

November 20, 2016

Client Holiday Transition

The Culinary Business Institute has mentioned this subject many times before, but that “time” is now upon us. That “time” is when regular clients may reduce or even stop your regular Personal Chef Service for the holidays. Don’t take it personal – there are many valid reasons for a good client to want to cut back during the last 6 weeks of the year. But – this “time” presents a golden opportunity to you, not generally seen at any other period of the year – at least not year after year after year – Dinner Parties and holiday meal assistance. The facts are undisputable – Dinner parties and social gathers spike in the final 6 weeks of each year. And the host usually wants to participate – and not be the chef – which is where you come to the rescue. Now is the time to alert all of your clients that you are fully prepared, capable and worthy of assisting with their parties or holiday meals. Even if none of your clients opt for this service, they’ll talk with neighbors, friends and co-workers – and you simply never know who will be placing a call to you for this type service. Besides the break in regular Personal Chef Service routine, you’ll find these holiday meals and parties to be very rewarding (as in income!) So embrace the last 6 weeks of the year – change gears slightly and let the good times roll. You already know that many people at a dinner party for example, will see the benefits of a Personal Chef for their own household situation. We all know that you are marketing 100% of the time – let the holidays be a great source of extra income, more fun, and perhaps start the new year with a few new clients.

