

## Taking Phone Reservations

**How to Project  
Confidence, Competence &  
Genuine Hospitality**



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1

## Webinar Format



**PLEASE PARTICIPATE!  
Collaboration is VERY powerful!**

- Interactive format
- Please ask and respond to questions
- This webinar is being recorded
- Handouts and slides will be available tomorrow

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2

# Webinar Controls

(desktop or laptop)

Questions / Chat →

Send Questions / Responses →

The screenshot shows a desktop environment with a webinar application. On the right side, there is a control panel. At the top, it says 'Audio' and 'Sound Check'. Below that, it shows 'Computer audio' selected over 'Phone call'. A 'MUTED' indicator is present. There are dropdown menus for 'Microphone (Realtek High Definition...)' and 'Speakers (Realtek High Definition Au...'. Below the audio controls, there is a 'Talking:' section. Further down, there is a 'Handouts: 1' section showing a file named 'Webinar Handouts.pdf'. Below that is a 'Questions' section with a message: 'Thank you for joining the webinar, we will begin shortly.' At the bottom of the control panel, it says 'RestaurantOwner.com Webinar', 'Webinar ID: 116-801-243', and 'This session is being recorded.' The GoToWebinar logo is at the very bottom.

3

# Webinar Controls


(tablet or phone)

Questions / Chat

The screenshot shows a mobile device screen. At the top, there is a status bar with 'Mail 11:47 AM Fri Apr 19' and battery level '80%'. Below that is a navigation bar with several icons, including a question mark icon which is highlighted by a red arrow. The main content area shows a website for 'RestaurantOWNER.com'. The website has a header with the text 'We help independent restaurant owners build successful businesses' and a 'Learn More' button. Below the header are three columns of content: 'Operate a Restaurant?', 'Opening a Restaurant?', and 'Have a Dream?'. Each column has a 'Learn More' button. At the bottom of the screen, there is a 'Questions / Chat' window with a heart icon and the number '0'.


4

**Your Host**



**Jim Laube**

**Your Trainer**



**Kelli Laube**

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5

**Your Trainer**

**Background -**

- Started as a Server
- Greeter & server training
- Became Hospitality Director at Flight Restaurant Group
- Has used NoWait and OpenTable



**Kelli Laube**

**Passion For -**

- Training FOH Teams
- Helping greeters excel at making guests feel welcome & special
- Incorporating body language & emotional intelligence into the guest experience

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6

## Training Objectives



For You to Take Reservations with . . .

- ✓ Confidence ←
- ✓ Competence ←
- ✓ Genuine Hospitality ←

Making Reservations with Confidence and Ease

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7



Hospitality is about connecting to guests on a personal level and creating positive emotional outcomes.

## Genuine Hospitality

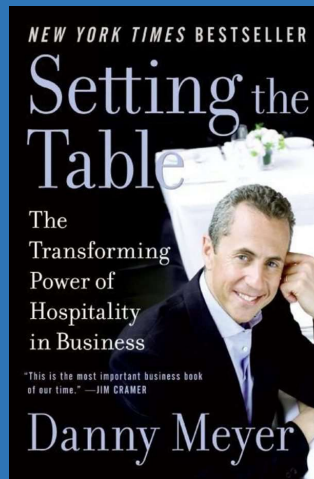
8

## The Power of Emotion



They will forget what you did and what you said. But they will never forget how you made them feel.

- Maya Angelou



“Business, like life, is all about how you make people feel.”

- Danny Meyer

9



We are attracted to products, people, places & businesses that make us feel good!

10



11

## Agenda

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1. First Impression
2. Speaking with Hospitality
3. Reservation Steps
4. Saying Good-Bye
5. Role-Playing

12

## Review Handouts

- ✓ Quick Reference Tools
- ✓ “How’s My Tone?”
- ✓ Role-Play Sheet

### Quick Reference Tools

Post these training reminders at the greeter stand. They provide a “quick reference” and reminder of the key reservation steps. You can edit to fit your restaurant’s unique practices and preferences.

