

The Senses Tests

Sight Test. Most prospective customers will give you and your cart the critical “eye test” before they buy. If they do not like your appearance or your cart’s appearance, chances are they will surely keep on walking.

Smell Test. The aroma of hot dogs, onions or pretzels will create the desire and draw your customers in.

Taste Test. The products you serve must be the best quality. You want your customer to enjoy the experience, to return and to recommend you to others. Never save old product for use the next day. Never skimp on quality. Buy the best even if you have to charge more.

Speech Test. Always smile and be friendly. After a while you will remember their names and what they want. In time you’ll become a “Cheers” on wheels. And very wealthy!

Hearing Test. This is the customer’s perception. People like to deal with friendly courteous people. Offer them an extra napkin so they don’t make a mess on their “nice shirt.”

Common Sense Test. Smile, be happy, and be courteous. Watch how fast your new and repeat customer base grows. Watch how fast your profits add up. And as crazy as it sounds, the best test of your future success is how fast your tip jar adds up! This is a great indicator of how well you are doing your job. A sign of how much people like YOU and your product. And the more they like YOU the more successful you will be.

Sense of No Touch. Always use your tongs and foil wrap papers. Never touch the food. If the Health Department sees the violation, you will get a citation.