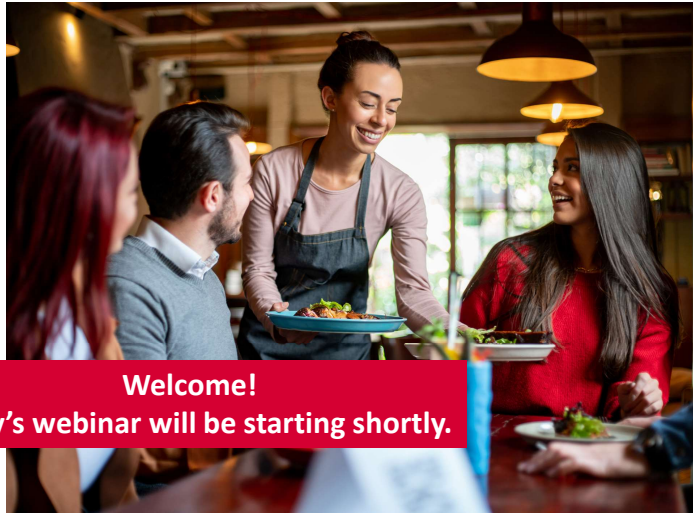


# Creating an Experience Worth Coming Back For

How Knowing Your Menu Creates Loyal, Repeat Guests

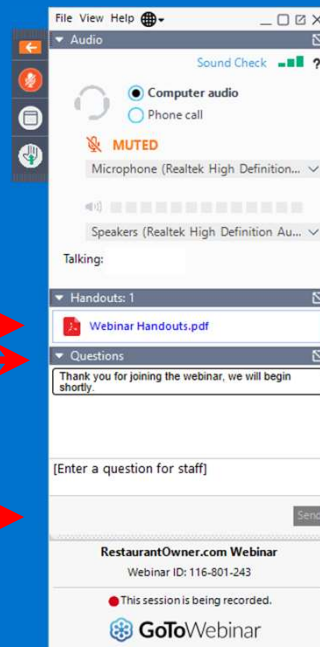


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## Webinar Controls (desktop or laptop)

Handout Tab  
Questions Tab

Type Questions

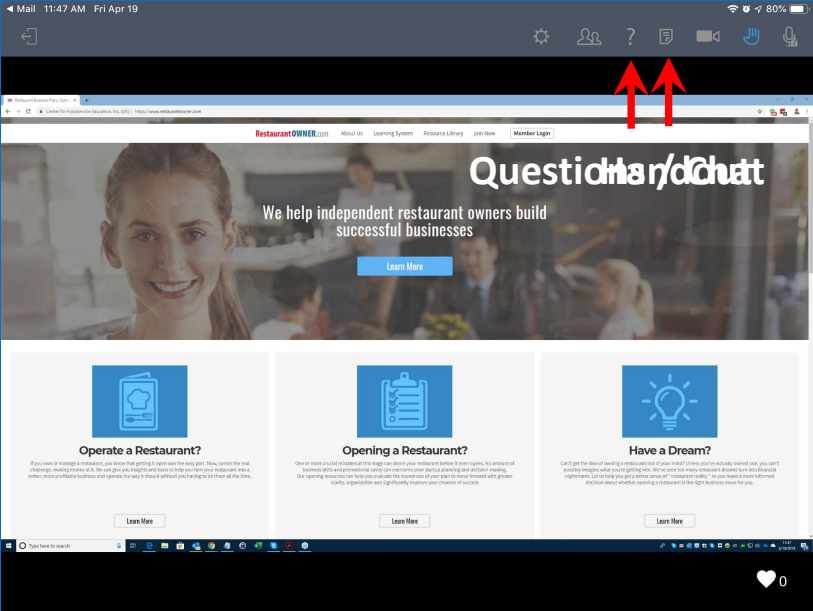



2




# Webinar Controls

(tablet or phone)





3

# Your Presenter



Kelli Laube



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# Creating an Experience Worth Coming Back For

**How Knowing Your Menu Creates Loyal, Repeat Guests**



**On a scale of 1-10, how well do you know your menu?**



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## What You Will Learn...



**Why Knowing Your Menu Creates Loyal, Repeat Guests**



**How to Read Guests**



**How to Bring the Menu to Life**




**How to Track Your Success**




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## The Common Sense Trap

**Common Sense is  
Not Common Practice**





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## The Common Sense Trap

**Common Sense  
Is NOT Always  
Common Practice**




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**“You are Not an Order Taker;  
You are an Experience Maker.”**

