

# Catersource + The Special Event™

## Be A Partner: Not Just a Vendor for Your Corporate Clients

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## What is Corporate Catering?



## Meetings, Trainings, Lunch & Learns, Conventions, Holiday Parties...

*Who is the Customer?*

*What are their needs?*

*How easily is your product or service replaced?*



# Vendor Vs. Partner: Do You Sell A Product or A Service?



## Characteristics of a Vendor

\*Person or Company Selling “Something”

\*Order Fulfillment

\*Individual Transaction Basis

## Characteristics of a Partner

-Focus on Collaboration

-Working toward Mutual Goals

-Focus on Relationship Building

Real-Life Examples



# Benefits of Being A Partner

Enhanced Communication, Collaboration & Reliance on your Expertise

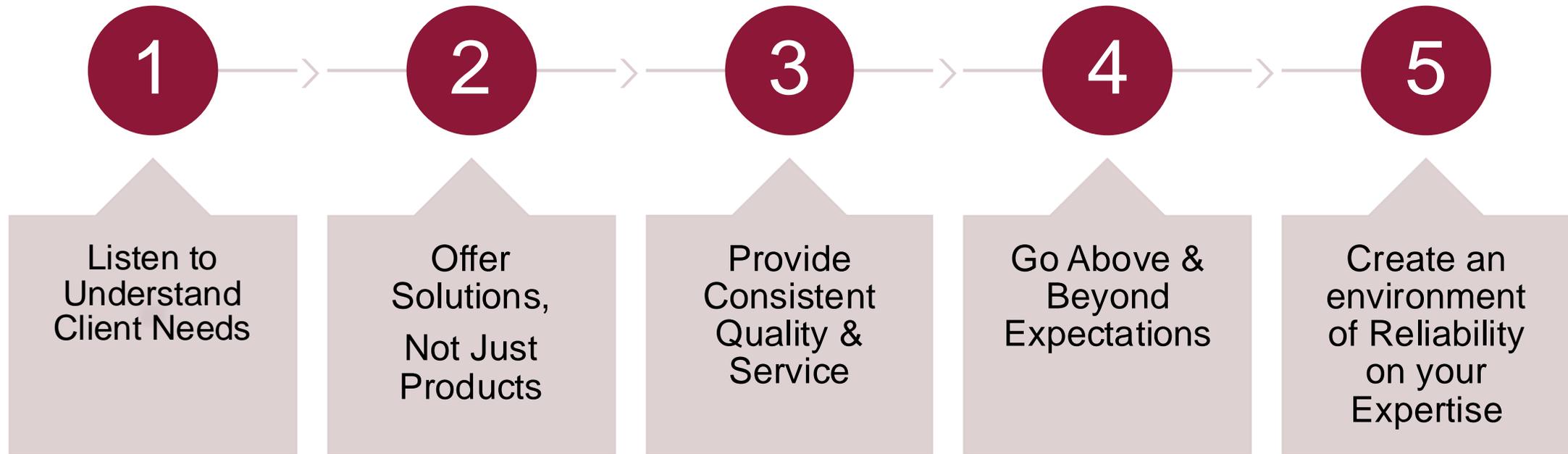
Ability for Customization & Flexibility

Long-Term Relationship Building

Greater Client Satisfaction

Increased Customer Loyalty

# Strategies for Transitioning from A Vendor to A Partner



# Case Studies

Successful Partner Examples:

Proof in the Pudding: FLIBS, MIBS, PBIBS

Relish: Providing Services for streamlining lunch services and ordering daily from different venues.

<https://www.ezcater.com/company/corporate-case-study/northpoint-development-case-study/>

# Tools & Resources for Fostering Partnerships

## 1. Utilizing Technology

1. Enhanced Communication
2. Enhanced Ease of Invoicing

## 2. Feedback Mechanisms for Continuous Improvement

1. Are you asking your clients for Feedback Regularly?
2. How do you use their feedback?

## 3. Training & Development for Staff

1. How does your staff represent you when they are interacting with customers?
2. Are they empowered to troubleshoot?
3. Development for growth



# Key Takeaways

- 1. A Vendor is someone that is used for their service, a partner is a collaborator and is looked at as someone relied upon to ensure success.**
- 2. Identify Your Customer (who is placing the order is different from whom you are serving).**
- 3. Simplify your process for the customer. Remove the barriers to access, information, quoting, ordering and receiving everything they need to submit their expenses.**
- 4. Make them look good!**

# Contact Information

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