

What's Going On at Sonic Drive-In This Winter?

"Sonic Good Neighbor Coupon Distribution"



This January and February if anyone is interested I will make an effort to visit as many of our city neighbors as possible and become more involved in the local community that is located within a short driving time of your restaurant. I will also be working with local schools to establish a new relationship that will be more productive than in the past. I can start with the initiation the Good Neighbor program, in January, and the discount will be valid thru the end of March. (Coupon example below) If you are interested read on for more explanation of the program.

Sonic "Good Neighbor Program":

This program is centered around a 20% discount card that will give us a reason to get out in your "Home Zone" of the area, 1 mile around your store and meet the local business's and organizations near by. The distribution of this discount card also gives the customers in your market a reason to patronize Sonic. We will soon find a gold mine of information about our business directly from our valuable customers perspective, good or bad. I will attempt to touch as many of the business's and organizations as possible during our slower winter months. We have some slow times at the drive-in that can be used for you and or your assistant managers to get out of the store with me if possible and meet the public that pays our bills. I will be pounding the pavement in your market but your help in your local area will expedite the process and give you a new perspective of how your public actually feels about your store and service.

If you or your assistants would like to get involved on days that I am NOT in your town . . .

- I will bring you coupon copies when I arrive and if you need more I have attached a copy of the new coupon in a PDF format that you can print out for your files or email the PDF to your local print shop (Office Depot, Office Max, UPS store, Copy Shop, etc.) and they will print and cut the coupons for you. Use Card Stock and a bright color when possible.
- Make sure you have a 20% discount key on your computer and inform your employees of the discount. With this key we can track our progress so we can change direction in the case of low results.
- We will begin with doctors offices near by and move to the larger businesses in your area (Sam's, Auto Dealers, grocery stores, etc.) contacting their office to find out the number of people they employ so that we will have enough coupons when we do visit them.
- For the Larger businesses:
 - Ask for the personnel manager or the general manager
 - Inform the manager that you are (your name) with Sonic Drive-In Restaurant and you are attempting to be a good neighbor to the businesses in your area and you would like to extend a 20% discount to his entire staff and ask him to please distribute the coupons to his employees in the next paycheck or any other distribution process that will be efficient.
 - Give the office staff or personnel staff an extra incentive (Community Card) for assisting you with coupon distribution.
 - Meet as many members of management as possible and make sure they understand that you are trying to give back to the community that has been so generous with their past patronage.
- For smaller businesses and organizations use the same procedure but personally hand out the coupons for a smaller number of employees.
- Ask for business cards and email addresses from each person you talk to for our contact listings.
- I will start a written listing of the businesses and organizations that we visit so that we will know the locations that have already been visited. The list will reside at your store.

Thank you in advance for your help implementing this program and lets get together and make use of the slow winter weather to do positive things to help your stores sales. You will be shocked at how much you can do and how many people you can influence with just a couple of hours of time invested.

Happy New Year,
Billy

	You Are Invited To Be a Good Neighbor Of Sonic Drive-In, Bogart & Athens, GA
	4275 Atlanta Highway Location <u>Only</u>
20%	Just ask for this discount at the time you place your order
Sonic Good Neighbor Discount	
<small>*Not to be used in combination with other discounts or during Happy Hours from 2pm-4pm*</small>	
<small>* "Everyday Value Menu" Items Excluded * (good thru March 2015) - (show card to carhop)</small>	
www.SonicNorthGeorgia.com	