

DO MORE WITH REFILLS!



Fountain



Popcorn



Frozen



Signature
Beverage

SOUVENIR BOTTLE CREW INCENTIVE PROGRAMS



TRAIN EMPLOYEES, EXCITE THE TEAM, SELL MORE & INCREASE REVENUE!



2016 Souvenir Programs from Whirley-DrinkWorks!
Call 800-825-5575 or visit WhirleyDrinkWorks.com

STEP BY STEP

Easy to follow elements for successful crew program execution.

1. DEFINE THE PROGRAM

LEADERSHIP ESTABLISHES GOALS/OBJECTIVES

Per-cap Revenue, Bottles per Stand, etc.

Products, Program Dates (100 Days of Summer), Responsible Parties

Establish goals for company, teams & individuals



DETERMINE BUDGET & REWARDS

Build a plan to fund the program

Choose rewards that will motivate the team

Decide on rewards schedule: instant, weekly, monthly and/or season-long

2. EDUCATE THE TEAM

CONVEY IMPORTANCE OF PROGRAM

Share Goals/Objectives, rewards & reward schedules

Inspire team to want the program to succeed



TRAIN TEAM ON BOTTLE UPSELL TACTICS

Value: It's all about the deal

Ask every guest if they'd like to buy a bottle

3. TRACK & COMMUNICATE PROGRESS

CONSTANTLY REINFORCE PROGRAM

Weekly Meetings

Publish updates in sales rooms

Suggestion: Have secret shoppers visit stands & report on experience



4. RECOGNIZE & REWARD

PRAISE TEAM FOR THEIR HARD WORK

Make handing out rewards a special event



5. REVIEW FINAL PROGRAM RESULTS

DID THE PROGRAM MEET THE GOALS/OBJECTIVES?

Emphasize the positive

Identify key learnings for improvement

Begin your plan for next season



SUCCESS

STORY



SANTA CRUZ BEACH

**BOTTLE SALES
SKYROCKET
BY MORE
THAN 400%**



Sports bottle sales at Santa Cruz Beach Boardwalk were steady, but not impressive.

**PROGRAM GOAL:
DRIVE REPEAT TRAFFIC BACK
TO THE FOOD STANDS.**

Ken Whiting worked with the Boardwalk's beverage partner to build a Crew Program to push bottles/refills at concession stands.

Crew incentives were developed to encourage and reward suggestive selling. Bottle sales skyrocketed by more than 400%.

**Upsell bottle training translates into easier
upselling of other food & beverage items.**



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