

10 Service Tips for Every Food Business

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The
80% - 8%
Rule



No 1.

**Where are the cheapest
meeting rooms in the UK?**



Answer: **Your Tea Room**

- As little as £5 per hour
- Total lack of attention to the customer
- No on floor approach
- Customer's now expect it
- Sell double to everyone who has a meeting in your business



No. 2 - Product Knowledge

- Local Knowledge
- Staff Tastings
- Test the Team
- Where does it come from?
- Wine Matching
- Local knowledge



No 3 - Where is the Wow?

Outside
the Shop

Car Park

Website /
phone

Toilets

Inside the
Restaurant

Exiting
the
Business



No 4. Getting the Right People

- Mystery shop them
- Role play at interview
- Trial – let the team have input
- Set the standard high



No 5. - The Moment of Truth



No 6. Look through the Customer's Eyes

- **Stop the Backdoor Approach**
- **A Great Team Exercise – 30 Minutes**
 - 3 Areas of the restaurant
 - What's Good
 - What needs Improving?



No. 7 - Chit Chat v's Rapport

Weak

- Weather
- Weekend
- What's going on

EASY

Confidence

Strong

- Products
- Events
- Changes
- How to's....
- The Team

ENERGY

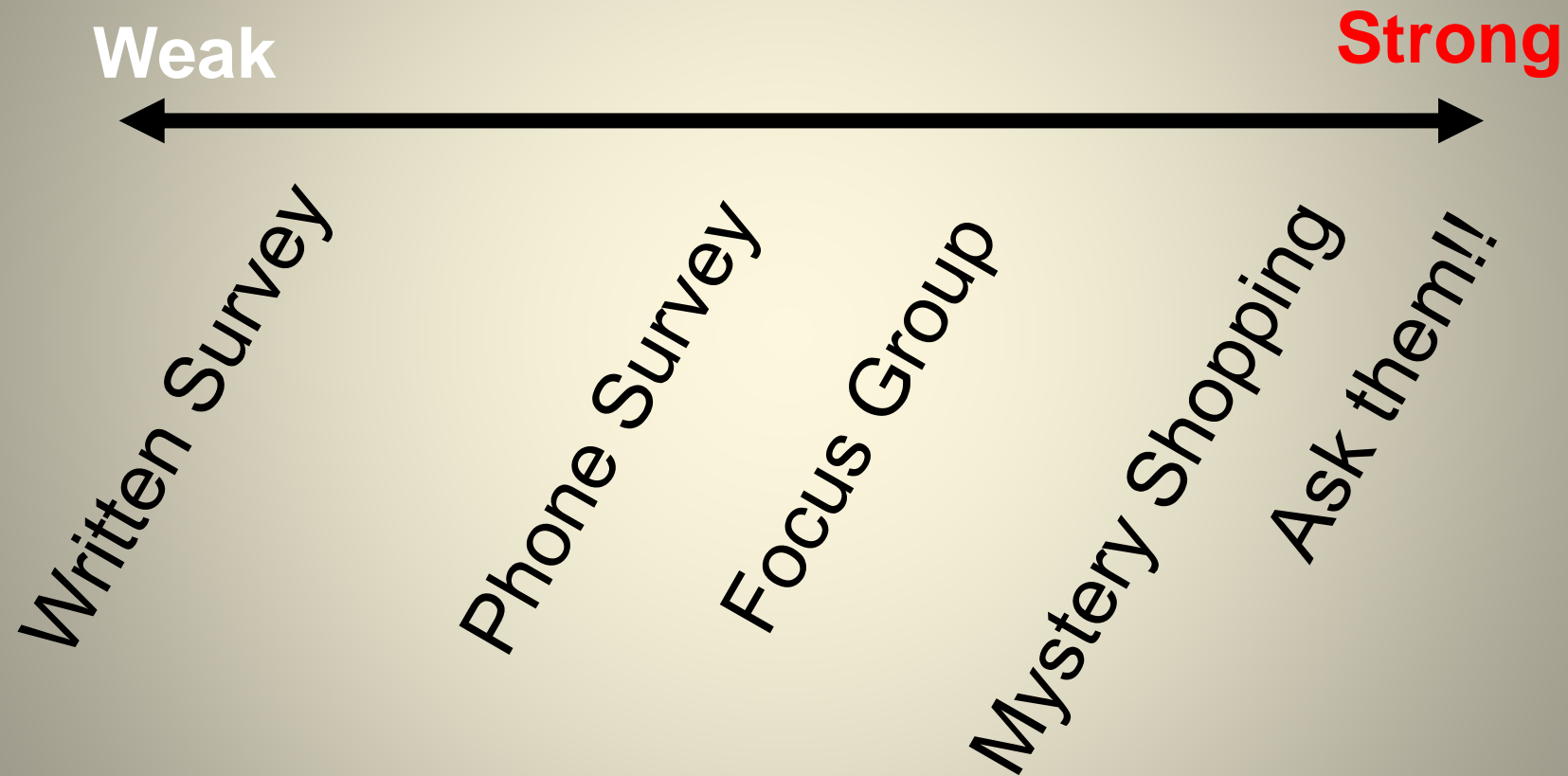


No. 8 - Name Badges

The 12% Rule



9. Feedback is the Breakfast of Champions



Mystery Shopping

Benefit 1. Third Party Feedback

Benefit 2. Reward the Team

Benefit 3. “Your Bug Bears”

Benefit 4. Ongoing Service Improvement

Benefit 5. Profits Improve



No. 10 – Goals

- Set Goals around:
 - Average sale per customer
 - Numbers of certain products sold
 - Record “live” in the kitchen
 - Create some fun
 - Reward and motivate
- Large coffee story



Summary

1. Get the team right
2. Work on the first impression
3. Be more numbers orientated
4. Use the numbers to drive the team
5. Measure and reward

