Service training

Day 9

* how to chatting with customers
* How to end a conversation
* Knowing guests nationality
* Remembering guest name
* Body language
* Magic words

Chatting with customers

跟客人聊天

Standard: Performed by:

标准：

Chatting with customers is an important part of working in the front of house, especially for bartenders. Many guests enjoy having a chat with restaurant and bar staff, and it is also considered friendly service to engage in some small talk with customers.

在餐厅前厅工作, 尤其是吧员，与客人聊天是工作中重要的一部分内容。许多客人很喜欢与餐厅员工聊天，而且简单聊天也体现出友好的服务。

Procedures:

程序：

**Topics to avoid**

禁忌话题

When chatting to customers, avoid discussing controversial topics such as religion or politics. In most Western countries it is generally considered rude to ask questions about salary, rent, and age – hence these topics should also be avoided.

与客人聊天时避免宗教或政治等有争议的话题。在多数西方的国家，人们普遍认为谈论工资，房租，年龄等不礼貌，所以也要尽量回避。

**General small talk**

* Have you had a good day?

今天过得好吗？

* Busy day?

今天忙吗？

* It’s so cold outside today, isn’t it?

今天外面特别冷，不是吗？

* It’s so hot outside today, isn’t it?

今天外面特别热，不是吗？

* Great day today, isn’t it?

天气很好，不是吗？

* It’s an awful day out there, isn’t it?

天气今天很糟糕，不是吗？

**Continue the conversation**

深入聊天

It is important when talking to customers that you know when to stop and let them enjoy their meal or drink. Common indicators are one word replies, or a general lack of interest from the customer. Often though many customers enjoy having a chat and there are many different questions you can use to carry on the conversation.

同顾客聊天要知道适可而止，让客人用餐。如果客人只用一个词回答而且看起来不是很感兴趣常常就是一种暗示。不过很多顾客还是很喜欢聊聊的。有多中问题方式可以用来将聊天内容深入下去。

* Is this your first Shanghai Summer?

这是你第一次在上海过冬天/夏天吗？

* What brings you to China?

什么东西吸引你来到中国?

* Are you in Shanghai for business or are you here for a holiday?

你来上海出差还是旅游?

* Where are you from?

你来自哪里?

* What do think of Chinese food?

你觉得中国菜怎么样

* Can you speak any Chinese?

你会说一点中文吗?

* Do you have much trouble with the language?

你经常遇到语言沟通问题吗?

|  |
| --- |
| **Waiter:** Good morning! It’s so cold outside today, isn’t it?  早上好！今天外面特别冷，不是吗？  **Customer:** I know! It’s freezing!  是的，冷死了！  **Waiter:** Is this your first winter in China?  这是你第一次在上海过冬天吗？  **Customer:** Yes, I have only been here for a few months.  是.我在这儿才呆了几个月。  **Waiter:** Are you working here?  你在这里工作吗？  **Customer:** Yes, I’m working here in Pudong.  是，我就是在浦东工作。  **Waiter:**  What do you think of Shanghai so far?  到现在为止你觉得上海怎么样？  **Customer:** It’s great. It’s such a modern city.  挺好的。上海是个特别现代的城市。  **Waiter:** How about Chinese food?  中国菜呢？  **Customer:** Yes, it’s really good too. But all I felt like today was a good burger!  也是挺好的。不过今天我只想吃汉堡。  **Waiter:** Well, you’ve come to the right place then, we have one of the best in  town!  那你就来对地方了，我们这里有全市最棒的汉堡。  **Customer:** Excellent!  太好了!  **Waiter:** I’ll let you take a look at the menu. Would you like something to drink  first? Perhaps a nice hot coffee?  你先看一下菜单。你先想喝什么吗？来个热咖啡？  Customer ：yes , please give me coffee late . |

How to end a conversation

如何结束谈话

Standard: Performed by: Front of house staff

标准：

* There are many ways to end any kind of conversation and it varies depending on the topic and depth

有许多方法结束任何谈话，根据不同的主题和深度，用不同结束方式

* As learned before, questions made to guests will mark it’s direction

以前学过的，用问题带领客人到我们的方向

Procedures:

程序：

* Asking less personal questions to your guest would lead to the end of the conversation as the following example:

要求你的客人回答客观的问题，会导致如下面的示例的谈话结束：

1. More personal

更个人

* Have you had a good day?

今天过得好吗？

* What brings you to China?

什么东西吸引你来到中国?

1. Less personal

较客观

* How are your drinks so far?

你的饮料还好吗？

* Have you ever been to before?

