

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.

Now That's **SERVICE THAT SELLS!** power cards

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)*

Now That's **SERVICE THAT SELLS!** power cards

Fold along dotted line



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

Now That's **SERVICE THAT SELLS!** power cards

©2010 Pencom International • www.servicethatsells.com

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!

Now That's **SERVICE THAT SELLS!** power cards

©2010 Pencom International • www.servicethatsells.com

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 _____."

Now That's **SERVICE THAT SELLS!** power cards

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.

Now That's **SERVICE THAT SELLS!** power cards

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.

Now That's **SERVICE THAT SELLS!** power cards

©2010 Pencom International • www.servicethatsells.com

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!

Now That's **SERVICE THAT SELLS!** power cards

©2010 Pencom International • www.servicethatsells.com

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."

Now That's **SERVICE THAT SELLS!** power cards

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

Now That's **SERVICE THAT SELLS!** power cards