#### Telephone Reservation Steps

- ✓ Smile
- ✓ “Thank you for calling \_\_\_\_\_. This is \_(name)\_ speaking. How may I assist you?”
- ✓ “Absolutely, for which evening?”
- ✓ “May I have the number of guests in your party?”
- ✓ (Positive Word) “May I have your preferred time?”
- ✓ “May I have the best contact number and email?”
- ✓ “May I have a first and last name for the table?”
- ✓ (Positive Word) Will you be celebrating anything special with us that evening?”
- ✓ “We look forward to seeing you on (date) at (time), Mr./Mrs. \_\_\_\_\_. Thank you for giving us a call. Bye.”

\*Positive words include absolutely, my pleasure, wonderful, yes ma’am/sir, etc.

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13

## Power of the First Impression

- People judge how trustworthy you are in half a second
- Vocal Tone
- Emotions are contagious – even over the phone
- Guests can hear a smile



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14

# “How’s My Tone?”

## How’s My Tone?

Your vocal tone adds emotion, attitude, and shades of meaning to what guests are hearing. If the tone and message is not consistent, people are more prone to believe the vocal tone. For example, you can say “I’m fine” in a sarcastic tone that conveys the opposite. Your tone clues others into how you truly feel.

Here’s an exercise to gain awareness of what your vocal tone is telling others over the phone. Get in groups of 2-5 people. The speaker for that turn will pick an emotion and a sentence. They will try to convey the emotions through their tone of voice as they read the example. The listeners will try to identify which emotion they heard out of the selected list. Make sure you can’t see the speaker’s face because you will be looking at their facial expressions for clues. It needs to mirror a real phone conversation.

### Choose Your Emotion:

Distracted	Warm, friendly
Bored	Frustrated
Enthusiastic	Rude

### Choose Your Sentence:

1. “Thank you for calling (restaurant). This is (name) speaking. How may I help you?”
2. “Absolutely, which evening were you looking at?”
3. “My pleasure.”

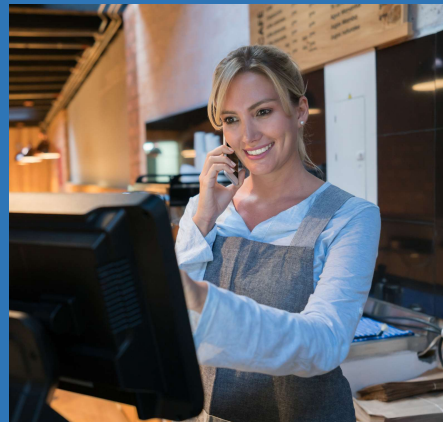
Handout

15

# Initial Greeting

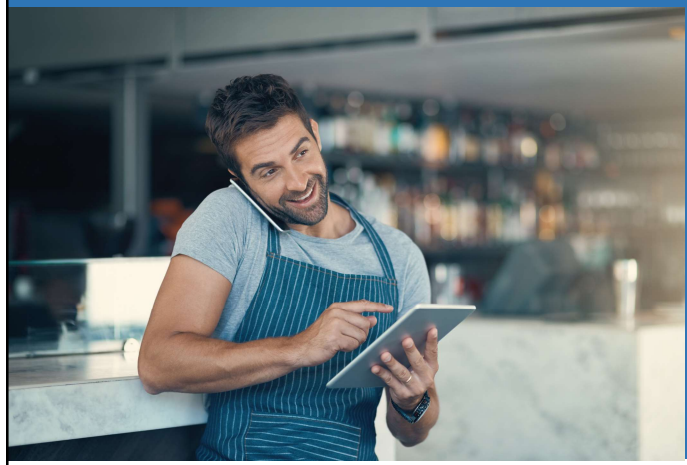
*“Thank you for calling Blue Fish Grill. This is Kelli speaking. How may I help you?”*

