

## Building Gift Certificate Sales Year Round - Part 1

There may not be anything more profitable than selling a gift certificate. Some reports say that only 60% are redeemed; my personal experience with restaurants was about 90%. No matter which way we look at it there is a minimum of a 10% increase in profit from the sale, and a maximum of 40% just by selling a gift certificate.

### Gift Certificates Must Look Professional

Almost all of the certificates will be given as gifts; by making it easier for the customer to buy and give you will sell more. What is a professional looking gift certificate? You should provide a nice envelope, you should give direction, hours etc. on a separate informational piece inside the envelope. The overall look must be of the highest quality that you and your customers will be proud to give.

### Gift Cards

They are now available to every business. It was not too long ago that gift cards were only for the large chain businesses. Now, there are several companies that will make you cards with your logo, picture etc. on them and they can be placed at the entrance in a rack making it easy to sell. The reason gift cards are such a hit with restaurants is that they are bought equally for gifts and for the customer to make their transaction faster and easier. They can purchase a card, purchase on it and then when it starts to run low they just recharge the same card making it easier than dealing with cash.

### Building Brand Loyalty

Brand loyalty is just one of the other contributions that selling gift certificates can add to your business. The customers like your food enough to

give it to someone else, which is quite a testimonial. So, make sure that when people use the gift certificate you WOW them with appreciation so they will go back and tell their friends what a great time they had. Then the sales of gift certificates will only increase.

### Cash Flow

Gift certificates greatly increase cash flow. It is not uncommon for some restaurants to sell what is equal to an entire month of sales in holiday gift certificates. Care must be taken to use the money wisely and appropriately. But the influx of cash going into the Winter months is normally a welcome sight.

### Building Frequency of Visits

One of the three ways to truly increase your business profits is by building frequency of the visits from the customer. Gift certificates do a great job of building awareness of your business, thus building frequency of visits.

Coming Next Month: Whether you use gift cards or certificates, each of the 10 building gift certificate sales tips will be a handy reminder for you to constantly promote the sales of your brand. The more loyal your customers are in buying your cards or gift certificates the better your business will be.

### Ron Garrett

Corporate Chef/Foodservice Consultant Manager

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