

# 50 Things That Customers WANT ... will COME BACK for ... and willing to PAY MORE for



*by*

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**Hello and thank you** for downloading this simple guide :-)

Simple it maybe, but I cannot over emphasise the power that it holds and the profitable effect it can have on your business if you act upon it wisely.

It contains insights into WHY some businesses are FULL of customers, even when they charge *premium prices*, whilst others are close to EMPTY, even when they charge *low prices*.

You might consider some of the things listed here to be common sense, but our experience proves that *common sense is so often NOT common practice!*

If you believe you're already incorporating some of these actions into your business, be open to reviewing them.

Ask yourself - How well, how consistent, how effective are they actually being executed, and how can we improve upon them even more?

### **What you learn in this guide can take you from 'ordinary' to "EXTRAordinary"**

Having interviewed owners and managers of some of the UK's most respected and successful pubs, restaurants, hotels and cafes, and having had countless hours of conversations with people who enjoy to regularly eat out and try new experiences, I've distilled *50 of the most important things that customers WANT...will COME BACK for...and are willing to PAY MORE for.*

### **Which are you doing effectively and which do you need to work on right now?**

ACTION: (Make notes either in a notepad or here in this guide)

Work your way through the checklist below, giving yourself 3 minutes of uninterrupted thought and consideration for each of the 50 items. Take time to visualise what *actually* happens (or doesn't) during the daily activities of your business.

Write down at least ONE ACTION that you can implement to improve your business as a result of reading each item.

I encourage you to share the contents of this guide with your team. Be honest with what you ARE doing and what you're NOT doing and be accountable to each other.

Ensure each area of your business takes responsibility for making sure these 50 most important things become part of your daily routines to *WOW customers into coming back and spending more money with you.*

Here's the checklist...

**50 things that customers WANT...will COME BACK for and are willing to PAY MORE for**

1. **Eye Contact and a Smile** – To receive a warm and sincere welcome  
Take 3 minutes, really contemplate it  
**What is your 1 action to improve this?**
  
2. **To be Acknowledged** – To know they've been seen and to know what will happen next (i.e. they will be served, seated, called when their table is ready)  
Take 3 minutes, really contemplate it  
**What is your 1 action to improve this?**
  
3. **Not to be Forgotten** – To be remembered and served when it's their turn  
Take 3 minutes, really contemplate it  
**What is your 1 action to improve this?**
  
4. **Clean Cutlery** – No water marks, no finger prints and NO previous FOOD!  
Take 3 minutes, really contemplate it  
**What is your 1 action to improve this?**
  
5. **Clean Menu** – No drink or food spills, no finger marks, no stickiness!  
Take 3 minutes, really contemplate it  
**What is your 1 action to improve this?**
  
6. **Respect** – Show high regard for their feelings, wishes or rights  
Take 3 minutes, really contemplate it  
**What is your 1 action to improve this?**

7. **Appreciated** – To be thanked for visiting and a wish to see them return  
Take 3 minutes, really contemplate it  
**What is your 1 action to improve this?**
  
8. **To be Kept Informed** – Receive notification of any offers or specials  
Take 3 minutes, really contemplate it  
**What is your 1 action to improve this?**
  
9. **Great Ambience** – An atmosphere that makes them feel relaxed and happy  
Take 3 minutes, really contemplate it  
**What is your 1 action to improve this?**
  
10. **Quality Food** – Fresh and nutritious with great taste, texture and temperature  
Take 3 minutes, really contemplate it  
**What is your 1 action to improve this?**
  
11. **Surprised and Delighted** – Something unexpectedly nice occurs  
Take 3 minutes, really contemplate it  
**What is your 1 action to improve this?**
  
12. **Clean and Hygienic** – Interior premises give confidence and reassurance  
Take 3 minutes, really contemplate it  
**What is your 1 action to improve this?**
  
13. **Neat and Tidy** – External and internal appearance show's professionalism  
Take 3 minutes, really contemplate it  
**What is your 1 action to improve this?**

14. **Good Signage** – Easily recognisable outside and inside, clearly showing where to go (i.e. car parking, entrance, toilets)  
Take 3 minutes, really contemplate it  
**What is your 1 action to improve this?**
15. **Great Toilets!** – Impressively tended (clean with toilet paper, soap, hand towels or dryers and nicely scented)  
Take 3 minutes, really contemplate it  
**What is your 1 action to improve this?**
16. **Great Hospitality** – A friendly and generous reception and entertainment. To feel better for the experience when they leave as when they arrived  
Take 3 minutes, really contemplate it  
**What is your 1 action to improve this?**
17. **Comfortable Temperature** – Pleasantly warm. Not too cold, not too hot  
Take 3 minutes, really contemplate it  
**What is your 1 action to improve this?**
18. **Not Too Loud but Not Too Quiet** – Able to hear and talk with fellow diners  
Take 3 minutes, really contemplate it  
**What is your 1 action to improve this?**
19. **Food Piping Hot** – If the menu item is meant to be a hot, ensure it IS hot!  
Take 3 minutes, really contemplate it  
**What is your 1 action to improve this?**



