

April 10, 2015

Unique Situation: Prices in Brochures

The Situation:

While collecting other industry brochures and information packets, you see that some businesses include pricing information while others do not. Now that you are putting together a client folder that includes a brochure, sample menus, etc., you have to decide if you should include your pricing.

The Question:

Is it better to show the prices or not? You want to be informative, however, you also don't want to provide too much information.

The above was a situation or encounter as described by a third party. The Culinary Business Institute added a follow-up question for your consideration. Our response to this question is available in the Personal Chef 1-2-3 training program. For now, your exercise is to answer the question or provide a solution to the situation. In some instances you may not have every bit of information – which may affect your decision. If in doubt, plan for a worst-case scenario. Always consider that resources may not be available, time is working against you and that you need to find an answer that benefits all involved plus keeps the client happy. Sometimes there are more than one correct answer or approach.

