

Bill Marvin

The Restaurant Doctor™

is Making a House Call

Friday, January 14th - 9:00 AM



The Roycroft Inn
40 South Grove Street
East Aurora, NY

call for reservations
716.652.5552

“ The Hospitality Factor”

In their struggle to build sales, business owners have tried it all – email, gimmicks, coupons, discounts, and outrageous promotions. They’ve tweaked operating formats, revised product offerings and embraced new technologies, frantically searching for the elusive “Silver Bullet” that will save them. Enough already!

It is a fact that National Chains can probably out-perform you. But performance is no longer the differentiating factor. Danny Meyer’s amazing success proves the secret to longevity is simply to become and remain your patrons favorite place to spend their money.

Including pizzarias, there are 22,000 restaurants in New York City. Why does Danny Meyer since 1997 always have the number 1 and number 2 most popular restaurant? Bill will give you an idea why and perhaps a recipe for you to improve your business. As The Restaurant Doctor™ says: “To be exceptionally successful, you don’t have to be the best at everything you do, you just have to be the favorite of the people you do it for.”

This special seminar is geared for owners, managers, floor supervisors or anyone who over-see’s the front line

5.00 per person for NYSRA -WNY Chapter Members (mention this when making reservation)

20.00 for Non Members

Coffee and Danish, compliments of Dan Garvey and The Roycroft Inn