

**5 Key Features That Set Us Apart (Translation= Make Us Better!) from Grub Hub and Other Third-Party Sites**

Any client that is using a 3rd party Vendor and is considering Quik Chow, the 5 points below need to be emphasized. Detailed discussion of each is below.

1. Customized App
2. Immediate Payments
3. No Exposure To Competition
4. Lower Fees
5. Data

**10 Things You Need to Know to Close a Sale**

During your sales call whether on the phone or in person the points below should be discussed. The First two are either/or. These are listed generally in the order that they would be discussed and 1, 2 and 3 segue into each other as do 4,5,6 and 7,8,9. 10 can be introduced at end or whenever the “how do I get the order” question comes up.

1. Plan B – Online Ordering Only Branding
2. Plan A Complete Web Site
3. App Features
4. Immediate Payments and Billing
5. Pricing – Flexible Plans - No Contracts
6. Adding Order fees to Order
7. Loyalty Program
8. Marketing Kit
9. Data Collection and Email Marketing
10. Order Delivery and Confirmation System

**The Five…..**

1. **Customized App**

When your customers come to the site from a mobile phone, they get prompted to download your app. When they do that it saves *your* logo in the form of an icon on their phone so that every time they look at their phone they see your logo! When they click on it and they get taken right to your web site! So great marketing and it’s just part of the service – there is no extra monthly charge or anything extra for the App. BY CONTRAST Grub Hub App is their logo and when u click u go to their site and your customers can order from every restaurant in your town or city that is on GH.

1. **Immediate Payments**

All Orders are paid to the restaurant directly same day. If Cash, the payment is immediate. If CC money is immediately sent to CC company and batched into business account that day. Third party sites hold your money for anywhere from one week to one month and then deduct their fees from your payment

1. **No Exposure to Competition.**

Your App and web site is yours with no links to the Quikchow site and our family of restaurants. Whether we do the complete site or just the online ordering it is branded for you. BY CONTAST third party sites is their site their App with every restaurant in your town or city listed. NEVER let them establish a link on your site to their site – they do this a lot and many restaurants agree to do that

1. **Lower Prices**

We charge anywhere from 3% 5% or 7% depending on plan plus a flat rate pricing of $99. Third Party sites charge 20 to 30% per order plus a bunch of ancillary fees like marketing menu updates or whatever they want. When they hold your money, they have the leverage and then they deduct their slew of fees – check this out.

1. **Data**

When we go live you get the log in credentials to our back end. There you can access all your customers orders and offload the data including email addresses. This is part of the service and free. By contrast third party operators give you shit – THEIR site, THEIR data – fuck off.

**The Ten…**

These points below are the main discussion points that should be covered when closing a deal. I have written this out as best I could in terms of my dialogue, so this is essentially a script as well. To go through all of this below it is usually about a 15 to 20 minute call.

Depending on customer situation it is either 1 or 2 below and then all the rest apply.

1. **Plan B – Online Ordering Only Branding**

Well what we can do is work with your programmer and add a button that says “Place Order Now” and when customers click on that button and they get taken to a site that we’re gonna build for you with *your name* and URL so Parthenondinertgo.com *(I usually insert customer name and URL with togo.com)* and it is going to branded with your colors, logo and linked back to your site so your customers are not even gonna realize they have even left your web site! From there they can place an online order and it goes to you directly. We charge $100 to set this up (would like to get this but can be waived)

1. **Plan A - Complete Web Site**

So what we are going to do is build u a complete restaurant web site. WE charge a one-time fee of $249 but are giving our customers a COVID-19 discount of $100 off this price. When your customers go to the site, they can see pictures of the restaurant place online orders, phone orders get directions and the site also comes with an App….

1. **Mobile App**

When customers come to the site from a mobile phone they get prompted to download your app. When they do that it saves your logo in the form of an icon on their phone so every time they look at their phone they see your logo! When they click on it and they get taken right to your web site! So great marketing and it’s just part of the service – there is no extra monthly charge or anything extra for the App. (*FYI – sometimes I add more details… It is called a Web App and they don’t have to go to Google or Apple Store to get – when they log on from a phone they get automatic pop up and just save to home screen – basically just a short cut to YOUR web site but great, free marketing).*

1. **Immediate Payments and Billing – in response to how does payment work?**

So u guys get the orders directly and u have two options. First, we can just send u the payment information on the order so CC # Exp Date CVV code and billing zip and u just process the card on the spot – that is our manually process option. The other option is we can work with your CC provider and set up an account with Auhorize.net. Here the cards are processed online and it say Paid thru Authorize.net and instead of a CC# on the order there is a transaction ID. *Often they may have questions about both and u can go into benefits of each but the next line is*… either way u get paid at time of the order and we bill u at end of month for our fees…..

