



# THE NO BS GUIDE TO RESTAURANT PROFIT

How any restaurant can use technology to boost revenue and cut costs.



# Introduction

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You work hard to run your restaurant. But bringing in more profit has become harder over the past few years. In 2025, the National Restaurant Association found that:

**95%**

of restaurants  
struggle with  
high food costs

**77%**

struggle to  
recruit and retain  
employees

**95%**

say guests  
are more  
value-conscious

To manage all this and still see a profit, you'll need to serve more guests, control your entire online experience, stay in touch with your regulars, and coordinate your team on the fly. You can do it. But you'll need the right technology.



## POINT-OF-SALE

# Multiply your efforts with tech

Hard work used to equal more profit. But staying open late, running food faster, or hiring more staff just doesn't move the needle like it used to. The solution is no longer adding more work. It's multiplying your efforts. That starts with the point-of-sale. Hardware needs to be flexible. Software has to be an extension of your team. And your tech partner should actually care about your restaurant.

## 3 reasons to upgrade your POS

1. Guests don't care about transactions—just about the experience. A modern cloud-based POS makes every order and payment happen fluently.
2. Staff can serve more guests with POS-integrated tools like handhelds, QR codes, online reservations, a digital waitlist, and online ordering.
3. Support should be constant. The right POS provider is available day or night to solve any issues, allowing you to focus on your restaurant.

HANDHELDS

# Equip staff to sell more

When ordering is faster at the start, there's more profit in the end. Handhelds let servers take orders and payments at the table, resulting in lower costs and higher daily sales.

## Why handhelds?

- Orders are fired right away and come out sooner
- Servers can take more tables, lowering labor costs
- Payments are run on the spot, and tables turn faster
- Guests order more and check averages are higher





## QR CODES

# Empower guests to spend more

With QR codes, restaurants are able to capture sales when staff can't. In full service, guests can order more food and drinks for the table at anytime. In counter service, customers can skip the line and order from their phone. No matter the scenario, restaurants can expect more spending.

## Why QR codes for full service?

- Guests can order more extras without a server
- Payments can be made via a code on the check
- Guests wanting takeout can order from their phone

## Why QR codes for counter service?

- Customers can order and pay without getting in line
- Lines are shorter, and fewer counter staff are needed
- More orders can get to the kitchen, and revenue is higher

[Start exploring QR codes](#)

## RESERVATIONS & WAITLIST

# Plan your tables for more turns

Your tables have profit potential. Seat more guests, make more money. A reservation and waitlist system lets you organize online bookings next to your in-house walk-ins so you can get more turns and increase sales for every shift.

