



THE ULTIMATE GUIDE FOR BAR & RESTAURANT OWNERS

A guide of tips and tricks from your friends at Gravity Payments to ensure your bar and restaurant is as successful as possible.



THE CREDIT CARD PROCESSING INDUSTRY SUCKS.

We started Gravity Payments to provide local business owners honest and transparent processing backed by live, 24/7 support.

BUT THERE'S STILL MORE WE CAN DO.

This guide to help you save money and better run your business is another way we can help you succeed. Rather than spend money on advertising, we prefer to invest in providing resources like this. Our hope is you'll understand just how dedicated we are to small businesses like yours.

Give us a call and let us save you from the headaches and fees of accepting credit cards.

A QUICK GLANCE AT WHAT YOU'LL FIND INSIDE THIS GUIDE

ARE YOU PAYING TOO MUCH?

This simple 30-second test will determine if you're being overcharged by your credit card processor.

TAKE SOCIAL MEDIA TO THE NEXT LEVEL

Use #hashtags to your advantage and leverage the power of your social media following.

GET LOCAL

You put yourself "on the map". Now how do you use that to your benefit?

BOOST YOUR SALES

4 low risk tips for higher sales at your bar or restaurant.

AWARD-WINNING ADVICE

Words of wisdom from those at the top of their game.

ARE YOU PAYING TOO MUCH IN CREDIT CARD PROCESSING FEES?

You probably get bombarded by credit card processors all the time. They promise you the lowest rates possible, but when you switch over, you might end up feeling let down. To find out if you're paying too much, here's a formula to figure out your effective rate.

WHAT IS AN EFFECTIVE RATE?

Your effective rate is your **monthly total processing fees** divided by your **monthly total sales volume** calculated as a percentage. In the example statement below, total sales (highlighted in green) divided by total fees (highlighted in red) will get your effective rate.

HOW DO I KNOW IF I'M PAYING TOO MUCH?

In the example below, the merchant's rate is 3.1% (**TOTAL FEES / TOTAL SALES**). If you do the math and find something on your statement that seems too high, our experienced representatives would love to meet with you, explain how to control these fees, and help you obtain the best rates for your business.

SUMMARY

	<u>Number of Items</u>	<u>Dollar Amounts</u>	<u>Fee/Charges</u>	<u>Fee Summary</u>
SALES	1,552	\$22,265.16	VISA/MC/DISCOVER PROCESSING CHARGES	426.72
RETURNS	0	0	CARD ASSOCIATION FEES	35.95
NET SALES	1,552	\$22,265.16	AUTHORIZATION FEES	189.00
CHARGEBACKS	0	0	OTHER FEES	39.95
ADJUSTMENTS	0	0	TOTAL CHARGES AND FEES	691.62
CONVENIENCE ADJUSTMENTS	0	0	LESS REBATES	0.51-
TOTAL SALES	1,552	\$22,265.16	NET CHARGES AND FEES	691.11

TIP: Use our effective rate calculator to find out your rate at www.gravitypayments.com/rate-calculator.

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HOW TO USE LOCAL STORE MARKETING TO BENEFIT YOUR CUSTOMERS

Local store marketing is essential to a restaurant's success. Even large restaurant chains recognize the importance and dedicate substantial funding, time, and thought into using localized marketing as a key part of their strategy. Why is it so important? Local store marketing drives awareness, but in a way that's more personal and human. Among social media and online communities, finding a way to humanize your communication is paramount to resonating with your customers.



KNOW YOUR CUSTOMER

What do they care about? What are their habits? What do they value? By answering these, you can find out things like who appreciates a good value or uses online coupons. Then communicate accordingly.



COMMUNITY PARTNERSHIPS

Find what your customer cares about and align it with an organization. Is it fresh ingredients? Partner with a farmer's market. Enjoy family time? Try a school booster club. Make sure you're supporting your partner like they support you.



COMMUNITY ENGAGEMENT

Develop relationships with local newspaper editors and reporters. Offer them a special behind-the-scenes look at your business. Invite them to exclusive tastings or pitch them human-interest stories about your staff or customers.

TIP: Daunted by all the ideas? Focus on choosing one thing to improve your business. When done, move on to the next one.



DANNY MEYER - RESTAURATEUR

“The only way to motivate someone is to give them a higher purpose beyond a paycheck. Treat people as if they are volunteers because you can have the best recipe in the world, but it’ll never taste better than the worst ingredient.”

