

Add-on Sales

CASE STUDY

060612-004



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INDUSTRY Fast Food Restaurant.

OBJECTIVE Increase add-on sales to the average ticket.

TIME FRAME 3rd quarter.

OFFER Each worker per shift and per location with the most add-on sales during the 6 week promotion receives a 3-day/2-night vacation package. The worker had to hit at least 10% add-on sales to qualify.

RESULTS “It brought tremendous results. Not only did we exceed our expectations of the contest, we had our strongest add-on revenue of the year! The incentive helped drive our add-on sales to over 25%!”