Service training

Day 8

* Up-selling
* Up-selling during service
* Opportunities for up-selling
* Fill- out captain order
* Re-fill water and wine
* Baby chair service

Up-selling向上销售

Standard:

标准：

* When taking an order from a guest, service associates should use selling techniques to enhance the order,

当给客人点单时,服务业须使用推销技巧以提高销售额。

* Menus Knowledge is essential

了解菜单是必要的

A large part of excellent customer service is “suggestive selling.”  Suggestive selling is suggesting beverages or food items along the course of the guest’s dining experience.  Your job is to guide their dining experience and make it as enjoyable as possible.  Suggesting and describing items along the way gives your guests an idea of what to order, which can save you time and extra effort.

优秀的客户服务的是“暗示销售”。暗示销售是指沿着客人的用餐体验过程中建议饮料或食品。你的工作是引导他们用餐的体验，并使其尽可能感到满足。沿途的暗示和描述每道菜，让你的客人有什么样的想法，这样可以节省很多时间和额外的努力。

“Planting a seed” is the suggestion of an item and “assuming the sale” is the assumption that your suggestion will be taken.  In the following script, note how the server used the language in order to plant the seed and assume the sale. It doesn’t work all the time, whether or not your guests take every suggestion you offer is irrelevant.  You are displaying your knowledge of the menu and offering the best possible experience for your guests.

“播种子”是可一个建议和“假设出售”是用您的建议作出的假设。在下面的脚本，请注意服务员的字眼去暗藏种子后推销，不过这不是万试万能，不管你的客人是否需要您提供的每一个建议是无关紧要的，最主要的是你要显示你对菜单的知识，并为您的客人提供尽可能最好的体验。

Procedures:

程序：

To up-sell is to highlight to the customer any premium brands or extras the restaurant has to offer and is one of the most important aspects of a waiters’ job. This is because not only does it help lift sales and tips, it also helps to create the best experience possible for the customer. Building up a relationship with the clients

推销是向客人指出我们店提供的品牌产品和额外服务，是服务员重要的一项工作，不但有助于增加销售额，提高小费，而且有助于为顾客创造一种极好的体验。建立你和客人的关系。

A customer may ask for a recommendation if they are not familiar with the menu, or simply because they would like to try something a bit different. When recommending dishes, make sure you know all about it, so as to answer any questions the customer may have.

客人如果对菜单不熟悉, 或只是想尝尝不同的东西, 常会要求服务员进行推荐, 这时一定要确保对于所推荐的菜有全面了解, 以便可以回答客人的任何问题.

Position yourself in a place where all guests can easily see you.

站在客人容易看见你的位置。

Describe any daily specials and mention items that might be unavailable.

向客人介绍每日特色。如果有一些菜今天没有，要及时告诉客人。

Recommendation must be positive. Do not make uncomplimentary remarks about one item to make another item sound more appealing. Description should not be excessively lengthy.

要从积极的方面来为客人介绍菜肴。不能贬低菜单上的这一道菜来抬高另一道菜。介绍要简洁。

Anticipate the guest needs and refer to their preference.

预期客人的需要并参照他们的喜好。

1. Answer all questions clearly and briefly!

以简洁、清晰的标准来回答所有问题！

1. Highlight on promotion wines and beverage promotion.

重要向客人推荐促销活动中的酒水。

Types of suggestive selling that can be utilised when taking a guest order:

来宾点餐时，可以利用以下几种暗示销售方法：

* + - 1. Suggestive Selling
* Matching the guest needs, this method is best used when a guest is unsure of what they would like when ordering menu items.

建议销售 - 根据客人的需求适当为客人推销,这种方法最适用于当客人不肯定自己喜欢什么的时候。

* Find out what tastes or likes the guest has or what their preferences are, by asking questions like: “Are there any food/drinks you like (or dislike)?”, “Do you have any preference in mild or spicy foods?”, “Would you like a heavy or light meal”.

找出客人的口味,通常我们都这样问客人: “这里有什么您喜欢的菜肴或酒水吗？” “您喜欢什么口味的菜肴, 是原味的还是辛辣的？”“您喜欢清淡的还是味道重一点的菜肴？”

* Once the guest has indicated their tastes/preference, try to match a menu item to what they have indicated.

