

# Your Menu Board is a Salesperson. Is it Doing its Job?



## Great salespeople adapt.

Many menu boards still show identical promotions, identical layouts, identical upsells to every guest, every day. Without testing or optimization, menus underperform.



## Great salespeople learn what works.

The best-performing brands continuously test upsells, layouts, pricing displays, featured items, and daypart promotions. Most traditional menu boards still operate with zero experimentation.



## Great salespeople respond in real time.

When a promotion underperforms, how quickly can your brand react? Many DMB workflows still require IT tickets, vendors, deployment delays. By the time updates happen, the opportunity may already be gone.



## Great salespeople know what's happening in the field.

Many restaurant brands lack visibility into hardware outages, promotions, inconsistent branding, and pricing mismatches. Without monitoring, operational problems stay invisible.



## Great salespeople prioritize high-value opportunities.

High-performing brands strategically optimize item placement, upsells, combo visibility, and promotional hierarchy. Most traditional menu boards simply display content. Modern menu boards should actively sell.

## High-Performing Brands Treat DMBs Like Revenue-Driving Systems

Checkmate's DMB software helps restaurant brands modernize digital menu board operations with:

- ▶ Centralized management
- ▶ Experimentation capabilities
- ▶ Real-time visibility
- ▶ Operational monitoring
- ▶ Rapid deployment
- ▶ Performance insights

The goal isn't just digital signage. It's measurable menu performance.

