



# Positive Thinking

February 2009



## Special Report



### Security Reports

SCR would like to point out a few important reports to allow you, the restaurant owners, to quickly review some key security areas for your Aloha POS.

#### Voids

Aloha Manager ... Reports ... Void Report

- Review who is approving voids, why are items being voided, how many are being done daily etc.
- Potential programming changes – adding more void reasons to the system for better tracking and or printing voids to the kitchen

#### Comps & Promos

Aloha Manager ... Reports ... Payment Report (make sure the settings on the report are flagged to print line item detail)

- Review who is approving comps/promos, why items are being discounted, how many are being done daily etc.
- Potential programming changes – adding more comps/promos to the system for better tracking, limiting employee's access to them

#### No Sale/Refunds/Reopen Checks/Reprint

Aloha Manager ... Reports ... Audit ...

Select Date ... Check mark all fields you wish to view, including all the employees you wish to view

- Potential Programming Changes – password protect OPEN DRAWER, remove option all together, or have a compulsory drawer configured (will not allow items to be rung into the system while the cash drawer is still open) remove access to refunds, reopen and reprints.

## For Your Interest

### *Avoiding the Economy's Rough Patch*

#### Use Promotions to Keep Business Going

- Consumers are eating closer to home, mail coupons and your takeout menus to carrier routes near your operation
- Parties with kids are growing in casual dining, perhaps due to the cost of babysitters—consider a “**Kids Eat Free**” Night
- Offer discounts if diners return within a certain time frame, using their receipt as the “coupon,” it will encourage repeat visits
- Send breakfast, lunch or dinner to local radio DJs or TV stations who will likely talk you up and give you free advertising
- Drive traffic with Limited Time Offers, the strategy drives urgency, communicates value and keeps your regular customers

#### Make Your Staff Your Roadtrip Partners

- Having a friendly staff will influence customers to spend more
- Training your staff to recommend specials and up sell will increase your check averages—check out waiter-training.com
- Increase your employees' satisfaction with free employee meals—they're feeling the pinch too, and they'll be able to sell your menu

#### Power-Up Your Menu

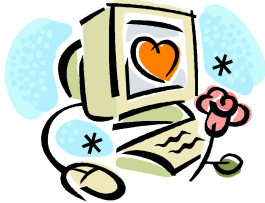
- Drop the dollar sign from your menu—new research shows diners will spend more if they don't see a dollar symbol, 5.55 more on average.
- Ensure menu descriptions are well written—effective descriptions can drive sales of high profit items and increase incremental sales, boosting your check averages
- List your highest grossing items first and last—first and last items in a section are more likely to be ordered
- Use graphic elements on your menu like “**NEW!**” or “**House Special**” to steer customers toward high-profit dishes

## Did You Know?



Did you know that Valentine's Day is the 3<sup>rd</sup> most popular holiday or occasion for dining out? According the National Restaurant Association, nearly 7 out of 10 adults (66%) visit a restaurant on their own or someone else's birthday, making it the most popular occasion to dine out, followed by Mother's Day (38%) and Valentine's Day (28%).

February 14<sup>th</sup> is right around the corner. **Call SCR today** and let us help you program your special Valentine's Menu!



## Special Interest



*Gotcha!!!*

Recently, an SCR Customer experienced something truly unfortunate, an inside theft. Luckily, the security cameras SCR installed captured the perpetrator! "For our club, we have a digital recorder and 16 cameras cover every inch of our social room and buffet room. It paid for itself, we would have never caught them without the cameras; we would have just lost money," Gotcha!!

For more information on our DVR systems, call 1.800.326.9329 and speak with Rick Brown or visit <http://www.scrpos.net/security.html>