

E A T A L Y

# SUGGESTIVE SELLING

RESTAURANT SERVICE STANDARDS

# Suggestive Selling - The Purpose

**Scenario:** You ask 100 people if they want dessert or a drink, and only 10 say yes...

## ★ To enhance the guest experience...

What can we suggest to make the experience better?

- Beverages
- Antipasti
- Contorni
- Bread
- Dessert

The Foundation - “The Perfect Check”

## To make more money...

### Desserts

Average cost: \$15

20% tip: \$3

If you can sell 10 per shift

- 1 shift = \$30
- 5 shifts = \$150

If 30 people can sell 10 per shift

- 1 shift = \$900
- 5 shifts = \$4,500

### Cocktails

Average cost: \$16

20% tip: \$3.20

If you can sell 10 per shift

- 1 shift = \$32
- 5 shifts = \$160

If 30 people can sell 10 per shift

- 1 shift = \$960
- 5 shifts = \$4,800

The Benefit

# Suggestive Selling – Goals

★ Aiming Higher in 2025

Current Average	2025 Goals
Lunch \$37	Lunch \$40
Dinner \$43	Dinner \$50
Overall \$40	Overall \$45

## How Do We Get There?

It's not about pushing – it's about guiding the guest towards the best experience possible!

When we do this correctly, our check average will naturally increase.

# Suggestive Selling – Dos and Don'ts

## Do

- ✓ Know your menus
- ✓ Suggest every time
- ✓ Offer specific items
- ✓ Suggest items that enhance the experience
- ✓ Adapt your suggestions to the guest
- ✓ Suggest items you believe in
- ✓ Be an advocate for your guests

## Don't

- ✗ Always suggest the most expensive item
- ✗ Suggest items that don't go with the meal
- ✗ Offer a vague product category
- ✗ Push when someone says “no”
- ✗ Offer multiple attempts after a “no”
- ✗ Encourage guests to order more than is reasonable

# Lunch | Suggestive selling

## PASTA OR PIZZA - Main (PIPA Classic)

Pane (to share) \$7.50

- Antipasto (to share) \$20
- Pasta (1 each) or 1 pasta + 1 pizza (shared)  $\$26 \times 2 = \$52$

**Total: \$79.50**  
(20% Tip =  
\$15.90)

## INSALATA - Main (Vegetarian)

Pane (to share) \$7.50

Sparkling Water (to share) \$8

- Antipasto (to share) \$20
- Insalata (1 each)  $\$17 \times 2 = \$34$
- Espresso (1 each)  $\$4 \times 2 = \$8$
- Cannolo (to share): \$9

**Total: \$86.50**  
(20% Tip =  
\$17.30)

## SECONDO - Main (Healthy)

Pane (to share) \$7.50

- Secondo (1 each)  $\$36.50 \times 2 = \$73$
- Contorno (to share) \$13

**Total: \$93.50**  
(20% Tip =  
\$18.70)

# Dinner | Suggestive selling

## PIZZA & PASTA - Main (PIPA Classic)

Pane (to share) \$7.50

Sparkling Water \$8

- Antipasto (to share) \$20
- Pizza (to share) \$22
- Pasta (to share) \$28
- Dolce (to share) \$14
- Espresso (1 each)  $\$4 \times 2 = \$8$

**Total: \$107.50**  
(20% Tip =  
\$21.50)

## PASTA - Main (Pasta Lovers)

Pane (to share) \$7.50

- Antipasto (to share) \$20
- Pasta (1 each)  $\$26 \times 2 = \$52$
- Glass of Wine (1) \$16
- Dolce (to share) \$14

**Total: \$109.50**  
(20% Tip =  
\$21.90)

## SECONDO - Main (Healthy)

Pane (to share) \$7.50

- Secondo (1 each)  $\$36.50 \times 2 = \$73$
- Contorno (to share) \$13
- Espresso (1 each)  $\$4 \times 2 = \$8$

**Total: \$101.50**  
(20% Tip =  
\$20.30)

# Suggestive Selling - Verbiage

E A T A L Y

Beverages	Beverage order	“May I start you with a crisp white wine or an Aperol Spritz?”
	As the guest orders food	“Great choice. I highly recommend pairing a ____ with that to bring out the flavor. Would you like me to bring you one?”
	Second Drink	“May I bring you another ____?”
	Hosts	“The wait is going to be ____ minutes. Would you like to order a ____ from the bar while you wait?”
Antipasti, Bread, Contorni	Antipasti	(after the food order, 2-top orders 2 entrees) “Would you like to start the meal with a ____ or a ____?”
	Bread	(after taking the food order) “Would you like some bread with your meal? We have our selections here (point), and the ____ is excellent for savoring the sauce in your ____.”
	Contorni	“Would you like to add some ____ or ____ to accompany your ____?”
	Hosts	(walking guests to their table) “As you look at the menu, keep an eye out for the ____ it’s my favorite.”
Desserts	Preparing the sale	(after taking the food order) “Great choices – you’re about to have an amazing meal. Ending it with tiramisu will be perfect, but we can talk about that later.”
	Dropping the Dessert menu	“I’m going to leave this here for you to look over. The tiramisu is what we’re known for, but we just tasted the ____ and it’s an excellent choice as well.”

# The Perfect Check

## What is included?

**Bottle of Water:** Still or Sparkling?

**Bread:** A serving of focaccia, or a basket of our signature Pane Rustico with olive oil

**Cocktail/Mocktail:** Your current favorite, or a seasonal suggestion

**Appetizer or Shared Plate:** Tailor suggestions to party size, and consider what would compliment their beverage order

**Side or Upgrade:** A protein, a seasonal vegetable, or some extra bread for leftover sauce

**Wine Pairing:** A glass of red, white, rosé, or bubbles to compliment their entree

**Sweet Finish:** Mention dessert during your opening spiel to make sure the guest saves room

And remember – no Eataly experience is complete without an **espresso!**

## How Do We Get There?

### Use Suggestive Selling

Make recommendations that will enhance and compliment with natura, conversational language.

### Read the Table

Tailor your suggestions to the tone and pace of your guests' desired experience.

### Perfect your Timing

Be attentive, but never intrusive.

### Make Every Category Count

Missed a moment to offer bread? No problem! Focus on other menu categories – each one is a chance to elevate the guest's experience and reach your goals.

### Curate a Journey

Use your knowledge and expertise to ensure the guest gets the most out of their menu and their experience at Eataly!



# Let's Practice!

Suggestive Selling