**

- Starts the minute they join the Club
- How do you connect at your Club?
- “Train” them to use the Club from the beginning
- New Member Letter



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**Boards and Committees**

- Movers and Shakers of the Community
- Attendance of your sales person
- Thank You's!



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## Value/Product/Services

- You're the expert!
- Time Challenged
- One Stop Shopping
- Revenue



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## Magic/Money/Miracles

- Reception for 100 ppl
- (5) Tall/ (5) short tables
- 132" Round Tall Cocktails \$33.08 ea
- 120" Round \$28.35 ea
- Chair Tie \$1.80 ea
- Total Room \$325.15
- \$3.25 per person to create this look.....
- "Reflects 10% Discount"



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## Not your normal classroom

- 90 X 156 Tablecloth \$15.08
- Napkin \$.54
- Chair Ties/Runner \$1.80
- Total Cost per Table \$35.60
- \$3.56 per person!

"Reflects 10% discount"



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**Create a look at low cost!**

- Chair Tie \$1. 80
- Napkin \$.54
- Underlay 132" \$15.08
- Black & White Stripes 90" Sq. \$21.78
- Total Cost per table \$60.26



- \$6.03 per person
- W/your underlay's \$4.52 pp
- "Reflects 10% Discount"

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**Potential Revenue**

• 15 Classic Standard 120" Rounds	15.75	236.25
• 150 Classic Standard Napkins	.60	90.00
• 150 Classic Chair Covers/Ties	4.00	600.00
• SUBTOTAL:		926.25
• per person		6.18
• 20% Service Charge		185.25
• 10% Discount		92.63
• Revenue from 10% Discount		\$ 9,262.50
• Additional Revenue from 20% SC		\$18,525.00
• TOTAL Additional Revenue		\$27,787.50

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