当客人告诉他们的口味后，要试图向客人推销菜单上的合适的口味的菜肴。

* If no items on the menu come close to what they desire, you should let the guest know that there is nothing on the menu that would suit their tastes and you can offer to check if the kitchen would be able to make a special dish for them.

但如果菜单上没有合适他们的口味，我们要告知客人菜单上没有这样的菜，不过可问一下厨师是否可以做。

* If the guest would like you to, go directly to the kitchen and talk with the chefs to see if they could make a dish to suit, then return to the guest with their suggestions.

如果客人同意，要立即问厨师是否可以做，然后把结果告诉客人。

* + - 1. Up selling
* Recommending the Higher Yielding Menu Items. This is not necessarily selling a higher priceddish, but a dish that is much profitable to the restaurant. To do this, the kitchen will need to indicate the higher yielding dishes for the staff to sell.

升档销售 - 推销价格高或利润高的菜, 通常我们不总是推销高价格的菜肴,但这样确实会有

很高的利润；但同样可推销一些高利润低成本的菜肴。因此当我们推销时，心中一定要很清楚此菜确实是非常好的，毫无质量问题。

* When a guest is unsure between several menu items, or has no preference in the type of meal that they wish to have, and then you may be able to sell them on the higher yielding item.

当客人在几种菜式上拿不定主意时，或者在某种菜式上没有他们想要的口味我们就可以试着向他们推销价格高一些的菜肴。

* When up selling any menu item, remember not to push the sale, only make recommendations on items that have higher yields.

用这种推销方法时，忌讳硬性推销，通常只是试着建议。

Down selling

下来卖

A different (indeed opposite) approach to up selling is down selling. As the name suggests, it's a matter of suggesting a higher priced and/or quality product in the beginning and if the suggestion is not heeded they can then suggest a `down market' or less expensive item. This can be particularly effective when the customer is a little indecisive.

一个不同的（正反）最多销售方式是下销售。顾名思义，这是在开始时建议价格较高和/或质量的产品。如果建议没有理会，之后可以建议一个下跌行情或较便宜的产品。当顾客是有点优柔寡断，这可能是特别有效的。

Cross selling

交叉销售

Similar to up selling and down selling, cross selling is about suggesting something of similar value but of a different range but perhaps with a better margin. For example, if your client managed to buy a quantity of say Budweiser for a special price, then they might have their team begin to `Cross Sell' it in place of the Molsen Dry that they had bought at regular price.

类似的向上销售和向下销售，交叉销售是有关建议同等价值的东西，但不同范围，也许是一个更好的保证金。例如，如果你的客户有能力用一个特价买同等数量百威，那么他们可能有自己的队伍开始交叉销售，那他们很有可能已用正常价格购买Molsen干。

* + - 1. Add selling
* Selling Additional Items. By selling the guests one or two items more than they had initially intended to purchase, the average check can be increased.

额外销售 - 推销附加的食品或酒水向客人推荐多一些食品或酒水，不但会吸引他们，使他们的菜肴或酒水更丰富吃起来效果更好同时也会增加客人平均消费。

* Additional items can be suggested to compliment what the guest is ordering from the menu. It is important for the staff member to understand what items are complimentary to others when making suggestions. By using the following phrases you can add sell it “May I recommend (add sell item) as it would go particularly well with that dish?” “Would you care for (add sell item) with that dish?” Examples of add sell items are vegetables, fries and wines.

当客人从菜单上点好菜后我们可建议一些与这些菜肴相配的食品或酒水。因此这需要员工必须有非常丰富的知识和经验通常我们会这样建议客人：“我可以向您推荐XX吗？它与您点的XX搭配起来会更好吃…”

Up-selling during service

在服务时的向上销售

**When you first hand the customer the menu, you should open the page to the seasonal menu and introduce some of the popular dishes.**

首次向顾客递上菜单时，打开当季菜单并介绍几样受欢迎的菜给顾客。

* At the moment we have some great (autumn) dishes, the …is very good.

目前我们有几样不错的(秋天)特色菜可以供应，其中…是很棒的。

**When a customer order his/her dish, offer a side dish to compliment with their food, always recommending which combines better with the main course selected**

* Would you like to have a side salad / grilled mushrooms on the side?

