

Partnering for Success

6 Critical Ingredients to Look for in a Food Service Supply Partner



MISSION
RESTAURANT SUPPLY

Table of Contents

Introduction	3
Understand & Work Toward Shared Values	4
Collaborate & Innovate	5
Build Trust	6
Work for Commitment & Consistent Performance	7
Look at Long-Term Value over Short-Term Savings	8
Demand Quality	9
Conclusion	10

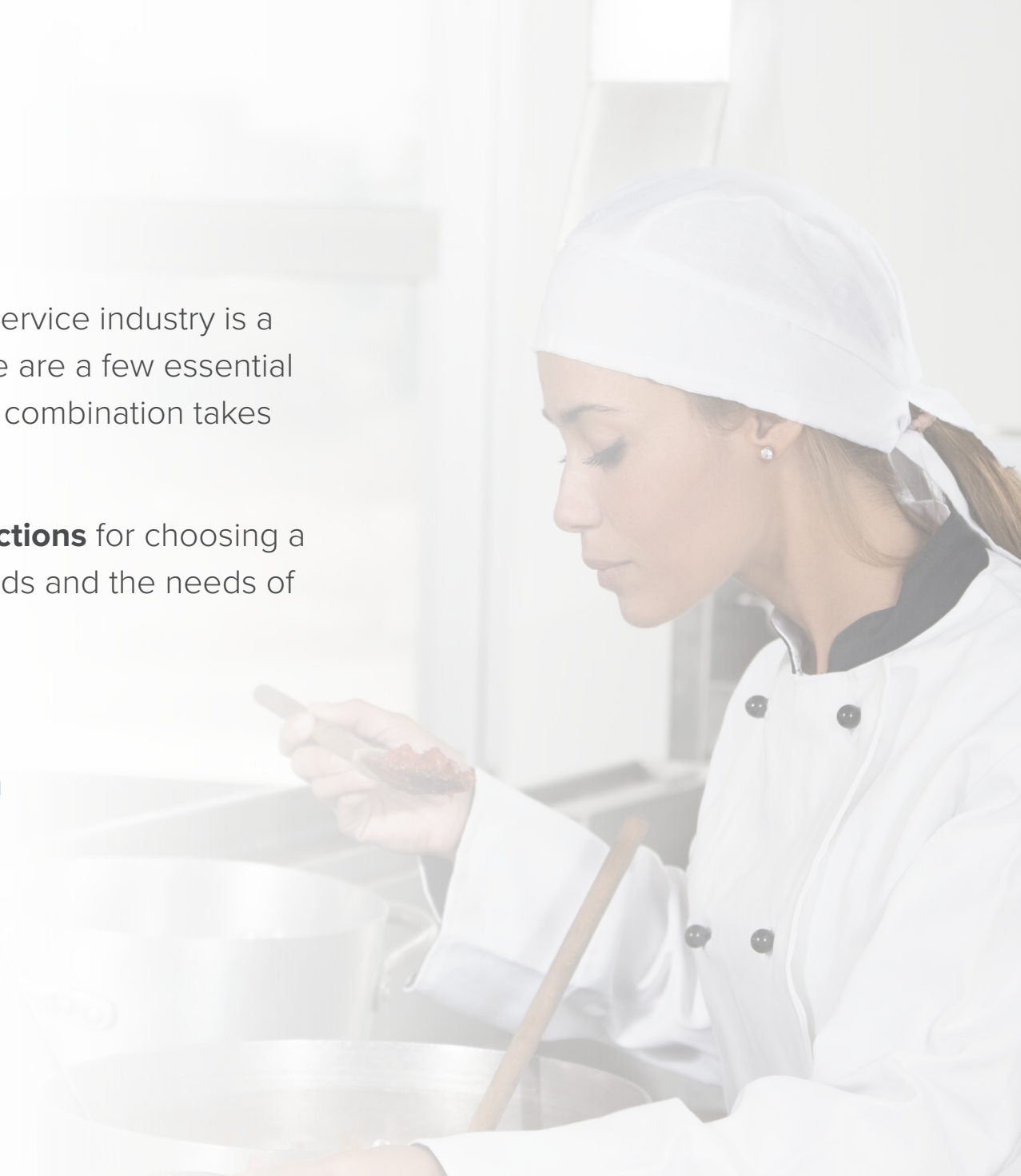
Introduction

Picking good partners in the food service industry is a lot like making a great sauce. There are a few essential ingredients, but getting the perfect combination takes time, energy, and know-how.

This eGuide shares **six essential actions** for choosing a supply partner that meets your needs and the needs of your customers.

Bon appétit,

The MissionRS.com Team



1. Understand & Work Toward Shared Values

Business is about relationships. Relationships are about people. People connect through shared values.

If you want to have a great supply partner, understand the people, the leadership, the corporate culture, and what they value as an organization.

