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Bulletin #175/21

DATE: November 16, 2021
TO: Alberta Franchisees and Stores
FROM: Jason Kaytor, Vice President of Operations
RE: Generating Business - Warm and Cold Calling

Hi Everyone,

This bulletin is to talk about the helpfulness of warm calling and cold calling and tips on how to do them well.

Warm Calling

As the Owner/Operator of your location you are sort of like a mini celebrity within your immediate trade area and in some cases within the town that you live and do business. You probably know many other local business owners from years of networking and dealing with them for various Smitty's and non Smitty's related business.

For many of you the past 18-20 months has been more of a disconnect with your local business community than a connection, if you thought about it, you could probably name 15-20 people that you use to see and interact with weekly from your local business community that you probably have not seen much if at all during the Pandemic.

Picking up the phone and reconnecting with those people is an example of a “**warm call**”, you already know each other, you are probably on a first name basis so give them a call and catch up for 10 minutes... let them know you recently thought of them and wanted to invite them in for lunch this week. Find out what is new in their world? Do they have a new son or daughter in law they want you to meet? How is their business doing?

Let those warm calls turn into, “Hey, are you planning on any staff luncheons this year for the holidays?” or “Are you planning on giving your staff any restaurant gift cards for the holidays

this year?”, again these are people you are comfortable with so reconnect and just plant the seed. Even if they do not commit to a staff function or to purchase gift cards, letting them know that you thought about them and reminding them you are still there will often lead to a future visit with people from the office or with friends in the coming weeks.

Make a list of the people you want to connect with and try to make 5 of those phone calls a day, once you get going you will probably surprise yourself with how many people you know and haven't seen for a while.

Cold Calling

Now that we have defined and discussed the warm call, what about the Cold Call? Cold calling is not within everyone's comfort zone because a cold call is basically picking up the phone and calling a stranger, someone you do not know or already have a connection with.

The cold call is an important activity as it will get your name out to the public as the go to person for most sale activities (i.e. Gift cards, large parties, corporate incentives) The goal is to be the go to person in the restaurant/brand to help guests with these items. A positive approach is the best way to start any cold call. You want to hang up from the call with the following important information:

- **Name**, use their name multiple times during the call to show a connection
- **Name of Manager or Operator** (if different from person you are speaking with, some companies have a lead person that deals with all outside bookings, take out orders etc.
- **Number**, direct line of person is always best practice
- **Email** offer to send information regarding topic of your conversation. (i.e. Large party bookings, gift card sales etc.
- **Type of Occasion**, what as a group do, they usually need a booking for?
- **Business type**, it is important to do a little research about company before calling to make sure it is a fit for the restaurant/brand.
- **How many employees**, the reason for this question is again to find out if it is a fit for restaurant/brand.

After hanging up from a call ensure you are doing follow up via email immediately, this will give the person you spoke with confidence going forward that you intend to be available to their needs. When you finish your call ensure that you are thank them for their time and look forward to speaking with them again. In some instances, you will not get all the information that is needed to end a successful cold call. That is ok, do ask before you hang up if you can follow up

with them in a few months to see if the situation has changed and they are looking for something. This will follow up into what is now known as a warm call.

When approaching any new cold call, it is important to have a positive attitude. Going into any call with these simple ideas will help the call be successful and set you up for your next call. Start your call off with “I am the owner/operator of the business/restaurant/brand and my goal in this call is to build ongoing relationships with companies in our neighborhood.

Best Friend Method

- Relatable
- Understanding
- Empathy
- Honest
- Be Genuine
- SMILE and Dial!
- 80/20 Stop Talking and LISTEN!
- Go the Speed of the Guest you are speaking with
- Say Their Name 3 times

Approaching in a positive manner will not only set the tone for the call but set the tone for all your calls in the day. Be prepared to hear the words no thank you, it is common, and you should not feel defeated. For every no there are a dozen yes'. These are some positive buzz words to use while speaking with potential guests:

Positive Conversation Word

Great	Outstanding	Discussion
Fantastic	Awesome	Absolutely
Perfect	Brilliant	Appealing
Marvelous	Elegant	Inviting
Certainly	Lavish	Terrific
With Pleasure	Specific	

Open ended questions that can be used to move the conversation along are important. If you feel you get stuck refer to this portion to ask these questions:

- I am calling to find out more about your business
- Do you host client relation dinners?
- Does your company have the need for any private dining (only ask this if the restaurant can provide)?
- What is the most important factor when hosting a group?
- Where do you typically enjoying dining as a group
- What is the best part of dining at your typical restaurant?
- How many people are in your office?
- Do you typically have a budget you work with?
- What works well for your group when dining
- Is there anyone in the office I can also follow up with, this is a question for larger companies with more than one division
- Is there anything standing in the way of booking a reservation with us
- Do you book social events for outside clients?
- Do you book holiday events?
- Do you have a need for outside catering to come into your office (take out)?
- How do you celebrate your employees (birthday anniversaries etc....)?
- What is the most important factor when booking a reservation (Budget, Av, wine, food, atmosphere, location)

As discussed, a follow up email will be just as important as the actual call. Once you have ended the call send a follow up email (typically this is a signature you have set up so ease and efficiency is maintained.

Example:

Hi.....,

Thank you for taking my call on..... it was great getting to know more about your company. "Our Restaurant/Brand strives to bring exceptional quality and service. We offer an amazing open concept restaurant with large windows with natural lighting with seating up to #of guests or standing social functions for # of guests . Our restaurant can fit ___of guests which also has

*private dining room comfortable up to ___ guests, a semi private area that can seat ___ guests.
(this is the time to describe the restaurant, be specific! If there is a private area speak to the
space, open concept, talk about the atmosphere)*

*(Insert information that pertains to the location of the restaurant/brand, what is close by, is there
parking available, for how many, is there attraction close? Stadiums, concert venues. etc. the
more information you can give them in terms of what we can offer near the restaurant)*

If you have any questions, please feel free to reach out.

Yours truly,

SMITTY'S CANADA INC.

Jason Kaytor

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Vice President of Operations