



Service With Style Presents:

# 10 Steps To Great Service

A guide to help your business reach its peak potential.

Great service will set your business apart from everyone else and establish you as a brand that cares about their customers.

This workbook/guide will take you through the process of identifying, implementing and maintaining a great service program for your business!

# Let's Get Started!

Welcome to **10 Steps To Great Service**. We hope you are excited to get to get started because... Service Matters!!!

Operating a business requires attention to many different areas from Marketing to Inventory to Cleanliness and Safety. For the past 15 years, Service With Style has been teaching, coaching and training hundreds of companies and there was always one recurring factor.....**The Management Team!!**

When a company has a good **Structure** or foundation in place, typically they have really figured out 3 key areas. These segments of their company become the foundation for everything else they are able to accomplish.

## **Leadership, Systems & Staff.**

These key areas will provide the base that you need to handle the bigger projects, focus on the important priorities and allow you to grow.

Your **Leadership** team will need to be clearly defined with an organization chart, as well as titles, responsibilities, policies and goals. Be sure that every manager has been properly trained, that they understand their roles and how they fit in on your team. Provide a good company culture, hold your team accountable and always be working on more training and management development.

Your leadership team, together, can now work on the **Systems** that are needed to run the business. Be careful, a lot of the time there are basic systems in place and it is assumed that they are being used and working, but in reality it is just a clipboard on the wall that's never used!

We suggest a full review of every system you need to operate smoothly. The leadership team should review all **Systems** you need from checklists, to employee manuals, meeting schedules and training programs. Once the systems have been identified, it's time to get to work on updating, creating and finalizing all your systems. This is a big project but if done correctly, it will set you up for success. Throughout this guide we will identify many systems we recommend along with several samples.

Now that your **Leadership** team is together and the right **Systems** are in place it's time to solidify your **Staff**. When the leadership team works well together and uses the right **Systems** to operate productively and efficiently, the staff appreciates the work environment. Your good employees will strive to do their part and you will be able to feel the productively and momentum.

# Let's Get Started!

At this point, try to get specific about what you want to accomplish. When a well led group of people is focused, determined and appreciated, they can get a lot done. You should start to see the time consuming daily challenges become much easier to manage so that more important tasks can be addressed.

Now, there are many, many different projects to take on at any given time in a business, but if the leadership team is on the same page you will always be focused on what is the next critical project to tackle. Sometimes that may be inventory, marketing, renovations, a new location, or financials, but for today it's .....**SERVICE!!!**

This manual will focus on the steps to implement a Great Service program that can impact the experience every guest that comes into your establishment receives.

We hope you will take the time to review this guide and complete the work pages as you go. As you answer the questions, you will start to outline a new plan and focus on **Service** issues in your business. Be sure to discuss this with your leadership team and embrace this as a team project.

To get the best results for the project, we suggest to first identify one person on your team to lead this. Allow them to hold a meeting with a small group of helpers. Everything is communicated to leaders through the weekly manager meeting. This team can be looked at as a **Service Committee** that works together for a short period to implement a **Great Service Plan!**



# What type of service do you want to deliver? Let's define It!

To deliver great service, you must first define what type of service you want to provide to your customers or guests! Once your leadership team completely understands the style of service you are striving to provide, they can consistently train and coach the staff on how to achieve this.

Mark all of the words that describe the type of service you are trying to provide:

- |                                  |                                    |                                       |                                       |
|----------------------------------|------------------------------------|---------------------------------------|---------------------------------------|
| <input type="checkbox"/> Casual  | <input type="checkbox"/> Relaxed   | <input type="checkbox"/> Exceptional  | <input type="checkbox"/> Entertaining |
| <input type="checkbox"/> Upscale | <input type="checkbox"/> Efficient | <input type="checkbox"/> Authentic    | <input type="checkbox"/> Interactive  |
| <input type="checkbox"/> Elegant | <input type="checkbox"/> Upbeat    | <input type="checkbox"/> Memorable    | <input type="checkbox"/> Intimate     |
| <input type="checkbox"/> Quick   | <input type="checkbox"/> Genuine   | <input type="checkbox"/> Personalized | <input type="checkbox"/> Cozy         |
| <input type="checkbox"/> Trendy  | <input type="checkbox"/> Friendly  | <input type="checkbox"/> Professional | <input type="checkbox"/> High Energy  |
| <input type="checkbox"/> _____   | <input type="checkbox"/> _____     | <input type="checkbox"/> _____        | <input type="checkbox"/> _____        |

In a few words, describe the type of service you want to provide to your guests:

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# 10 Steps to Great Service

***Let's review every aspect of building a GREAT Service Team!***

These steps were created as a step by step guide for how to achieve great service. Each part in its own way contributes to the customer experience and we recommend that everyone on your team gets involved!