People work harder and better for companies when they are emotionally engaged with them.¹

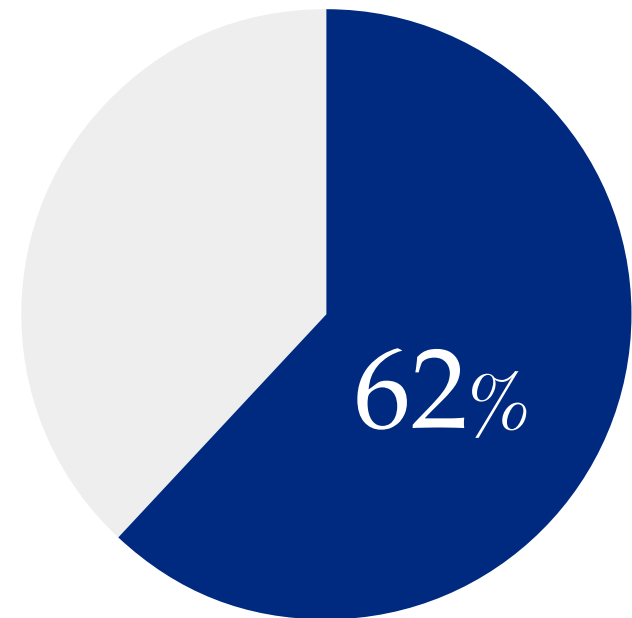


Mutual respect, a two-way flow of information, and listening are important. Ideally there should be alignment between firms on the value of the relationship, business ethics, standards of excellence, and commitment to continuous improvement.

—Sherry Gordon, Author of *Supplier Evaluation and Performance Excellence*²

2. Collaborate & Innovate

- ▶ Your business needs are unique.
- ▶ Your customers pick you for a reason.
- ▶ Partners need to collaborate and innovate with you to bring the best to your customers.



62% of purchasing executives feel supplier collaboration is a key way to **reduce costs** and **increase profitability**⁴

3. Build Trust

The trust tax is very real. If you are not working with a supplier you can trust, you are slower to make decisions, slower to move, and slower to bring their expertise to your clients.

↑ Trust = Speed ↑↓ Cost

Trust, and the speed it brings to business, can create a return of **over 40%** of current results.³

4. Work for Commitment & Consistent Performance

Your supply partners must operate consistently and professionally. They must come through for you in the good times and the tough times.



You've always got to work to your highest ability level. When times are great and restaurants are jamming, that's when some restaurants get sloppy and take things for granted. Never take things for granted.

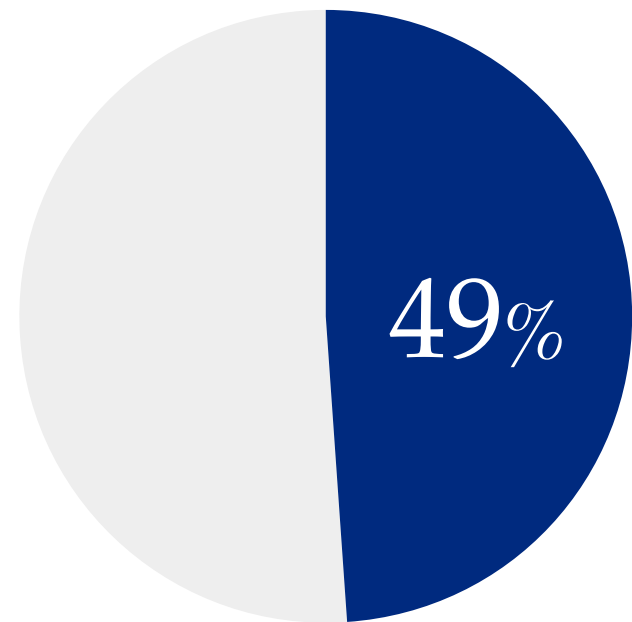
—**Michael Symon**



5. Look at Long-Term Value Over Short-Term Savings

A vendor wins on short-term savings. A true supply partner wins on the long-term value they bring your business. **Focus on the long-term value.**

It always wins in the end.



In a 2008 Vantage Partners study, polled suppliers reported delivering an average of **49% more value** to their key long-term customers.⁴

