



FunctionSales™

R.S.V.P. for Profit!

**FunctionSales:
Eye on innovation**

*A new approach to
profitability in the
function and event
marketplace.*

FunctionSales is an innovative, fast-growing food brokerage company focused solely on meeting the rapidly changing needs of the function and event marketplace. What makes us different is that we back all of our products with the absolute best sales support, service and training the industry can offer.

**Family-owned,
minority-owned
business.**

**Kosher specialists.
100% satisfaction
guaranteed.**



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marketplace.*

If you're a **successful** player in the growing field of function and event support, you already understand that in order to remain competitive, you must constantly **invest in change**. In the past, perhaps you've changed product offerings. Changed suppliers. Changed staff. Even invested in costly promotions. Are you looking for new ways to dramatically increase your profit margins without spending down profits?

FunctionSales: Your Platinum-standard Partner

At FunctionSales, we understand your business challenges. We've been there ourselves, and we have a unique perspective on how you can increase your profitability in the function and event market.

Our Perspective:

"The function and event business has really changed over the past 20 years. Back then, you could be profitable by maintaining a 30% or less food cost. Now operators are finding that labor costs have increased threefold. We've also seen the same kind of increases in health insurance, unemployment taxes, business liability insurance, and the list goes on. At FunctionSales, we work with operators to expand their understanding of the business' profitability to include total operating costs, not just food cost. Then we find opportunities to introduce labor saving alternatives.

"Controlling cost is not our only approach to increasing profits. Our biggest advantage is our sales training. We work with the catering sales department to increase impulse purchases. We teach how to sell to customers desires, not just to fulfill their needs. This approach results in increased sales, greater customer satisfaction, more word of mouth advertising, and a more memorable event."



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