1. Smile
2. Vocal First Impression
3. Watch How Fast You Talk
4. Talk with Confidence



16

# Words that Express Hospitality



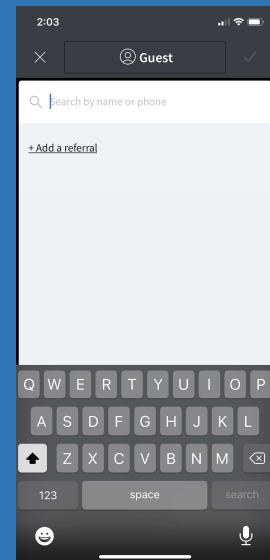
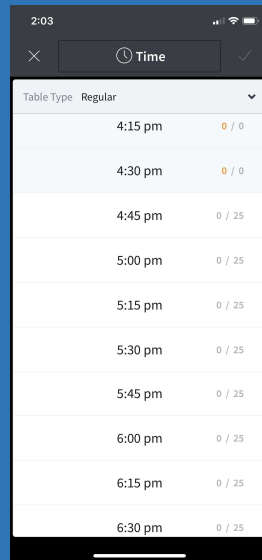
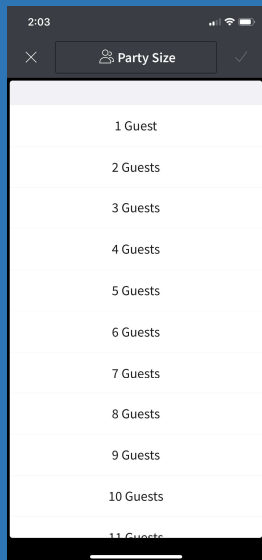
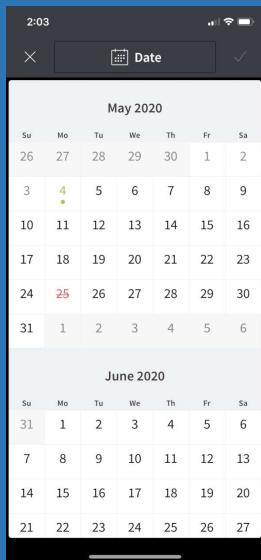
Memorable vs. Forgettable

Making Reservations with Confidence and Ease

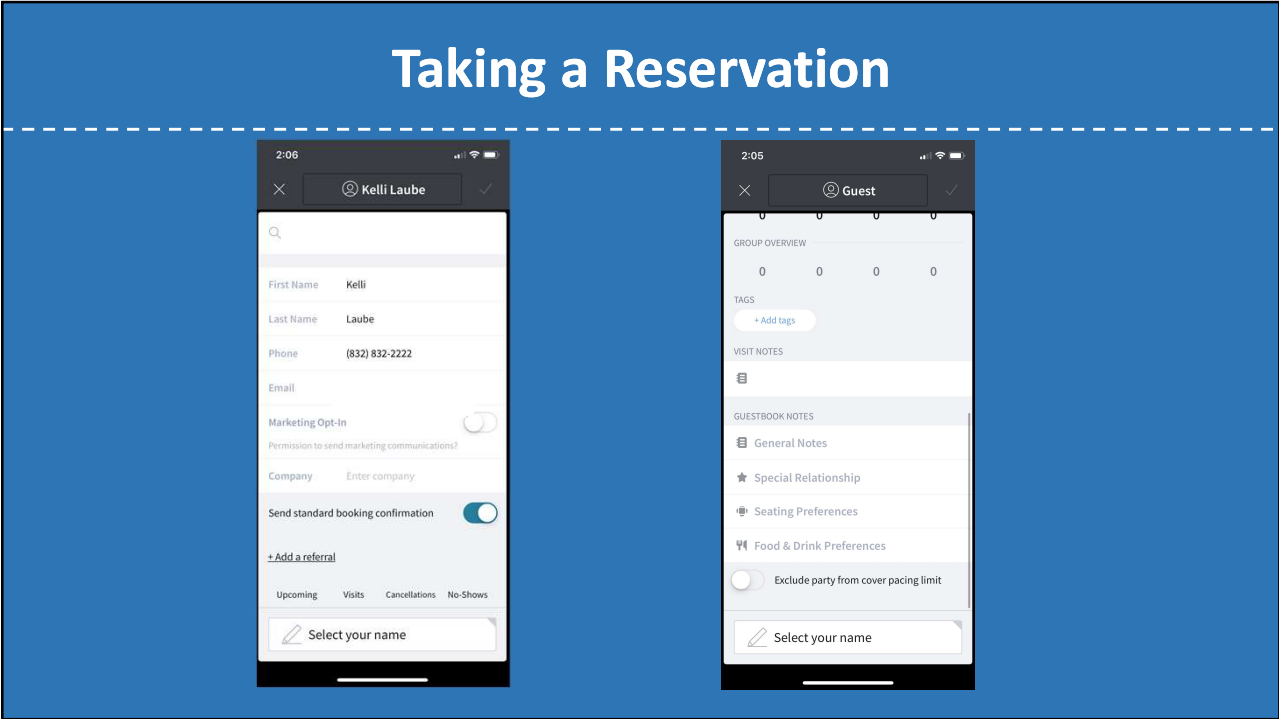
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17

