

Words of Wisdom from Bill Main

Whether you're hosting a food show, corporate conference, or management retreat... Whether you need a general session address, customized keynote, breakout session, or training workshop... Whether the group is big, small, local, or international... Bill Main has the perfect program for you. These are our newest, top-rated sessions, but if you don't see what you need, just ask. We have more!

From Wagon Wheels To Rocket Fuel

How A Horse's Behind Influenced Modern Space Travel...



And What This Has To Do With You

We do a lot of things in business based on old, outdated practices... *the way it's always been done*. It might not ruin your business, or even prevent you from growing your business. But is it the most intelligent, innovative, efficient, simple, profitable and downright obvious way to get the job done? If you don't regularly assess what you do and how you do it, you're leaving money on the table. Blast into the future and a whole new level of success and profitability with Bill Main's outside-the-box look at some commonly held assumptions.

If You Believe • You can build profits by cutting costs • Training is a one-shot necessity • Employee turnover is a problem • Building sales means finding new customers... don't miss this program! There's some truth in these statements, but "Beware of half truths. You may have gotten hold of the wrong half."

Building a Money-Making Brand

Your brand is what makes you better, different, and special, allowing you to stand apart from the competition. In this program, Bill will share the elements of a great brand, how to better deliver on your brand promise, and connect who you want to be with who you are in the mind of your guests.

Attendees will learn how to • Define what a brand is...and *isn't* • Identify the building blocks of your brand • Master the disciplines of brand management • Employ tactics to deliver on your brand promise



Marketing from the Inside Out

Boosting Sales and Profits in 30 Days or Less!

Don't let a sour economy take the sweetness out of your bottom line. Bill will show you how to use a dash of creativity and a little bit of work to market your way to profitability. He'll share dozens of great ideas you can put to work the very same day... without a lot of hassle or a lot of money.

Attendees will learn how to • Turn first time visitors into repeat customers • Reach kids...they usually belong to parents who eat, too! • Use gift certificates to put money in the bank • Design personal mail promotions that create an emotional connection

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Butts In Seats

The most expensive piece of equipment you own is an empty chair. Success in foodservice & hospitality all boils down to attracting guests and keeping them coming back. In this informative and entertaining seminar, Bill presents his Trade Secrets for mastering the 10 Core Competencies for food and beverage success: menu, service, leadership, marketing, cost controls, human resources and more. These proven tactics and tools will ensure you get and keep those butts in seats!



Finders Keepers

A Revolutionary Approach To Hiring and Retaining Good Employees

Take advantage of a revolutionary new approach to hiring, training, motivating and retaining a capable, committed staff. Best of all, you'll be enlightened about what Generation X & Y employees are really about, and how to lead them to their full potential. Bill shares his proven solutions to staffing challenges, including: using higher wages to reduce labor costs; bonus programs that produce results; evaluations that boost morale; and reducing employee turnover.



Menu Magic

Conjuring Up Your Blueprint for Profit

In this updated classic, Bill Main, the "original menu guy" identifies new profit potential from your existing menu, introduces you to the world of proactive pricing philosophies and outlines the menu engineering skills essential for instant results. This informative and entertaining program will help you use menu psychology to differentiate your menu and restaurant from the competition!

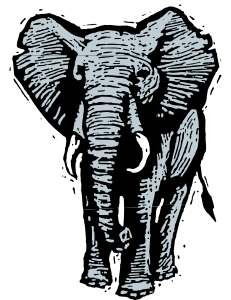
Attendees will learn how to • Define new profit potential • Employ proactive pricing strategies • Selling high profit items • Master menu engineering • Differentiate your concept • Analyze menu psychology

How Do You Eat An Elephant?

Taming the Prime Cost Beast

As the old adage goes... you eat an elephant one bite at a time. Are you tired of looking for new ways to lower your costs? Do you feel like you're cutting corners to make ends meet? Stop cutting corners and start working smart. You'll hear the most up-to-date information regarding industry "best practices" and benchmarks to help measure performance. And you'll learn how to prioritize responsibilities *without* increased stress, burn-out or chaos.

Attendees Will Learn • 2 critical steps for taking inventory • Effective techniques to measure performance • 5 ways to reduce costly mistakes • Inspirational ways to lower employee turnover



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