20. **Eye Contact and a Smile** – Yes it's in here again! Consistency throughout the customer's visit will re-inforce your interest and attention for them

Take 3 minutes, really contemplate it

**What is your 1 action to improve this?**

21. **Fresh Ingredients** – For improved health and boosted nutrients and flavour

Take 3 minutes, really contemplate it

**What is your 1 Action to Improve this?...**

22. **Food Presented with a “WOW”** – Plated and served like you really CARE

Take 3 minutes, really contemplate it

**What is your 1 action to improve this?**

23. **Comment Card** – Learn what they like, dislike and would like more of. ALSO to gain your customers contact details to communicate with them

Take 3 minutes, really contemplate it

**What is your 1 action to improve this?**

24. **Friendly, Courteous Staff** – Demonstrating warmth, care and attention

Take 3 minutes, really contemplate it

**What is your 1 action to improve this?**

25. **Interactive and Engaging Staff** – Willing and able to engage in conversation and demonstrate interest in the customer and offer choices

Take 3 minutes, really contemplate it

**What is your 1 action to improve this?**

26. **Reasonably Priced Drinks** – Customer perception of “value-for-money” is paramount if you want them to come back (not too crazy high prices)

Take 3 minutes, really contemplate it

**What is your 1 action to improve this?**

27. **Food Menus that are Changed Regularly** – Keep the offer fresh and appealing with some new dishes for the curious but favourites for those who want something that’s familiar

Take 3 minutes, really contemplate it

**What is your 1 action to improve this?**

28. **Clean Tables** – Ready for the next customer, smartly laid, tidy and inviting

Take 3 minutes, really contemplate it

**What is your 1 Action to Improve this?...**

29. **Front of House Staff** – Knowledgeable about what’s on the menu, how its cooked and where ingredients are sourced to be able to answer and influence

Take 3 minutes, really contemplate it

**What is your 1 Action to Improve this?...**

30. **Eye Contact and a Smile** – Yes it’s in here for the 3<sup>rd</sup> time! Consistency throughout the customer’s visit will re-inforce your interest and attention

Take 3 minutes, really contemplate it

**What is your 1 Action to Improve this?...**

31. **Open, Warm, Friendly Body Language** – from ALL of your staff on a consistent basis re-enforces perception of a positive and caring culture

Take 3 minutes, really contemplate it

**What is your 1 Action to Improve this?...**

32. **The Bill to be Correct** – Shows you're exact, honest and trustworthy  
Take 3 minutes, really contemplate it  
**What is your 1 Action to Improve this?...**
33. **No Unexpected Extras on the Bill** – Nothing that hasn't been explained properly in advance (i.e. tap water, breads, cover charge) or you'll lose trust!  
Take 3 minutes, really contemplate it  
**What is your 1 Action to Improve this?...**
34. **No Automatic Service Charge** – Customers really dislike being automatically "opted in" and commonly feel manipulated by this practice. Trust is dented!  
Take 3 minutes, really contemplate it  
**What is your 1 Action to Improve this?...**
35. **Not to Feel Rushed** – Hurrying customers along will make them feel as if you care more about the money and the next customer than them.  
Take 3 minutes, really contemplate it  
**What is your 1 Action to Improve this?...**
36. **Not Too Slow** – Read their body language to determine if they need quick and efficient service and give it them (i.e. Have to get to work or the theatre)  
Take 3 minutes, really contemplate it  
**What is your 1 Action to Improve this?...**