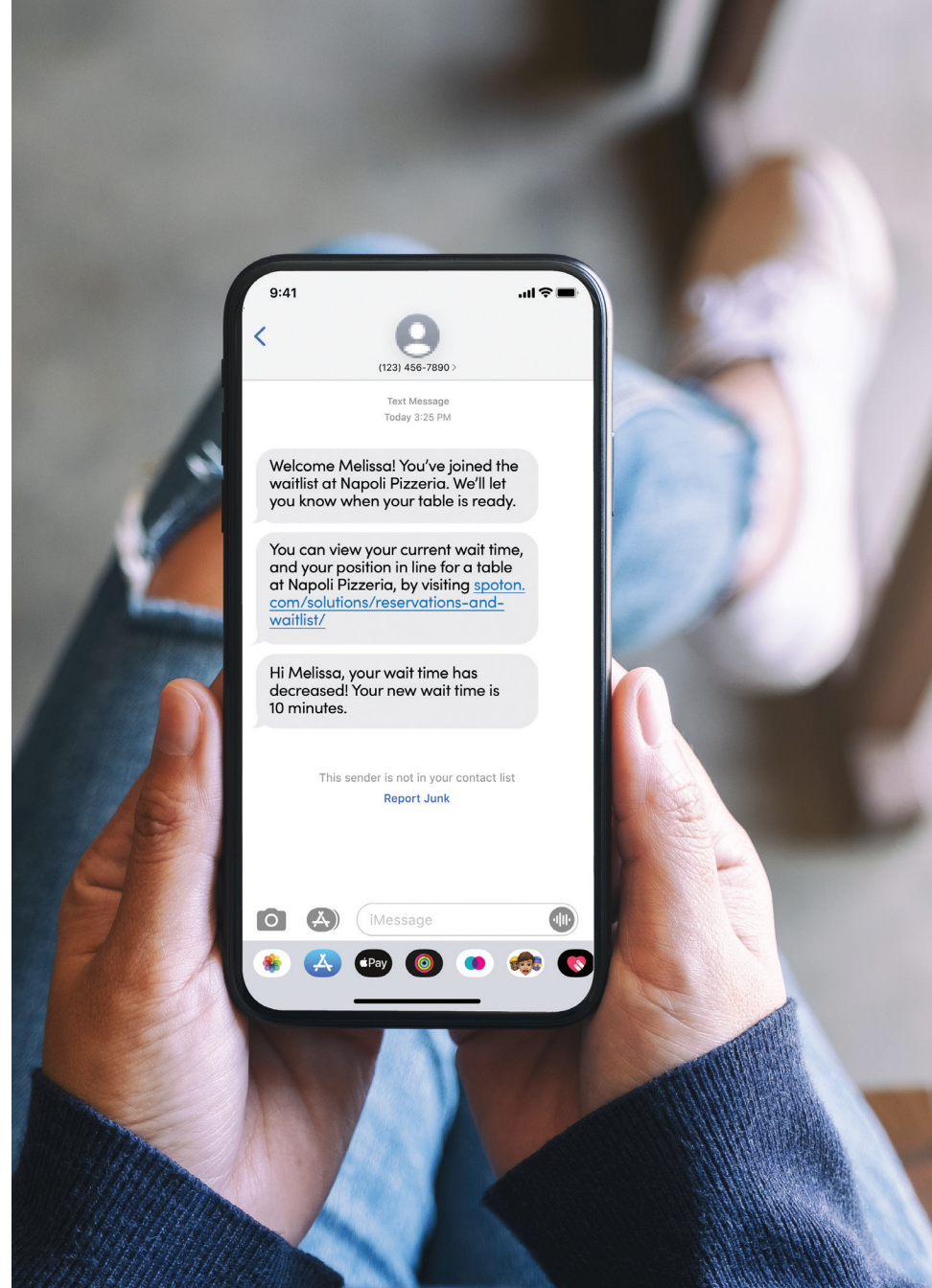
## Why online reservations?

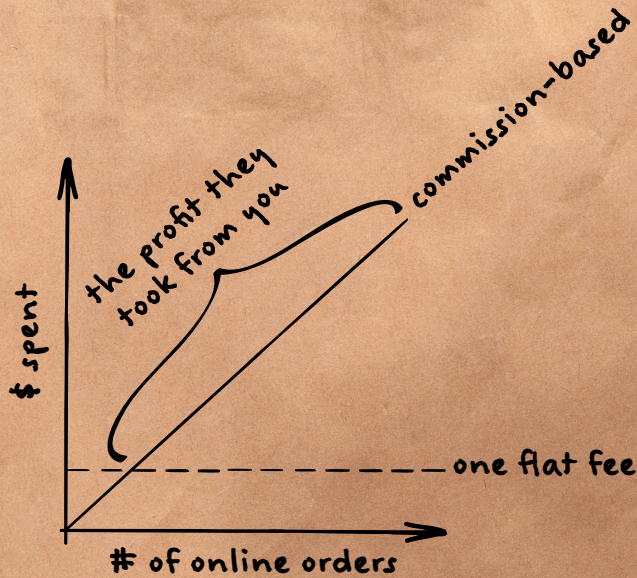
- Parties reserve online without back-and-forth calling
- Text reminders minimize no-shows and cancellations
- Per-diner fees from reservation services are avoided

## Why a digital waitlist?

- Guests can join the waitlist from your website or Google
- Hosts can add guests to the list and track wait times
- Parties are notified through text when tables are ready

[See how tech can even let guests order while they wait. >](#)





## ONLINE ORDERING

# You made the food. You keep the money.

Why should delivery apps get 30% off the top? They may help you get found online, but they're not a viable solution for guest loyalty and long-term profit. An integrated online ordering system puts you in control of the guest experience and charges one monthly rate instead of per-order commissions.

