

**BEN E KEITH**  
ENGAGE  
EDUCATE  
EMPOWER

**CUSTOMER SUPPORT TEAM**



**YOUR STAFF'S GUIDE TO**

**TRAINING**

## TABLE OF CONTENTS



- WHAT YOU SHOULD KNOW
- CREATE A SYSTEM
- 12 POINTS OF SERVICE
- WELCOMING GUEST
- TAKING ORDERS
- MENU KNOWLEDGE
- UP-SELLING ITEMS
- HANDLING COMPLAINTS
- SIDE WORK
- COMMON SENSE ETIQUETTE



## WHAT YOU SHOULD KNOW

Did you know that approximately 14 percent of your customers will not return to your business because of food quality and 68 percent because of service quality? So, doesn't it make sense to train your waiters and waitresses to deliver superior service to win your customers back every time?

"Service" is not just about delivering food and drinks to the table it is giving the customer much more than they expect. Implementing a solid training program that focuses on personalizing service will set you apart from your competitors. Exceeding the needs of each customer with customized service takes a little extra time.

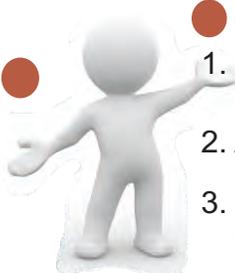
However, it is worth the effort. When the customer wins, every one wins and it's a triple play-more money for you, increased tips for your service staff, and happy customers that become loyal patrons and refer their friends to your business.

## CREATE A SYSTEM

To gain the competitive edge today, you have to do much more to place your restaurant on the "favorites" list. One way is through creating a system.

A system is simply a recipe of how something should be done. It should reflect the most effective method or process to get a desired result every time. A system could be as simple as a check list for cleaning the restrooms or a set of procedures to follow when preparing the schedule, checking in a delivery, greeting a customer or settling a check.





## 12 POINTS OF SERVICE

### ENTRANCE

1. Greet table within 45 seconds with bevnep/coaster. Introduce yourself.
2. Ask if guest has dined with us before if not regulars.
3. Suggest 2 specific beverages & appetizers. Make full presentation to the table: featured entree, point out menu specifics or chalk board specials.

### DELIVERY

1. Return immediately with drinks using a tray. (serve open body)
2. Sell features, take order using the rotation system on the ticket & repeat it back to the guest. Suggest sides to compliment entrees.
3. Time entrees according to appetizers delivery. Rule of thumb: when appetizers hit table, ring up entree. (know situations when this would not be appropriate). Pre-bus all salad & appetizer plates before entree arrives.
4. Serve your food (open bodied) in proper serving order- children, elderly, women, men.
5. Follow up after guest first two bites, refill beverages when half full, listen & look- scan the table & anticipate guest's needs.

### TAKE AWAY

1. Pre-bus one guest at a time -this can get tricky so, again watch & listen....don't ask them over & over if they're finish, some guest will sit plates to the side others will not. Just be attentive.
2. Present dessert tray or tell them how deliciously sinful the chocolate cake is & suggest after dinner drinks

### EXIT

1. Present the check, immediately return with correct change/ voucher.
2. Thank & invite your guest to come again.

**NOW.... LET'S BREAK THESE DOWN!!**

## WELCOMING GUEST



***A Servers #1 Duty is to Provide Hospitality To Guests!***

So what is the difference between hospitality and service? Hospitality is going above and beyond, anticipating guest needs, making the guests feel welcome, being friendly and attentive, basically treating the guest as if they were in your own home. Service is just the bare minimum, taking orders, bringing drinks, and clearing plates. Service is part of your job, but that is only one part of what brings a guest into your restaurant.



When they come through those doors, they expect quality in every aspect of the restaurant. Guest look for a value in things they see, taste & touch. Provide them with these exceptional qualities & it will be your hospitality that brings them come back!

### ● SMILE

Be optimistic & speak with a smile.