1. Hiring
2. Training
3. Operational Systems
4. Leadership
5. Employee Morale
6. Service Standards
7. Customer Connection
8. Communications
9. Sales, Sales, Sales
10. Memorable Experiences

What are your opportunities?



# Understanding Your Guests

## What's Important to Your Guests?

The guest experience and expectations have completely changed with our current climate. Businesses have been forced to adapt and in many ways this has changed the way the guests / customers experience your product and/or services.

**From 1 to 10**, place in order what you believe to be important to your guests.

(1 being the most important).

\_\_\_ Clean & Safe Establishment

\_\_\_ Product Quality

\_\_\_ Value

\_\_\_ Friendly Interactions

\_\_\_ No Delays

\_\_\_ Good First Impression

\_\_\_ Memorable Experience

\_\_\_ Professional Staff

\_\_\_ Comfortable Environment



**9 out of 10 unhappy guests do not complain to management, but they do tell an average of 9 friends about their bad experience.**

# #1 Hiring

Any good hiring system is well organized. Be sure to have a very good application available for potential employees. An interview score sheet can provide a guide to identify the right person, and a new hire letter will provide important details to the new employee in a professional manner. Take your time to always select the right people for the right position. Answer the questions below to establish some basic policies and needs.

What positions are you currently looking for? \_\_\_\_\_

What type of characteristics are you looking for in your new hires?

Productive  Creative  Organized  Team player  Outgoing  Driven  
 Experienced  Enthusiastic  Efficient  Punctual  Friendly  Fast

How do you get applications right now?

Referrals  Social Media  Flyers  Recruiting Software  Ads  Other

Who does your hiring? \_\_\_\_\_

How many interviews before making a job offer?

1  2  3  4

Are interviews scheduled or are walk-ins allowed?

\_\_\_\_\_

Are references called?  Yes  No

Are job offers made by phone or in-person? \_\_\_\_\_



## Recommended Systems for Interviewing

1. Application
2. Interview Score Sheet (Sample provided)
3. New Hire Letter (Sample provided)

## Build a Winning Service Team

# INTERVIEW SCORE SHEET

APPLICANT'S NAME AND ADDRESS: \_\_\_\_\_

POSITION INTERVIEWING FOR: \_\_\_\_\_ LOCATION OF INTERVIEW: \_\_\_\_\_

INTERVIEWER: \_\_\_\_\_ DATE OF INTERVIEW: \_\_\_\_\_

## PRE-INTERVIEW QUESTIONS

1. Are you working now?
2. May we contact your previous employers?
3. Tell me about your experience?
4. What is your availability?
5. Have you been to Ferg's before?
6. What brought you to apply with us?

## INTERVIEW QUESTIONS:

1. How would you describe your work style?
2. If you were to go back to school, what classes would you take?
3. Describe the "ideal" position for you.
4. Why do you want this position?
5. What are three of your strengths?
6. What are three of your weaknesses?
7. What was your favorite of the jobs that you have held and why?
8. What was your least favorite of the jobs that you have held and why?
9. Tell me about a time that you successfully resolved an issue with a disgruntled customer.
10. Which of the following tasks sounds most enjoyable to you and why? Giving input on a new menu item, helping train fellow employees, or ensuring that the restaurant remains clean and tidy.

## PHYSICAL QUALIFICATIONS

Stature and Appearance Necessary for Position

\_\_\_\_\_ High  
\_\_\_\_\_ Borderline

\_\_\_\_\_ Acceptable  
\_\_\_\_\_ Not Acceptable

Comments: \_\_\_\_\_

## EXPERIENCE AND WORK HISTORY

Previous Job(s) Held and Applicability to Position

\_\_\_\_\_ High  
\_\_\_\_\_ Borderline

\_\_\_\_\_ Acceptable  
\_\_\_\_\_ Not Acceptable

Comments: \_\_\_\_\_

## EDUCATION

Meets Requirements for Position

\_\_\_\_\_ High  
\_\_\_\_\_ Borderline

\_\_\_\_\_ Acceptable  
\_\_\_\_\_ Not Acceptable

Comments: \_\_\_\_\_

## INTEREST AND INITIATIVE

Interest in Position, Soundness of Reasons for seeking Position, Effectiveness in Presenting His/Her Case