## Why an integrated online ordering system?

- Guests can order right from your website or Google
- Orders go straight to the kitchen—no manual entry
- Automatic order pacing for when things get busy
- DoorDash delivery for a flat per-order fee, not a commission
- You own your online sales data and guest information

**66%**

of guests are more likely to order takeout than years past

[Learn how to set it up](#)

## KITCHEN DISPLAY SYSTEM

# Get orders right. Keep costs in check.

Lost tickets. Faded ink. Printer failures. These common mishaps are the culprits of food waste, comped remakes, and high costs. A kitchen display system (KDS) helps you keep more profit by giving your cooks the information they need to make orders quickly and accurately.

## Why a KDS?

- Guest orders are automatically routed to the right station
- Tickets change colors as time increases to prioritize orders
- 2-way sync with POS captures order updates in real-time
- Metrics help operators streamline each station's workflow

Explore KDS



**\$2k+** increase in  
monthly profit  
with a KDS





## SCHEDULING

# Make sure labor is on budget

Scheduling can feel like high-stakes gambling. Overschedule, and you waste money. Underschedule, and you're in the weeds. Scheduling software combines your labor and sales data so you have the staff you need while keeping labor costs down.

## Why scheduling software?

- Parameters ensure schedules stay on budget
- Verifications prevent staff from clocking in early
- Sales data helps managers schedule for the rush
- Staff can request pickups and swaps from an app

Make scheduling simple

## Modern Italian seeks modern labor management

### The goal

Adalina wanted a comprehensive labor management solution to provide more schedule visibility and flexibility to stay ahead of the ever-changing compliance landscape.

### The solution

With SpotOn Teamwork, Adalina saves time on scheduling with accessible forecasting and easy shift swaps. Plus, more efficient scheduling benefits everyone's bottom line.



**\$800**

Weekly labor savings

**1 hour**

Per week saved on clock-in review

One of the benefits of Teamwork is it has access to all this historical sales data, and that allows you to intelligently forecast your labor. It's contributed real, real savings and been a hugely important labor management tool.

JONATHAN GILLESPIE | PARTNER, ADALINA



# SUCCESS STORY

## PAYROLL & TIP MANAGEMENT

# Bring data together to lower costs

When managers spend hours on payroll, time is wasted. And when servers stay on the clock to sort tips, that's more labor. Labor management software that integrates with your payroll provider makes it easy to run payroll and tip-outs—with a click of a button.

## Why one-click payroll integration?

- 2-way POS sync speeds up time clock verification
- Payday is effortless, with synced pay and sales data
- Adjustments keep you compliant with labor laws
- Managers distribute tips digitally, lowering labor costs



## What are tip outs costing you?

How long it takes each server to do their tip out: \_\_\_\_\_ minutes

\_\_\_\_\_ hours

The number of servers on a shift: x \_\_\_\_\_

Their hourly wage: x \_\_\_\_\_

The number of shifts in a month: x \_\_\_\_\_

**Monthly cost of tipping calculations:** \_\_\_\_\_

**Pretty gratuitous.**



## LOYALTY

# Offer rewards. Boost revenue. Repeat.

More visits mean more ordering. With a loyalty program, restaurants can encourage their guests to come back in by earning and redeeming points for rewards. With more ordering comes more spending, helping restaurants raise their bottom line.

## Why a loyalty program?

- Loyalty programs run automatically after setup
- Transactions happen seamlessly during checkout
- Guests can earn and redeem in-house and online



