

# The 12 Month Sales and Profit Crash Course...

The Simple Process To Ensure You...  
Make Sales And Remain Profitable  
in ANY Economic Situation...



**"We will be scrapping  
over every penny"**

**What Is Your Current Personal Score?**



THE **CAFE** EXPERT



**What Are Your Current Customer Scores?**



THE **CAFE** EXPERT



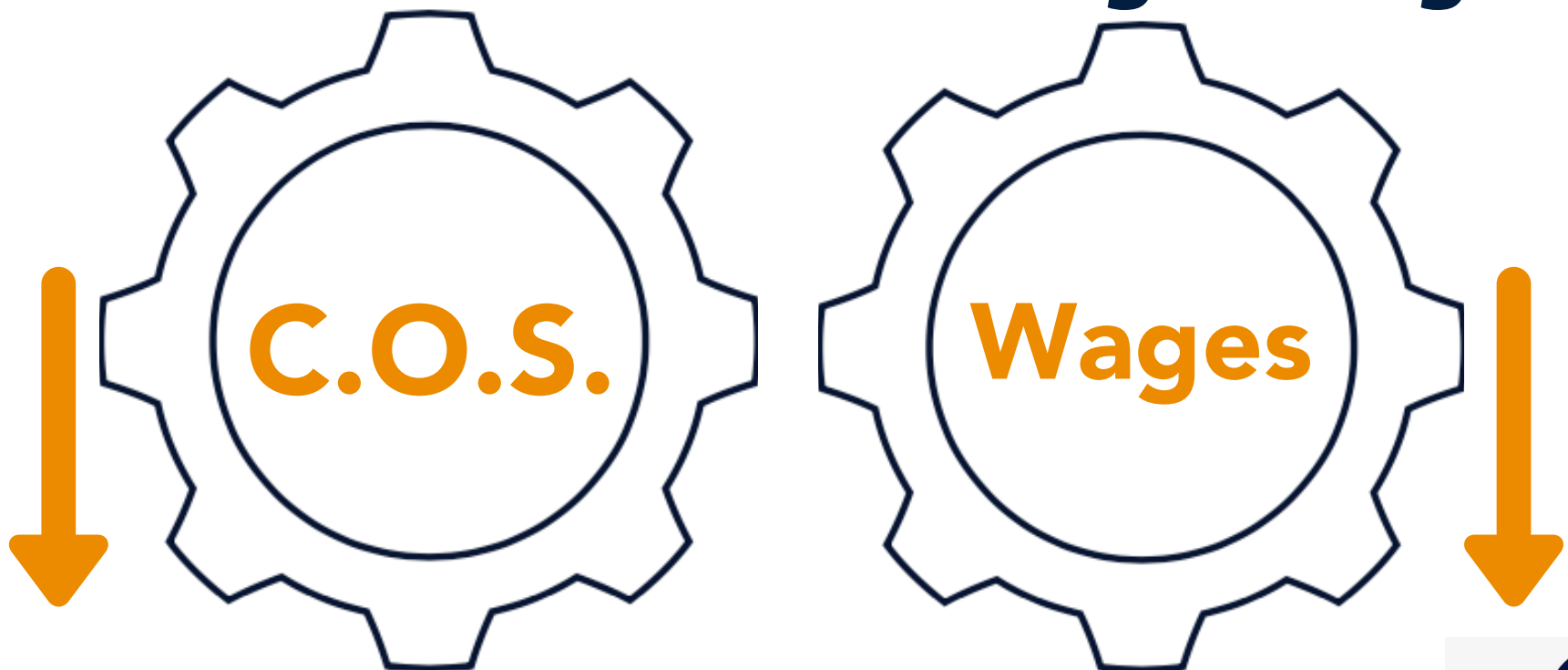
**Every Day... Do You Play The Game?**



THE **CAFE** EXPERT



## The Game - Every Day...





**Do You Use The Core Four Tools?**



THE **CAFE** EXPERT



**Menu**



**Merchandising**

**Core Four  
Tools**



**Promote**



**People**



**Do You Have A Systematic Process To Keep  
The Business Moving Forward, Staying  
Flexible And Driving Profitability?**



THE **CAFE** EXPERT



**Repeat**



**Score**



**Analyse**



**Orch.**

**SAMMPPOR**



**Menu**



**Promote**



**People**



**Merch**



# ACTUAL EXAMPLES

- **£36,000 to £90,000 Net Profit - Yorkshire**
- **0.5% Net to 18% Net**
- **Increase average transaction value by 10% - Leeds**
- **8% to 16% London Speciality**
- **8% to 18% South Coast Speciality Chain**
- **66% Gross Profit to 79% Gross profit**



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