# Taking a Reservation



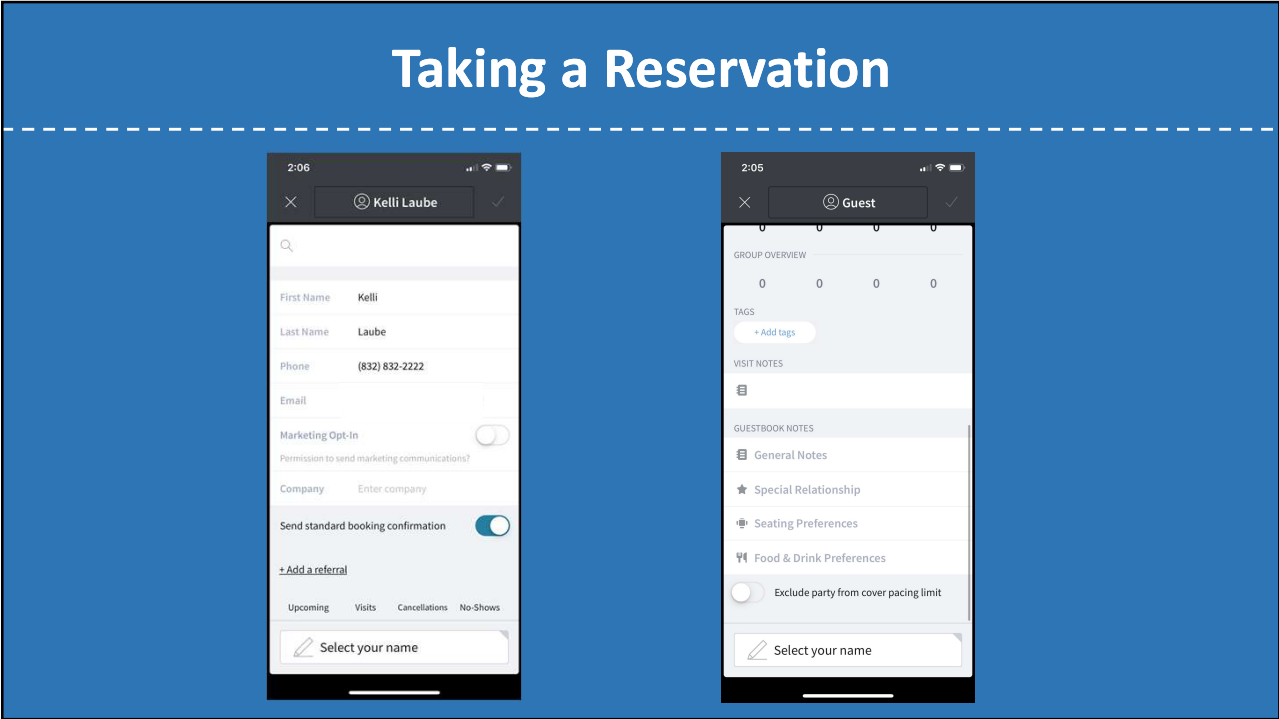
18



19



20



21



22

## Taking a Reservation

A screenshot of a mobile application interface for taking a reservation. The contact name is 'Kelli Laube'. The form includes fields for First Name (Kelli), Last Name (Laube), and Phone ((832) 832-2222). There are also fields for Email, Marketing Opt-In (a toggle switch), and Company (Enter company). A 'Send standard booking confirmation' toggle is turned on. At the bottom, there is a '+ Add a referral' link and a 'Select your name' button.

A screenshot of a mobile application interface showing reservation preferences for a 'Guest'. It features a 'GROUP OVERVIEW' section with four zeros. Below that are 'TAGS' with an '+ Add tags' button, 'VISIT NOTES', and 'GUESTBOOK NOTES' with a 'General Notes' button. There are also sections for 'Special Relationship', 'Seating Preferences', and 'Food & Drink Preferences', including an 'Exclude party from cover pacing limit' toggle. A 'Select your name' button is at the bottom.

23

1. Smile  
2. Show Appreciation  
3. Use Their Name

**How do you like to complete your reservation phone calls?**

**Saying Goodbye**

24

## Basic Reservation Questions

### Telephone Reservation Steps

- ✓ Smile
- ✓ "Thank you for calling \_\_\_\_\_. This is \_(name)\_ speaking.  
How may I assist you?"
- ✓ "Absolutely, for which evening?"
- ✓ "May I have the number of guests in your party?"
- ✓ (Positive Word) "May I have your preferred time?"
- ✓ "May I have the best contact number and email?"
- ✓ "May I have a first and last name for the table?"
- ✓ (Positive Word) Will you be celebrating anything special with us that evening?"
- ✓ "We look forward to seeing you on (date) at (time), Mr./Mrs. \_\_\_\_\_. Thank you for giving us a call. Bye."

\*Positive words include absolutely, my pleasure, wonderful, yes ma'am/sir, etc.

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Handout

25

## Always Give Options



1. Shows we are on their side
