SALES STARS

Fast Casual WorkBook

MODULE 1
WHAT is "SALES STARS"?

1) Your restaurant customers are not just here for Food & Drink, but for _____ and a dining experience?

2) If you work hard in this business, you can be promoted to _____ and

someday actually open your own _____.

3) The 3 Most Important Attributes of a successful restaurant are _____,

_____ , & _____? But _____ makes the biggest difference.

4) A Great Meal won't Save _____ _____ but, Great Service can Save an average meal.

5) We use our personality to _____, _____ and _____ each customer.

6) Managers when hiring new staff, _____ and _____ are more important than experience.

7) If its Not _____, Why Do It?

8) Staff who Take the Order, Deliver the Food and Give the Check are Not providing a

_____ _____.

9) The restaurant business is Show Business, its all about _____.

10) Treat guests at the Counter or Drive-Thru as if they were your _____ _____.

11) 75% of Customers Don't Come Back because of Poor _____ or Attitude by the staff.

12) A True Competitive Advantage means Don't be a restaurant, Be a _____.

13) Work at also being a _____ in your restaurant's Brand.

14) _____ are unique nuggets of information that make your restaurant unique, special and stand out from your competition.

15) The Most Important Guest Theory means guests want to be _____,

_____ & _____.

16) Staff that have IT, have _____, _____ & _____.

17) Being a _____ of your restaurant means knowing your menus and your restaurant inside & out.

18) SALES STARS ask _____ and Give _____. They bring their

menus to life and recommend their _____

MODULE 2
HOW TO <u>SERVE</u> & HOW TO <u>SELL</u>

1) In the ICEBERG Theory, "Order Takers" MISS many _____ opportunities such as

Specialty _____, New Items, _____, Add - _____ and Retail Merchandise.

2) You only Get What You Give in a fast-casual restaurant, its your _____ &

_____ that matters the most.

3) Every day in your restaurant presents a Series of _____ at the Counter or

Drive-Thru. MISS an Opportunity and its _____ Forever!

4) Missed Opportunities + Ordinary Guest Experiences = _____ _____.

5) Product Knowledge is Very Important, because you Can't _____ & _____

if you Don't Know. "I DON'T KNOW is a NEGATIVE IMPRESSION".

6) When you Tell customers about your restaurant's _____, you're telling them what's Unique, Special and what they'll Enjoy.

7) Never _____ It, have a Game Plan Every Guest, Every Time!

8) Selling in your restaurant is Easy because every customer is not just _____, but

here to _____!

9) _____ _____ _____ is a Competitive Advantage.

10) Giving a customer _____, Doubles your odds of making the Sale.

11) Describing your Food & Drink so guests can _____ It, _____ It and Taste It before it comes out of the kitchen is called Theatre of the Mind.

12) Instead of Asking a YES/ NO Question, Say: Which _____ _____ _____ you?

13) Happy _____ = Happy Parents.

14) What does FACES Stand For?

F _____

A _____

C _____

E _____

S _____

15) Every Day we want to Suggest & SELL our _____ _____ items.

MODULE 3

1) SALES STARS is Not about taking the order, its about _____ & _____.

2) SALES STARS _____ with team members, always _____ tables and

common areas for cleanliness, _____ their team-members, have an _____

cash drawer and always _____ every guest and Invite Them Back!

3) First and last _____ are very important to every guest's experience!

4) SALES STARS welcome guests with their _____ and a _____.

5) Do the _____ in your restaurant wobble? Do you serve _____ 's meals

first? Does every food and drink item you sell have a fantastic presentation called

_____ _____?

6) Remember every customer at the Counter or Drive-Thru is your _____ _____

_____.

Well Done!