

Kilwin's

BUILDING SALES



BUILDING SALES

- **Build sales from current customers.**
- **Train your employees to be sales people.**

Pre-sale

- **Make eye contact**
- **Smile**
- **Greeting**
- **Sample**
- **Check back**

Sale

- **Make eye contact**
- **Smile**
- **Ask questions**
- **Thank you**
- **Come back**

BUILDING SALES

- **Offer fudge samples to customers.**
- **Fudge has low cost of goods sold.**
 - **Chocolates about 40%**
 - **Ice Creams about 35%**
 - **Fudge about 10%**



FUDGE SAMPLING

Results from selling a Chocolate Fudge Special

Sales amount for 1 1/2 pounds @ \$14.95 a pound	\$14.95
Ingredient cost of 1 1/2 pounds of Chocolate fudge	(\$1.42)
Labor to make and serve 1 1/2 pounds of fudge	(\$0.55)
Cost of box, plastic knife, and bag	(\$0.36)
Gross profit	\$12.62



BUILDING SALES

If you gave a $\frac{1}{4}$ oz sample to 20 people and only 1 person bought the Fudge Special.

It would cost \$.42 to make a \$ 14.95 sale that would net you \$ 12.20.

The cost of goods sold is still a low 18%



BUILDING SALES

COMMUNITY INVOLVEMENT

- **Let your community know who you are**
- **Promote your quality service and products**
- **Help raise funds for community organizations**

SPECIAL EVENTS FOR ORGANIZATIONS

- **Use coupons for a special day of fundraising**
- **Have an organization work in your store for a day and donate a percentage of sales, or a specified dollar amount for each ice cream sold.**



BUILDING SALES

COUPON EVENT

Waffle Cone Coupon "Buy one get one free"

If 200 coupons were given out and 100 were redeemed (50%).

Sales (100 single dip waffle cones) @ 4.25 ea	\$425.00
Product cost (200 single dip waffle cones) @ \$.75 ea	\$150.00
Labor (to make and serve 200 waffle cones) = \$.40 ea	\$80.00
A donation of \$1.00 for each coupon redeemed	\$100.00
Gross profit	\$95.00



BUILDING SALES

You gained about 100 customers in the store you probably wouldn't normally have.

The potential is there to gain additional sales from those customers while they are in the store.

You get the chance to develop new customers to build sales in the future.

Kilwin's

PRINTING COUPONS



Bring this coupon to Kilwin's Chocolate Shoppe
located at
Harbor Springs, Michigan

For one free single scoop sugar cone
with any flavor ice cream!

Compliments of

Art Schupbach

Simply the Best!

Offer expires: 9 / 31 / 2007



Bring this coupon to Kilwin's Chocolate Shoppe
located at
Harbor Springs, Michigan

For one free single scoop sugar cone
with any flavor ice cream!

Compliments of

Simply the Best!

Offer expires: 9 / 31 / 2007

Simply the Best! • Simply the Best! • Simply the Best! • Simply the Best! • Simply the Best!

Buy One Waffle Cone **Get One FREE**



Chocolates • Fudge • Ice Cream



Kilwin's Chocolate Shoppe
Harbor Springs

East Main Street
Harbor Springs, Michigan

Offer good for month of July 31, 2007
Bring in this coupon for your free waffle cone.

Simply the Best! • Simply the Best! • Simply the Best! • Simply the Best! • Simply the Best!



BUILDING SALES

PRODUCT CONSISTENCY

- **Follow the online Made in Store recipes.**
- **Fudge should be cooked to proper temperature and the same technique used to get consistent results.**
- **Caramel should be cooked to the proper temperature so it has the desired taste and color.**

BUILDING SALES

- **Chocolate should be tempered correctly for best shelf life and appearance. Each item should have the proper amount of chocolate coating, and striping should be done with a squeeze bottle or piping bag to give a consistent size.**
- **All brittles should be stretched thin enough so they are tender and easier to eat.**
- **When packaging products use the proper labels.**

Kilwin's[®]

Chocolates - Fudge
Ice Cream