你之前来过吗？

1. The answers that can be used to end conversations:

用来结束谈话的答案：

* I’m glad you are enjoying,

我很高兴你喜欢

* I highly recommend it.

我极力推荐它。

Knowing guests nationality

了解客人的国籍

Standard: Performed by: FOH Staff

标准：

* Do not guess your guests nationality, as it could be perceived as rude

不要猜测你的客人的国籍，除非被要求，因为它可能被认为是不礼貌

* Can be asked on any normal conversation with the guests

可以回答任何与客人正常对话

Remembering the guest’s name

记住客人的名字

Standard: Performed by: FOH Staff

标准：

* Closely linked to face is a customer’s name. A nameless customer is a faceless customer.

与客人的面孔紧密联系的是客人的名字。如果叫不出客人的名字，就等于你不认识这个客人。

* The key is to catch the name in the first place and then to use it.

关键一点是要在第一时间掌握客人的名字，并在交谈中运用。

Procedures:

程序：

1. The name of the guest can be found out in many ways:

以下就是几种找出客人名字的办法：

* Through the name on the reservation

通过预订薄

* Hearing the name used during customer’s conversation

在客人的交谈中发现客人的名字

* By simply asking! “I didn’t quite catch your name sir?”

直接询问：“刚才没听清楚您的名字。”

* At the latest: by the name on the credit card!

最后：从客人的用信用卡找出客人的名字

1. After obtaining any details from the guest place it in a note pad, and inform all to reception’s responsible to be put into the system, for future VIP service.

在从来宾的地方在一个记事本，它获得的任何细节，并告知所有接待的负责系统投入，为未来的贵宾服务。

* Birthday date 生日日期
* Nationality 国籍
* Family members name 家庭成员的名字
* Pet’s name 宠物的名字
* Area where they live 他们居住的地方
* Profession 职业
* Anything else relevant 其他有关的东西

By using a customer’s name as much as possible an employee can build up a server/customer’s relationship and make him or her feel valued, respected and important.

通过尽可能的使用客人的名字，可以帮助服务人员熟悉每一位客人，从而使客人感到自己是受到尊重的，是被重视的。

Body Language

肢体语言

Body Language is the unspoken communication that goes on in every Face-to-Face encounter with another human being. Between 60-80% of our message is communicated through our Body Language, only 7-10% is attributable to the actual words of a conversation.

Your ability to read and understand another person’s Body Language can mean the difference between making a great impression or a very bad one!

The moment you meet a prospective guest, they judge you by what they see and feel. The process takes less than 10 seconds but the impression is permanent. Whether you make or break a sale can literally depend on the silent signals that you send during this first contact.

肢体语言是一种潜在的沟通模式。在每一个与另一个人面对面相遇，只有7-10％之间是由于谈话的实际对话；而 60-80％的交流是通过我们的身体语言沟通。

你的阅读能力和理解他人的身体语言可以一指之间的差异而作出了很好或一个非常糟糕的的印象！

一个有经验的客人会从第一眼看到你就开始判断他们看到和感受到。这个过程需要不到10秒，给人的印象却是永久性的。你成功销售与否都可以取决于你在第一次交谈里发送无声的信号。

Take the posture for example. A slouch can suggest lack of interest or enthusiasm. Standing straight with your weight balanced on each foot makes you look confident and relaxed. (Greeting a guest; Taking orders; Serving a guest; presenting the bill; Farewell a guest)

例如姿势。一个没精打采的，可以视作缺乏兴趣或热情。双脚直站使你看起来更有自信和放松。（迎接客人;接受订单;服务客人;提交账单;欢送客人）

When you meet a guest, use honest, open gestures. Outward and upward movements of your hands are positive actions. (Making recommendations; Talking to a guest; Serving a guest; presenting the bill)

当你遇到客人时，用诚实。开放的姿态，向外和向上的手势是积极的表现。（提出建议;客人交谈;服务客人;提交账单）

The adage “Don’t point” is appropriate. Pointing at a person is an aggressive act. (Talking about a table)

“不要指”的格言是适当的。指着别人，是一个过分强势的举动。（说到表）

As you talk with a prospect, watch their body language. If they cross their arms, use positive signals and statements that will cause them to unfold their arms and open up to your sales approach. When their arms and legs are uncrossed and their hands are open, a sale is possible. When you notice them “mirroring” your movements and gestures, you’ve got them locked on to your sales presentation. Mirroring indicates maximum communication with the other person. If you move your arms apart opening your palms, and they do the same, you are both in synch. The messages and the words of the sale are being received and accepted by the other. (Up-selling; Presenting bill)

正如之前所说的，留心他们的身体语言。如果他们交叉双臂，用积极放松的信号使他们放开手臂，并展开了你的销售攻势。当他们的胳膊，手跟腿松开后，销售是可能的。当你发现他们不经意地模仿你的动作和手势，你就知道你已锁定了他们。镜像表示与其他人连上了。如果你移动你的手臂，开放你的手掌，他们做同样的；意味着他们正在接收和接受消息。（向上销售;递上账单）

* The appearance 外观

While it may not seem to be part of body language, the way we present ourselves speaks volumes about us. The way we dress, the standard of our hygiene and grooming and our physical condition tells more about us than any of us should be comfortable with.