\_\_\_\_\_ High  
\_\_\_\_\_ Borderline

\_\_\_\_\_ Acceptable  
\_\_\_\_\_ Not Acceptable

Comments: \_\_\_\_\_

## ATTITUDE

Reason for leaving Previous Job(s)/Relationships with Employer(s)

\_\_\_\_\_ High  
\_\_\_\_\_ Borderline

\_\_\_\_\_ Acceptable  
\_\_\_\_\_ Not Acceptable

Comments: \_\_\_\_\_

## POTENTIAL

Seeking Ability to Advance to Higher Job(s)

\_\_\_\_\_ High  
\_\_\_\_\_ Borderline

\_\_\_\_\_ Acceptable  
\_\_\_\_\_ Not Acceptable

Comments: \_\_\_\_\_

General/Overall Comments: \_\_\_\_\_

Interviewer Recommendation: \_\_\_\_\_ HIRE \_\_\_\_\_ DO NOT HIRE \_\_\_\_\_ NEED ANOTHER INTERVIEW \_\_\_\_\_ HOLD FOR FUTURE

Final Rating (circle): 1 (High) 2 3 4 (Low) Suggested Salary: \$ \_\_\_\_\_

Signature of Interviewer: \_\_\_\_\_



## Sample Letter for New Hires

Dear New \_\_\_\_\_ Family Member:

Congratulations on your new place in the \_\_\_\_\_ family. We, here at \_\_\_\_\_ set and maintain a very high standard for our team members, our food quality, our location and our place in the community. We are very excited about you joining our great team. As particular as we are about inviting people to join our \_\_\_\_\_ family, you should feel very proud about your recent invitation to be a part of our amazing team.

Your orientation is scheduled for \_\_\_\_\_ at \_\_\_\_\_ am/pm. The following is a list of things you need to bring to your orientation. If you do not have all of these with you, will not be able to start your family status.

1. Valid drivers license with picture.
2. Social Security Card.
3. Proof of US citizenship. (If needed)
4. Schedule of availability.
5. Your Completed Payroll packet
6. Any information you need to fill out tax paperwork.
7. Any questions or comments you may have about your new place in our \_\_\_\_\_ Family.
8. Proof of current SafeStaff Certification
9. Money to purchase your proper uniform. (approx. \$\_\_\_\_\_)

When you show up for your orientation, please come to the front door. Tell the first person you come in contact with that you are here for orientation and you need to speak with the manager on duty.

During your orientation you will be filling out your tax paperwork and employee file paperwork, learning about \_\_\_\_\_ family rules and regulations and you will be given your training schedule for the next week. We all wish you the best of luck and if there is anything we can do to make your place in our family more enjoyable please let us know.

**PLEASE BE ON TIME FOR YOUR ORIENTATION!**

Sincerely,

Manager

Today's Date: \_\_\_\_\_  
Service with Style, LLC 2015

# #2 Training Program

Putting together a good training program requires a lot of work. We suggest that your Service committee also handles this responsibility. They would help put together all of the necessary people, manuals, systems, and strategies to implement a program that will be with you for a long time. This will allow you to bring on new employees and develop people in a professional and timely manner. Answer the following questions to get started.

Do you have a current employee handbook?  Yes  No

Do you have designated trainers?  Yes  No

Who are your trainers? \_\_\_\_\_

Have your trainers received proper training and good directions?  Yes  No

Do you have a good training manual?  Yes  No

Is your manual broken down into positions?  Yes  No

Do you have a good checklist for your new employee orientation?  Yes  No

Who does your new employee orientation? \_\_\_\_\_

When is your orientation completed? \_\_\_\_\_

Do your trainers have the appropriate materials to train the new employees?  Yes  No

Does the employee take a test before finishing training?  Yes  No

Are your employee tests up to date?  Yes  No

Do you receive feedback from employees on your training?  Yes  No

Do your managers sit with each new employee to review how they are comprehending the training?

