



## HOW TO HIRE A CONSULTANT

We have the privilege of speaking to hundreds of prospective clients every month. Of these, only a handful end up contracting for services. Yes, we do offer a lot of advice and information for free. But we stay in business, and continue to improve the value of our services, by getting paid to actually make a difference in many restaurateur's businesses.

The fact that you're reading this right now is testament to the need of so many businesspersons for expert advice and guidance. National Restaurant Consultants brings over 100 years of experience to your table in operations, strategic planning, financial modeling and control systems, troubleshooting, and concept development. We're primarily restaurateurs ourselves, having owned and operated many, many restaurants. We've won awards, and made a pretty good living. Our current goal is to reduce your brain damage and help you to make a pretty good living, too.

We'll start this discussion by talking about how NOT to hire a consultant (small c). A cool web site is nice, but it does not improve YOUR business. A (relatively) cheap fee is just that...and in this business, just as in yours, you usually get what you pay for. We work with entirely too many clients who have already been taken to the cleaners by cheap consulting (small c) services. Hiring a local consultant who can "do the job" this week is another dead giveaway....good or great Consultants may be busy, but there's a reason for that.

*So how do you make this decision to spend thousand\$ of dollar\$? The correct answer is the same as making marketing decisions for your business (free advice here; hint, hint).*

### MEASURABLES!

If you cannot measure the results of your marketing efforts, they are money wasted. If you cannot measure the results of your Consultant's efforts, it's money wasted. Your advertising does not give you a guarantee of performance. A great Consultant offers a guarantee of performance.

Why would you spend \$1,500 or \$2,000 for a worthless report instead of spending \$5,000 to get a guarantee which will make you \$100,000 more every year?

Exactly...you shouldn't. But many restaurateurs buy services the way they buy their consumables (another bit of free advice coming up...) asking HOW MUCH? This is an ill-advised approach, as it gets you cheap, but it doesn't buy you value. (More free advice) You know value – it's what your guests require to keep visiting your business. Value does NOT mean low price necessarily, but what it does mean is return on investment. You may have a very busy steakhouse in your area...you know the place, where they charge \$60 for a meal, but it's always full? Their guests are getting value, so they keep returning.

A great Consultant (big C) will ask a lot of questions, and then will listen to your answers. A great Consultant will buy into your concerns and situation as if it were his own. A great Consultant will offer a professional agreement which protects both parties. A great consultant will spell out the services to be offered, and ask that you approve or change them before executing the agreement. A great consultant will plan his visit with you, and ask a hundred more questions about your business and its challenges. A great consultant will observe your business operation and make dispassionate suggestions based upon your best interests. A great Consultant will provide a comprehensive report which not only outlines areas of opportunity, but also spells out how to get from where you are now to where you want to be. A great Consultant will offer additional services to help you implement all suggestions, and will make the effort to see that all opportunities for growth and control are exploited. A great Consultant will spell out how much you'll save or earn with every suggestion he provides. And, a great Consultant will return your investment 1000, 2000, 3000% and more. Guaranteed!

So, if you're really looking to take your business to the next level, and are finally ready for SUCCESS, speaking to a great Consultant is a smart move. The call is free, there is no obligation, and the only thing you have to risk is leaving your current situation in the past. You'll be shocked at how quickly change can happen when you take a new perspective, and partner with a great Consultant.

Why not talk to a great Consultant today?

National Restaurant Consultants, with over 100 years of combined hard experience, can solve any problem or challenge you have. All of our Consultants (big C) have ownership and corporate experience, and will bring a HUGE return on your investment. With a 100% written guarantee of performance, you have NO RISK.

Call today. (303) 757-3663 (FOOD)