1. **Pricing – Flexible Plans - No Contracts**

We charge 5% order fee and $29 a month and we bill u at the end of the month for the orders and u pay us on the 15th of the following month via ACH or CC debit so we just need to get a card or voided check to keep on file. We have a few other plans as well – a 3% and $59 a month or 7% no hosting so no monthly, only pay if u get orders. And u can switch plans at any time so you don’t have to worry now about which plan u sign up for u can always change. (sometimes I mention the flat rate plan of $99 a month). Also,u have the option of adding the order fee onto the order. Many of our clients do this…

1. **Add Order Fee to Order**

…so we can add our 5% charge onto each order as an Online Convenience Charge or Packaging Fee so your customer will pay the extra fee at the time of order so u collect the money up front and at the end of the month you pay us back – this is totally up to u, some of our clients do it some don’t, some add a portion of it on and u can do it any time so u don’t have to decide now on it just wanted to let u know what the options are. *(if they ask questions u can get into discussion of different option flat rate vs % all vs some etc)*

1. **Loyalty Program** – ok so far so good – here we segue into marketing so “how do people find out about the site and how do u drive business?”

Also we have a built in loyalty program so when your customers order we track their spending and issue points and then rewards when they hit certain spending levels. And it is all automated and you set determine the rewards – it is optional but really all our restaurants use it. You do not have to decide on this now – when Debbie from our office sets up the account she can run through the options and then we can add the program details to your business cards*….(I try not to get side tracked here discussing Loyalty – it can be shelved for before going live but two options point per order and point per $ so reps should know how it works and be able to communicate it if need be)*

1. **Marketing Kit**

So one of the first things we are going to do is go to Google and make sure your web site is coming up and if not Claim Your Listing. We will enter your web address so on phone search the web icon pops up on a PC it is the box on right hand side of web page *(FYI this is called the Knowledge Panel although I rarely mention that to clients).* We also make sure u r coming up on all the other sites Yahoo, Bing, Yelp and Trip Advisor and any other first page google sites. Deb from our office is AWESOME and a Google expert and she really will be doing much of the work so u will get to know her well. She has been with us 6 years and she’s great! And marketing kit also includes business with loyalty program and QR code signs menus stamps displays but Deb will go over all that stuff with u before going live. *(FYI Marketing is included in complete site and Optional and $75 extra for Online ordering only. And I always give Deb a mention – she is really is great and it lets them know that have an experienced team member on the case)*

1. **Data Collection and Email Marketing**

One last point I forgot to mention, when we go live we send u the log in credentials to our back end. There you can see all your customers orders and you can off load all your customer data including email addresses. This section is where you access your blog and daily specials and can also change lead order time clock. Once you are on the service for a few months you may have hundreds of emails and we have many clients have over 1000 emails just going back to 2019 so this is a really good feature – you will gather data quickly! And once u get a decent size data base u can start doing email marketing and that is something we can do as well if you are interested *(FYI it is $39 a month for 3 email blasts per month – if they seem interested I get into it – I have a script for this as well if not that I move on – doesn’t apply until they have data though – main idea is to let them know about the data benefit and it is just one more reason to sign up AND promote the site!)*

1. **Order Delivery and Confirmation System**

So that’s about it – do you have any questions? Oh I forgot to mention one of the most important things - I knew I was forgetting something LOL! – we need to be able to get u the orders! Do you have a fax? No ok no problem but if u had a fax and was in order taking area of the restaurant we can send orders there but doesn’t make sense to get a separate phone line and get phone company involved so the best thing to do is go to any Staples and get a HP printer like an Office Jet. Espon is fine as well. All printers these days come with Wifi access and eprint. Eprint is an email address that comes with the printer when u set it up it. Once set up, u just give us that email and we plug into your menu and orders go to printer and automatically print – works just like a fax! And once set up u do not need a PC at the restaurant. The last way to get orders is Tablet. We keep kindles in stock for $75 one time charge and we it set it up and ship to you and orders go directly there. But any ipad or tablet works so if you have your own that ‘s great. We can help you set an email address up for the orders or if you have one already that is great – just needs to be something your entire staff can access so not your personal email.

And last when orders come in you get an automatic confirmation call from our system and u key in the confirmation code which is on the order so we know you have the order. If is not IF but WHEN your equipment fails – wifi goes down, machine runs out of ink etc so with ALL online ordering u need a redundancy to make sure u r getting the orders as the last thing u want to happen is customer showing up at restaurant looking for food and u never got it! Not good for u – not good for us so that is an important piece of the puzzle. *(FYI u can get into more details here as well sending order multiple way fax, e-printer AND email but the above is the gist of it. This bit makes them feel pretty comfortable that we know what we are doing (and we do!) and are prepared for contingencies. When orders don’t go thru we give them over the phone – I sometimes mention that or they ask that question)*

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