

# Selling Value Raising Sales

## 5 Keys to Crafting a Successful Value Meal



When you think “value meal,” pizza probably isn’t the first thing that comes to mind. That’s because the deal-based meal sector has been dominated by McDonald’s, Sonic, Taco Bell, and other massive QSR chains. But it doesn’t have to be this way.

There’s no reason why your pizzeria can’t claim a piece of the value meal pie for your very own, and make your business more appealing to the 30% of customers who use coupons and special offers as the deciding factor for where they eat (according to Statistica). To do this, all you’ll need are these five proven steps to create the perfect value meal.

### 1. Promote the Savings of Value Meals to Customers

Do you know what people want just as much as a tasty slice of pizza? A good deal! Statistica reports that about a third of consumers order their food based more on the price than anything else. That’s why you have to make it clear that they can save money when ordering meals versus individual items.

On the other hand, you don’t need to offer a really deep discount. Why? Because by pre-packaging compatible items together, you’re offering convenience and reduced ordering time. Customers only have to order one item (the meal) versus several, which means fewer decisions and less hassle.



If you’re offering significant savings, don’t just put the prices on your menu and expect your customers to do the math. Make it easy for them to better visualize the savings by including a little tag for meals that says exactly how much they can save by ordering that particular value meal.

This could be something as simple as “total value of...” or “savings of...” to help make it clear that meals are the fastest and most cost-efficient option for customers.

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## 2. Properly Balance Food Cost and Profit Margin

When you offer value meals at a lower price, you can sometimes run into the issue of dwindling profits. But if you don't offer enough savings, you run the risk of no one wanting to buy it. So how do you walk such a fine line?

The first thing you'll want to do is take a look at the profit margins for each of your menu items to determine how much wiggle room you have with the prices. The business website Chron reports that your profit margin for regularly priced items should be somewhere between 26 and 35%. If you have priced your menu to accommodate these profit targets, then you should be able to lower your pricing a bit to attract deal seekers.

By bundling three items together and then offering them at a 10% total discount, you'll still get 16 to 25% profit from each meal sold.

## 3. Offer Intuitive Value Meal Prompts During the Selling Process

Just because a customer doesn't start off their order with a value meal, that doesn't necessarily mean that they aren't interested in one. A lot of people like to start their order with the main item, like a large pizza or 16-piece chicken wings, and then move on to some add-on products like drinks or desserts.

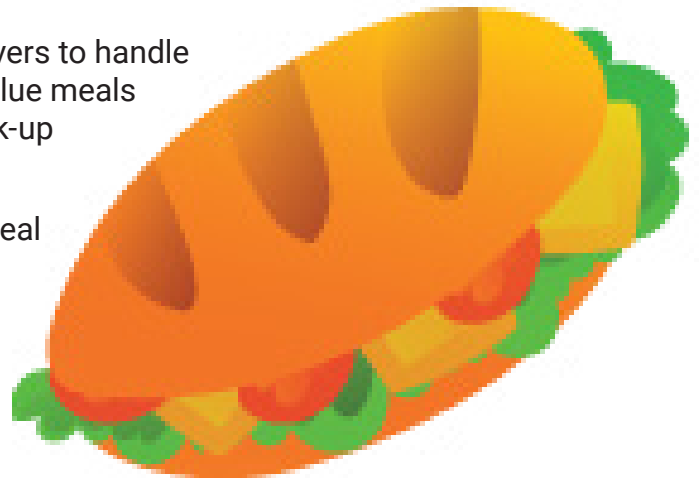
But if your POS can detect that the customer has ordered part of a meal and prompt them to complete it with a message that says something along the lines of "Would you like to make that a meal?" the customer might be moved to do so. In fact, you could see a sizeable spike in the number of value meals sold by simply including these intuitive upselling prompts as part of your menu setup.

## 4. Restrict Value Meal Order Types

When used properly, your value meal offerings can be an effective tool in directing sales towards certain areas of your business. If your in-store sales are on the decline, then consider offering certain value meals for dine-in orders only.

Or if you don't want to have to hire more delivery drivers to handle an influx in delivery orders, then set some of your value meals to pick-up only and watch the ratio of delivery to pick-up orders suddenly shift.

You can also use this to your advantage and offer meal deals during specific days to help increase sales during the slowest parts of the week, which tends to be Thursday for pizza restaurants.



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## 5. Advertise as Much as Possible

How can you expect to sell value meals if no one knows about them? That's why you need to make your meal deals front and center in any advertising that you have. Whether ordering online or in-store, the customer should be able to easily view all of the current value meals you are offering so that they can take full advantage of these promotions. This should include promoting these deals on your website, physical in-store menu, mailers, and any corporate social media accounts you have.

**Once you've taken each of these steps, you will have the makings of a value meal that should be a near-instant hit.**



Learn more about value meals and upselling with SpeedLine POS by calling us to book a free demo.

**1-888-400-9185**

## Have Questions? Talk to an expert!



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