

## HOW TO...

# SELL COFFEE

### The essential office product

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With seven billion cups consumed within the workplace every year the wheels of the office machine would grind to a halt without coffee. So remember, for your customers, coffee is more than a 'nice to have'... it's a must have, making it the perfect fit for any dealer's catalogue.

The good news is that your customers already recognise the importance of coffee at work. Research tells us that 94% of small workplaces acknowledge that employees enjoy drinking coffee at work and 71% believe coffee forms an important part of the overall impression created by the company in the presence of visitors.

So, what does this mean? For dealers not yet selling coffee – read on! For those who have already taken advantage of everyday coffee to boost the value of individual orders – it's time to take the bull by the horns.

#### UNDERSTAND COFFEE

The world is no longer black and white when it comes to coffee. There are a host of different options to suit the desires of the workplace consumer throughout the course of the day.

Elevenes, after lunch and late afternoon are often times when the workplace consumer will seek out something more indulgent than their usual 'white with one'. As a result employers will begin to see 'coffee runs' down the high street or general loss of productivity through lower concentration levels.

That's where knowledge of the full coffee range can really be brought into play. The simple recommendation to add a new product to their regular order – whether it be an instant cappuccino, a creamy latte variant or even an indulgent hot chocolate – will enable office managers to reduce staff time away from desks



sourcing 'treats' and genuinely demonstrate that the company is looking after their best interests.

It also makes sense to check whether there is a requirement for reduced caffeine options. Decaff is perfect for employees those who don't want to give up their coffee breaks but are trying to cut back on caffeine.

#### EVERYONE LOVES A PROMO

Promotional activity should be used as a means of encouraging customers to expand their purchasing repertoire by incentivising trial to ultimately generate demand.

Meanwhile, rewarding customer loyalty via promotional giveaways – using complimentary products like mugs and chocolates – can generate additional sales, establish a presence for your service and help to build on existing relationships.

The key to any successful promotion is in the communication. If you don't communicate an offer how can your customers take advantage of it?

#### EQUIP YOURSELF

Ultimately we're all working to the same goal – coffee is our business and we want to help make it a profitable component of yours. Use your suppliers in the same way your customers use your services – for knowledge, recommendations, promotional benefits and ideas to spice up the working day. ■

## TOP TIPS

>> 1.

**WITH COFFEE YOU BECOME A ONE-STOP-SHOP – MAKE SURE YOUR CUSTOMERS KNOW THAT YOU STOCK IT!**

>> 2.

**USE COMMUNICATION TOOLS SUCH AS MAILERS AND SAMPLES TO REMIND CUSTOMERS THAT YOU CAN OFFER THEM A COFFEE FOR EVERY OCCASION.**

>> 3.

**PROMOTIONAL ACTIVITY IS EFFECTIVE IN UPLIFTING SALES AND ENCOURAGING TRIAL OF NEW PRODUCTS – JUST DON'T FORGET TO COMMUNICATE IT TO YOUR CUSTOMERS.**

