

**TEAM HOWARD
RESTAURANT POS SYSTEMS
518.885.8051**

INNOVATIVE MARKETING CONCEPTS

Check	Tab	Cov	Server	Time	Date
1823	8	4	3	21:38	03/07/06

1 Shrimp Cocktail	8.99
1 Calamari	7.99
1 Mussels Marinara	7.99
1 Veal Marsala	16.99
1 NY Strip Steak Au Poivre	21.99
1 Shrimp Scampi	18.99
1 Veal Sorrento	18.99
1 Chocolate Lava Cake	5.99
1 Cheesecake	4.99
4 Coffee	6.00
Food Sub-Total	109.92
2 Petes Wicked Ale	8.00
1 Btl Kendall Jackson Merlot	32.00
Beverage Sub-Total	40.00
SUB TOTAL	149.92
Sales Tax	10.49
TOTAL \$	160.41

**THANK YOU
MELANIE**

Thank you for inquiring about our FREQUENT DINER program. Once you join our "SELECT" club you'll be eligible for credits based upon purchases. You will earn one credit for every dollar spent. There are no limits, earn as much as you like. You can use these credits anytime you're dining with us for food, beverage and retail items.

On December 15th we will drawing a member name for a brand new Hitachi 37" LCD HDTV. Members must have 1000 credits to be eligible for the grand prize drawing. Plan on being here for the drawing.

Hors d'oeuvres will be served starting at 4PM.

At 4:30PM we will draw the winning member.

Name _____
 Address _____
 City/Town _____ Zip _____
 Phone _____
 E-Mail _____

Birthdays _____ - _____ - _____
 _____ - _____ - _____
 _____ - _____ - _____
 _____ - _____ - _____
 _____ - _____ - _____

Anniversaries _____ - _____ - _____
 _____ - _____ - _____

DIGITAL DINING

REVENUE GENERATING SOFTWARE

*** CHECK LAYOUTS ***

FREQUENT DINER CHECK

How about a POS system that will do things the chains do not. It's called "check layouts" and it is a very powerful tool that independent restaurants shouldn't go without. With Digital Dining your guest check appearance can change automatically or it can change manually. What good are promotions if you can't easily tell your customers about them. Oh, you can advertise on the radio, TV and use bill boards, but how about simply telling all the folks that already came thru the doors. Marketers have told us for years that if you could get the customers that came in to simply come back, restaurants wouldn't need to spend money trying to attract new customers.

The guest check layouts on a Digital system are user-defined. You can create your own, and do it easily. Here are just a few examples of things you should be considering.

One of the most effect ways to keep customers informed of new changes at the restaurant is thru your ability to have guest checks change "on-the-fly". That's right, no more calling your POS provider on Valentine's Day to change the guest check layout. You can design the Valentine's Day guest check layout in January

In our example to the left, we demonstrate how easy it is to present a customer with a Frequent Diner Application after they inquired about the program.

After designing your Frequent Diner program you want it to be easy for the staff to offer an application to your customers. This technique keeps printing cost to a minimum, plus you can change it at anytime.

**This is only an example.
Your imagination may vary.**

**At TEAM HOWARD
your success is NOT less important than ours!
Without you... there is no us !**