Knowledgeable Server Salesmanship Class

Agenda

(80 Minutes)

***-Server***

***-Salesmanship Class***

*Ifyou work just for money, you’ll never make it. But if you love what you are doing, and always put the guest first, success will be yours.”* ***~Ray Kroc***

Outcome: Understand how to upsell, suggestive sell, and use descriptive words to fulfill Kent’s Top 10 of being a knowledgeable server.

Materials:

* Notepad
* Pen
* Apron
* Knowledgeable Server Class Presentation
* Cow cards/ Steak Cards
* Jeopardy Buzzers
* Cow Suit

IceBreaker!!!

Opening Activity: *Role Play bad service at a table.*

Have two roadies sit at a table as guest. Have another roadie serve the table “un”legendary. After, discuss with all roadies what went wrong, and what should’ve been done.

Up Selling Liquor: *Use the “Drinking your way to higher Sales” matching game to discuss how to upsell a cocktail drink, by staying away from our wells options.*

1. Vodka: Crystal Palace
   1. Grey Goose, Ketel One, Absolut, Citron, Stoli, Tito's, and Pinnacle Whipped
2. Rum: Ron Corina
   1. Bacardi, Captain Morgan, Cruzan Strawberry, Meyers, Malibu, Blue Chair
3. Tequila: Juarez
   1. Margaritaville Gold, 1800, Patron, Jose Cuervo
4. Gin
   1. Bombay Sapphire, Beefeater, Tanqueray
5. Whisky
   1. Jack Daniels
   2. Crown Royal
   3. Crown Royal Apple
   4. Dewars
   5. Makers Mark
   6. Johnnie Walker (Red/ Black)
   7. Seagrams 7

Upselling at TXRH: *The Big Five*

*Make this section interactive by having all of the dressings and sauces available to try. Get some appetizers as well. This way as you are explaining the taste of each item, they are trying it. Before you go over the description of the item, let the roadies discuss it first.*

1. Loaded
   1. Baked Potato: Cheddar Cheese/ Bacon ($0.99)- Chili ($0.79)
   2. Seasoned Steak Fries: Cheddar Cheese/ Bacon ($0.99)- Chili ($0.79)
   3. Mashed Potatoes: Cheddar Cheese/ Bacon ($0.99)
   4. Sweet Potato: Sweet Honey Caramel/ Toasted Marshmallow ($0.99)
2. Smothered
   1. Any combination of:
      1. Sauteed Mushrooms
      2. Sauteed Onions
      3. Jack Cheese or Brown Gravy
3. Kickers
   * 1. Legendary Margaritas
   1. Margaritaville Gold ($0.99)
   2. 1800 ($1.50)
   3. Patron ($2.00)
      1. Sidekicks
   4. Grilled Shrimp ($5.99)
   5. Fall off the Bone Ribs ($6.99)

1. Margarita Flavors
   1. Strawberry
   2. Peach
   3. Rasberry
   4. Coconut
   5. Hurricane
   6. Jamaican Cowboy
   7. Razzlesnake
   8. Roadie
   9. Sangria
   10. Skinny
   11. Strawberry Banana
   12. Watermelon