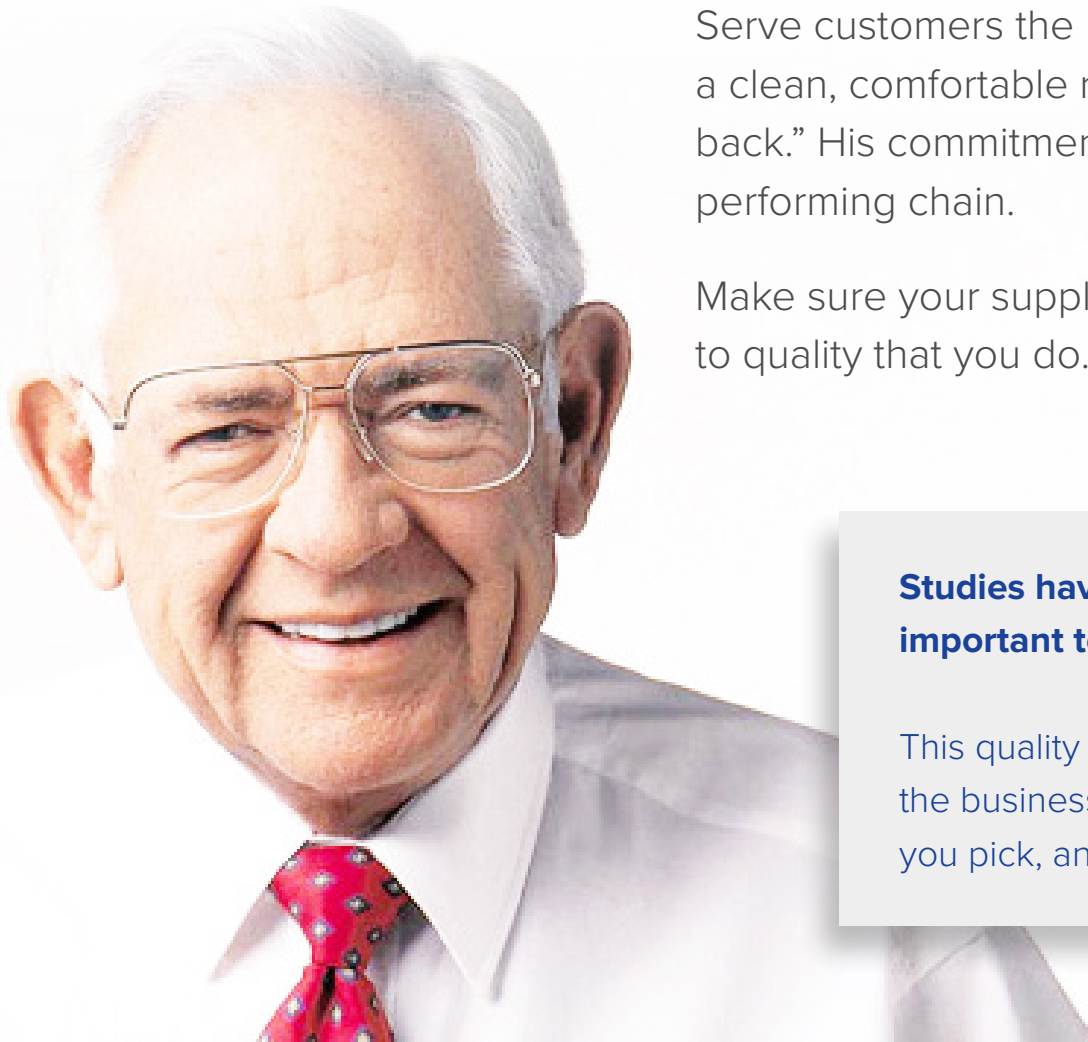
6. Demand Quality

Dave Thomas once said, “It all comes back to the basics. Serve customers the best-tasting food at a good value in a clean, comfortable restaurant, and they’ll keep coming back.” His commitment to quality drove Wendy’s to a top performing chain.

Make sure your supply partners have the same commitment to quality that you do.

Studies have found that taste and quality food is most important to diners in choosing where they eat.⁵

This quality comes from pursuit of excellence in every area of the business. Make sure this is modeled by the supply partners you pick, and all the way through your organization.



Conclusion

Take a lesson from the best. Bill Gates of Microsoft realized, “Our success has really been based on partnerships from the very beginning,” and they’ve done pretty well with that philosophy.

Partnering with suppliers is a critical strategy for any business growth.

Partner well, serve well, and grow!



About MissionRS.com

Mission Restaurant Supply is known for our dedication to extraordinary customer service, a family-like atmosphere, and strong commitment to the industry. Our team is comprised of restaurant equipment and supply experts that are focused on our customers' success. Long-term relationships and customers have helped us grow, and we're committed to continuing that personal service. From our website to our stores to our team, we aim to provide the best. Our charitable way has become a defining component of our company culture and we are honored to be able to donate 15% of our after-tax profit to charities across Texas.

How can we help you?



[Store Locations](#)



[Leasing](#)



[Design & Layout](#)



[Custom Metal Fabrication](#)



[Service Department](#)



1-800-319-0690

[Learn more about Mission Restaurant Supply and the services we offer.](#)

Visit Our Online Store



Resources

¹Gallup. <http://www.gallup.com/businessjournal/169103/strategic-advantage-supplier-engagement.aspx>

²Industry Week. <http://www.industryweek.com/global-economy/how-build-better-supplier-partnership>

³Covey, Stephen M.R. The Speed of Trust

⁴Vantage Partners. https://cdn2.hubspot.net/hubfs/594420/2008.03_From%20Vendor%20to%20Partner_Global%20Business%20and%20Organizational%20Excellence_Print_2018-1.pdf

⁵Forbes. <http://www.forbes.com/sites/nadiaarumugam/2011/09/30/americas-best-chain-restaurants-2/>

SmartBlog on Leadership. <http://smartblogs.com/leadership/2012/08/14/explore-benefits-customer-supplier-partnerships/>

Brawley, Wil. Restaurant Owners Uncorked: Twenty Owners Share their Recipes for Success.

Covey, Stephen R. The 7 Habits of Highly Effective People

Eisner, Michael D. Working Together: Why Great Partnerships Succeed.

Simoons, Peter J., Successful Partners & Strategic Alliances: A journey into the how and why of partnerships and strategic alliances