## MARKETING

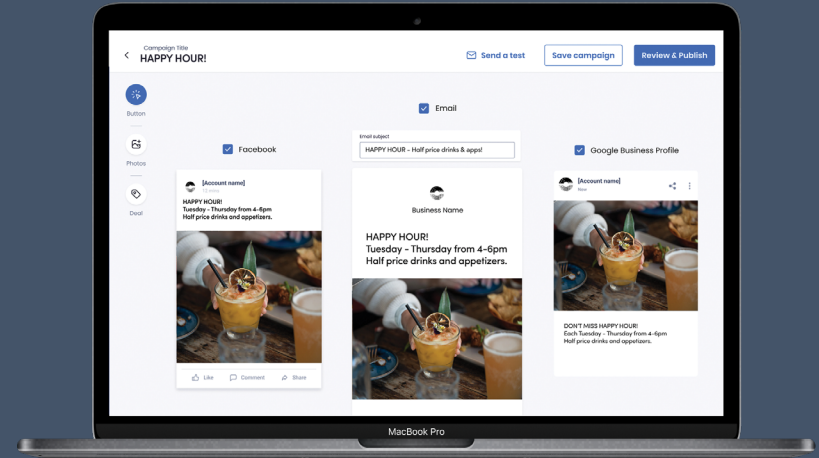
# Surprise guests to increase sales

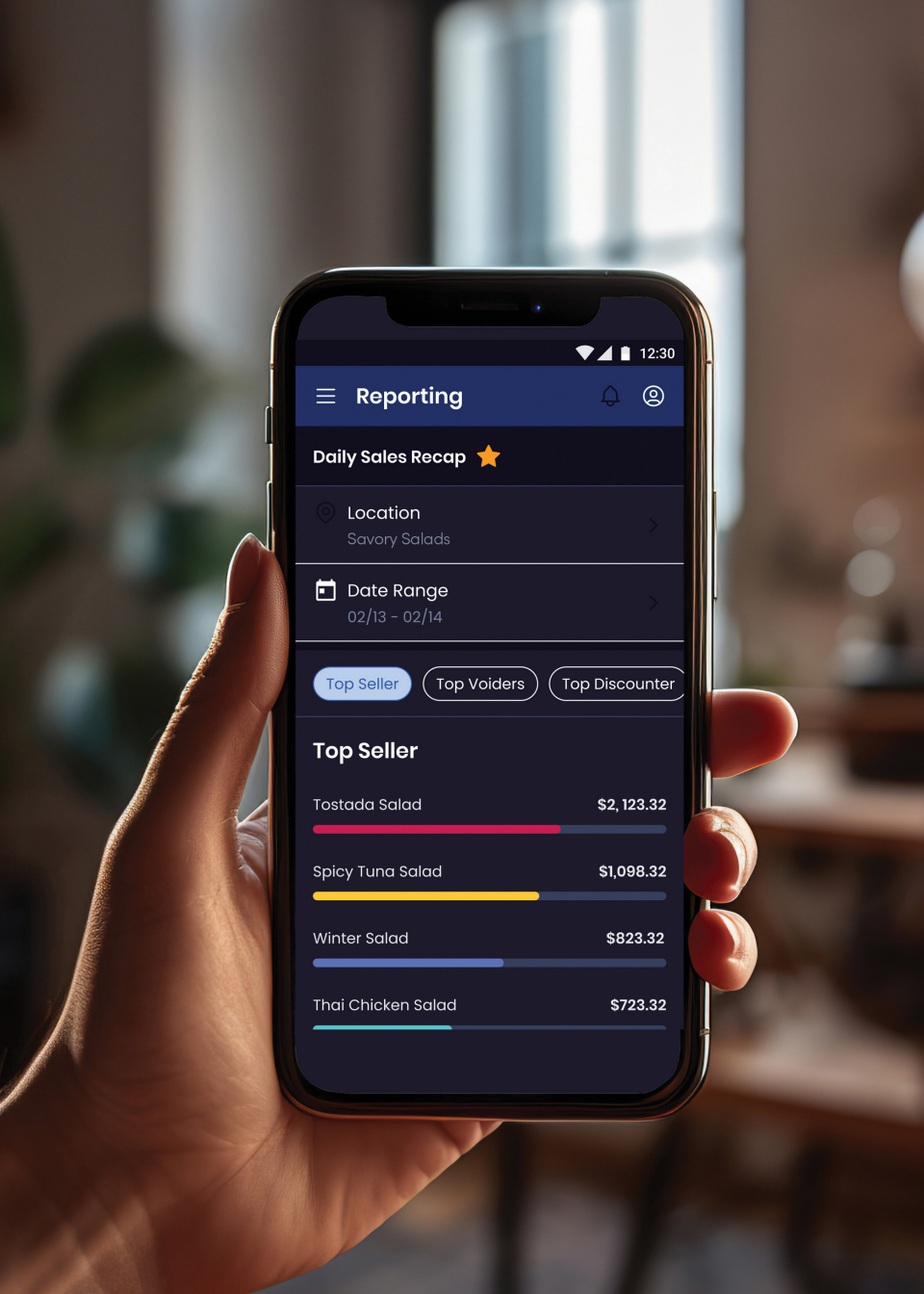
Often, guests need an incentive to revisit a restaurant. That's where marketing deals come in. Marketing software integrates with the point-of-sale to give managers everything they need to send promotions to their guests—resulting in more revenue and profit.

