



Using smart marketing to make a success of business

Gold Coast restaurant Fratelli's has broken all the rules of business, increasing revenue and expanding to larger premises in just three months by using a powerful new marketing system.

With a tonne of inspiration and a passion to succeed, the De Vito family went into business the same way thousands of other small operators do: head first.

"We worked for other restaurants and genuinely felt that we could do it better," explains Carlo, one of the co-founders. "We wanted to open a restaurant that not only provided excellent food and service but also a memorable dining experience."

The De Vito family is full of characters. Carlo is the leading voice in the family, well known for serenading guests with pitch-perfect renditions of Bocelli, Pavarotti and others. Younger brother Adrian plays guitar and charms the diners with his boyish smile while Mama Rosa welcomes diners at the door and her husband Silvio (an ex-tenor) thrives on lifting the overall energy in the restaurant. Anthony, meanwhile, is the unseen star who provides the dishes that give diners' taste buds something to remember.

The pressures of small business

True to their passionate nature the De Vito family (while being wonderful entertainers) regularly engage in heated arguments about running the company. This is common in small businesses as owners face pressure from suppliers, clients and staff to perform and succeed. Although brothers Carlo and Anthony shared similar visions for the business they couldn't agree on how to achieve their goals.

"We realised we were great at running a restaurant but very poor at marketing ourselves. We needed help," explains Carlo.

Having already been let down in the past by advertising companies who promised the world and delivered little, the De Vitos didn't know where to start. One day they received a letter in the mail from business coach Les Luxford, of the Better Business Institute. With scepticism they arranged to meet.

Being a man of results Les said; "Implement just one strategy that I'll teach

you for free, and we'll go from there."

The results were instantaneous. In Les, the De Vito family had found the one person who could drive people through the door. Little did they know then, but their business was about to explode to new profit levels. Les was able to help align their visions and make them realise that, as a united force, the business had infinite potential. It also meant a process of discovering and recognising the individual skills and talents of the people within the business.

"A united vision was going to allow a lot more people to experience the magical Fratelli's experience," says Carlo.

Rule number one – get the customer to come back

The De Vito family are very proud of their ability to give their clients a memorable dining experience and rightly so. When Les asked "what is unique about your business?" they replied;

"We have the best steak, the best mussels, the best service, the best voice in Australia (through Carlo) and the best family!" So Les posed the question to them; "If you are the best then, why aren't your clients coming back?"

The De Vitos had no answer. They decided to call several clients who had not been in for a while, and discovered that more than 90% of them felt that "it was one of the best experiences", but they just hadn't got around to coming back. The next step was to create a way for their clients to be reminded of Fratelli's, again and again.

One simple strategy that created immediate results

Through Les' guidance, the brothers began ringing up their past clients to say thank you for the patronage. The reason Les suggested they do this is because most small businesses are not appreciative of their past clients. Ask yourself, when was the last time a business, let alone a restaurant, rang you and said "thank you for doing business with us"?

Through this new 'client appreciation program' the family quickly discovered that most of the customers they called would book into the restaurant within three days. "We are now busy every night of the week," says Anthony.

The key to client loyalty

Excited about the results from their first strategy, the next step was to create a V.I.P referral program, where clients were rewarded for bringing their friends and family to the restaurant. Les explained to them that the program was designed to help their clients to not only bring in new clients but remind each client of Fratelli's on a daily basis.

"We implemented the program and the response was phenomenal," says Carlo. (So much so that it even drew interest from the council and police.) We could only seat 40 people legally, and all of a sudden we had people turning up everywhere. The police and council were called after complaints of too much business!"

It was time for Fratelli's to expand.

Fratelli's triples in size

Within three months of meeting Les, Fratelli's had found a new, much larger location, which was officially launched by the mayor of the Gold Coast. The new Fratelli's is right on the water at Southport and can seat 150 people.

"With Les's help, we sent out a cleverly designed marketing letter to our client base, and because of the overwhelming response had to have three opening parties!"

The De Vito family feels that the smartest move they made was seeking marketing knowledge from an external source. "Without Les we would have taken



three years to achieve the results that took only three months," says Carlo. Even with 150 capacity seating Fratelli's is still turning away 10 to 15 people every day, thanks to the new marketing systems.

Recently the De Vitos were offered local radio advertising which cost \$4 000 for a week's campaign and claimed to fill the restaurant for one week. "We laughed, because our marketing and referral system gives us bookings that last a month for less than \$1000," says Carlo. According to Les, small businesses waste millions of dollars every year on this kind of ineffective advertising.

A brighter future

Now that Fratelli's have their marketing on the right track, the family is seeing solid growth in all areas, and a new potential has started to emerge. Other business owners who have enjoyed the 'Fratelli experience' want to participate in their

referral program, inviting Fratelli clients to receive discounts on their services ranging from fashion to mobile phones.

"At the moment we are going 100 miles an hour because of the advice we have received from Les," says Anthony. In the future the Fratelli name will find itself being franchised, involved in merchandising, educating other restaurant owners and potentially even producing music CDs. Fratelli's has also been featured in the Gold Coast Sun and Gold Coast Bulletin, further adding to its growth and success.

"Les has made an amazing difference to our business," says Carlo.

Special Offer

This year the Better Business Institute is launching a powerful seminar series called "Marketing Mastery" throughout Australia and New Zealand. These powerful one-day workshops are ideal for small business owners who are looking to master sales and marketing once and for all. You will have the opportunity to be tutored by Australia's top marketer Peter Sun, who founded the Better Business Institute.

Peter has been featured in Work From Home magazine, sold more than 14,000 copies of his book worldwide and is considered one of Australia's leading marketing minds.

At this world-class business event you will learn:

- How to get all the new customers you can handle for virtually zero cost
- The truth behind what selling really is and how to use it to your advantage
- How to increase your revenue by up to 47% in six months, spending virtually no money on advertising
- The key to accessing and maximising the hidden wealth within your own client base
- Learn specifically how to turn price shoppers into buyers, whilst increasing your profits at the same time
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