Yes  No

## Recommended Systems for Training

1. Orientation / Employee File Checklist (Sample provided)
2. Employee Manual
3. New Employee Testing for Positions
4. Employee Files
5. Training Manual



Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# #3 Operational Systems

## Checklists

- Every Employee – Every Position
- Hold Employees Accountable
- Every Task is on Checklist
- Easy to Communicate Changes
- Post in a Visible Location

## Action List

- Working List for all Employees
- Opportunities to Prove Themselves
- Increases Productivity
- Know When It's Done
- Easy Way To Delegate

## Responsibilities List

- Identifies Clear Leadership
- Post for All to See
- Helps Employees Grow
- Incorporate All Tasks
- Team Understands Their Role

## Productive Systems

Do you currently have checklists? \_\_\_ Yes \_\_\_ No

Do your checklists get consistently used and used correctly? \_\_\_ Yes \_\_\_ No

Does your checklist system need updating? \_\_\_ Yes \_\_\_ No

Who is responsible for updating your checklists? \_\_\_\_\_

Who is responsible for making sure the checklists are being used? \_\_\_\_\_

Checklists you need: (Server, Cook, Manager, etc.)

## 5 Steps of Discipline

Each week at the manager meeting, employees should be discussed. The group should come to a consensus on the steps of discipline for each person. Be sure to address the employees that are doing a wonderful job as well.

*Use this template in manager meetings.*

#	Step	Employee Name	Step of discipline	Manager to take action
#1	Let It Go!	_____	_____	_____
#2	Verbal Warning	_____ <u>Matt</u> _____	_____ <u>4</u> _____	_____ <u>Jordan</u> _____
#3	Written Warning	_____ <u>RJ</u> _____	_____ <u>3</u> _____	_____ <u>Kyra</u> _____
#4	Suspension	_____	_____	_____
#5	Termination	_____	_____	_____

## Recommended Employee Systems:

- |   |                          |
|---|--------------------------|
| 1. Recruiting/Interview Process         | 6. Checklist             |
| 2. Orientation Checklist                | 7. Responsibilities List |
| 3. Employee Files with Checklist        | 8. Action List           |
| 4. Employee Manual (Signed by employee) | 9. Communication Board   |
| 5. Training Manual                      | 10. Steps of Discipline  |

**Systems create productivity in staff. To provide great service, you need to be efficient.**

# Employee File / Orientation Checklist

Employee Name: \_\_\_\_\_

Date: \_\_\_\_\_

Application: \_\_\_\_\_ Completed in file

Employee Information Form: \_\_\_\_\_ Sent to Payroll

W-4 \_\_\_\_\_ Completed in file

W - 4 \_\_\_\_\_ Sent to Payroll

I - 9 \_\_\_\_\_ Completed in file

I - 9 \_\_\_\_\_ Sent to Payroll

\_\_\_\_\_ Payroll (MBA) Manual given to Employee

\_\_\_\_\_ Copy of Payroll Manual Acceptance / Copy in File

\_\_\_\_\_ New Hire Letter Given to Employee

\_\_\_\_\_ Copy of Photo ID or Passport / Copy in File

\_\_\_\_\_ Copy of Social Security Number / Copy in File

\_\_\_\_\_ Proof of Employment Eligibility / Copy in File

\_\_\_\_\_ Signed Copy of Employment Manual Acknowledgement Page / Copy in File

\_\_\_\_\_ Provide Property Tour

\_\_\_\_\_ Schedule Training Dates

\_\_\_\_\_ Assign Trainer & Review Training program

\_\_\_\_\_ Setup in TimeClock

Manager: \_\_\_\_\_

# MANAGER CHECKLIST

**Manager**

Week of: \_\_\_\_\_

Opening/Closing Manager: \_\_\_\_\_

	Mon	Tues	Wed	Thurs	Fri	Sat	Sun
<b>Operations</b>							
Complete daily list with staff	_____	_____	_____	_____	_____	_____	_____
Get all products	_____	_____	_____	_____	_____	_____	_____
Place all orders	_____	_____	_____	_____	_____	_____	_____
Inspect location before open	_____	_____	_____	_____	_____	_____	_____
Set lights, music & air	_____	_____	_____	_____	_____	_____	_____
Sign off on daily checklists	_____	_____	_____	_____	_____	_____	_____
<b>Financial/Office</b>							
Complete sales log & invoices	_____	_____	_____	_____	_____	_____	_____
Clean office & store items properly	_____	_____	_____	_____	_____	_____	_____
Go through email & phone messages	_____	_____	_____	_____	_____	_____	_____
Get change from bank	_____	_____	_____	_____	_____	_____	_____
Finish weekly payroll	X	_____	X	X	X	X	X
Complete daily inventory	_____	X	X	X	X	X	X
Hang up new checklists	_____	X	X	X	X	X	X
Complete tasks on Action List	_____	X	X	_____	X	X	X
Create & post schedule	X	X	X	_____	X	X	X
<b>Marketing</b>							
Facebook post	X	X	X	_____	X	X	X
Send out marketing newsletter	X	X	X	_____	X	X	X
Pull business card for Ddrawing	X	X	X	_____	X	X	X
Change readerboard	_____	X	X	_____	X	X	X

