



APRIL "News you can use!"

The season has kicked off in March for us and we, at your Indy DQOA, do hope you have captured this influx of customers and created positive results! We are going to send out a monthly newsletter just touching on a few relevant point to ponder and know. We want to be a more connected and unified body of DQ operators, share best practices, advice, and encouragement among our members. If we succeed and help raise our fellow operators up with us- we all win!

March sales in our DMA were +2.91%. Any time we increase sales the hope is that we have influenced our customers to be "repeat" customers, then we grow and increase sales each month thereafter.

We have been blown away with all the new products we have had to order and inventory. Hopefully the transition went well and it should be easier to manage as it becomes the "new normal" for the summer.

While time consuming to create, CUPFECTIONS are a visually large product, and a good moneymaker. Average COGS is \$1.11/ Oreo and \$1.05/ summer berry. I would encourage everyone to utilize a scale every few products to make sure weights are in line. Speaking of portion-size, the most often over-proportioned product is the Banana Split, as the Ellipse dish is so big.

"The most important thing we MAKE should be A GOOD IMPRESSION" says David Sweet. Nothing is more important than putting our best foot forward and doing everything we can to please each customer, including the difficult ones. I keep gift cards in the store for different restaurants and when I see an employee really stepping up by doing something fantastic, grab the cards and have the employee pick one they want. Everyone wins. If we focus most of our energy on making employees feel good about themselves and their workplace, they will pass that positive energy off on the second most important piece of our business, our customer.

With the large influx of customers it is important to step out into the dining room and see your store from the customers viewpoint. Anything need fixed or cleaned? Make it a point to randomly send an employee out to do a survey of it!

PLEASE VISIT FACEBOOK AND "LIKE" "Indy DQOA" Facebook page. It is a space to POST questions, SHARE thoughts, and CONNECT with your fellow operators. Need a question answered, one quick post and your peers can help solve it!