## Why marketing software?

- Guest information is captured at every POS touchpoint
- Managers can send campaigns across email and social
- Reports show successful campaigns that you can repeat

[Learn how to build your guest database. >](#)





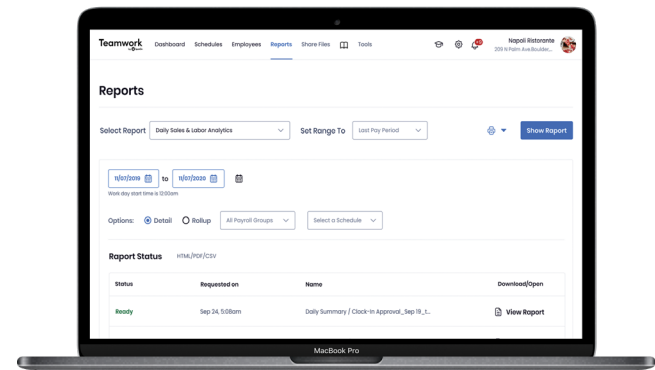
## REPORTING

# Get the data. Then decide.

Knowing what's selling and what's not is critical for building a more profitable operation. POS reporting software gives restaurants insights into every aspect of their operations so they can make decisions that lead to better profit.

## Why reporting data?

- Notifications alert you if costs, hours, or sales pass limits
- Sales data helps operators spot trends and adjust menus
- Owners can track revenue and expenses from anywhere



## Data-driven fine dining

### The goal

Joe Muer needed a modern, cloud-based point-of-sale system. Functionality was key. Joe Muer servers had to input and modify orders, categorize discounts, and transition to the new system as quickly as possible.

### The solution

With SpotOn, Joe Muer gained more accurate sales reports and forecasts. With this new information, Joe Muer identified which menu items needed rethinking to save on food costs. They also switched to a dessert cart instead of a menu, leading to an 18% increase in dessert sales and a significant revenue boost.



**\$25K**

Increase  
in revenue

**20%**

Less time  
spent on payroll

We're a 100% scratch kitchen. SpotOn reporting has shown us where we can narrow the menu down and reduce food waste. Eliminating food waste and seeing items that aren't moving really helps with our food costs.

DOMINIC VICARI  
OPERATING PARTNER | JOE VICARI RESTAURANT GROUP



# SUCCESS STORY



CAPITAL

# Invest in your restaurant now for future profit

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Seeing more profit could mean extending seating, buying equipment, or covering overhead. Funding from a POS provider makes getting capital easy and affordable for restaurant owners. It cuts out the red tape of traditional lenders and gets them to their goals faster.

## **Why a capital loan through SpotOn?**

- Clients can apply for a loan in minutes without tax returns or receipts
- Restaurants only pay a fixed fee that's a percentage of their loan
- Automatic repayment through daily sales means no late fees



# Worksheet

Every product we sell is designed to cut costs or increase revenue. Add up just a few of your current expenses, and let us know if you'd like help lowering them.

