



Sell Main Course

ServPoint: During the critical Sequence of Service you are not an order taker. You are a **Brand Ambassador**.

Remember to use your selling skills and all tools available to you.

Why: We want Guests to enjoy the complete *experience*. **Guests do not always know what to order**, so it's your job to inform them about signature items and daily specials. We also want our restaurant to reach optimum sales and you to make great tips. To achieve these goals all **Servers** (*brand ambassadors*) must have a **Marketing Mindset** and use **Suggestive Selling**.

When: From your initial Greeting and each table visit through your last possible order (dessert and beverages).

How: Identify and face the Host of Table. Use your perfect posture combined with a big smile, and a two-second pause to get Guest's attention. (*You know by this time if the party has any FirstTime Guests*).

Method: Introduce **Fresh Ingredients** and **Signature Items** with scripted suggestive sell. Describe all items with passion using key words and all marketing props (**Blackboards, Table Tents, & Menus**).

When describing meats, seafood or other menu items please use **descriptive words**: Fresh, Steaming, Creamy, Sauced, Tangy, Crunchy, Velvety, Sizzling, Moist, Tender, Light, Sweet, Juicy, Delectable, Flaky, Hearty, Rich, Melt-in-your-mouth

Goals & Metrics: Servers – *try these techniques* for the next four weeks and notice the positive results in your sales and gratuities. Owners and Managers mention in your daily pre-shift meeting. Always *observe server execution in the dining room and during your table visits*. Drive PerformanceScope Survey results for **server knowledge**, **menu variety** and **fresh ingredients** with a daily *PerformanceFocus!*

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