     5. **APPS-Made fresh to order**

1. Cactus Blossom
   1. Hand Battered deep fried sized for a group 4-6 to share. Served with the Cajun Horseradish sauce; Thick Chunky texture, Salmon in color.
2. Fried Pickles
   1. 7 oz of Hand Battered deep fried crinkle cut pickles. Light, golden in color, savory and salty with a dill pickle flavor with a crispy outer texture.
   2. Served with the Cajun Horseradish sauce to spice it up; Thick Chunky texture, Salmon in color. Or Ranch Dressing to cool it off; Creamy white color, smooth light texture, zesty, with a buttermilk and garlic flavor
3. Boneless Wings
   1. 8 oz of hand-breaded all white meat chicken tossed in hot or mild sauce.
   2. Served with Bleu Cheese; Smooth Creamy white color, chunky texture, Strong bleu cheese taste with sour cream, onion, and garlic flavor.
4. Tater Skins
   1. 8 hollowed out potato skins topped with cheddar cheese and bacon. They are crisp and golden, and not greasy.
5. Cheese Fries
   1. Seasoned steak fries smothered with cheddar cheese and bacon bits (*may be topped with chili).*
6. Rattlesnake Bites
   1. 10 hand battered and deep fried jalapeno bites filled with jack cheese and diced red peppers.
   2. Served with the Cajun Horseradish sauce to spice it up; Thick Chunky texture, Salmon in color. Or Ranch Dressing to cool it off; Creamy white color, smooth light texture, zesty, with a buttermilk and garlic flavor
   3. Golden in color, not greasy, crispy outer texture, sealed outer surface, no cracking, creamy cheesy center, bold flavors of jalapeno and sweetness of red pepper.
7. Texas Red Chili
   1. Mild made-from-scratch chili WITHOUT beans. Served with cheddar cheese, red onions, and saltine crackers.
   2. It has a smooth red sauce, with a medium consistency. Consist of beef seared and cooked tender. Good chili and cumin flavors, followed by a bite from cayenne.
8. Grilled Shrimp
   1. 1 skewer (5 shrimp) seasoned, grilled, and drizzled with lemon pepper butter. Served over our toasted fresh baked bread.
9. Combo Appetizer
   1. A combination of 4 oz of boneless wings (hot or mild), 5 rattlesnake bites, and 4 potato skins. (refer above for descriptions)
10. Killer Ribs
    1. A 4-bone portion of our award winning “fall of the bone” ribs with seasoned steak fries.
11. House Salad
    1. Mix of Iceberg and Romaine lettuce, carrots, and red cabbage. Topped with diced tomatoes, eggs, cheddar cheese, and 5 made in house croutons.
    2. Salad mix is always crisp, cold, and dry with a good mix of colors. Ingredients are evenly distributed over top of salad.
    3. Served with your choice of made from scratch dressing:
       1. Ranch -  Creamy white color, smooth light texture, zesty, with a buttermilk and garlic flavor
       2. Bleu Cheese- Smooth Creamy white color, chunky texture, Strong bleu cheese taste with sour cream, onion, and garlic flavor.
       3. Honey Mustard- Light yellow color, smooth creamy texture, good mustard and honey flavor, followed by a slight hint of apple.
       4. Italian Dressing- Zesty sweet honey flavor, Followed by flavors of oregano, sweet basil, and garlic.
       5. Thousand Island- Smooth chunky texture, medium to heavy consistency, salmon color, Tomato, green pepper and onion flavor with a sweet zest from the relish.
       6. Oil/ Vinegar & Lo Fat Ranch (Are not made from scratch)
12. Caesar Salad
    1. Romaine lettuce tossed with our made from scratch dressing and 5 made in house croutons.
    2. Crisp and cold greens. Dark and light in green color, no browning, and evenly coated.
    3. Tossed in dressing, a Pale yellow color with a heavy creamy consistency, with a slightly grainy texture. Zesty with a good cheese and garlic flavor. A slight hint of anchovy.

* Made-in-House Croutons
  + Golden Brown with a fresh toasted and cheese flavor. Light crisp texture. Well coated with crouton butter; parmesan, oregano, basil, and margarine.

Activity: Jeopardy TXRH Style:

<http://www.superteachertools.us/jeopardyx/jeopardy-review-game.php?gamefile=1923515>

1. Split the Roadies into  Teams of 2.
2. Choose a host to ask the questions.
3. The team with the most money at the end of the game Wins!

**Award winning “Fall of the bone” RIBS**

Have a “CELEBRITY GUEST” come in and explain this. It’s nice to hear another voice in the class, so I enlist help from my KMOD or a prepper that has 5 minutes to explain our rib process.

* 3 day cooking process
  + Thawed and Scored to allow heat to cook all the way to the bone. This is the reason our ribs are so tender. Also seasoning soaks completely into flesh and bone, creating a very spicy Rib.
  + These ribs are evenly seasoned.
  + Layered siz per pan, alternating bone side/ meat side, with bone side against pan.
    - Cooked Ribs have an even reddish, brown color. Center bone is easily removed. They are moist and tender with good heat from the seasoning.

**Hand-Cut Steaks**

Where’s the Meat Activity Sheet: Pass out the “Where’s the meat” sheet and discuss where each steak we sell comes from on the cow based on the information from the activity. Put on the cow suit and as the roadies are placing the steaks on their cow sheets you can show them where it goes on an “actual” cow!

All Texas Roadhouse steaks are choice, grain fed beef, hand-cut on the premises.

Our steaks are seasoned with Texas Roadhouse’s own steak seasoning, then seared and grilled to the guests’ specifications.

