

**YOUR RESTAURANT IS OUTSTANDING!
NOW MAKE IT A STANDOUT!**



You run a successful professional kitchen.
You need an effective and affordable:



PROFESSIONAL WAITSTAFF TRAINING PROGRAM

FACT: Attracting diners isn't hard
Converting them into regulars is difficult!

FACT: Your guests won't care about your restaurant until you prove you care about them.

FACT: It takes good food AND good service to impress your guests.

FACT: Good service requires good servers. They are the face of your business and are responsible for most of your diners' perceptions!

FACT: In no other industry is the lack of service training so obvious.

Reasons restaurants lose customers:

- | | | |
|----|-----------------------------------|-----|
| 1. | Aggravated by poor service | 68% |
| 2. | Dissatisfied with product | 14% |
| 3. | Lured by competitors | 9% |
| 4. | Influence of friends | 5% |
| 5. | Moves | 3% |
| 6. | Death | 1% |

Why patrons return: (in order of importance)

1. Taste of cuisine
2. Perceived value
3. Bar & quality of drinks
4. **Impressive service**
5. Location
6. Convenience
7. Ambience & Atmosphere
8. Welcome feeling
9. Acknowledgement of regulars
10. Price

90% of aggravated guests complain to an average of 9 other people.

Source: Pryor Report, Vol. 10 No. 4A

80% of complaints are attributed to poor service.

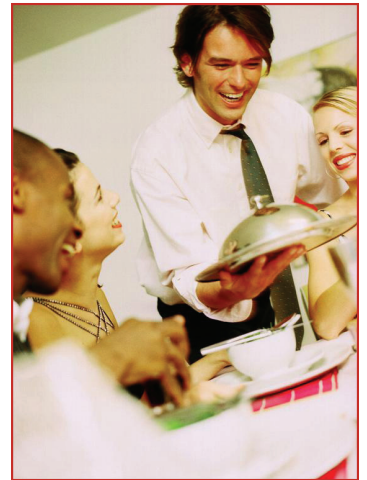
Source: Restaurant Attitude, Awareness and Usage Survey; Business Research Lab

It takes outstanding cuisine AND impressive service to make your guests' dining experience totally awesome!

PROFESSIONAL SERVER TRAINING PRODUCES PROFESSIONAL SERVERS:

Benefits:

- Greatly increases your weekly revenue
- Amplifies your profits by maximizing sales
- Attracts new diners
- Turns satisfied guests into loyal regulars
- Gains a competitive edge
- Teaches servers how to sell
- Attracts and retains quality servers
- Develops happier servers with money making attitudes
- Wows your guests with astounding and consistent, professional service



Course Topics:

- Maintaining Successful Attitude – Serving is a Profession
- Selling the Menu
- Pumping Up the Check Increases the Tip
- Order Taking Procedures
- Serving Techniques
- Managing the Table
- Serving Etiquette
- Beverage Service
- Wine Rituals
- Teamwork
- Safety
- Sanitation
- Consistency



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