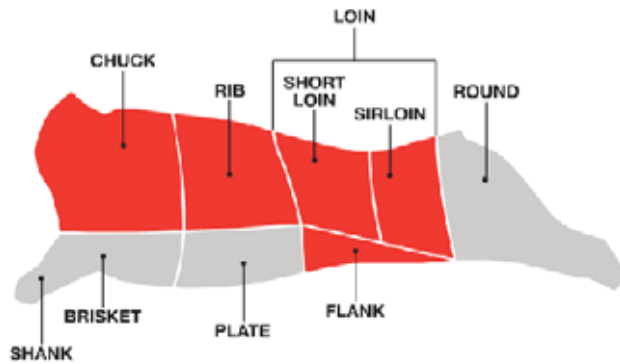


BACK TO BASICS SELLING MEAT: 101



- 1) How much are you intending to charge on the menu for that steak ?
- 2) Why are you using that size ?
- 3) What are you going to do when the price goes up 10% -20 % in a month or so ?
- 4) Do you sell many steaks now ? Why Not ?
- 5) What kind of results are you hoping for with that steak selection on the menu ?
- 6) Why do you buy your steaks from them now ?
- 7) What are you looking for in your beef / steak supplier ?
- 8) What value do you place on customer satisfaction?