



Thierry Poupard

Consulting / expertise in marketing, service, and sales
for independent or chained restaurants and retail outlets

Basically: a diagnosis based on the facts and figures available at the outlet or the headquarters made to **improve the existing situation** by detecting and activating any element that can increase the turnover and the profitability

Fields of activities:

- Positioning, brand **strategy** and **operational implications** for the staff in the outlets
- **Customer Surveys**
 - Behavior: usage, motivation, circumstances of visit, competition...
 - Satisfaction at various levels: location, design, welcoming, service and delivery, products, prices and quality ...
- Analysis, management and optimization of the sales: product mix, pyramid of sales and profit, profitability calculations, **Additional Gross Income**
- Fundamentals of **hospitality** and **service, suggestive sales**
- **Communication** at the point of sale and optimized **merchandising** according to the customers behavior, the sales volumes and the objectives
- Planning for **local marketing** activities: recruitment and customers' loyalty

Specificity: no wishful thinking, no blah-blah, but strong **thinking** and **analysis** with a **methodology** that is very **advanced** to be effective and **simple** enough to be comprehensive and usable by all

Interventions: consulting, seminars, training, conferences and other missions. The trainer number enables the missions to be **supported and paid** by professional organizations

Results: significant improvements on some parameters of activity whose outcome is to generate **additional sales and revenue**

Other activities:

- Author **SERVICE ATTITUDE**, a book that deals with the hospitality, service, customer satisfaction and revenues in various types of trades (Paris: L'Harmattan, May 2007)
- Lecturer at HEC Paris since 2004 CESA Marketing - Executive Education and MBA Program
- Member of Gerson Lehrman Group Council of New York, The World's Largest Marketplace for Expertise
- Columnist in professional magazines, on the blog www.service-attitude.com and various websites
- Blogger on Facebook, Service Attitude page and Fun 'n restaurant group