



Be Extraordinary

The world doesn't need another place to eat! Look around, there are plenty of places to eat. If you're just another place to get a burger (or a steak or a Caesar salad) amidst a dozen other places offering the same products—that makes you unremarkable... and extremely ordinary.

If your advertising looks pretty much like everyone else's advertising... if your Yellow Pages ad is the same as every other ad in the book... if your signage, menu and point-of-purchase displays could be confused with another restaurant's marketing... face it: you're ordinary.

My colleague Joel Cohen talks about similar restaurants offering similar food to similar people at similar prices. The result? Ordinary.

Instead, consider this:


- The difference between an ordinary business and an extraordinary business is **differentiation**.
- The difference between a predictable restaurant and a remarkable restaurant

is **exceeding expectations**.

- The difference between a forgettable experience and a memorable experience is **personal connection**.
- The difference between an ordinary income and an extraordinary income is **implementation**.

The odds are you know at least a few things you could do to set your place apart, but you haven't done them. What are you waiting for? You can't make yourself extraordinary without actually implementing the steps that will make you stand out from the herd.

As a start, you have to defy the industry norms and break a few rules... the more the better. Then you need a thick skin, because something unique enough to set your operation apart is guaranteed to draw criticism and will probably upset more than a few people.

Still, if you have the will—and the courage—to be extraordinary, the process is exciting and the financial rewards significant. As they say, "Medals are not for the timid." What are YOU waiting for? 

By **Bill Marvin**

The De-Shift

Most servers and bartenders determine the success of their shift based on the tips they make. If they're lucky, the manager held a pre-shift meeting to determine the plan of action for the day. But what happens when the shift is over? Do servers and bartenders know how they really performed?

The old training adage "tell, show, do, review" should be applied to shift management as well. Always begin with the pre-shift where you "tell" and "show" your team by using short video clips and conducting role playing. Then, let your team members run their stations (in other words, let them "do" their jobs) and then "review" their performance once the shift is over with a brief "de-shift" meeting.

Gather this type of server and bartender data and review it during the "de-shift" meeting:

- What was the team member's tip percentage based on overall sales? 15 percent? 18 percent? 20 percent?


- What were the team member's overall sales?

▪ How was this team member's performance compared to others, in regards to total sales and tips? After all, 18 percent tips sound great until you see other servers making over 20 percent!

- What were final sales of items targeted for suggestive selling?

▪ Any guest compliments or comments? (Hint: Managers, if there aren't any, perhaps you should focus on talking to guests more about how their service is!)

- Focus for the next shift to improve today's results.

With pre-shift meetings, you'll get everyone focused for the upcoming shift. Then, following the shift with a "de-shift" meeting, you'll determine if your team "won" the shift and you'll be poised to teach your staff how to make more money (and stay with you longer). The more you talk about things such as overall sales, tip percentage and selling, the sooner the staff will "get it" and help you win! 

By **TJ Schier**


Role-Play:

Turning "Sorry" Into Sales

When a customer has complained, she doesn't want to hear, "Sorry, but would you like to see the dessert menu?" But there are many times during the busy summer season when service isn't as quick as we would all choose. When items are just a bit delayed—and customers don't appear obviously annoyed—try building relationships and sales with this strategy:

Server: I'm sorry that it took so long for you to get your Gold Margarita. They're very busy at the bar tonight. If you like, I can put the order in for a second one when this one gets low. Then, you'll have your next Margarita without having to wait.

Guest: Thanks! That would be great.

By positioning a future sale with a sincere apology, your servers will ensure the second sale of a specialty drink and the customer will experience less of a wait. 

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