2. Guests get the power to choose
3. Guests will call back

26

# Role Play Exercise

## Examples

1. A guests calls for a 7 PM reservation on Friday but you only have a 6:30 and a 9 PM available.
2. A guest calls and wants a reservation on Friday. Your restaurant is booked solid on Friday and Saturday.



27

# Role Play Exercise

## Role Play Exercise

Pair up your team in groups of two and assign one as the guest and another as the greeter/reservation taker. Make sure you are using a phone. It needs to feel real. Greeters should not be able to see the facial reactions of the "guest." After each exercise, ask the staff member playing the guest to rate how they felt when the greeter was talking to them. Rate each one from a 0-10.

**Provide helpful feedback:** (1) Was the person on the phone friendly and happy to help you? (2) Did they offer options if you weren't able to get the time you initially requested? (3) What are the chances you will call the restaurant back based off your interaction over the phone?

**Example:**

Guest	Greeter
Calls to get a reservation at 6:30 PM tomorrow (Friday) night.	You have a 6 PM and a 7:30 PM available Friday and a 6:30 PM available on Saturday.

**Conversation -**

"Thank you for calling \_\_ (restaurant)\_\_. This is \_\_ (name)\_\_. How may I help you?"  
 Can I get a reservation tomorrow night at 6:30 PM?"  
 "Absolutely. Let me see what I have available. May I have the number of guests in your party?"  
 Two  
 "Thank you. My first availability this Friday is at 6 PM and my next is at 7:30 PM. I also have a 7 PM available on Saturday. Do you have a preference?"  
 "I'll take the 7:30 PM on Friday."  
 "Excellent. May I have the best contact number and email?"  
 XXX-XXX-XXXX  
 "May I have a name for the table?"  
 Aaron Jones

Handout

28

Practice

**Phone Reservation Exercises**

**Situation 1:**

<b>Guest</b>	<b>Greeter</b>
You want a reservation on June 6 <sup>th</sup> for 4 guests.	All times are available on June 6 <sup>th</sup> .