# Sample Responsibility List

Responsibilities List		
Item	Description	Assigned To:
<b>Ordering</b>		
Food Ordering	Place orders, negotiate prices, manage returns & keep close eye on prices	
Smallware Ordering	Make purchases of smallwares	
CO2	Order CO2 when needed, keep tanks labeled and be sure stock is full	
Uniforms	Make sure all staff are in proper uniforms at all times. Order new uniforms when	
<b>Financials</b>		
OMR / Invoices / Deposits	Input daily numbers & invoices. Make bank deposit and get change	
Bill Pay	Pay all invoices	
P & L Statement	Complete the month end profit & loss statement	
Food Inventory	Count all products and input numbers into OMR	
Bar Inventory	Count all products and input numbers into OMR	
<b>Marketing</b>		
Table Specials	Create and print daily special flyers on tables	
Constant Contact	Input email address, create newsletters and manage account	
Facebook	Make between 3 and 4 posts a week	
Marketing Projects	Create, organize and execute projects	
Business Visits	Delivery marketing materials to local businesses	
Website	Create and update website	
<b>Staff</b>		
Scheduling	Create and cost weekly schedule	
Applications	Promote to get applications	
Hiring	Interview & Hire	
Staff Orientation	Welcome new employee's and complete paperwork	
Payroll / Labor	Complete payroll hour sheet, fax to office, enter payroll in OMR	
Staff Training	Cordinate all new employee training & testing	
Staff Meetings	Organize, schedule & hold meetings	
<b>Maintenance</b>		
POS Programing	Update prices, products, discounts and employees in POS system	
Chalk Boards	Maintain all boards and make sure socials and messaae is upodate	



## Coops Bitro - Action List

	Assigned To:	Done	Comments	Complete By:
<b>FINANCIALS</b>				
Taxes	David	<input type="checkbox"/>	Finalize year end taxes	1-Jul
Inventory Guide	Chef	<input type="checkbox"/>	Update inventory list	1-Jul
New Bank Account - Catering	David	<input type="checkbox"/>	Start new company account with cards & checks	1-Jul
Quickbooks - Catering	David	<input type="checkbox"/>	Set up new account	1-Jul
<b>MARKETING</b>				
Email Newsletter	John	<input type="checkbox"/>	Send out new campaign regarding holidays	1-Jul
Contacts - Transfer	John	<input type="checkbox"/>	Import new catering leads	1-Jul
Flyers - Hours	John	<input type="checkbox"/>	Create flyer for New Hours	1-Jul
Catering Book	John	<input type="checkbox"/>	Setup new scheduling book	1-Jul
Business Cards	John	<input type="checkbox"/>	Order new cards for Chef	1-Jul
Catering Campaign - Catering	John	<input type="checkbox"/>	Create marketing plan for new catering	1-Jul
Update Website	John	<input type="checkbox"/>	Update site with holidays and catering	1-Jul
<b>STAFF</b>				
Key Employee	David	<input type="checkbox"/>	Hire new key employee	25-Jun
Employee Files	John	<input type="checkbox"/>	Review and update all files	20-Jun
Catering Sales	David	<input type="checkbox"/>	Hire & Train	1-Jul
<b>MENU</b>				
Recipe Book	John	<input type="checkbox"/>	Completely Update	1-Jul
Print Menu Packets - Catering	David	<input type="checkbox"/>	Finalize Catering menu design & print packets	1-Jul
Finalize Restaurant Menu	John	<input type="checkbox"/>	Take out Menu	25-Jun
<b>MAINTENANCE</b>				
Walk In Cooler	RJ	<input type="checkbox"/>	Get Repaired	1-Jul
Plumbing Repairs	RJ	<input type="checkbox"/>	Schedule a plumber for sink repairs	1-Jul
Dining Room	John	<input type="checkbox"/>	Reset the Décor & Tables	1-Jul
AltoShaam	RJ	<input type="checkbox"/>	Get Fixed	1-Jul
<b>ADMIN</b>				
SEO Clipboard - Catering	John	<input type="checkbox"/>	Setup system for Special Event Orders	1-Jul
Master Files - Transfer	Scott	<input type="checkbox"/>	Review, update, organize and save all required files	1-Jul
<b>KITCHEN</b>				
Receive & Set up	Todd	<input type="checkbox"/>	Organize all food items	28-Jun
Set up Stations	Todd	<input type="checkbox"/>	Set the line, label and re-organize	29-Jun
Clean & Santize	Todd	<input type="checkbox"/>	Schedule full kitchen clean	30-Jun
Special Board	Todd	<input type="checkbox"/>	Set up Sandwich for Daily features	1-Jul

