Making the Case

Mobile POS Saves Time, Makes Money

Bringing Maitre'D Mobile POS into the sale requires different arguments and approaches depending on the type of restaurant.

1. QSRs use it primarily for line busting.

2. Full-service restaurants use it to generate additional revenue, lower payroll and streamline kitchen operations.

In this Making the Case, we focus on some best pitches and best practices for adding mobility to your deal for both types of restaurants.

QSR—It's About Time

The primary purpose of Maitre'D Mobile POS in QSR is for line busting during peak periods. Owner objections are focused on one area: why pay for an extra POS workstation that I will only use once in a while?

Answer that by letting them know that the right Mobile devices can act as a Mobile POS during peak periods, and as a fixed POS station other times. Full Maitre'D functionality is available through the tablet when it's placed in a POS base docking station. When it's mobile, the device can be connected to a card reader and receipt printer, the entire transaction takes place in line, and the order is automatically sent to the kitchen. (This is a good time to share the value of adding a Maitre'D CVM kitchen video monitor.) When the crush dies down, the tablet is set back in its base and becomes a POS station, connected to the cash draw, rear display, printer and more.

The Device

Maitre'D Mobile POS runs on Apple, Windows and Android devices, so the device is never an issue for you when selling. But restaurants (of all types) will almost instinctively want to buy less expensive retail devices, or even use their personal devices. Moving them to a more reliable, lower-TCO ruggedized device is an excellent upsell opportunity.

Suggest they look at page after page of Google results regarding what happens when a tablet gets wet. (And, if it does get wet, what happens to their mobile POS solution while the tablet's taking its rice bath?) Then, share some of the advantages of ruggedized devices over retail ones.

1. Sealed keyboards prevent water damage

2. High-tolerance electronics deal with environmental stress.

3. Fortified internal housing protects onboard electronics

4. Scratch resistant screens

5. Significantly lower dropped connections

6. Ability to handle other devices like card readers

7. Ability to sustain 6 foot drops,

Casual and Fine Dining—It's About Revenue

The focus changes when servers hit the floor. Now, your argument shifts from decreasing the QSR bottleneck to increasing the final ticket.

To make the revenue case, you'll need to do a little probing of your prospect to find out how long their

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servers are taken off the floor for tasks like:

1. Entering orders.

2. Ordering drinks.

3. Running orders.

4. Returning wrong orders.

5. Handling other roles during slow periods (like host or bartender).

Once you have their list in hand, run a few numbers—off-hand, what percentage of an hour does staff spend doing each? You can expect the highest percentage to be order entry. Second might be ordering and waiting for drinks. Chances are you'll find that the actual time servers are off the floor competes pretty closely with the time they're on the floor—sometimes it exceeds it.

Once you've showed them that staff is off the floor as often as they're on it, you can make the case for bottom line improvements through Maitre'D Mobile POS.

- Keeping servers on the floor, available as often as possible, increases the final ticket. The more staff is on the floor, the more responsive they'll be to impulse and add-on purchases—a second drink, another half-dozen oysters, and so on. If the customers have to wait too long to order, the impulse passes and the order is forgotten.

- Payroll drops when floor coverage increases. More on the floor means fewer on the schedule. Something to point out here: staff reaches their own weekly income goals more quickly, so they need fewer hours: this is a win/win for owner and employees.

- Mobile POS increases customer satisfaction as well. Orders are delivered to the kitchen as soon as they're taken, meaning no customer has to wait while another table's order is taken, or while someone stops the server on the way to the POS station.

- Orders received as they're taken—instead of entered all at one time in a batch—make kitchen management and expediting easier and less chaotic. Chefs have more time to read and understand each order, and the delays on starting to cook become shorter.

Approaches that Work

We'll close with advice our VARs shared with us on best-practice approaches to Mobile POS that have worked for them.

1. Ask your tablet suppliers to provide some tablets to you for demo purposes. When you're working with accounts that qualify, put Maitre'D Mobile POS on one of those tablets in their restaurant. After a long enough period of time—a month is about the right amount—revisit them to review.

2. Mobile POS is still at a relatively low adoption rate—it's still new technology for restaurants. In any new marketplace, getting the first reference accounts is critical. Don't be shy about offering a very sweet deal to your first few customers.

3. Once you have those customers, take prospects to lunch in their restaurants. Let them see Maitre'D Mobile POS in action. One of our partners even advises arriving late to lunch, so your guests can have time to query the staff about the solution without you being there.