37. **Payment Options** – A variety of payment methods that suit individual customer preferences (i.e. Credit/Debit card, Apple pay, PayPal)  
Take 3 minutes, really contemplate it  
**What is your 1 Action to Improve this?...**
38. **The Owner/Manager/Chef** – Where possible, to take time to briefly visit each customer table at some point in their meal. This demonstrates valued interest.  
Take 3 minutes, really contemplate it  
**What is your 1 Action to Improve this?...**
39. **For anything that the Customer may NOT be happy with** – Sort it out straight away so the customer feels valued and listened to (this builds loyalty and helps ensure they return time and time again)  
Take 3 minutes, really contemplate it  
**What is your 1 Action to Improve this?...**
40. **Eye Contact and a Smile** – For the 4<sup>th</sup> time! I can't over-emphasise that consistency throughout the customer's visit re-enforces your interest and attention and helps massively in the process to make them a repeat customer  
Take 3 minutes, really contemplate it  
**What is your 1 Action to Improve this?...**
41. **Fresh Quality Ingredients** – to make nutritious meals with great taste, texture and temperature. We've put this in twice because it's SO important!  
Take 3 minutes, really contemplate it  
**What is your 1 Action to Improve this?...**
42. **Value for Money** – They're willing to spend MORE money IF they see the added value that you're providing  
Take 3 minutes, really contemplate it  
**What is your 1 Action to Improve this?...**

43. **Stand Out from the Competition** – Have some differentiators that make you unique in a variety of ways that customers cannot get elsewhere  
Take 3 minutes, really contemplate it  
**What is your 1 Action to Improve this?...**
44. **Raving Fans** – Like you SO much that they want to recommend you to friends and colleagues so they come and visit you as well  
Take 3 minutes, really contemplate it  
**What is your 1 Action to Improve this?...**
45. **Make them Feel Special** – Give them a good reason that validates their decision to visit you. NOT like they're just a number and just another customer that has walked in today.  
Take 3 minutes, really contemplate it  
**What is your 1 Action to Improve this?...**
46. **To be Remembered** – If they've visited before, refer to them by name to demonstrate you remember them. Recall any special requirements or occasion from their previous visit (i.e. dietary, wine, birthday, anniversary)  
Take 3 minutes, really contemplate it  
**What is your 1 Action to Improve this?...**
47. **5 Stars** (Food Safety and Hygiene) – Display your 5 star sign to let customers know you have the maximum rating. This demonstrates your high standards  
Take 3 minutes, really contemplate it  
**What is your 1 Action to Improve this, or keep it at this level?...**

48. **Food Safety** – To know ALL staff have been trained (i.e. level 2 food hygiene)  
Take 3 minutes, really contemplate it  
**What is your 1 Action to Improve this?...**

49. **A Story** – To know WHY you do what you do. WHAT running your own food business means to you. WHAT motivates you and WHAT your greatest mission is for them, your customer  
Take 20 minutes (yes you really need to give this some thought), really contemplate it  
**What is your 1 Action to Improve this?...**

50. **See Other People Eating There** – Crowds bring crowds. When there's few or no other customers in the place, the perception is that it's not very good!  
Take 3 minutes, really contemplate it  
**What is your 1 Action to Improve this?...**

**Additional Notes**

## Final Thoughts

Did you notice any trend or anything missing from this list?

...NO mention of fabulous décor  
...NO mention of expensive tables and chairs  
...NO mention of fancy fixtures and fittings  
...NO mention of posh flooring

...NO mention of the “physical” things!

### ***Super Important for you to consider...***

*Whilst businesses go spending large sums of money on the “physical” things to attract customers into their business, it’s actually the EMOTIONAL things that have the GREATEST POSITIVE IMPACT for attracting and keeping customers.*

### ***Let me repeat that***

*It’s the EMOTIONAL things that have the GREATEST POSITIVE IMPACT for attracting and keeping customers*

and...

### ***IMPROVING PROFITABILITY!***

*\*Side note - Yes, the physical things are necessary but they are wasted if you don’t satisfy your customers EMOTIONAL wants and needs*

**So...**

**Ask yourself these 2 questions:**

1. Am I spending my time and money on the “physical” things or EMOTIONAL things to attract and keep customers?
2. WHAT do I need to do differently?

## **Congratulations, you made it**

It just leaves me to say thank you in acknowledgement of your commitment for having taken the time to make it all the way here to the end of this guide.

I truly hope that this guide has “served you up some food for thought” (*sorry for the pun!*) and that together with the notes that you’ve taken, you’ll now implement some important improvements (no matter whether large or small) and that you will find the next level of success and profitability in your business.

To your success!



Marcus

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Founder of Food Profits Membership

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### Need some impartial advice or help?

From time to time (when work commitments allow) I open up a limited number of FREE coaching sessions (30 minutes via telephone or Skype)

If you'd like to book a free call, email [marcus@foodprofitsmembership.com](mailto:marcus@foodprofitsmembership.com) with the subject line "Request for free 30 min coaching call" and a brief description of the *problem* or *aspiration* that you have and I'll reply to let you know what's available.

*More important than 'what you do' is...*

*How you make people FEEL"*

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