# #4 Leadership

Leadership continues to be the most important aspect of providing great service to your guests. Be sure to look at leadership from the aspect of the overall business and not just a single individual. Focus on developing the leadership characteristics of each person and work toward a leadership team that together has all the attributes of a great team. To be an effective leader, which means that your team is willing to help and support you, they first have to respect you. Respect is earned, not given.

Label these leadership traits from 1 to 10, with 1 being your best trait and 10 being your worst.

\_\_\_ Knowledgeable      \_\_\_ Respectful      \_\_\_ Dedicated      \_\_\_ Energetic      \_\_\_ Visionary  
\_\_\_ Confident      \_\_\_ Passionate      \_\_\_ Common Sense      \_\_\_ Inspiring      \_\_\_ Leads by Example

What specific leadership skills should you be working on? \_\_\_\_\_

What leadership book would you like to read next?

\_\_\_\_\_

What leadership skills is your management team lacking?

\_\_\_\_\_

Please rank the following areas in order from 1 to 4.  
1 is the strongest area.

You		Your Management Team
___	Marketing	___
___	Operations	___
___	Financials	___
___	Staff Leadership	___

**Leadership sparks morale,  
morale creates productivity,  
productivity drives profits!**





# #5 Employee Morale

From 1 to 10, where would you rate your employee morale? (10 being the highest) \_\_\_\_\_

From 1 to 10, where would you rate your management morale? (10 being the highest) \_\_\_\_\_

When is the last time you had a team gathering? \_\_\_\_\_

If you had a team meeting tomorrow, what would you discuss?

_____	_____
_____	_____
_____	_____

What can you do today to impact your team morale?

_____	_____
_____	_____
_____	_____

Are there specific people or problems hurting employee morale? \_\_\_\_\_



## Recommended Staff Interaction

### 1. One on One Meeting:

A short meeting with employees (one on one) can go a long way to outline your standards, review policies, and listen to their feedback.

### 2. Staff Evaluations:

Employees can really benefit from a well thought out evaluation that is presented in a professional manner.

## Suggestions for better employee morale:

**Team Appreciation:** Gift Cards, Employee Meals, Pizza Day, Thank You's

**Team Communications:** Team Meetings, Communication Board, Shift Meetings, One On Ones

**Team Gathering:** Kickball Game, Mini Putt, Go to a Sports Event, Painting Pottery

# #6 Service Standards

We recommend that you discuss service times and standards at your next leadership meeting. Use this time to identify standards for these critical areas such as:

- Greet Times
- Greeting Script
- Service Times
- Selling Practices
- Follow up Service
- Times and Practices
- Check out Procedures
- Line Time Goals
- Payment Times

Do you have a standard greeting for your customers? \_\_\_\_\_

Does your staff know what type of greeting they should be providing? \_\_\_Yes \_\_\_No

What small things do you do for your customers that they love?

\_\_\_\_\_

On a scale from 1 to 10 (10 being the best) how would you rate your service? \_\_\_\_\_

## Service Tips

### Details to Service

- The small details of service make a great experience
- Acknowledge every guest immediately on arrival
- Be available to answer questions and give guidance

### Always on Stage

- When you are on the floor think of it as a stage and all eyes are on you
- Be professional with team members, with all customers and in all conversations

### Finish Strong

- After the items are delivered, check back with guests on their experience and satisfaction
- Stay in sight of your guests throughout the entire experience to address any needs
- Quickly finalize payment without delay
- Invite them back for another visit



## #7 Customer Connection

Connecting with a guest/customer is at the heart of great service. When your guest feels comfortable, at ease, relaxed or welcomed, they are now open to experience great service. When they trust that they will have a good experience, they now participate in the experience.

### The Root of Great Service

*Attentiveness—Knowledge—Passion—Attitude*

## 15 Seconds Goes A Long Way!

During the first 15 seconds that employees interact with customers, there should only be one goal... **Get Them To Smile.** If you're able to get a simple smile from your customer / guests during the initial contact, you have now built trust and broken down the wall between server and guest.

