

Catersource + The Special Event™

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

Jessica Lehrer

President

Adam & Joe Know Lunch, LLC



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

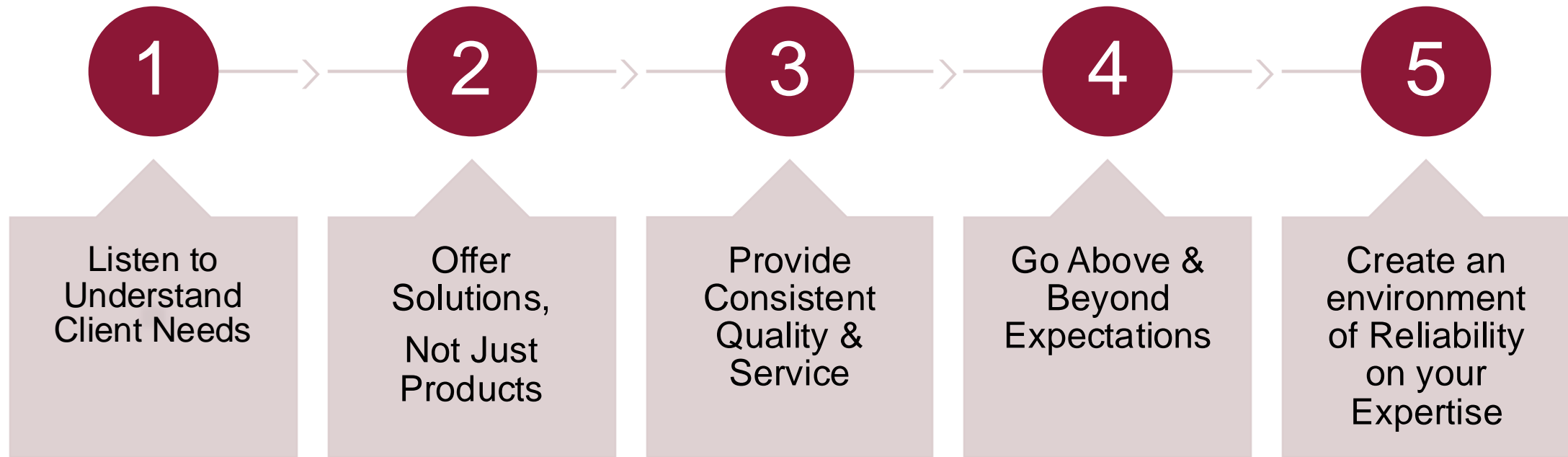
Ability for Customization & Flexibility

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

Jessica Lehrer

Catering@joeknowslunch.com

954-560-1826

www.AdamAndJoes.com

Linkedin QR Code: