

Reading Guests to Personalize Recommendations

| Type | Description | Clues To Watch For | How to Personalize Recommendations |
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| Closed Minded | This guest appears uninterested in your menu or drink recommendations. They might even come in knowing exactly what they want. | <ul style="list-style-type: none"> • They are ready to order the moment you greet them. • They aren't appreciative of your recommendations and may even ignore you as they browse the menu. | Ask open-ended questions to see if you can learn what they are craving and guide them to dishes that fit their preference. Make sure you aren't pushy & offering too many suggestions or you could leave these guests frustrated. |
| Open Minded | This guest is interested in hearing your recommendations. They may not say yes to everything you mention but want to know about the menu before deciding. | <ul style="list-style-type: none"> • They're curious. • Their attention is completely on you. • They want to know about the menu. | Ask when the last time they dined at your restaurant was. Based on their answer, you can guide the conversation by recommending popular dishes or new dishes they may have not tried yet. |
| Value Minded | This guest wants a great meal and experience at the right price. You can still sell to a value minded guest, but you won't sell as much. Example: Tea is better than water. A shared dessert is better than no dessert. | <ul style="list-style-type: none"> • They will ask about specials, promotions, smaller portions, or splitting dishes. • They may comment about high priced menu items. | <p>Make them aware of the best deals and current specials at your restaurant. Make suggestions in various price rangers – don't default to the highest priced menu items.</p> <p>Treat a Value Minded guest with respect and help them navigate the menu for what they need at a good value. It will bring them back to your restaurant again and again.</p> |
| Experience Minded | This guest is not so focused on price. They are focused on – you guessed it – the experience. | <ul style="list-style-type: none"> • They might ask, "What's your restaurant known for?" or "What's your favorite thing on the menu?" Never respond, "Everything's great here!" These guests want to hear your suggestions to ensure they have an amazing experience. | <p>The Experience Minded guest typically will show interest in a knowledgeable server that can describe food and paint a mouth-watering picture that helps them select something they're sure to enjoy.</p> <p>Don't shortchange yourself or cheat your experience minded guests by down selling them or being an order taker.</p> |

Fill in Any Other Group Types You Observe at Your Restaurant:

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