**When a guest has almost finished their drinks**

当客人差不多喝完饮料时

* Can I get you another drink, or perhaps something else?

您需要再来一杯还是来点别的吗？

**When a guest orders two or more glasses of wine**

当客人点两杯以上葡萄酒时

1. Would you like to order a bottle to share? It’s better value because one bottle has six glasses.

你们要不要点一瓶? 一瓶很实惠,有六杯.

**When a guest orders steak**

当客人点牛排时

* May I suggest a glass of red wine to go with your steak?

想要来一杯红葡萄酒搭配您的牛排吗？

* Would you like some sauce to go with your steak?

你想点牛排串沙司吗?

**When a guest orders fish**

当客人点鱼时

* May I suggest a glass of white wine to go with your salmon?

要不要来一杯白葡萄酒搭配您的三文鱼？

**When water is offered to the guests to start/When a guest orders some water**

给客人提供饮用水时**/**当客人点一杯水

* Would you like sparkling mineral water, Evian or Perrier?

要不要点斯巴克林水,依云水或巴黎水？

* Would you like sparkling water or still water?

您是要带气泡的水呢还是不带汽的水？

**When a guest orders Gin, Whiskey, Rum, Vodka, you can suggest the top shelf brands.**

当客人点金酒，威士忌、朗姆酒、伏特加，你可以建议其中一个品牌给客人**.**

* Would you like Bombay Sapphire, Seagram’s, Tanqueray…?

您想要喝孟买金酒，施格兰金酒还是妲可莉…？

**When guests only order main courses**

当一大桌客人只点主食

* Would you like to get some starters to share?

要不要点份开胃菜一起吃？

**When a guest only orders the Caesar salad**

当客人点凯撒沙拉

* Would you like to add some chicken, salmon or steak to your salad?

你们需要加一些鸡肉，三文鱼或牛肉在沙拉里吗？

**When a guest orders the beef burger**

当客人点牛肉汉堡时

* Would you like to add cheese, bacon, egg or Texas chili to your burger?

你想加芝士，烟熏猪肉，鸡蛋或德州辣酱吗？

**When a guest finishes their meal:**

当客人用完餐后

* Did you enjoy your meal?

菜还满意吧？

* Our petit fours are magnificent, shall I get you one of those to share with some coffee/liqueurs)我们的 petit fours非常不错，需要点些咖啡或酒吗？
* Would you like some coffee or dessert?

需要一些咖啡或甜品吗?

Opportunities for up-selling

向上销售的机会

There are basically three areas we can outline to up sell to a customer.

基本上有三个方面，我们可以概括起来卖给客户。

* + - 1. Set opportunities

找机会

* + - 1. Up-sell

向上销售

* + - 1. Spontaneity (monitoring customers' needs)

自发性（观察客户的需求）

Set opportunities

找机会

A Set Opportunity means that there are set times that are suitable to suggestive selling, from when the customer enters the restaurant to when they leave.

There are four'-such Set Opportunities:

意味着有暗示销售适合的时间：当顾客进入餐厅到离开时。

有四个黄金时机：

When the customer is initially taken to the table

客户初步到餐桌时

When the arrival drinks are delivered

端上饮料时

When the order is taken

点单时

* + - 1. When finished clearing the table from mains

完成主菜后清理餐桌时

Spontaneity自发性

A spontaneous suggestion, as the name suggests, is when the suggestion is made from an impromptu situation.

There are many, many opportunities that may exist, far too many to list, however, an example of a spontaneous suggestive sell, might be a `top up' on a half full wine glass. Good bar persons are particularly adept at this. They assume the sale! Suffice to say, that Spontaneous Suggestive Selling will improve as product knowledge, confidence and team motivation improves.

一个自发的建议，顾名思义，是从一个即兴情况时，建议。

有很多很多的机会可能存在的，太多太多的列表，然而，一个自发的暗示卖的例子，可能是一个顶过端上半杯酒“。良好的酒吧人员特别善于在此。他们会用他们自己去销售！自发性的暗示能将提高产品知识，信心和激励团队精神。

Fill out a captain order

填补部长单

Standard: Performed by: Supervisor/Waiter/Waitress

标准：

* Captain’s Orders are used as the major communication tool between cashiers, kitchen and service staff.

