

HOW DO YOU MARKET YOUR BUSINESS?



Author Gavin Buckett

Focus on the positives to market and promote your food business so you stand out above the crowd.

Often when people think about food safety, they only think about the negatives. In some of my previous articles, over the past two and a half years I focussed on these (important) issues, including the Name and Shame website, monetary penalties, negative publicity and even deaths. However in this month's edition, I want to focus *only* on the positives and provide you with a bonus for doing so.

Often when I am doing an audit or meet with a client for the first time and advise them about what they need to do, they will tell me about what their competitors are doing. They want to know why their competitors get away with it and why they have to do it differently. I tell them if you continually focus on what others are doing wrong, then you, your products and your business will never grow beyond where you are now. You must think about how you can do things differently so that you start to stand out above the crowd, where people can see and find you.

The Exponential Growth Strategist, my business coach and mentor, Dr Marc Dussault, calls this *antimimeticisomorphism* defining it as 'having fun doing out-of-the-ordinary things to get extraordinary results with the least amount of effort and lowest cost.' Our business uses this process as often as possible. For example, we offer free food safety training, a guarantee of achieving HACCP Certification on your first attempt and apply a fun, interactive and practical approach to food safety, rather than an overly technical, scientific and cumbersome one.

So how can you promote food safety practices in your business? How can you tell your clients about the good work you are doing to protect them? How can you stand out in an increasingly crowded market place? You need to take this quick test:

- If you have a star rating or council recognition, do you promote it?
- If you have a good council inspection result, do you post it at the front of your business, post it on your website, email your database, include it in a newsletter or even better - blog about it?
- If you or your employees have attended external training, do you display the certificates where customers can see them or do you promote them as mentioned above?

- Do you include food safety tips in your client communications? We have many clients that use information from our food safety Seven Deadly Sins series with proper use of literary credits of course!
- If you have external certifications such as HACCP or other accreditations, do you let your customers know? We recommend that you put logos on your website, business cards, external packaging, on vehicles and at entrances to your facility. You can put a scanned copy of your certificate on your website for easy download and of course, display the certificate at the entrance to your facility.
- Do you have the capacity to make your kitchen an open kitchen? Thanks to shows like Master Chef, customers want to see more of what happens in kitchens. However be warned, I have been in some businesses that have an open kitchen, and I wish they didn't! Even to the untrained eye, poor personnel hygiene and dirty kitchens are obvious and can be disastrous to (non) repeat business.
- Do you include food safety information on doggy bags or meals that are taken away (such as reheat to > 75°C, keep refrigerated at < 5°C or use within 24 hours)?

If you answered yes to all the above questions, you're a dominant player in your market, well done! If however you didn't fare so well, I have a gift for you to help you grow your food business. A free gift for our readers this month, with compliments of Dr Marc Dussault, who has just released his webinar *How to Market Your Food Service Business or Restaurant*. Simply go to www.exponentialprograms.com/business/food-services-webinar When you enter your details you can start filling the empty tables in your restaurant or get more people into your business starting tomorrow. You can't afford to wait – can you?

Eat well. Eat safe!

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