



Audience

- Owner / Operators
- Experienced managers
- New managers
- Managers in Training

About the course

Increasing sales and check averages is not about offering the most expensive items on the menu. It's about understanding guest preferences and making authentic recommendations that enhance the customer experience.

The course provides a comprehensive approach for managers to develop a FOH team of sales professionals.

This course is available in video or interactive microlearning course format.

Business goals

- Develop consultative sales skills and behaviors
- Increase average spend and sales
- Increase customer loyalty
- Improve the quality and quantity of online reviews

Success metrics

Included with this course are templates and instructions to benchmark and measure:

- Knowledge lift
- Sustained behaviors
- Business impact

Course Title: FOH Sales Playbook for Managers

Increasing sales and check averages is not about offering the most expensive items on the menu. It's about understanding guest preferences and making authentic recommendations that enhance the dining experience. This course provides a comprehensive approach to developing a team of sales professionals.

Key Learning Objectives:

- Understand the qualities of a great team and how to nurture team selling behaviors
- Identify the traits and characteristics of a hospitality “All-Star” versus an “Order Taker”
- Set measurable sales goals, communicate, and track goal achievement over time
- Use tools, templates, and practice scenarios at shift meetings to ensure all team members have detailed product knowledge and feel confident applying their knowledge to guide guests
- Understand guest personas and how recognizing guest personas can improve the dining experience

Module Title	Summary	Audience
Exceeding Guest Expectations	This module explores the role of hospitality-oriented team members and introduces tools and techniques to develop your sales team.	MGR
Skillbuilder: Increasing Sales	This skillbuilder provides additional practice using the tip calculator included three guided scenarios to determine if the server suggestions caused tips to go up or down.	MGR
Developing an All-Star Team	This module provides a deeper look at the difference between an order taker and a hospitality-oriented server. This includes the attributes of a great server, and how job knowledge and teamwork enable authentic hospitality.	MGR
Skillbuilder: All-Star Qualities	This skillbuilder provides practice identifying the traits of an all-star server and a server that needs some additional coaching. Tips for interacting with each server to provide coaching and guidance are provided in the feedback portion of each scenario.	MGR
Setting Sales Goals	This module provides guidance on developing sales themes, and setting realistic sales goals, along with techniques for monitoring and achieving sales goals.	MGR
Skillbuilder: Setting Sales Goals	This skillbuilder provides additional hands-on practice using the tip calculator to generate sales goals and determine how different sales goals can impact the bottom line.	MGR
Developing Menu Gurus	Developing menu gurus focuses on the skills and information needed to build and confidently use detailed product knowledge for all FOH team members.	MGR
Skillbuilder: Product Knowledge	This skillbuilder is a set of scenarios that showcase different types of guest interactions the good, better, best responses that will improve the service experience for customers and potentially increase sales when implemented by the team.	MGR
Guest Personas	This module introduces the concept of guest personas and demonstrates how to use guest personas to help the team craft authentic hospitality experiences, develop guest loyalty, and increase sales.	MGR
Skillbuilder: Guest Personas	This skillbuilder provides opportunities to identify different guest personas through the use of scenarios and multiple-answer branching questions.	MGR

Introduction Video

- Course overview
- How to apply the course to your operation
- How to use the Success Roadmap to track progress and success over time

Module 1: The Guest Experience

This module explores the role of hospitality-oriented team members and introduces tools and techniques to develop your sales team.

- Understanding the guest experience
- Interaction: How teamwork supports the guest experience
- Elements of a sales team
- Qualities of a great team member
- Interaction: What is safe service?
- Checkpoint Interaction: Coaching to reduce guest dissatisfaction
- Proactively managing issues
- Guest recovery and communication
- Checkpoint Interaction: Safe Service
- Increasing sales- WIIFM?
- 3 ways to increase guest loyalty and sales
- Checkpoint Interaction: Increasing sales
- Breakout Exercise: Use the customizable templates to apply the information to your restaurant
- Module recap and reflection

Module 1 Skillbuilder: Demonstrating WIIFM to the Team (What's In It For Me?)

Explore scenarios to increase sales and tips using the tip calculator.

Module 2: Developing an All-Star Sales Team

This module provides a deeper look at the difference between an order taker and an All-Star sales pro. We will explore the attributes of a hospitality-oriented All-Star, and the steps for developing an All-Star team of sales pros.

- Attributes of a hospitality all-star
- Traits of an order taker
- Game: Order taker or all-star?
- All-Star qualities
- Elements of job knowledge
- Game: Five elements of teamwork
- Breakout Exercise: Use the customizable templates to apply the information to your restaurant
- Module recap and reflection

Module 2 Skillbuilder: Recognizing and Coaching for All-Star Qualities

Assess examples of server qualities and how to coach team members accordingly.

Module 3: Setting Sales Goals

This module focuses on setting sales goals and developing the skills and behaviors to prepare the team to achieve sales goals.

- Establishing a sales plan
- Communicating the plan and delivering effective sales pre-shifts
- Setting sales goals
- Interaction: Using the tip calculator to set goals
- Setting sales themes
- Breakout Exercise: Use the customizable templates to apply the information to your restaurant
- Module recap and reflection

Module 3 Skillbuilder: Setting Sales Goals

Practice using the tip calculator to set five sales goals and themes.

Module 4: Transform Order Takers into Menu Gurus

This module focuses on developing detailed product knowledge, the foundation for enhancing the guest experience and increasing sales.

- Why is product knowledge important?
- Elements of detailed product knowledge
- Interaction: Developing menu gurus
- Game: Applying elements of menu knowledge
- Creating word pictures
- Exercise: Apply menu knowledge elements to your restaurant
- Game: Using appetizing words
- Using techniques for generating guest interest and excitement
- Reflection: Use the customizable template for your restaurant
- Breakout Exercise: Use the customizable templates to apply the information to your restaurant
- Module recap and reflection: Enhancing the dining experience

Module 4 Skillbuilder: Product Knowledge

Practice guiding guests with product knowledge.

Module 5: Guest Personas

This module is about recognizing and using guest personas to help your team consistently deliver authentic hospitality experiences that builds guest loyalty and increases sales.

- What is a guest persona?
- Recognizing guest personas
- Interaction: Adapting service for guest personas
- Scenario: Personas in action
- Review and Feedback: Persona scenario
- Reflection: Applying personas to your restaurant
- Game x 3: Recognizing personas
- Breakout Exercise: Use the customizable templates to apply the information to your restaurant
- Module recap and reflection

Module 5 Skillbuilder: Guest Personas

Review customer backgrounds, then listen to customer interactions and determine their personas.