**Great First Impression**  
**Make Them Smile**  
**Connect With Guests**  
**Engage in Conversation**



## Service Tips

### Awesome Greeting

- Every guest deserves a truly friendly greeting
- A warm, sincere, and immediate greeting to every guest from all employees at the door and throughout the establishment
- Ask if this is their first time in. If yes, take extra time and explain everything you do
- When possible, hold the door open

### Go Beyond Hello

- Refer to guests by their names
- Engage in conversation to get to know your guests
- Start off each greeting with your name

### Observe & Inquire

- Asking simple questions to identify the needs of your guests
- At your initial greeting be sure to observe your guests to see what type of service they will require
- Stop and think what type of service your guests are seeking

# #8 Communication

A good communication system incorporates several different methods to discuss each aspect of the business and communicate decisions and direction to your entire team.

## Owner Communication

- Pass on ideas & concerns to operators
- Message to management not employees
- Structured meetings monthly or quarterly
- Review long term direction of business

## Ownership Meeting

Date & time: \_\_\_\_\_

Meeting Leader: \_\_\_\_\_

Agenda completed by: \_\_\_\_\_

Topics at next meeting: \_\_\_\_\_



## Operational Communication

- Review critical details each day
- Communication Log for Managers
- How to Communicate Issues

How do you communicate with your team?

Communication Log

POS Notes

Social Media Private Page

Communication Board

Payroll Memos

Scheduling App Notes

### Shift Meetings:

Shift Meeting date & time: \_\_\_\_\_

Stand Up Meeting topics: \_\_\_\_\_

Do you use cards/notes for those meetings?  Yes  No

### Recommendations:

Shift change for managers is a great time to communicate details regarding daily operations.

Manager meetings should be held every single week at the same time, with the same people, an agenda, and a leader.

Shift meetings should be short and simple, just the basic details prior to the shift.

# #8 Communication *continued*

## Directional Communications

- Weekly Management Meeting
- Take Time to Set Priorities
- Solve Problems
- Divide Actionable Tasks
- Review Action List and Accomplished Tasks

## Manager Meeting

Date & time: \_\_\_\_\_

Meeting Leader: \_\_\_\_\_

Agenda completed by: \_\_\_\_\_

Topics at next meeting: \_\_\_\_\_

## Meetings:

Management meetings are to discuss the direction of the business.

Frequency of manager meetings: \_\_\_ Weekly \_\_\_ Bi-weekly \_\_\_ Monthly

Main areas discussed at management meetings: Operations — Marketing — Financials — Staff



## Team Communication

- Staff Meetings for Big Items
- New Menu
- Big Events
- Training
- Stand Up Meeting (Daily or every few days)
- Communication Boards

### Recommendations:

Small details for employees should be passed on during regular conversations and shift meetings which allow you to focus on bigger topics at a full staff meeting.

## General Staff Meeting:

Is it the right time to hold a staff meeting? \_\_\_ Yes \_\_\_ No

General Staff Meeting date & time: \_\_\_\_\_

Meeting Leader: \_\_\_\_\_

# #9 Sales, Sales, Sales

Providing great service allows the enhancement of sales through suggestive selling, upselling, and additional visits from happy guests.

Do you have a marketing committee? \_\_\_ Yes \_\_\_ No

Who is on your committee? \_\_\_\_\_

When do you meet? \_\_\_\_\_

Who is the point person on your team for marketing? \_\_\_\_\_

What is your sales goal of increased sales - this year over last year? \_\_\_\_\_%

What are your strategies to increase sales?

___ Promotions	___ Digital Improvements	___ Special Events
___ Social Campaign	___ New Products	___ New Revenue Sources
___ New Specials	___ Marketing Plan	___ Improved Customer Service
___ Employee Training	___ Suggestive Selling	

Do your employees know the right products to sell? \_\_\_ Yes \_\_\_ No

Do you hold selling contests? \_\_\_ Yes \_\_\_ No

Have your employees been properly trained on how to sell? \_\_\_ Yes \_\_\_ No

## 4 Point Selling Plan

Identify four key areas that your staff can use to sell additional products

#1 \_\_\_\_\_ Ex. Promote/Suggest a specific product

#2 \_\_\_\_\_ Ex. Personal Recommendations

#3 \_\_\_\_\_ Ex. Offer an add on or an upgrade

#4 \_\_\_\_\_ Ex. Welcome back offer

## Suggestive Selling Contests

- Bingo—Hand out cards to staff with your products. The first to sell a line of specific products wins a prize.
- Floating \$20 Bill—Next person to sell this product wins a prize.
- Contests can help the motivation of the employee while training them to always be selling.



