



# Manager Meetings & LRM

**DEVELOPMENT WORKSHOP**  

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**PARTICIPANT'S GUIDE**





## **LEAD Curriculum**

This course is a part of the LEAD curriculum. Curriculum includes:

**Learn** – LEAD modules, training programs

**Experience** – Experience toolkit

**Assess** – Next level assessments

**Develop** – Development review process















# LRM – Local Restaurant Marketing

Step Two: Determine Priorities and Goals:  
Build Sales

Increase Transactions

Current Guests  
increase frequency

Increase Check  
Average – add items

Sell higher priced  
items



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## LRM – Local Restaurant Marketing

Step Three: Develop a plan

Cross Promotions

Community Nights

Achievement Programs

Special  
Coupons/Discounts

Sponsorships

Donate

Work with Groups  
(fundraiser booklets)

Guest Appreciation  
programs



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## LRM – Creating a Plan



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## LRM – Local Restaurant Marketing

Step Four: Execution

Contact Partner

Check for Execution

Product Supply

Promotion Tracking

Communicate



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## **Manager Meetings**

LEAD Development Workshop

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## Effective Management Meetings

### Leading the Meeting

- Minimize interruptions
- Follow the agenda
- Get everyone involved
- Ask open-ended questions
- Follow-up



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## Effective Management Meetings



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INSPIRE  
*Brands* 18

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## Effective Management Meetings

### Schedule the meeting

- Who will attend?
- When to schedule?
- Who is in charge?



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# **AGENDA DISCUSSION EXERCISE**

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## Effective Team Meetings

**Team Meetings include LTO rollouts, Brand Champ meetings and remodels/new restaurant.**



- **Schedule the meeting**
- **Post a notice for your team**
- **Two weeks prior meet with managers to review agenda**



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**INSPIRE**  
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# APPENDIX



## Trade Area Audit

### Understanding the Marketplace

The purpose of this document is to help explore your local trade area, from Local Restaurant Marketing opportunities to consumer behavior and competitive environment. By better understanding the area your restaurant is located, the marketing team can help you develop a plan to drive sales and community engagement.

<b>STORE DETAILS</b>				
Place answers inside each section				
Store #:	Address:	City:	State:	Zip:
Phone:	Lobby Hours:	DT Hours:	WiFi: Yes or No	
What highway are you located on and Exit # (if applicable)?		Does your store have a readerboard?		
Is your restaurant located near an interstate? And if so, are you on a billboard or on a highway logo sign?				
Do you <u>currently</u> promote any local partnerships where signage remains up in your store for a long period of time (text messaging, supporter of organization)? Yes or No If so, what are you promoting in-store?				
Is a permit required through the City/County to have additional exterior signage (pennants, banners, windwavers)? If City/County does not allow for additional exterior signage in your area, do you see any of your competitors in the area using exterior signage?				
<b>TRAFFIC PATTERNS</b>				
<ul style="list-style-type: none"> <li>What day of the week is your least busy? Most busy?</li> <li>Which daypart is your weakest? Strongest? (See below daypart definitions as a guide)</li> </ul>		<ul style="list-style-type: none"> <li>Which daypart presents the greatest opportunity?</li> <li>Are you currently doing anything to help drive more traffic during those struggling dayparts? If so, what action are you taking?</li> </ul>		
*Breakfast: 6:00a-9:59a   * Lunch: 10:00a-1:59p   * Snack: 2:00p-4:59p   *Dinner: 5:00p-7:59p   *Late Night: 8:00p-5:59a				
<b>TRADE AREA</b>				
Describe the area your restaurant is located (Family-Suburban, Business District, College Campus, Industrial, Tourist/Destination Location, Heavy Retail):				
How are you currently marketing and promoting Arby's in your area? (If Family-Suburban, do you partner with area schools, youth groups or churches? Do you set up fundraisers?)				
In your opinion, what is or has worked well with your LRM tactics?				
If you have not done any marketing in your trade area/community, what do you think will work well in driving new and lapsed guests?				
How is Arby's perceived by the community today?				
Are there any issues that may come up that could potentially affect your sales? (construction, competitive intrusion, major loss of jobs)				



## Trade Area Audit

### Understanding the Marketplace

#### LOCAL RESTAURANT MARKETING (LRM)

Arby's has a variety of tools to help drive guests to your restaurant and get involved in the community. Below are areas of opportunity to explore.

List the schools within your immediate trade area (up to 5 miles) and estimated number of students:

Great opportunities to market to would be car dealerships, apartment buildings and big box retailers. List your prime opportunities (up to 3 miles):

List non-profit organizations within your trade area (boys & girls clubs, boy & girl scouts, recreational youth teams, churches):

List community events that you could participate (parades, 5K runs, festivals):

#### CONSUMER BEHAVIOR

Who is currently coming to your restaurant? Describe who your average guest is. If it changes from lunch to dinner OR weekday to weekend, please explain.