## Current fees:

Credit card processing rate: \_\_\_\_\_

Average monthly credit card sales: \_\_\_\_\_

**Monthly credit card processing fees:** \_\_\_\_\_

POS fee per transaction: \_\_\_\_\_

Total monthly transactions: \_\_\_\_\_

**Total monthly transaction fees:** \_\_\_\_\_

Delivery app commission percentage: \_\_\_\_\_

Monthly sales through delivery apps: \_\_\_\_\_

**Total delivery app commissions:** \_\_\_\_\_

Monthly hardware POS fees: \_\_\_\_\_

Monthly software fees: \_\_\_\_\_

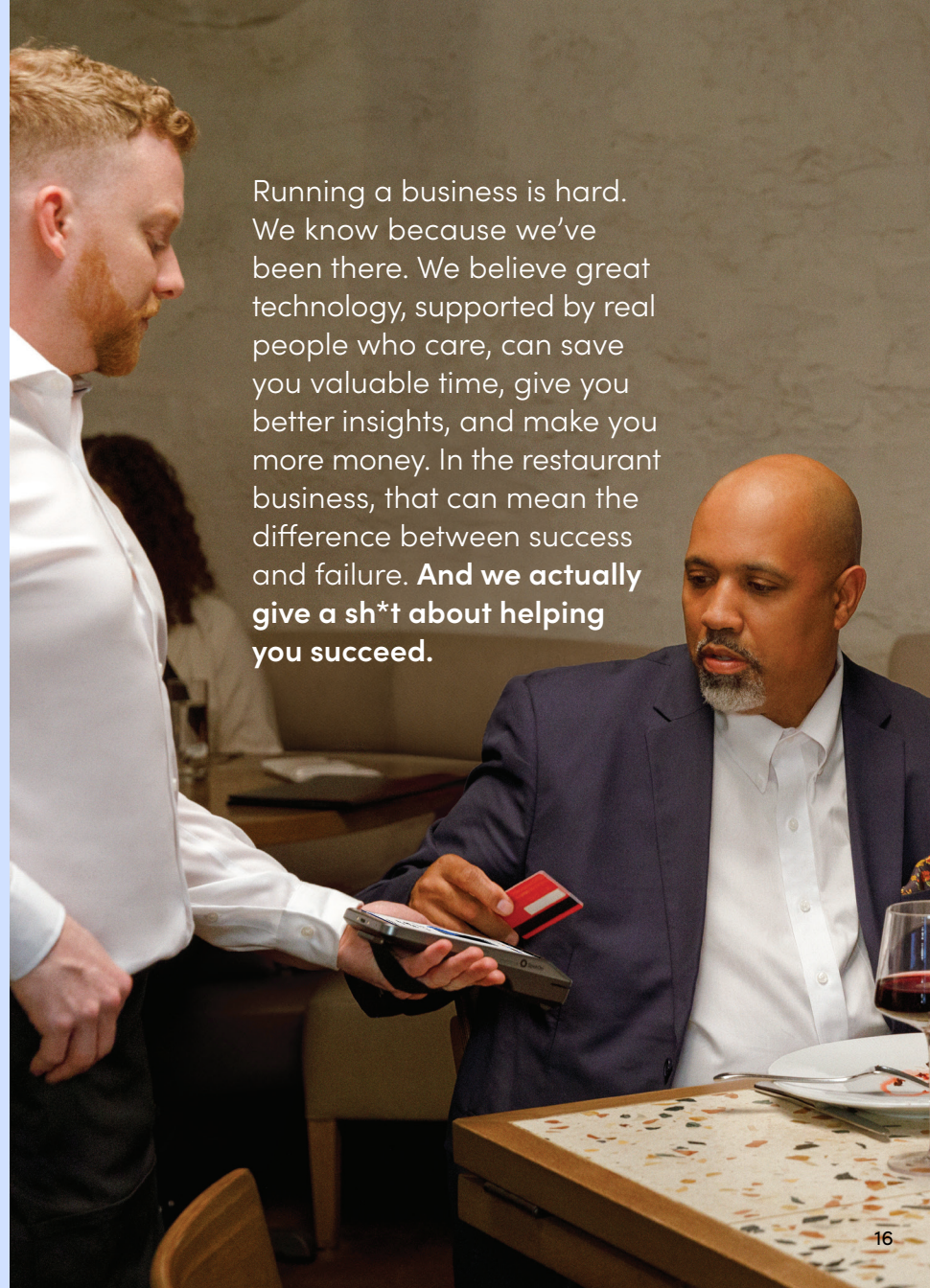
\_\_\_\_\_

**Total monthly fees:** \_\_\_\_\_

**Total yearly fees:** \_\_\_\_\_

**Room for improvement?  
Find out how SpotOn can help.**

[Get started](#)



Running a business is hard. We know because we've been there. We believe great technology, supported by real people who care, can save you valuable time, give you better insights, and make you more money. In the restaurant business, that can mean the difference between success and failure. **And we actually give a sh\*t about helping you succeed.**



Integrated restaurant technology