GORDON RAMSAY - CELEBRITY CHEF & RESTAURATEUR

“The key to any successful restaurant is regular communication between management and the head chef. You’ve got to trust the brigade that you’re paying. Bring them on, evolve them. Make them talented. Keep hold and motivate them. ”



HAPPY HOUR
4-6
Sip:
\$7 RED, WHITE,
OR ROSE
\$2 OFF
BEER AND
HOUSE COCKTAILS
Snack:
GATHER \$10-
BURGER
ADD: CH. DILLON, EGG,
MUSTARD, SAUCE



TILMAN FERTITTA
RESTAURATEUR

“You can’t treat everybody the same. Treat everybody depending on how you evaluate that person. If you do it that way, you’re going to be a lot more successful. Also, don’t give up too soon and know every number involved in your business.”

“Be authentic in who you are because it’s all that’s going to differentiate you in the marketplace. Stay incredibly close to the customer. They have all the answers. Use that to guide who you partner with and what products you launch.”

KAT COLE
GROUP PRESIDENT
OF FOCUS BRANDS



ADVICE FROM THE TOP RESTAURATEURS IN THE FOOD INDUSTRY

QUICK TIPS TO CAPITALIZE ON YOUR SOCIAL MEDIA GAME

Turn your customers into brand ambassadors by sharing their pictures.

Encourage them to use a branded hashtag when posting a picture to their feed then reward them with a coupon when they do!



Spotlight your employees.

Do a quick profile on the people behind the scenes or share a funny story on the day-to-day at your restaurant. It humanizes the experience for your customers.

Respond to customer's online reviews.

No matter if the review is positive or negative, make sure you're always engaging with your customers. Show appreciation for the customers who post positive reviews, but make sure you take the negative reviews just as seriously. Find opportunities in your restaurant or bar's weaknesses, address them, and then let your followers know how you're growing from your mistakes.

Garner quicker responses.

Fish about ready to turn? Offer "Facebook exclusive" discounts good that day only. Weather affecting business? Provide a secret "Facebook code" for guests to say to their server to enjoy happy hour pricing all day long.



SIMPLE & PRACTICAL WAYS TO HELP BOOST YOUR RESTAURANT & BAR SALES



CREATE A GIFT & LOYALTY PROGRAM. Branded gift and loyalty cards help increase sales by introducing new customers and incentivizing repeats. Gravity can help set you up with a program that works best for how you run your business.

LOCAL BREWERY TAKEOVER

Partner with local breweries, distilleries, or wineries and invite them one day a week to takeover your bar or restaurant with their unique drafts or pours. Then cross-promote the takeover to your respective followings.



BUILD AN EMAIL LIST. Email marketing isn't as hard as you think and it's a great tool to upsell, promote, and get more people into your bar and restaurant. Ask for email addresses at the bottom of your customer's receipt for a discount the next time they come in - super easy!

SET UP ONLINE ORDERING

With Uber Eats, Postmates, Caviar, and more, it's more convenient than ever for customers to enjoy your food! We provide solutions to easily set you up with online ordering paired with a gift and loyalty program.



“ I’d happily recommend Gravity for any local business because they really seem to understand the need to build relationships with their customers. They have made my job so much easier and I fully trust their company. ”

– **Stephanie O.**
Black Drop Coffeehouse | Bellingham, WA



STOP PAYING MORE FOR LESS

FIND OUT WHY MORE BARS & RESTAURANTS TRUST THEIR PAYMENTS TO GRAVITY

DESCHUTES
BREWERY.



GOODWOOD
BARBECUE COMPANY

Our mission to stand up for community businesses has been featured by:



Inc.

The New York Times

TIME



OUR TOP SERVICES

TOOLS TO HELP YOU GROW YOUR BUSINESS



CREDIT CARD PROCESSING

Our range of simple to comprehensive solutions integrate with most point-of-sale and mobile systems - even your existing equipment.



POINT-OF-SALE SOLUTIONS

We'll sit down with you and take the time to match the right POS solution to your business—because not all bars and restaurants are alike.



MOBILE PAYMENTS

Accept payments anywhere. Improve your patrons' experience with our many mobile solution options.



GIFT & LOYALTY

Reward and incentivize your customers with branded gift & loyalty cards.



NEED TO ACCEPT PAYMENTS AT YOUR BUSINESS?
LET US HELP!

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