* Our Steaks are seared on each side for 60 seconds to lock in the flavor and juices. Then they are grilled, flipped, and turned to get the diamond grill marks.
* Sirloins:
  + This is our best seller at TRH! The sirloin is the top of the rump. This steak is a very hearty and lean cut of meat. We tenderize our sirloins by a process called jaccarding (punctures holes in the muscle making it tender).
  + Sizes of Sirloins (in ounces): 6, 8, 11 (Hearty Cut), & 16 (Cowboy Cut)
* Filets:
  + Most tender steak…Melts in your mouth! The filet is cut from the back strap (near the spine) where the muscle is barely worked. Filets are cut thick. If a guest orders a filet medium well or above, suggest they “butterfly” the steak (speeds up the cooking process).
  + Sizes of Filets (in ounces) : 6 & 8 – Medallions: 3 – 3oz pieces
* Ribeye & Prime Rib:
  + Ribeyes are the most flavorful steak we offer due to the fat content. This steak is cut nearest to the ribs (hence the name Ribeye).
  + Sizes of Ribeye (in ounces) : 10, 12, 16
  + Prime Rib is our Ribeye slow roasted. We do not pre-cut our prime rib so once we run out; we are out for the evening!
  + Sizes of Prime Rib (in ounces) : 10, 12, 16

* Bone-In Ribeye:
  + Ribeyes are the most flavorful steak we offer, made even more flavorful by leaving it on the bone.
  + Sizes of Bone-In Ribeye (in ounces) : 20
* New York Strip:
  + The strip is our 2nd most tender steak next to the Filet. This steak is cut from the strip loin portion of the sirloin. You can tell the difference between a strip and a ribeye by the fat placement. The strip has a “strip” of fat that runs along the top portion of the steak while the Ribeye has fat throughout.
  + Sizes of Strips (in ounces): 8 & 12 oz
* 23 oz Porterhouse
  + The T-Bone is comprised of 2 different steaks: Filet & Strip. Due to a special and dangerous saw used to cut T-Bone, this is the only steak we do not cut in-house. We receive T-Bones fresh, never frozen.
  + When a guest ordered medium well or above, inform them it may be slightly pink around the bone.
  + Size of T-Bone (in ounces) : 23 oz (Porterhouse)

Salesmanship:

Salesmanship is what puts the LEGENDARY in Legendary Server; it is also what makes us our money!!  Having an understanding of how to sell will lead to more green in your jeans!!! Here are a few concepts of salesmanship

* Suggestive Selling
  + Implementing ideas or steering a guest toward products that you think they will like.
  + The more adjectives you use, the better the item you are describing will sound, and the more likely the guest will give in and take your suggestion.
  + Always make suggestions, sometimes the guest might not know that what you are suggesting is available!!
* Up-selling
  + Selling a higher priced, higher quality item that the guest may have not considered.
  + Having knowledge of what you’re up-selling is the KEY to making a successful up-sell.
  + Learn the product and be PASSIONATE about it; don’t just sell it, believe in what you are selling.
  + This also includes selling additional items, substituting with up-charges, and selling additional rounds of beverages that are not free refills.

* Sharing
  + The best method for selling appetizers and desserts.
  + Guests may steer away from certain items because they’re too big for one person.
  + Incorporate sharing into your sales pitch – “Would you like to share one of our Legendary Cactus Blossoms.
* Adjectives for Selling:
  + Amazing
  + Delicious
  + Favorite
  + Frosty
  + Hearty
  + Original
  + Signature
  + Famous
  + Ice Cold
  + Awesome
  + Loaded
  + Killer
  + Legendary
  + Award Winning
  + Homemade
  + Made From Scratch
  + Savory
  + Tasty
  + Hot
  + Zesty
* **DON’T FORGET:**
  + Effective salesmen are **NEVER PUSHY**, but are personable and positive.
  + The more you sell, the more you take home.

Upsell Activity

* *Have all of the roadies write down their favorite entree without any upsells!*
* *Add up how much everything would cost.*
* *Now have them write it down again with ALL possible upsells.*
* *Do the math now to see the difference.*
* *Now multiply the two numbers by 20% to show them how much more they could be making per table!*
* *Now keep going! Multiply that by how many tables you get a night, to how many nights a week, to how many weeks in a year!*
* *An additional $3,000 a year just by upselling!!!!! AMAZING*

Kent’s Top Ten: FOH

*Activity: Get two poster boards and split the roadies into two teams. On each poster board list numbers 1-10. In 2 minutes each team has to write down all of Kent’s Top Ten, WITHOUT SPEAKING TO ONE ANOTHER! Each roadie can only write two each! After the activity discuss which ones were missed; if there were any. Discuss all of them with the roadies, and why they are so important.*

1. Knowledgeable Servers
2. Sense of fun (Smiles)
3. Urgency on greetings, drinks, and food
4. Manager Table Visits
5. 3 Table Stations
6. Restroom Focus
7. Lighting, Temperature, Music Level, TV’s
8. Bartender's: Speed, Awareness, Learn Guest Names
9. Host: (Smiles, urgency, guest concern vs. name taker)
10. Crew Involvement

Closing Activity: Run through a “Legendary Server (Service w/ Heart)” Role Play; just like how the class opened, except this one will be LEGENDARY!! Emphasize suggestive selling, and being a knowledgeable server!