



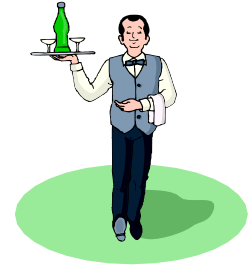
**BEALES HOTELS**

GENERATIONS OF EXCELLENCE SINCE 1769

# **Social Skills Training**

# Restaurant & Bar Staff

## *Communicating with customers*



- **Always wear name badge. Switch it from jacket to shirt if necessary**

### *ON ARRIVAL*

- ***Greet and smile! 😊😊😊***
- ***Make eye contact!***
- ***Ask for customers' names and use them***
- ***Good morning, Mr Brown / sir / madam***
- ***Good afternoon, Mr and Mrs Brown / gentlemen / ladies***
- ***Good evening, Miss Williams / sir and madam***
- ***May I help you gentlemen?***



# MAKE CONVERSATION

- **May I have your name, please?**
- ***May I help you, Mrs Green?***
- **Have you booked a table, sir?**
- ***This way, please, madam***
- **Follow me, please, Mr and Mrs Brown**  
(Use name or appropriate title)
- ***Have you had a good journey here this evening, Sir?***
- **Is the traffic bad tonight madam?**
- ***The weather is lovely / terrible here today, isn't it, ladies?***
- **SMILE! MAKE EYE CONTACT! 😊😊😊**
- ***Is this table all right for you, sir?***

# **UPSELL**

- I can recommend, sir, .... (a certain drink or snack)
- *Would you like peanuts or some other snack with your drink madam?*
- Would you like a large measure, gentlemen?
- *Would you like a danish pastry with your coffee, ladies?*
- Say 'Very good, sir / madam' when taking the order.
- *Enjoy your breakfast / luncheon / dinner, madam*
- With the compliments of the chef.
- *Is there anything else I can get you, sir?*
- I can recommend, madam, ...(a certain dish or drink)

# UPSELL

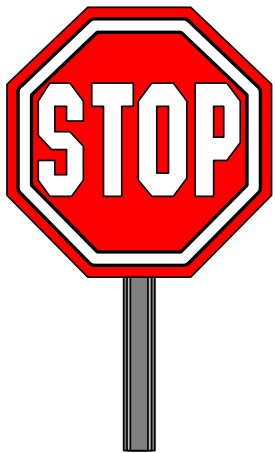
- **Would you like any vegetables with that, sir?**
- ***Would you like a pudding, madam? I can recommend...***
- **We have a wonderful selection of cheese. Would you like to try, sir, the stilton.....? Etc etc**
- ***We have a concert / dinner / wine tasting evening shortly, sir. Would you like a leaflet about it?***
- **I am afraid we are fully booked for Sunday lunch but I could offer you a table for dinner this evening, ladies.**
- ***I am sorry to hear about that, Mr. Green, I shall ask the Restaurant Manager to come and speak to you.***
- **I am sorry to have kept you waiting, gentlemen.**

# UPSELL

- **Thank you for coming, sir**
- ***I hope you enjoyed your meal, gentlemen***
- **I hope we may see you again, madam**
- ***I hope you have a safe journey home, ladies***
- **Good bye, Mrs Green / Good night, Mr Green**

# DON'T SAY

- Hello
- Yeah
- O.K.
- Right you are
- There you go



*Or use any other informal expressions*

# The questions AA inspectors ask...

- Are staff ALWAYS FRIENDLY? 😊😊😊
- *Are staff ALWAYS ENTHUSIASTIC? 😊😊😊*
- Do staff ALWAYS LOOK at you? 😊😊😊
- *Do staff ALWAYS SMILE at you? 😊😊😊*
- Do staff USE YOUR NAME? 😊😊😊
- *Do staff WELCOME you? 😊😊😊*
- Do staff SAY GOODBYE to you? 😊😊😊



- ***Do staff INITIATE conversation with you? 😊😊😊***
- **Are staff PROACTIVE and SPONTANEOUS? 😊😊😊**
- ***Do staff OFFER YOU REFRESHMENT? 😊😊😊***
- **Do staff OFFER YOU SERVICE without you having to go to the bar to order? 😊😊😊**
- ***Do staff SERVE you IMMEDIATELY at the bar? 😊😊😊***
- **Do staff SERVE you WITHIN 3 MINUTES of you sitting down at a table? 😊😊😊**
- ***Do staff DESCRIBE the house wine? 😊😊😊***

- **Do staff UNOBTRUSIVELY top up drinks AUTOMATICALLY? 😊😊😊**
- ***Do staff REMOVE unwanted glasses PROMPTLY? 😊😊😊***
- **Do staff ENTHUSIASTICALLY PROMOTE the food? 😊😊😊**
- ***Do staff GREET YOU WITHIN 1 MINUTE OF YOUR ARRIVAL at breakfast? 😊😊😊***
- **Do staff FULLY EXPLAIN the breakfast operation? 😊😊😊**
- ***Are staff NEATLY PRESENTED? 😊😊😊***
- **Do staff HANDLE COMPLAINTS POSITIVELY? 😊😊😊**

- If so - each 'yes'
- equals 'a positive guest enhancement experience'....
- equals a mark towards AA Quality Score....
- within the three or four star AA quality standard!



# FINALLY.....

- **The Customer gains a unique experience**
- **He / she will recommend the hotel to friends and colleagues**
- **The guest will want to return to the hotel as soon as possible**
- **The hotel has achieved its aim of creating 'a unique experience for the guest'**
- **You have carried out your job to the very best of your ability**