点菜单是服务员和收银员之间最直接的沟通工具。

* Captain’s Orders will be filled out neatly and accurately to avoid confusion.

点 菜 单 必 须 填 写 工 整 并 且准 确 ， 以 避 免 厨 房 和 收 银 误 解 或 混 淆 。

Procedures:

程序：

1. If uncertain, ask guest if the table will be paying as individuals or as a group.

询问客人是分单还是合单；

1. Fill out the captain’s order using a black/blue ballpoint pen. All checks must have:

填写点菜单要用黑 /蓝的圆珠笔，所需填写的内容如下：

* Service Attendant's name.

服务员姓名

* Table number.

台号

* Number of guests.

来客人数

* Date

日期

1. Take note of all the order in an accurate manner:

准确地抄下所有点单：

* Correct abbreviation for items ordered.

正确菜肴名称缩写

* The special notes at the right (example: No dressing, choice of spice, etc.)

特别注意写在右边（例如：无酱，香料的选择等）

* Use the same system for all the orders to maintain a clear message for others to re-check

使用同一系统，方便为上级重新检查所有的点单

Take notes as guides for each guest to know what they are having

以单子作为你的根据向客人重复点了的菜，清楚知道他们所要求的

Re-fill water and wine as necessary

必须加满水和酒

Procedures:

程序：

1. Check the guest’s table to see whether they need more wine or water

查看客人是否需要加酒和水

1. Offering a re-fill of wine when the glass is **1/3** full, “Madam / Sir, would you like some more wine - bottle? or would you like another glass of Robert Mondavi Chardonnay?”

在酒少于**1/3**时要帮客人加酒，“女士/先生，请问需要加多一瓶酒吗？或，需要帮您加一杯Robert Mondavi Chardonnay吗？“

1. Offering a re-fill of water when the glass is **1/3** full, “Madam / Sir, may I bring your another bottle of Evian?”

在水少于**1/3**杯时要帮客人加水，“女士/先生，需要帮您再拿一瓶依云水吗？”

1. Write the order on the captain order, post order into the POS, then pick up the drink from the bar and serve the guest.

把客人点的单写在点单簿上，再输入电脑，然后从酒吧拿饮料给客人

* No empty glasses on occupied table.

客人的桌子上不可以有空的杯子

* Ladies to be served first all the time.

永远服务女士优先

When guests order a second bottle of the same wine:

如果客人再点了一瓶一样的酒

1. Bring a new tasting glass and present it only to the person ordering or tasting the second bottle.

给点第二瓶酒的客人一个新的酒杯尝酒

1. Open the bottle, as previously described, and give this person a taste

和先前一样打开酒瓶，让客人先品尝

1. Once the glass is finished, remove this glass.

客人喝完杯子里的酒后，拿走杯子

When guest order a second bottle of the different wine:

如果客人再点了一瓶不一样的酒

1. Everyone at the table will get fresh glasses.

给每个客人换新杯子

1. Complete service, as the first bottle of wine

完成服务，跟第一瓶葡萄酒的服务一样

Baby chair service

Standard:

标准：

* Baby chairs will be set up safely and securely for children as per required.

儿童椅的摆放要安全,卫生，要照顾到儿童的需求。

Procedures:

程序：

1. If a guest has requested a baby chair when making a booking, the chair should be set up prior to the guest arrival.

当客人预定时，如果要求用儿童椅，椅子需要在客人来之前摆放好。

1. Baby chairs should be cleaned and not scratched nor torn. If you notice the chair is damaged, it should be taken to Engineering Department with a maintenance request form.

儿童椅要干净、安全，无锐利棱角，如有损坏，应及时通知工程部来维修以免给婴儿造成创伤。

1. Place the chair at the table nearest to the passageway, so that they can be easily accessed with strollers.

椅子要放在桌子边靠近过道位置，这样容易拿取。

1. Offer assistant when the parents are placing the child into the baby chair.

当父母把小孩放进婴儿椅时，服务员提供帮助。

1. After guest left, the baby chair must be cleaned properly and stored with a cover.

客人走后，要彻底清洁婴儿椅然后存放到库房盖好。