### ● EYE CONTACT

Indicates that they can relax & trust you.

### ● SPEAKING

Use respectful titles, such as "sir" & "ma'am."

### ● LISTEN

Never interrupt or talk over guest & listen with care.

### ● TOUCH

A one time casual touch on the shoulder could increase a tip from 12% to 17% (Effects of Touch Manipulation)

# TAKING ORDERS

*To Get It Right: Write It Down! Start With 6 Simple Steps.*

1. Smile & introduce yourself - remember your hospitality goals. (this is still “welcoming the guest” phase)
2. Present menus & tell them about any specials. 
3. Ask the customer are they ready to order.
4. Listen carefully as the customer places their order.
5. WRITE IT DOWN - In order for accuracy & this will help to know who's dish is who's when serving.
6. Read the order back to the customer - this allows them to make any changes before the order is placed.

## ● HOW TO SERVE & CLEAR FOOD

- \* Serve in the appropriate order: women first, if elderly are present they are second & then men.
- \* Serve & clear food from the diners left side, it is best since most diners are right handed.
- \* Serve & pour beverages from the right side of the diner.
- \* Serve the correct order to each guest, you should not have to call out the dish to be claimed because you .....WROTE IT DOWN- unless they switched seats, it should be in order.
- \* Always check within 5 minutes of serving that guest are satisfied.
- \* Never rush a party to finish- good service extends beyond the meal.
- \* Clear all plates & glasses at the same time -unless otherwise requested & before presenting the check.

## ● GETTING BACK TO STEP 2

Two skills that can not only increase the restaurants profits, but your tip as well.

## MENU KNOWLEDGE



During your training, you were exposed to the menu & it's ingredients. It is imperative, as a server, that you know the menu items & what will compliment them as well.

The following points will enable you to assist any guest with questions in person, or on the phone.

- \* Dishes name.
- \* What it looks like.
- \* What it taste like.
- \* What are ingredients of the dish.
- \* Cooking method.
- \* Preparation time.
- \* Required plate, cutlery, garnish, condiments.
- \* How to serve.
- \* Abbreviation.
- \* Price

### ● SPECIALS & FEATURES OF THE DAY

The restaurant offers daily specials for 3 reasons:

1. To add variety to our menu
2. To allow our customers the best of seasonal items.
3. To allow us to test items for future menu development.

Each day, pre-shift, you need to know the specials & practiced how you are verbally going to entice the customers when presenting these specials. Who cares if there is a dessert card on the table or the days feature is written on a chalk board. Paint a picture with your words & captivate your guest with adjectives... make them want it.

The more knowledge you have on different menu items, the more you can suggest to your guest!

## UP-SELLING ITEMS

Up-selling means to be able to sell more than what the customer intends to purchase. It's an effective way of making a more profitable sale. Up-selling does not require one to be pushy, but just convincing enough to encourage the customer to take advantage of the suggested item.

Hence, Suggestive Sells.

You've heard that old saying, "You can lead a horse to water, but you can't make him drink." ? Well, in suggestive sells your job is to make him THIRSTY!!

In this business suggestive selling is an art form. The menu should have words that draw attention & emphasize key items, but your job is to Sell the Sizzle!

You are directing a block buster movie! Choose the target item /s & use descriptions with words & phrases that attract attention & create an appealing mental image for your guest. You want to enhance their expectations.



### ● MOST POWERFUL WORDS

There are over 300 words & phrase that stand out & shine that people take notice of & 150 that draw attention & emphasize key items in menu descriptions. In this exercise, take turns saying an enticing, descriptive food word.

*example:* robust, endless, premium, mouth-watering, refreshing etc.

### ● UP-SELLING ROLE PLAY

Now that you know some exciting food words, take turns trying to suggestively sell an item to a table of other staff members.