Are there consumers that are not coming as frequently as you like? If so, are there areas of opportunity here to reach that group?

What events take place that draw excitement within your community? (Rodeo, Monster Truck, Parades, etc.)

What are the local publications/newspapers that get read in your community?

#### COMPETITIVE

What competitors are within your trade area (within a 2-mile radius)?

Who may be affecting you the most and why?

For those that are affecting your business, are they doing any local marketing? If so, what?



Trade Area Audit  
Understanding the Marketplace

Are there any marketing efforts that restaurants/retailers are doing in your area that get a lot of buzz? If so, what are they?

**FINAL THOUGHTS**

Please provide any local marketing ideas that you would like to see implemented. Is there anything holding you back from moving forward on these ideas?

Thank you for your feedback.



# Manager Meeting Agenda

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Facilitator: \_\_\_\_\_

Time: \_\_\_\_\_

Note Taker: \_\_\_\_\_

## *Inspiring* People

Recognition

TMTP

Staffing

Development

SMTP

Marginal Performers

## *Inspiring* Performance

AOR Action Plan

Brand Purpose

Accuracy

We Make it Right

SWS: Cars > 7 min

Mystery Shops

EcoSure / HDI

Systems Review

## *Inspiring* Profit

Sales

Food cost

Labor cost

Controllables

## Activation Kit

Meat of the Business

LTO Training Tracking

Operations Guide

## Commitment

Between today & our next meeting, the two items we're committed to are...

#1

#2

Signatures



# Manager Meeting Agenda

Date: \_\_\_/\_\_\_/\_\_\_

Facilitator: \_\_\_\_\_

Time: \_\_\_\_\_

Note Taker: \_\_\_\_\_

## *Inspiring* People

Recognition

TMTP

Staffing

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#2

Signatures



# Manager Meetings & Local Restaurant Marketing (LRM)

**PERFORMANCE OBJECTIVE:**

Conducts informative, effective and motivational meetings

**PLANS A THOROUGH MEETING**

- \_\_\_\_\_ Prepare agenda in advance
- \_\_\_\_\_ Select an appropriate time- all management out of service area
- \_\_\_\_\_ Plans time on schedule
- \_\_\_\_\_ Meets every week

**USE APPROPRIATE MEETING CONDUCT**

- \_\_\_\_\_ Starts on time
- \_\_\_\_\_ Paced well
- \_\_\_\_\_ Clear communication
- \_\_\_\_\_ Energetic and motivational, engenders excitement
- \_\_\_\_\_ Encourages involvement
- \_\_\_\_\_ Ends on time

**FOLLOWS AGENDA/ COVERS NECESSARY TOPICS**

- \_\_\_\_\_ People
  - Hiring (staffing needs, recruiting, new hires, terminations)
  - TMTP
  - Development (present a topic for personal or technical growth)
- \_\_\_\_\_ Food Cost; goals, troubleshooting
- \_\_\_\_\_ Labor Cost; goals, troubleshooting
- \_\_\_\_\_ Marketing; new products, promotions
- \_\_\_\_\_ Controllables; goals, troubleshooting
- \_\_\_\_\_ Friendliness; Brand Purpose/AOR results
- \_\_\_\_\_ Other (goals, safety, new info, awards)

**ASSIGNMENT:**

Responsible for planning and delivering Manager Meetings for one quarter.

**POSITION PERFORMANCE CHECKLIST**

Standards	GM	AS	Comments/Improvements Needed
Prepared for meeting			
Writes and uses an effective agenda			
Effective public speaking skills			
Meetings contain all the necessary components			

<b>PERFORMANCE OBJECTIVE:</b>	
Successfully implements LRM programs which improve sales through exposure and goodwill	
<b>EFFECTIVELY PLAN APPROPRIATE LRM ACTIVITIES</b>	
	Accurately describes LRM
	How does LRM affect business?
	Possible existing LRM projects at the restaurant
	Team sponsorship
	School sponsorship
	Day Part program
	Kid contests, special days
	Guest Appreciation Day/Week
	Others
	Measurable results tied to plan
	Minimize free food
	Return On the Investment (ROI)
	Restaurant prepared for activity

<b>INVOLVED IN COMMUNITY</b>	
	Awareness of community activities
	LRM events reflect community activities
	Build relationships

<b>EXISTING LRM ACTIVITIES</b>	
	What LRM does restaurant currently participate in?
	How is LRM executed?
	Who follows-up on LRM?

<b>EVENTS MEET LRM OBJECTIVES</b>	
	Increase check average
	Increase visit frequency
	Increase customer base

**ASSIGNMENT:**

Responsible for developing and executing one LRM project.

**POSITION PERFORMANCE CHECKLIST**

Standards	Trainee	Trainer	Comments/Improvements Needed
Develops effective LRM project (ROI)			
Effectively executes LRM project			

Trainee Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Trainer Signature: \_\_\_\_\_ Date: \_\_\_\_\_