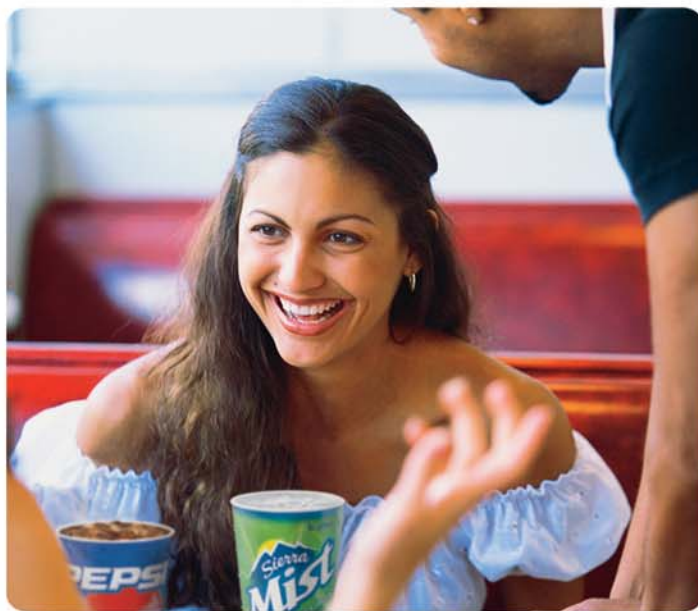


## WHAT SERVESMART CAN DO FOR YOU

Here's your chance to drive average check size and potentially increase profits through the power of Suggestive Sell. Because of the high profit margin beverage sales typically yield, suggestively selling beverages can play a huge role in the financial success of your restaurant(s).

That's where PepsiCo Servesmart comes in. These inexpensive, easy-to execute tools are all you need to run exciting and fun Suggestive Sell programs right in your very own restaurant!

# SERVESMART



## MOTIVATE YOUR CREW TO SUGGESTIVE SELL

Get your crew pumped and ready for big time selling. With easy coaching, your crew can become first-class suggestive sellers and servers. Teach them the five key steps that can help you potentially drive incremental profits:

1. Smile at the customer warmly.
2. Greet the customer with a friendly "Hello/Welcome. What can I get for you today?"
3. Confirm the customer's order with a smile.
4. Offer the customer a cold refreshing Pepsi beverage.
5. Thank the customer for his order.

Remember to encourage the crew to let their personality shine and have fun with the customers while making sure they offer a refreshing drink with their meal. Consider crew rewards to reward their good behavior. Instant gratification can go a long way in the overall success of your Suggestive Sell Program, resulting in higher customer satisfaction and beverage sales.

## POWERFUL SUGGESTIVE SELL POP

PepsiCo Servesmart and [www.PepsiCoOperatorSolutions.com](http://www.PepsiCoOperatorSolutions.com) make it easier than ever to execute your own Suggestive Sell program. Choose from one of two exciting and creative programs, each including back-of-the-house (crew) elements and eye-catching (customer) merchandising/communication POP. All elements are easy to order and have no minimum purchase requirements.

Beverage sales play a big role in the success of your restaurant. Get ready to win with the Servesmart Suggestive Sell Program, and see your beverage incidence increase.



To get started, talk to your Pepsi representative. Then, order and create your own POS at [www.PepsiCoOperatorSolutions.com](http://www.PepsiCoOperatorSolutions.com)  
Please see other side for details.