它可能不似是身体语言的一部分，我们提出了自己的方式讲关于我们。我们穿着的方式，我们的卫生和美容，我们的身体状况的标准告诉我们比我们任何人都应该更自在。

* The movement 运动

Finally, our overall movement makes our intentions very clear. Looming over someone may seem dominant and cowering away submissive. Everything about our movements speaks to our feelings and intentions.

最后，我们的整体动作使我们的意图很清楚。有人若隐若现，似乎优势，畏缩，远离顺从等。我们的有关一切都表明我们的感情和意图。

|  |  |
| --- | --- |
| Nonverbal Behavior | Interpretation |
| 非言语行为 | 解释 |
| Brisk, erect walk | Confidence |
| 轻灵，直立行走 | 信心 |
| Standing with hands on hips | Aggression |
| 站立双手放在臀部 | 侵略 |
| Sitting with legs crossed, foot kicking slightly | Boredom |
| 侵略坐在一起，双腿交叉，脚踢略 | 无聊 |
| Sitting, legs apart | Open, relaxed |
| 端坐，两腿， | 开放，放宽 |
| Arms crossed on chest | Defensiveness, uninterested |
| 双臂交叉胸前 | 防卫，无心恋战 |
| Hand to cheek | Evaluation, thinking |
| 手到脸颊 | 评估，思考 |
| Touching, slightly rubbing nose | Rejection, doubt, lying |
| 时，鼻子稍微揉 | 排斥，怀疑，躺在 |
| Rubbing the eye | Doubt, disbelief |
| 揉眼睛 | 疑问，怀疑 |
| Head resting in hand, eyes downcast | Boredom |
| 头搁在手，眼睛低垂 | 无聊 |
| Rubbing hands | Anticipation |
| 搓手 | 预期 |
| Open palm | Sincerity, openness, innocence |
| 张开的手掌 | 诚信，开放，无罪 |
| Tapping or drumming fingers | Impatience |
| 攻丝或击鼓手指 | 不耐烦 |
| Patting/fondling hair | Lack of self-confidence; insecurity |
| 拍着/爱抚头发 | 缺乏自信;不安全 |
| Titled head | Interest |
| 标题头 | 兴趣 |
| Looking down, face turned away | Disbelief |
| 向下看，脸转身离去 | 怀疑 |
| Pulling or tugging at ear | Indecision |
| 在耳朵拉，或揪着 | 优柔寡断 |
|  |  |

Magic words

奇妙的字句

MAGIC WORDS Everyday: “Thank you” “Excuse me” “Please” “You are welcome”

Customers Like To Hear

1. Hello! We’re glad you’re here!
2. Welcome! It’s nice to have you with us
3. Welcome back, it’s nice to see you again
4. That’s an excellent choice, I recommend it
5. Sure, we can do that for you
6. Of course! Take your time. I’ll check back with you in a few minutes
7. We have some great specials today. May I tell you about them
8. Let me check with the chef, but I’m sure we’ll be able to accommodate you request
9. The people who come in here are really great
10. The people who work here are really great
11. There’s no extra charge for that
12. Our desserts are really sumptuous
13. Sure, I’ll get it for you right away
14. Would you care for more?
15. I have your check right here
16. You’re table is ready right now
17. Oh, yes|! We take the major credit cards
18. This is compliments of the house
19. I’m so glad you like it. We receive a lot of compliments on it
20. Sure, I’ll be glad to change it
21. Why thank you! I’ll pass that along to the people in the kitchen
22. I’d be happy to make a recommendation if you like
23. That wine is an excellent choice to accompany your entrée
24. I’ll be glad to get you some extra
25. Thanks for saying that, I enjoy working here, it’s a fun place
26. A lot of people tell us we offer good value, thanks for noticing
27. It’s really an upbeat company
28. You may want to consider our catering home delivery services sometime
29. I’ve really enjoyed being of service to you
30. Thank you for coming. We look forward to seeing you again soon