FOH SALES PLAYBOOKS

Audience

- Servers and bartenders
- FOH team members

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 comprehensive course will help FOH team members develop consultative sales skills that results in increased sales and customer loyalty.

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

Business goals

- Develop consultative sales skills and behaviors
- Increase average spend and tips
- 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:

- Sales and tips
- Repeat business

Course Title: FOH Sales Playbook for the Team

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 is a comprehensive training course to transform order takers into confident and effective sales professionals.

Key Learning Objectives:

- Understand the qualities of an 'A' player and All-Star team behaviors
- Build knowledge and confidence of the traits and skills of a consultative sales pro
- Develop the behaviors of a hospitality "All-Star" versus an "Order Taker"
- Demonstrate detailed product knowledge and optimize opportunities to enhance guest experiences
- Demonstrate the ability to recognize guest personas and adapting the guest experience accordingly

Module Title	Summary	Audience
Traits of a Great Team Member	In this module, we will focus on the traits of a great team member, understanding guest motivations, and preparing to create memorable guest experiences.	FOH
Skillbuilder: Increasing Tips	In this skillbuilder, a series of scenarios are presented designed to provide practice using the tip calculator to determine how server behavior can increase or decrease potential tips.	FOH
Are You an All-Star?	This module focuses on the qualities of an All-Star server. This module includes how to prepare for the shift, how to exceed guest expectations and the traits of an All-Star vs an Order Taker.	FOH
Skillbuilder: All-Star Qualities	In this skillbuilder, a series of scenarios are provided, and the learner is asked to determine whether the server is an All-Star or not.	FOH
The Guest Experience	In this module the server is introduced to everything that goes into creating a memorable guest experience from before the shift begins through the completion of service.	FOH
Skillbuilder: Guest Experience	In this skillbuilder scenarios are provided that highlight different server behaviors and the potential guest experience impact.	FOH
Mastering Product Knowledge	In this module, we focus on developing detailed product knowledge to become a menu guru. The use of techniques to build excitement and interest that will enhance the guest experience is also introduced.	FOH
Skillbuilder: Product Knowledge	In this skillbuilder, several product knowledge scenarios are provided to develop menu guru skills.	FOH
Guest Personas	In this module, guest personas are introduced. Servers will learn how to use their powers of observation to make recommendations and create authentic hospitality experiences using guest personas.	FOH
Skillbuilder: Guest Personas	This skillbuilder provides opportunities to identify different guest personas using scenarios and multiple-choice questions.	FOH
Guiding Guests	This module brings everything together. Understanding how to enhance the guest dining experience by using consultative sales skills and product knowledge.	FOH
Skillbuilder: Guiding Guests	Practice offering suggestions and recommendations based on real world scenarios.	FOH

Module 1: The Guest Experience

This module explores the traits of a great team member, understanding guest motivations, and preparing to create memorable customer experiences.

- The fundamentals of delivering memorable experiences
- Interaction: How teamwork supports the guest experience
- Checkpoint Interaction: Key elements in delivering high quality experiences
- Managing first impressions
- Interaction: What is safe service?
- Creating lasting positive impressions
- Traits of great team members
- Qualities of a great sales team
- What is great service?
- Guest motivations
- Interaction: Building guest confidence (Safe Service)
- Developing raving fans
- Game: What drives loyalty?
- Benefits of being a sales pro- WIIFM?
- Checkpoint Interaction: How to increase sales
- Module recap and reflection

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

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

Module 2: Are You an All-Star?

This module focuses on the qualities of a hospitality All-Star and includes activities to develop All-Star qualities.

- The keys to guest satisfaction and loyalty
- What do guests expect?
- Checkpoint Interaction: Guest expectations
- Bringing your 'A' game
- Traits of an 'A' player
- Interaction: Bringing the 'A' game
- Order taker or 'A' player
- Game: Order taker vs. 'A' player
- All-Star qualities
- Appearance and hygiene
- Job Knowledge
- Team selling
- Game: Key elements of team selling
- Checkpoint: Team selling
- Module recap and reflection

Module 2 Skillbuilder: Recognizing All-Star Qualities

Assess examples of server qualities and their All-Star potential.

Module 3: The Guest Experience

In this module we will cover the basis for creating memorable experiences and increasing sales. The server is introduced to everything that goes into creating a memorable guest experience from before the shift begins through the completion of service.

- Getting ready for service
- Reflection: What is sanitation theater?
- Managing the details
- Game: Building guest loyalty (Safe Service)
- Getting the job done vs. doing a great job
- Service fundamentals
- Module recap and reflection

Module 3 Skillbuilder: Setting Personal Service Goals

In this skillbuilder, scenarios are provided to highlight different server behaviors and the potential guest experience impact.

Module 4: Mastering Product Knowledge

In this module, we focus on developing detailed product knowledge, and using the knowledge to become a menu guru.

- Why is product knowledge important?
- Elements of detailed product knowledge
- Game: Applying elements of menu knowledge
- Creating word pictures
- Exercise: Apply menu knowledge elements to your restaurant
- Review: Applying product knowledge
- Reflection: Apply the product knowledge elements to your restaurant
- Game: Using appetizing words
- Module recap and reflection

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 consistently deliver authentic hospitality experiences that builds guest loyalty and increases check averages.

- 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
- Reading guest cues
- Checkpoint Interaction: Determining guest preferences
- Team selling and communication
- Module recap and reflection

Module 5 Skillbuilder: Guest Personas

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

Module 6: Guiding Guests- Enhance the Experience and Increase Sales

This module brings everything together. Understanding how to enhance the guest dining experience by applying product knowledge and consultative sales skills.

- Game time- preparing to deliver exceptional guest experiences
- Exceeding guest expectations
- Checkpoint Interaction: What guests expect
- Bringing your sales 'A' game
- Preparing for service
- Observing guest cues
- Game: Guest cues
- Techniques for generating guest interest and excitement
- Reflection: Apply the techniques to your restaurant
- Examples of techniques in action
- Game: Identify more techniques
- Bringing your service 'A' game
- Table greeting
- Checkpoint Interaction: Table greeting tips
- Offering authentic suggestions and recommendations with confidence
- Offering beverages
- Checkpoint: Wine service tips
- Scenario: Making recommendations
- Module recap and reflection