



## Top Traits All Great Salespeople Have (And Where They're Hiding in Your Operation)


It's easy to recognize a salesperson, right? It's that extrovert server who's more than just a little competitive when it comes to sales incentives. Or, it's that steady pro who comes in early to find out how the chef prepared the specials. Or, it might be the hostess who keeps asking for a chance. She's friendly, but can she do more than serve?

When you're adding servers to your sales team—or motivating the people already in place—it's important to know how they tick. Here are some top traits great salespeople have and how to find them in your team:

- **Creativity.** Every customer is different with different needs and desires. A great server who has an appreciation for the non-obvious solution can sell to anyone. During pre-shift meetings (or interviews), give your servers the opportunity to polish their skills. What do you recommend to the vegan? How do you describe it? How do you sell the operation, the experience? What stories do you tell to welcome guests?

- **Passion.** At Disney World, it is said, employees are gently reminded that it is time to leave their jobs when they lose their "pixie dust." How passionate are your servers about their jobs? Does it show? Servers can't sell if they're not excited about the menu... and that type of passion can't be faked. If a team member has lost his love for the operation—the food, the concept, the people—it may be time for him to move on.

- **Integrity.** If your server just wants the sale—and doesn't care about delivering the service—it will be obvious to everyone. Servers must genuinely care about their customers and their experience. If they don't, they shouldn't be in the hospitality industry.

- **Tenacity.** Everyone gets rejected and good servers know that there will always be customers who won't buy what you're selling or be polite when they tell you no. Those who remain successful are those who aren't flattened by rejection, but challenged to keep trying. 

## "Wouldn't It Be Cool If...?"


By **Bill Marvin**

Somebody once asked me, "How can I make all my team members feel as if they are truly part of things?" I replied, "Make them part of things." Duh! You can't make employees feel as if they're part of "things," if they aren't. So, just do it... involve them in your operation. Now, I realize that opening yourself up to the input of your staff may be a daunting move for many managers, so perhaps a few "baby steps" would help you get comfortable with letting go a bit more.

Here is an easy way to pick up a ton of great ideas in a hurry. At your next staff meeting, give everyone a 3 x 5 index card and ask them to complete the following sentence: "Wouldn't it be cool if we could ... ?" Tell them to let their imaginations run wild and put down what occurs to them. I just did this with a group

of restaurant managers at an in-house seminar and we picked up three dozen terrific ideas in about three minutes!

The trick with this—as with any suggestion you receive—is not to judge it, but to reflect on every idea and see what you can do. Even ideas that are seemingly outside the realm of reasonableness might spark a possibility. For example, one of the suggestions was, "Wouldn't it be cool if we could just work every other day?" Now I suspect every other day off would be too much of a stretch, but perhaps you could give an extra day off on a rotating basis to provide the crew with a three-day weekend from time to time.

The key to this success is to be open to ideas, listen to your team members and try new things. 

## Role-Play:

### Hey, Wanna Job?

Recruiting is everyone's business. Here's how you can remind servers of their roles when they're serving regular customers.


**Server:** Thanks again for coming in tonight, Mr. and Mrs. Smith. It's always great to see you!

**Mrs. Smith:** You, too, Susan.

**Server:** You know, we find that our favorite customers often know some of our best employees. Do you know anyone looking for a job in the hospitality industry?

**Mr. Smith:** Well, our nephew just announced he's transferring to a college near here. Are there any openings?

**Server:** We're always looking for good employees. Why don't you give him this card and ask him to call me? We offer a good starting wage, healthcare, vacation and sick time... and there are lots of incentives and chances for bonuses. Plus, it's just a fun place to work!

**Mr. Smith:** I'll do that. Thank you! 

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