



phusion

R&B

Reggae

Jazz

Latin



Business Growth Opportunities

For Restaurants/Bars & Night Clubs

Agenda

In 15-20 minutes we will cover...

- 1. Outcome:** Maximizing the number of customers at phusion events
- 2. Purpose:** Enhance your revenues via an increase in customer retention and overall customer headcount at phusion events
- 3. Action:** We invite you to review six opportunities to generate revenue by leveraging phusion's resources and experience

Offer Time-Limit Inducements

- Question:

What if there was a way to create a sense of urgency to convince customers to re-purchase easily in 30 minutes or less?

- Opportunity:

phusion announces a house-discount for alcohol for a limited time span.

- Example:

All Sapporo beer is now half price from 8pm-8:30pm

- Suggestion:

Use units of sale (beer) at the lowest cost to the business and/or highest successful contribution margin (markup) for this opportunity

Create Event Themes

- Question:

What if there were additional compelling reasons for new customers to buy?

- Opportunity:

Create holiday/vacation experiences in the mind of the customer through exploiting the senses. Use existing holidays as themes or create new ones.

- Examples:

Existing Holidays - Valentines Day, St. Patrick's Day, Xmas, Family Day, Mother's/Father's Day, New Year's Eve

Create Themes - First/Last Day and/or Night of Summer, Winter & Summer Solstices, Halloween Costume Parties, Appropriate Ethnic Holidays, Canada Day, Night-Time Swimsuit Fashion Shows

- Suggestion:

Branded taglines for each event theme are created eg. 'phusion's Halloween Fright Night!'

Leverage Audience-Engagement

- Question:

Would our existing customers bring new customers if we offered an opportunity to give them more value than they normally would expect?

- Opportunities:

1. Professional Salsa Dance lessons
2. Pro Dance performances/competitions in Latin styles, Belly Dance, and Modern Breakdance (winners governed by audience applause)
3. Audience Lottery Prize give-away

Distribute Collateral

- Question:

What if there was a way to remind customers of the experience they just had while preparing them to attend the next event?

- Opportunity:

Advertising future phusion events, using the current event

Create a process for your staff to proactively canvas cars in the local parking lot with a 'Thank You for Attending Note' branding future events using advertisements, coupons, event flyers, or business cards while phusion is performing

Set a Standard Upsell Process w/ Staff

- Question:

What if each staff member knew WHEN and how often to offer customer re-consumption while phusion is performing?

- Opportunity:

If not already in practice, train staff to offer each customer re-consumption (perhaps with an inducement) every 30-45 minutes or 3-4x per visit

Leverage www.phusionband.com

- Question:

What if the phusion helped to advertise your business 24/7?

- Opportunity:

We can upload your business ads to our website, as a link to your company website.

Email your business logo and/or events advertisements as a JPEG or GIF image file to:

info@phusionband.com

Any Questions?

Do you think your business might benefit from any of these opportunities?

If so, phusion can assist you with implementation.

Our Business Mindset

We are successful, when you are successful.



Thank You

For reading through this presentation

For video samples please visit: www.phusionband.com

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