

**QSR/Fast-casual/Pizza**

say it differently  
*(sample answers)*

1. Welcome! Today we are featuring ....
2. Our most popular item is/The best deal is.
3. May I make a few suggestions?
4. My pleasure/I'd be happy to ....
5. a. What I can do is ....  
b. The best way to do that is...
6. Today we are featuring \_\_\_\_\_ and \_\_\_\_\_, which would you prefer?
7. a. The large size is only \_\_\_\_\_ more  
b. We have two sizes of value meals. The most popular size is \$\_\_\_\_\_ or you can save \$\_\_\_\_\_ and choose the other one.

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**QSR/Fast-casual/Pizza**

say it differently  
*(sample answers on back)*

1. For here or to-go?
2. Decided yet?
3. Is that all? Anything else?
4. No problem.
5. No.
6. a. Can I get you an order of \_\_\_\_\_ ? *(too easy to say 'no')*  
b. Would you like an appetizer [or deserts, etc]? *(too easy to say 'no')*  
c. You don't want \_\_\_\_\_ do you? *(negative)*
7. Small, medium or large? *(don't give a choice to downsize)*

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## CASHIER

*(and drive-thru if applicable)*

**Friendly Greeting.** Avoid 'here or to-go' or 'may I take your order?'

**Situational Selling.** Greet the guest and complete the order — what is missing that would enhance their meal?

**Value meals.** Offer a choice of two or more, not 'would you like to upsize.'

**Maintain eye contact.**

**Explain the service sequence** if the guest is new.

## FOOD DELIVERY

Describe food using 'sizzle' words.

Confirm the order to the guest.

Thank and invite the guest back (*'Next time don't forget to try the...'*).

Check back on the meal.

Offer a drink refill.

## FACILITY

Restrooms

Windows

Beverage/condiment bar

Floors

Exterior

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## QSR



1. Open the door and welcome any arriving guests and thank departing guests.
2. Ring up orders.
3. Make an order in the kitchen.
4. Take a drive-thru order.
5. Food delivery to guest.
6. Go to the restroom (*and send someone of the opposite sex into the other one!*).
7. Check back on a guest.
8. Check the beverage or condiment bar (*if applicable*).
9. Take a 'cleanliness' lap around the building.
10. Run a sales and product mix report.
11. Recognize an employee!

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**QSR**

**You Say**

1. "Welcome to \_\_\_\_\_. Today our features are \_\_\_\_\_ and \_\_\_\_\_" or "Welcome to \_\_\_\_\_. May I make a few suggestions or do you know what you would like to order?"
2. "Our most popular deal is the ...."
3. "Would you like to make that a value meal?"
4. "We have \_\_\_\_\_ sizes of value meals, the \_\_\_\_\_ is our most popular or you can save \$ \_\_\_\_\_ and order the other one."
5. "We are famous for ...." or "Our most popular items are ...."
6. "The large is the best deal."
7. "What are you in the mood for? May I tell you about our best deals?"
8. "Thanks! Do you know how our system works?" (If not, explain)

**SIZZLE POINTS**



**sizzle**

9. Describe with specifics and sizzle words.
10. Be specific, use descriptive words (not 'OK', 'all right' or 'how is everything?')
11. "Thanks for coming in ... see you tomorrow!" or "Thanks for coming in – next time, try the \_\_\_\_\_."

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**QSR**

**The Guest Says/Does ...  
what would you say?**

1. Approaches the register.
2. Asks: "What's the best deal?"
3. Orders a \_\_\_\_\_.
4. Orders a value meal.
5. Says: "I've never been here before."
6. Says: "I'll have a soft drink."
7. Looks at the menu for a while.
8. Pays and is about to walk away from the register.

**SIZZLE POINTS**

**What would you say?**

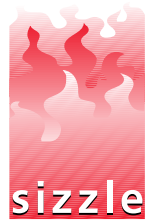


**sizzle**

9. Food delivery to guest.
10. Table check back.
11. Guest leaving.

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Fold along dotted line



### CSR/Phone Representative

**Friendly Greeting.** Avoid 'dine in or carry-out' or 'may I take your order?'.

**Smile!**

How many are they ordering for?

**Suggest appropriate specials.**

**Situational Selling.** Greet the guest and complete the order – what is

missing that would enhance the meal?

**Value meals.** 'You can get two pizzas for \$\_\_\_\_\_ or save \$\_\_\_\_\_ and only get one.'

**Quote** accurate delivery time.

### CARRY-OUT

Describe food using 'sizzle' words.

Confirm the order with the guest.

Offer a beverage while waiting.

### DELIVERY

Use names.

Thank and invite the guest back. Remind them to use the coupon next week.

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### Pizza



1. Open the door and welcome any arriving guests and thank departing guests.
2. Answer the phone and take an order.
3. Make an order in the kitchen.
4. Food delivery to a carry-out guest.
6. Go to the restroom (*and send someone of the opposite sex into the other one!*).
7. Call back a guest who ordered yesterday.
8. Take a 'cleanliness' lap around the building.
9. Run a sales and product mix report.
10. Recognize an employee!

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**QSR**

**You Say**

1. "Welcome to \_\_\_\_\_. Today our features are \_\_\_\_\_ and \_\_\_\_\_" or "Welcome to \_\_\_\_\_. May I make a few suggestions or do you know what you would like to order?"
2. "Our most popular deal is the ...."
3. "Great choice."
4. "We have a two pizza special for \$\_\_\_\_\_ or you can save \$ \_\_\_\_\_ and get one."
5. "We are famous for ...." or "Our most popular items are ...."
6. "We feature two great appetizers – \_\_\_\_\_ and \_\_\_\_\_, which would you prefer."
7. "We have a special today – add a dessert for only \$ \_\_\_\_\_, which would you like?"
8. What's the special occasion? *(Drop a note in with the order.)*

**SIZZLE POINTS**



**sizzle**

9. Describe with specifics and sizzle words.
10. Be specific, use descriptive words (not 'OK', 'all right' or 'how is everything?'); order right?
11. "Thanks for ordering Mr./Ms. \_\_\_\_\_. Be sure to use these coupons when you order next week."

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**Pizza**

**The Guest Says/Does ...  
what would you say?**

1. Calls in
2. Asks 'What's the best deal?'
3. Orders a \_\_\_\_\_.
4. Orders one pizza
5. I've never been here before
6. Didn't order an appetizer
7. Didn't order dessert
8. Is a very large order (i.e. a kid's sleep-over)

**SIZZLE POINTS**

**What would you say?**



**sizzle**

9. Waiting for their carry-out order
10. Carry-out pickup
11. Driver doing a delivery

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