

# Sarah Kunkle Consulting

CONCIERGE HOSPITALITY CONSULTING

INCREASE SALES, ESTABLISH STRUCTURE, REVITALIZE SERVICE

## COMPREHENSIVE SALES STRATEGIES

- Market specific Competitive Analysis
- Structured and personalized Prospecting/New Customer program
- Introduction to Revenue Management
- Customized suggestions on operating software
- Create/redefine Sales Incentive Plans

## FULL ANALYTICAL BUSINESS OVERVIEW

- Critically analyze existing procedures to increase efficiency and decrease labor costs
- Branding & re-branding
- Cost-saving and sales generating recommendations
- Budget development
- Core business values development

## PACKAGE, DOCUMENT & SPREADSHEET DESIGN

- Packages and promotional materials
- Proposals
- Contracts
- Invoices and payment logs
- Client-tracking spreadsheets
- Training guides for event operations
- Monthly, quarterly, annual performance reports
- Basic group menus
- Market segment reports
- Food cost tracking with pricing suggestion and profit margins

## STAFF TRAINING & PERFORMANCE REVIEW

- One-on-one training
- Department training - customer service, sales & prospecting, restaurant service
- Recruitment
- Hiring and Firing Advice
- Custom training guide development



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