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FYW: Writing Seminar

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1. A person’s knowledge depends on the experience they have in certain situations
   1. Harvey learned new things through situations and social networks in which the knowledge is used
   2. Words like *pesto* and *marinara* are used when communicating with other workers
2. The experience also includes learning about the menu and food prepared
   1. Harvey learned how to interact with customers based on their interest in certain foods and ingredients
3. Conversing with the customer involves knowing both the menu and the customers’ wants
   1. Includes greetings and satisfying the needs of the customer
4. The menu is extremely important to a restaurant
   1. Menus with vast detail and options provide the customer with more personalizes dishes and combinations
   2. They should be literate enough for customers to understand the ingredients that make up a certain dish
5. Waiters and waitresses have important roles in communicating with customers
   1. When customers ask a question, they give the waiter/waitress the opportunity to take control because they know the information
   2. They can describe the dishes in such detail that the customer fails to make a decision
6. The language used in particular restaurants can also aid waiters/waitresses in gaining control
   1. Foreign restaurants with menus printed in foreign languages, like French, can leave customers indecisive
   2. Leaves the responsibility to the waiter/waitress
7. Long descriptions and foreign words allow more aid to waiters/waitresses
   1. At Lou’s the descriptions are long and detailed which leads customers to question every word and leave the ultimate decision to the waiter/waitress
8. Knowing what a customer wants also depends on knowing which food will most likely sell
   1. Waiters/waitresses can manipulate the menus to push customers towards certain dishes or sides
      1. Difference between scaloppini and scaloppini sec
      2. Customer chose the latter because of a more fancy description made by the waiter
   2. Leads to more verbal conversation than printed conversation(looking at the menu)
9. Customer’s orders depend on suggestions and descriptions made by the waiter/waitress
   1. Waiters can manipulate customers and inform them of more food than is printed on the menu
   2. Verbal forms of communication move the balance of power away from customers
10. Age, gender, race and class determine the way of communication between the customer and the waiter/ waitress
    1. Most restaurants and diners advertise a “family-like” environment and the customers are treated like family
    2. If customer has question about the menu, the waiter/waitress need to possess the ability to reply and converse in a friendly manner, treating the customer like family
11. Conversing with customers involves numerous factors
    1. The example of a regular customer coming in a restaurant with his family.
       1. Knowing and understanding the menu provides knowledge of when and how to talk to a customer on their choices
12. Knowing what regular customers want to order is a great way of being friendly and showing the “family-like” manner in a restaurant
    1. Waiters/waitresses will try to fulfill their customer’s requests as much as they can
    2. The waiter, John, asks regular customers “Can I get you the usual?”
       1. Shows he knows the customers and treats them better than just people coming to eat
13. Friendliness is another important factor for being a good waiter/waitress
    1. Emotional labor = performing an act over and over again until it becomes a habit and is almost instinctive
    2. The waiter John, knew what to do when he was busy at the restaurant and helped a customer even when he couldn’t
14. Diners and restaurants require more mental focus than physical
    1. Diners flow much faster than restaurants which leads to more customers in a shorter period of time
    2. Food orders overlap each other and delivering them to the correct table can be difficult
15. Verbal interactions and time play in to the environment of a diner or restaurant
    1. When its busy, conversations between the customer and waiter/waitress might be shorter than when there’s fewer customers at the place
    2. Minimal talking when preparing a dish or drink
    3. It’s still important to remain friendly even when the waiter/waitress is pounded with numerous customers, all with different orders and questions
16. Conclusion: knowledge of the food, linguistics and friendly conversations are all extremely important guidelines for waiters/waitresses to follow when approaching customers
    1. They have to know certain dishes and preparations of certain foods
    2. They have to “read” their customers to know how to speak and what to say when conversing
17. There are so many more aspects and guidelines to follow besides these
    1. Research has already been done on working skills and using certain linguistics with customers
    2. Fast capitalism = forms of control are more insidious to empower the worker rather than the customer
    3. Control can also be taken away from the workers when involved with other employees, staff and management
18. Customer has the ultimate authority over the waiter/waitress
    1. Believed that the job requires little skill so it’s looked down upon by customers
    2. Low status for waiters/waitresses even though the job requires so much more than what customers see