



WHERE THE CHICKEN ALWAYS COMES FIRST.

## AND OPERATORS HAVE SUCCESS!

### Quality Food and Good Talk Help the Lone Stop Sell More

“We’re just your run-of-the-mill country gas station.” That’s the way Cheri Cook describes the Lone Stop Shell in Lone Rock, Wisconsin, just 50 miles northwest of Madison. “We don’t do anything special.”

The truth is, when it comes to Squawkers® chicken, they do a lot of things special. And Cheri has the sales figures to prove it.

“We have a great customer base,” she explains. “They really know quality when they taste it, and Squawkers is quality chicken.” They’ve been selling Squawkers for five or six years, and Cheri says it was an instant success for the store.

But, she adds, one factor that makes a big difference for the Lone Stop is their Brakebush rep, Don Maes. “Don’s always helping us with our Squawkers sales,” Cheri explains. “Just this month he put together an ad for us that we ran in our local weekly paper.” The ad features several Squawkers products at just \$2.99 each, or any two for \$5.00. The products include Original Honey Touched® Drumettes, Zippity Doo-Wa Ditties® Wingettes, Country Style Boneless Wings, Tappers® Beer Battered Boneless Wings, Buffalo Style Boneless Wings, Country Style Breast Slider, Grilled Italian Herb-Garlic Breast Fillet, Original Breaded Fillet, Southern –Style Tenderloins, Country Krisp® 4-pc. Dinner, and Chik’N’Zips® Tuscan Style Breast Slices. Cheri says quite a few sales have been generated by the ad, and so it’s probably something the Lone Stop will be doing in the future.

“The ad is only half of what Don does for us,” Cheri comments. “He’s a great guy to work with. In fact, in early December he was out here in a chicken suit on his birthday helping us sell Squawkers.”

Not every rep will go to that extreme, but it’s one of the things Cheri likes about working with Brakebush. “They’re a great bunch of people to work with,” and emphasizes that “a good rep helps us keep the spark in our sales.”

And those sales come at all hours of the day. The Lone Stop’s chicken business begins at 3 a.m. and doesn’t die down until well after 8 p.m. Everyone from truckers to students drop by because they know they can get a fresh, high quality meal anytime.

Besides the quality of the chicken, Cheri insists that the other reason Lone Stop Shell is so successful is because she and her staff sell their customers on it.

“My philosophy is: if you’re not talking, you’re not selling,” she says. “You’ve got to greet customers and engage them. ‘Look at this delicious chicken I just made,’ I’ll say to them. My mouth is moving the whole time, selling that chicken from the moment I get in until the time I leave for the day.” The store’s success is proof that customers like the friendly atmosphere, and are more apt to buy more if they feel comfortable in the store.

Another way the store sells more chicken is by making good use of the point-of-sale materials Squawkers provides. “It’s clean and fresh, it catches customers’ eyes, and it really helps us focus their attention on Squawkers,” she says.

For being “just a country gas station,” the Lone Stop is making quite a name for itself in the local retail chicken world, thanks to Cheri Cook and her team. “We can sell just about anything at 3 a.m., but it doesn’t take a whole lot of selling to get customers to buy Squawkers!”

**Lone Stop Shell is located at 33659 Hwy. 14 in Lone Rock, Wisconsin.**