**What a successful partnership means to me**

When I think of a partnership I look at the value in many different ways. It can be very easy to look at some numbers and make assessments about the value of the evening from an outside perspective. If sales are not increased significantly it is easy for managers to beat themselves up and chalk the evening up as a failure, which in turn puts a damper on future attempts at making a difference in our community. In a way a partnerships can get a bad name from past failures/perceived failures in this very essential part of our business. There are a few ways to look at these events and I would like to share a few of my views on this topic.

Burgerville stands for relationship in everything that we strive towards and we say that we change the way that business does business. We have been around for 50 years so it is very clear that we see the importance of this relationship piece from both a core value and business perspective. From that looking I have been very strategic in my execution/application of partnerships to build both relationship in my community and coincidently top line sales. The sales piece is a byproduct of the relationship piece, which is key when analyzing results over a longer period of time. There are many things to consider when looking at a partnership night from sales, relationship building, respect in the community, sharing our story to new guests, supporting what we stand for such as schools and community, and many others which would include building guest loyalty and directly effecting sales and profits. I don’t want to go into all of these areas but I wanted to share what my basic view is.

When looking at a partnership from strictly a sales perspective I look at two main things. One being that elementary schools seem to bring in the most money, and within the school system there are so many other ways to contribute besides just a partnership because they touch the lives of the whole community, but the partnership can be your way in. I am not only looking at the immediate guest which attends the event but how I can maximize those relationships to new levels and become the “place to be” in the community. The second place I look is the possible repeat guests we may get from the event that may have not tried us before, or have tried us but didn’t know that we cared so much about them and their school. It is my opinion that through even the poorest performing partnership night from strictly a sales perspective is still successful if the evening is done right. Here is the thought process:

Every partnership gains at least one new guest minimum, and that equals to at least 4 visits per month that I didn’t have (I am being very conservative) it might not be the same new guest every time but as long as the visits happen it doesn’t matter. So here is my equation

4 visits per month X 12 months X # of partnerships in a year= ROI/revenue. My average ticket should be 10 bucks this year so……..

4X10X12months= 480 dollars per partnership minimum at year end not including the evenings sales increase from the extra traffic.

With 20 partnerships in a year we have 4X10X12X20=9,600 for the year, and if we happen to get two new guests this goes up significantly. 9,600X2 new guests/visits a week=19,200 annually.

Lastly, I would like to speak about the main idea behind these events, the glue that makes them what they are for both Burgerville and the communities we serve. There are many things we do to get more people in the door for the evening from shake parties, hamburger eating contests, signup sheets, flyers and the list goes on. But if you don’t have the staffing during the evening to make every possible connection you can then you have lost the meat/gold of the true meaning of the evening from both a relationship perspective and a financial one. Cutting any corners with staff or managers is a loss for everybody. Every guest leaving blown away by our people, managers, food, and our story as a company is just as important as jamming as many people as possible through the doors. This is where my staff focuses most of our energy and we are always improving and seeing new gaps. This is what makes us be that 100 year company. Thank you

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