**Situation 2:**

<b>Guest</b>	<b>Greeter</b>
You want a reservation on Monday for 4 guests at 7 PM. You are celebrating a birthday.	You have a 5:30 PM and 8:30 PM reservation available on Monday and a 7 PM available on Tuesday.

**Situation 3:**

<b>Guest</b>	<b>Greeter</b>
You looked online and the restaurant was completely booked on Saturday. You decide to call anyway to double check.	The only time available you have this Saturday is at 9:30 PM.

**Situation 4:**

<b>Guest</b>	<b>Greeter</b>
You want a reservation on a Sunday morning for 5 guests at 11 AM.	You only have a 10:30 AM and a 11:30 AM time available.

**Situation 5:**

<b>Guest</b>	<b>Greeter</b>
You want a reservation for Friday.	You are booked all weekend.

Handout

29

## “Confirming” Reservations

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“Hi. This is \_\_(name)\_\_ from \_\_(restaurant). I wanted to call to let you know that we look forward to seeing you and your guest(s) tonight/tomorrow at \_\_\_ PM! Thank you.”

How are you controlling the flow of guests into your restaurant?

30

## Key Points



1. First Impression
2. Speaking with Hospitality
3. Reservation Steps
4. Saying Good-Bye
5. Role-Playing

31

## Please Give Us Your Feedback

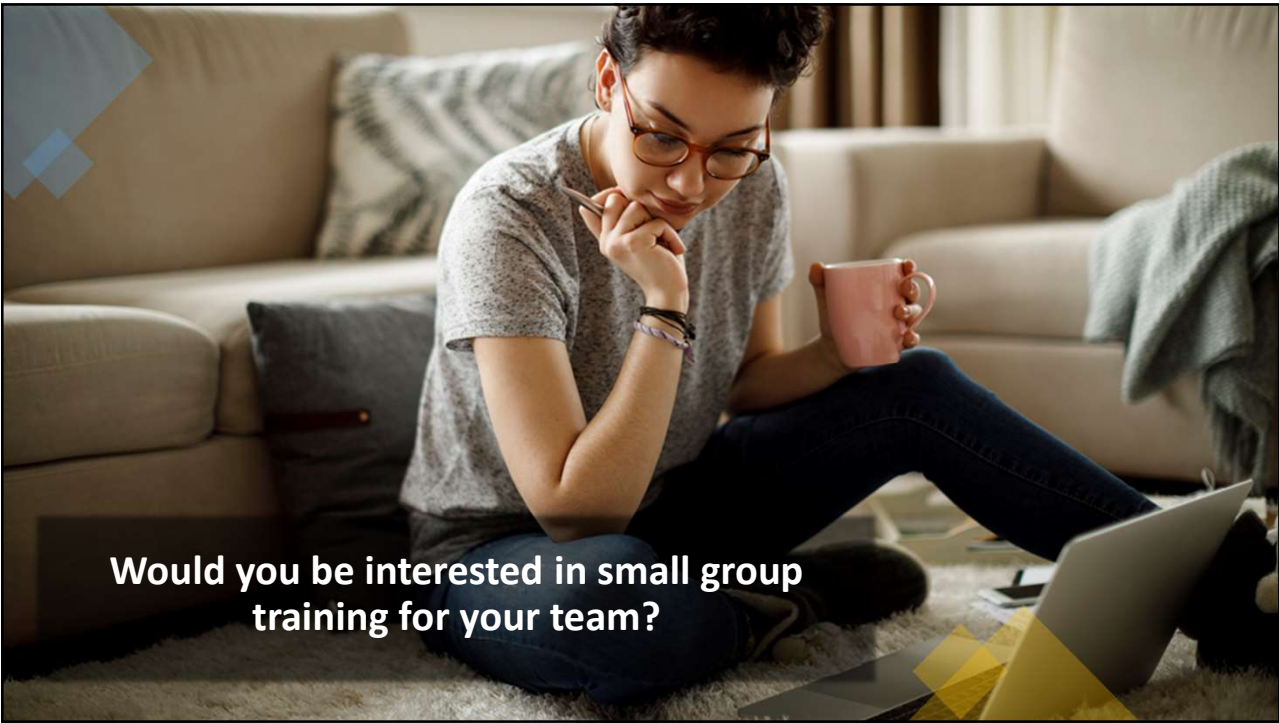


Just 4 very short questions!

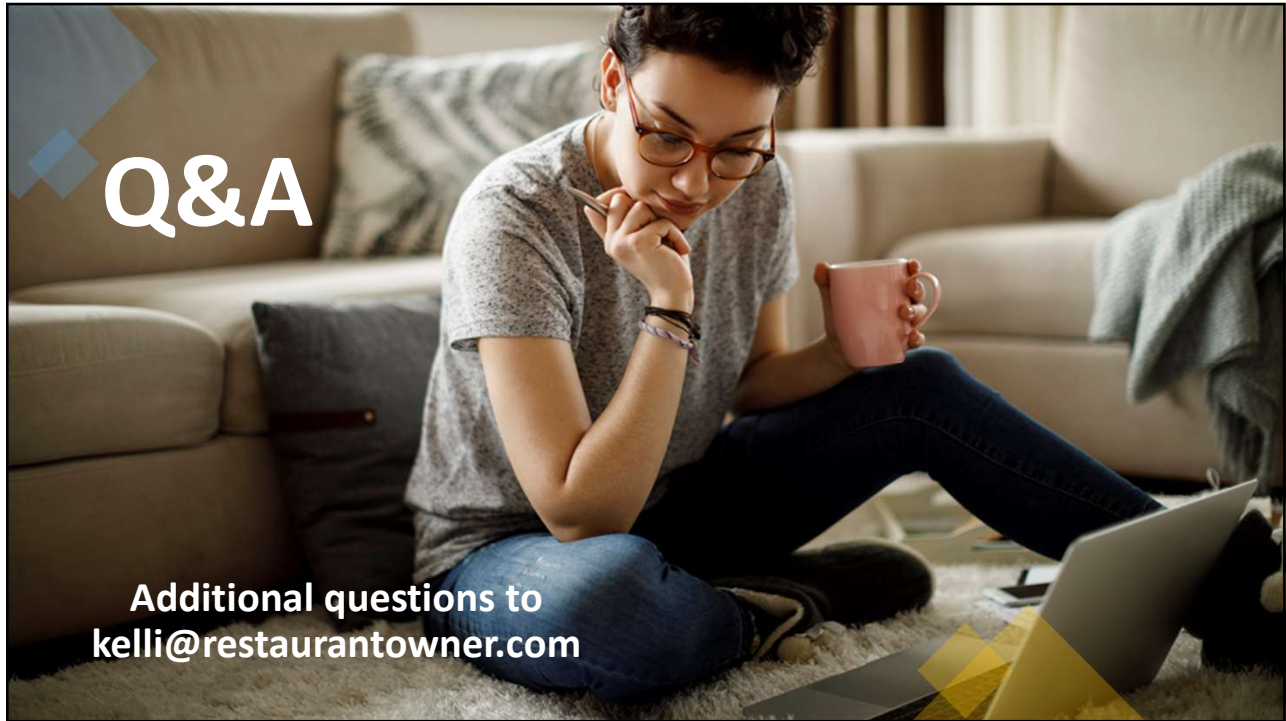
32



33



34



35

## Small Group Telephone Reservation Training

**How to Project  
Confidence, Competence &  
Genuine Hospitality**



**Thank you for attending!**

**[kelli@RestaurantOwner.com](mailto:kelli@RestaurantOwner.com)**

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36