

Full Service

say it differently
(sample answers)

1. Welcome to _____. You're in luck, the wait is a short
2. Have you dined with us before?
3. May I make a few suggestions?
4. Our most popular item is/The best deal is
5. My pleasure/I'd be happy to
6. What I can do is
7. Today we are featuring _____ and _____, which would you prefer?
8. The best way to do that is
9. The large size is only _____ more
10. Our house liquor is _____ and we also feature _____ and _____, which do you prefer?
11. Great to see you again. Don't forget, our special tomorrow is

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Full Service

say it differently
(sample answers on back)

1. Name? Two for dinner?
2. Follow-me. *(and silence to the table)*
3. Decided yet? Any questions?
4. Is that all? Anything else?
5. No problem.
6. NO.
7. Can I get you an order of _____? Do you want some _____? *(too easy to say 'no')*
8. Would you like an appetizer [or desserts, etc]? *(too easy to say 'no')*
9. You don't want _____ do you? *(negative)*
10. House or premium liquor? *(not very explanatory; easy to say 'no')*
11. Thanks for coming in!

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HOST

Friendly Greeting. Avoid 'dine in or carry out', 'smoking or non' '2 (or another number)?' 'Name?', etc.

Wait Time. Friendly ('you're in luck').

Interacts. As host/hostess escorts and educates guest; thanks all guests and invites back.

SERVERS

Sizzle at Every Point. Ordering, drink/food deliveries, refills, check backs, table maintenance, payment, thank you.

Situational Selling. Inform guest of choices and let them buy what they want, not what we want to sell.

No canned sales lines!

Hospitality Words!

BARTENDER

Welcome greeting!

Situational Selling. Draft beers, wines, premium liquors, specials.

SERVICE ASSISTANT

Assist the servers!

Refills, table maintenance.

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1. Open the door and welcome arriving guests and thank departing guests.
2. Welcome a party at the host stand.
3. Seat a party.
4. Make a drink at the bar.
6. Go to the restroom (*and send someone of the opposite sex into the other one!*).
6. Deliver food to a table.
7. Check on a guest.
8. Make a dish in the kitchen.
9. Prepare a carry-out order.
10. Run a sales and product mix report.
11. Recognize an employee!

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Full Service

You Say

1. "Welcome to _____. You're in luck — today the wait is only a short"
2. If you don't recognize the guest: "I'm sorry, I don't recognize you. Do you dine here often?"
3. Let the guest know what your establishment is famous for, the location of the restroom or a bit of history on the restaurant.
4. "Great choice. You'll really enjoy it."
5. "Our house vodka is _____ and we also serve _____ and _____, which would you prefer?"
6. "We are famous for" or "Our most popular items are"
7. "What are you in the mood for? May I tell you about our best deals?"
8. "Welcome back. Great to see you again."



SIZZLE POINTS

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

1. Approaches the host stand — on a wait.
2. Is being escorted to the table.
3. Is a first time guest — host.
4. Orders a _____.
5. Orders a vodka tonic.
6. "I've never been here before." — server
7. Looking at the menu for a while.
8. Is a regular.



SIZZLE POINTS

What would you say?

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

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