

Online Ordering

Visit us at www.takeout1.com

Phone: (818) 597-2627 • Fax: (818) 597-2604

E-mail: sales@posnet.us



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POINT OF SALE

Presentation Outline

- [Online Ordering Demo](#)
- Restaurant Benefits
- How Simple is it to sell the Online Ordering
- Selling strategy

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Product Description




Menu

Search:

- Appetizers
- Salads
- Sandwiches
- Burgers
- Main Course
- Specialties Pizza**
- Build Your Own Pizza
- Sushi
- Notes

My Options

Margherita Pizza
Tomato sauce, mozzarella cheese & basil.



Price: \$12.45
Qty: 1

Save
 Cancel

Add Notes

1 Part 2 Parts 3 Parts 4 Parts

1
2

1st Half

2nd Half

Modifier: none With Option

Basil (\$0.25)

Mozzarella (\$0.50)

Tomato sauce Extra

Save
 Cancel

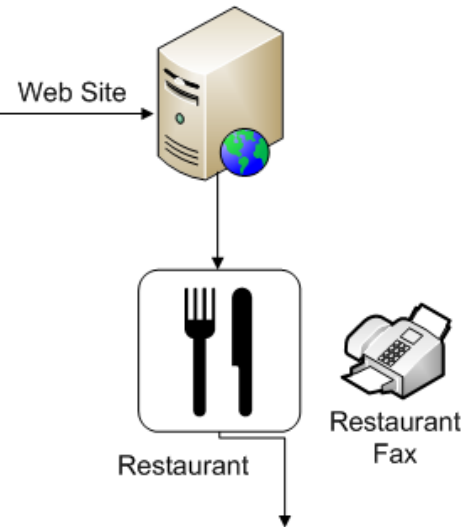
My Order

1 Greek Pizza - \$11.00

Sub Total: \$11.00

Tax: \$0.91

Total: \$11.91



Order: #5001 Take Out

My Restaurant

Street
123 Rodeo Dr, Beverly Hills, 91301
3105555555

Due Time: 2/5/2008 11:30:00 AM	Payment Type: Credit	Invoice Number: 2113
Customer: Ofir Weisberg		
Address: 5200 Kanan Rd, ste 225, Agoura Hills, 91301		
Note: The building behind Pizza Hut, Second floor on the right		
Phone: 8185972627		

Description	Price	Qty	Amount
Margherita Pizza	12.45	1	12.45
- 1st Half Mozzarella (Light)			
- 2nd Half Tomato sauce (Extra)			
Amount			12.45
Tax			1.03
Total			13.48
Gratuity			
Paid			13.48
Balance			

Restaurant Name: Eastern Tastes

- Customer go to the Restaurant Web Site: <https://EasternTastes.Takeout1.com>
- Order from the restaurant menu
- Pay transaction with credit card.
- Once credit card is approved, order is send to the restaurant via fax (if computer available Optional Kitchen printer setup.)
- Restaurant owner controls his menu. Menu item can be activated or deactivated, Can include item picture, No limitation to number of items in the menu.

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Restaurant Benefits

Online ordering volume is growing at a rate of 20% per month.
- Wagstaff Worldwide, Inc.

Roughly 25% of diners in 2007 made an online order from a restaurant.
That's up 9 percent from two years ago.
-Technomic, a Chicago-based restaurant consulting firm.

“... the online sale of food and beverages has increased 18 times over the last five years from \$3 billion to \$5.5 billion.” -QSR Magazine

“... More than 80 percent of those who ordered food on the Internet said they rate the experience as excellent.” -QSR Magazine

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Restaurant Benefits

Well over half of the meals purchased at the nation's 935,000 restaurants are eaten at home, at the office or in the car.

-USA Today

By 2006, the typical American ate 81 meals inside restaurants but ordered 127 meals to go. -NPD Group

People used to go to restaurants to eat. Now they go out to get food to go. -NPD Group

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Restaurant Benefits

- Increase sales to the rapidly growing Internet crowd
- Online orders average 20% higher
- Fast, casual restaurants can increase annual revenues by
- 17-25%!
- Decrease the amount of time staff spends on phone orders
- Significantly decrease customer ordering time
- Customer satisfaction: Eliminate miscommunication, no busy signal or on-hold problem, re-orders are easy, more selection
- Take payments online!

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How Simple is it to sell the Online Ordering

- Online Ordering is a tool to increase sales – easy to sell.
- Relative new product – in most cases, you'll be the 1st to offer web ordering in your territory
- Relatively inexpensive – customer does not have to invest thousands of \$ to build his own web site with a shopping cart.
- Simple product to explain and demonstrate. A full demo takes less than 5 minutes.
- 24 hours after signing the customer, the website will be live.
- Doesn't require any additional equipment all that's needed is a fax machine.
- There is no long term commitment, No setup fees – no risk for the customer.

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Selling strategy

➤ Simple Sale

➤ Definition

- Restaurant without a point of sale.
- Single owner restaurant.

➤ Sale Strategy

1. Go to <http://www.RestManage.com>
2. Click on “Online Order Demo”.
3. Show the web order demo.
4. Click on view fax sample in RestManage web site.
5. Explain that the orders are received via fax to the restaurant.

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Selling strategy

➤ Advance Sale

➤ Definition

- Large restaurant with Point Of Sale.
- Restaurant Chain.

➤ Sale Strategy

- Call 1-866-9POSNET (976-7638)
- Get a case manager:
 - Your case manager will work with you on the best approach to present the online ordering.
 - Will create the restaurant site with the restaurants' menu.
 - Immediate support to assist you with the sale process.

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