## Service Tip - Sell to Enhance

- You can improve the experience of each guest by guiding them through your products
  - At each greeting recommend a specific product
  - Always offer daily specials or special products
  - Use personal descriptions to highlight specific items
    - With each purchase offer additional add-ons
- Guide your guest to the items you have identified to suggestively sell

# #10 Memorable Experience

A memorable experience for a guest leaves lasting impressions that can help you for a long time. When you can deliver three great visits in a row for a guest, now they trust you to always deliver!

What do your customers love about you?  
\_\_\_\_\_

What is the one thing your team does best when it comes to service? \_\_\_\_\_

Is now a good time to solicit feedback from your customers? \_\_\_Yes \_\_\_No

Is now the time to start a secret shopping program that will provide incredible feedback on all aspects of the guest experience? \_\_\_Yes \_\_\_No *Service With Style can help you with all of this!*

What areas in service do you need to work on?  
\_\_\_\_\_

Who are the employee(s) on your team that consistently demonstrate great service? \_\_\_\_\_

Which employees on your team needs coaching on service?  
\_\_\_\_\_

Are you happy with your online reviews? \_\_\_\_\_

Is now a good time to ask for online reviews? \_\_\_Yes \_\_\_No \_\_\_Soon

If you were a Secret Shopper in your business, what score would you give your establishment? (1 to 100) \_\_\_\_\_

Does your score:

\_\_\_ Remain consistent

\_\_\_ Vary from day to day

\_\_\_ Vary from employee to employee

\_\_\_ Change all the time



## Customer Feedback:

Do you have a Secret Shopping program? \_\_\_Yes \_\_\_No

Do you have digital comment cards? \_\_\_Yes \_\_\_No

When is the last time you sent a survey/questionnaire to your customers? \_\_\_\_\_

# What's Next?

Now that you have taken the time to review your service program, go over this guide and discuss it with the entire leadership team. This will allow you to finalize numerous decisions, policies and procedures.

Once the decisions start to be made, move to the Action List!

Now that you have started to put together a plan to continually improve, we recommend that you look forward and identify the next areas that need your attention.

Identify the top 3 priorities with your leadership team that you would like to address next. Look at each area as a major project and create a simple plan to address the priorities.

**Select 3 areas to focus on.**

**Just 3!**

- Financials
- Marketing
- Menu
- Point of Sale System
- Health & Safety
- Renovations
- Business Growth
- Training
- Service
- Quality

## 10 Steps To Great Service



Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# Action List

It's time to summarize your thoughts, make small decisions, and start assigning tasks!  
Review this work book and create your action list.

## Start with some simple tasks.

Let's build some momentum. Getting things done is empowering!

	Item	Details	Complete By:	Assigned To:	Completed
#1					
#2					
#3					
#4					
#5					

## Start thinking about long term project tasks!

	Item	Details	Complete By:	Assigned To:	Completed
#6					
#7					
#8					
#9					
#10					



[ServiceWithStyle.com](http://ServiceWithStyle.com)

## About Us! *Service With Style*

Since 1998, Service With Style has strived to provide valuable information to business owners and managers and help you to continually improve your Service & Staff! Whether you have one location or 1,000 locations, your employees require training, support, and feedback to be able to provide your guests with service they can truly appreciate. Our Secret Shopping / Auditing program will allow you to understand the guests' perspective and our Coaching / Workshops will identify the areas of your business to improve upon.

### Secret Shopping

Our Secret Shopping program will provide you with thoroughly detailed observation reports completed by quality trained observers that are experiencing your business as a customer. This powerful information is essential to understand your guests' expectations, identify issues with specific employees, train your team, control theft, highlight star employees, and to help you in your quest to consistently improve your products, service, and staff.

### Business Audits

Our Auditing program provides you with Quality Assurance Inspections by well-trained, professional Auditors. We will inspect all aspects of the business. This includes Building Maintenance, Equipment Repair, Cleanliness, Safety, Compliance, Employee Productivity, Procedures and Systems.

### Workshops & Coaching

The key to a successful hospitality operation is a well-trained team that understands the importance of teamwork. The Service With Style Workshops & Coaching program will provide your employees, management and owners with in-depth training sessions focused on the skills required to drive your business to profitability.

### Surveys+

Our Surveys+ program offers several different options which allow you to gather insightful details on all aspects of your business using digital comment cards, customer questionnaires, and employee evaluations.

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