



What Do Consultants Actually Do?

by Craig Pendleton – National Foodservice Consulting, Inc.

Consultants help you achieve goals through:

- Consulting, advising, and designing programs to fill the gaps between the actual situation and the desired one
- Coaching, guiding, training (different levels)
- Developing management and supervisory skills and know-how
- Defining the company's mission, goals, and objectives
- Assessing the actual situation
- Identifying training and operational needs
- Improving organizational communications
- Improving work performance
- Increasing employee motivation
- Raising the levels of organizational performance and achievements
- Achieving Customer satisfaction and customer loyalty thereby enlarging the company's customer base and market segment

Engaging the services of a Consultant is not inexpensive, but ***if you choose the right Consultant, it is the best investment you can make.***

If you have a problem, instead of spending more on advertising, you should take the time to select the right Consultant and work with them to plan a company strategy that will improve the situation prior to advertising.

The plan should be of creating return customers from your existing base customers and creating return customers from those who are new trying your business from the advertising.

Advertising to bring in customers prior to remedying any problems will only result in “showing off” the problems and reason why not to come back to the business.

Craig Pendleton is the President of National Foodservice Consulting, Inc. He has worked in the industry for over 40 years in both individual and corporate food service positions for many major industry chains. He has been involved in over 75 new openings and re-concepts. His services are hands-on and onsite to independent operators, chain operators and tribal casinos. Craig is available to assist in your current or upcoming project. Project consulting is available worldwide.

Please review our website for additional information

<http://www.nationalfoodserviceconsulting.com>

Or call our offices (623) 241-3778