**WARNING**

## HANDLING COMPLAINTS

*Caring for Upset Customers.*

Now & again there are bound to be problems. A customer may be dissatisfied with the meal or the quality of service. Sometimes guest will find the need to vent anger or annoyance before the problem can be resolved. As a server you must be trained the proper ways to handle customer complaints....after all you get the brunt of the display of distress.

Here's a few reasons customers complain:

- Slow service
- Rude servers
- Inattentive servers
- Incorrect orders
- Dirty dishes
- Dirty facility
- Poor quality food or drinks



Sometimes a customer just wants to be heard & having a server acknowledge the issue is all it takes....

- \* Listen & Acknowledge
- \* Apologize
- \* Rectify the Problem- Get the Manager & Fix It.
  - Meal could be replaced & comped
  - Guest could get dessert on the house
  - Assign a new server if needed
  - Give a coupon for a free meal on their next visit
- \* Thank the guest- if they leave dissatisfied, simply thanking them for coming in does wonders.
- \* Correct the situation- the manager should debrief the staff so, it will not happen again.

● **NOW.... LET'S GET THIS PLACE IN TIP TOP SHAPE!**

## SIDE WORK

*If You Assume Everything Is Clean, You Will Be Wrong!*

Whether it be napkins, menu, cutlery, side plates, glasses or linens, check to make sure they are VERY clean.

Salt, peppers, sugars & other condiments should be full, wiped & checked that their lids are tightly on.

Make sure you have an area that have some EXTRA clean rags. In times when you need them, is no time to be searching for them.

Always be prepared for the “Food Accident” cause it will happen. How you handle a food accident will greatly decide the size of your tip.

Be responsible for making sure these things are clean & ready. It's your job, do not rely on anyone else. By being prepared you can quickly clean up after your customer leaves & have more seats per shift - More Seating equal More Tips!

Side work is every servers least favorite part of the job. These duties will vary from place to place, but if you make yourself a list, you will be done in no time.

*example:*

- \* Wipe down tables
- \* Refill, tighten & wipe ALL condiments
- \* Empty & clean coffee station
- \* Empty & clean ice tea & soda station
- \* Stock plates, silverware, to-go boxes etc
- \* Place items in back fridge if needed
- \* Wipe down server station
- \* Wipe down menus
- \* Check restrooms for trash, clean mirrors & stock



Learning how to be a good server is very important & now you should have a very clear idea of what the normal duties entail. A Server will provide Hospitality to guest, conduct Ongoing Table Maintenance & perform Side Work duties.

## ETIQUETTE - “Plain Common Sense”

Making a good first impression on a customer is very important. A clean uniform, shoes, hair, personal hygiene & general attitude are all noticed within minutes. As a server, your external appearance is the customer’s visual identity.

Use the acronym **S.E.R.V.I.C.E.** to remind all servers how they should portray themselves.



**S**ocial,  
**E**nthusiastic,  
**R**esponsible,  
**V**ibrant,  
**I**ntelligent,  
**C**ourteous,  
**E**ngaged.



- \* Appearance - come to work well groomed & wear comfortable shoes because if your feet hurt, you can't SMILE.
- \* Attitude - come to work Happy & ready to greet people SMILE & leave your troubles at the door.
- \* Teamwork - help out where needed, the restaurant's success is everyone's responsibility to ensure a Good Reputation.
- \* Get Excited - take on the rush with a SMILE, don't get frustrated the customers will notice.
- \* Know Your Stuff - you should know the menu by heart, your regular customers by name & what they like.
- \* Always be respectful - Be discrete when problems arise, Never gossip or complain to customers, Never yell or argue with a customer or other staff members.
- \* NO TEXTING - you can not be taking care of your tables if you are texting, chatty with co-workers, or TAKING A SMOKE BREAK!!

**ANY QUESTIONS**



**WAIT !!**

● **FOR A MORE DETAILED SESSION:**  
Contact your Ben E. Keith Foods DSR



to schedule training classes in Basic Customer Service, Improving Tips, Front of the House Training or Back of the House Training.