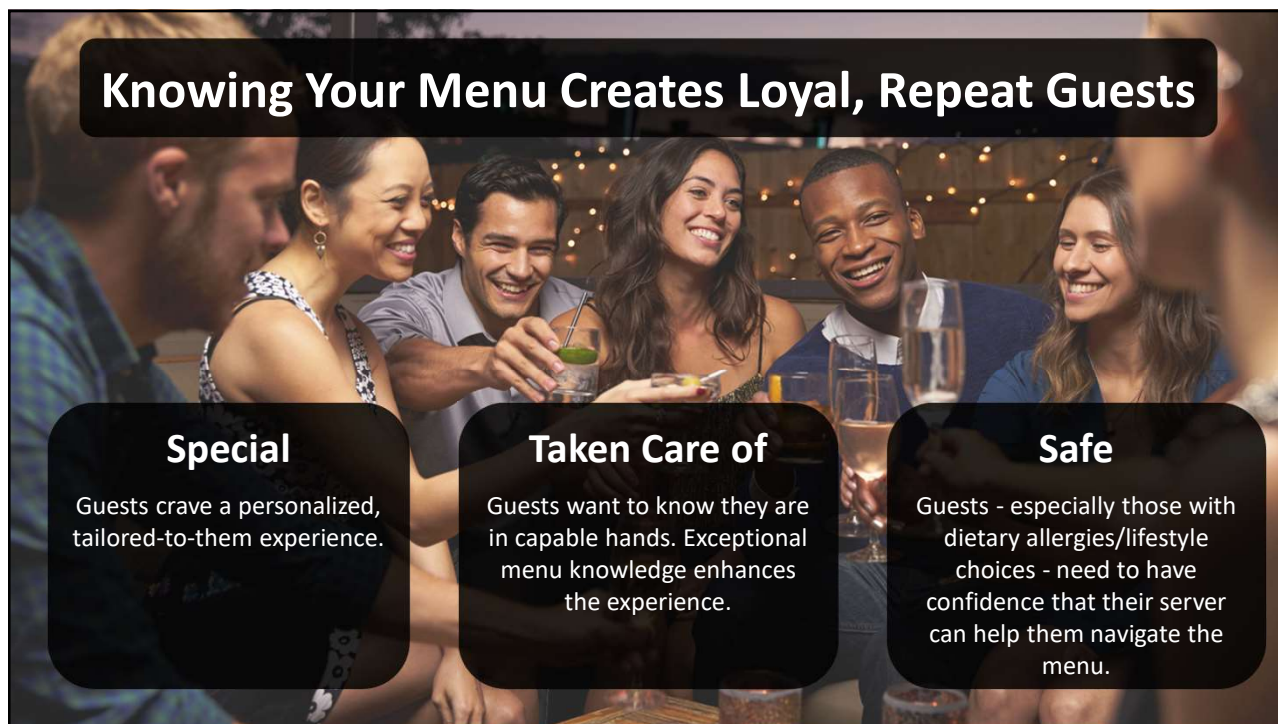
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**Knowing Your Menu Creates Loyal, Repeat Guests**

**- Question -  
Why is this true?**

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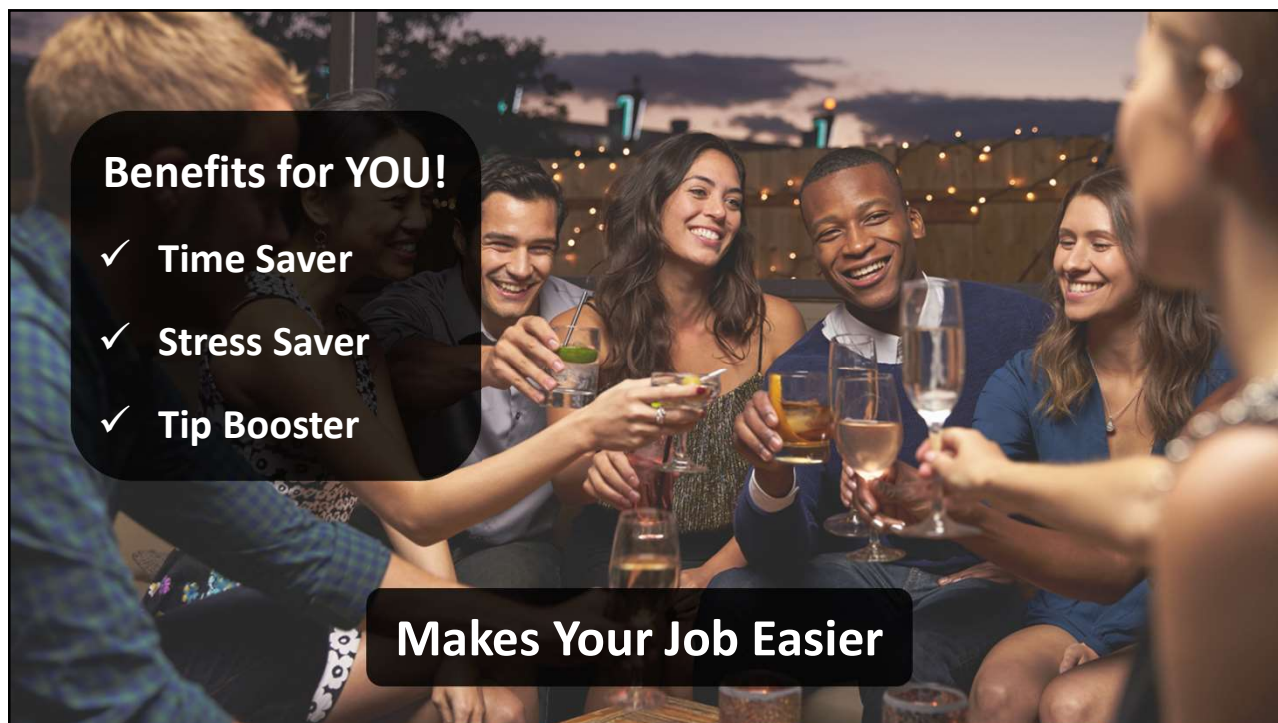
**Knowing Your Menu Creates Loyal, Repeat Guests**

**Special**  
Guests crave a personalized, tailored-to-them experience.

**Taken Care of**  
Guests want to know they are in capable hands. Exceptional menu knowledge enhances the experience.

**Safe**  
Guests - especially those with dietary allergies/lifestyle choices - need to have confidence that their server can help them navigate the menu.

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**Benefits for YOU!**

- ✓ Time Saver
- ✓ Stress Saver
- ✓ Tip Booster

**Makes Your Job Easier**

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## Tips to Memorize the Menu


- ✓ Read-through
- ✓ Split Menu into Sections
- ✓ Know Popular Dishes
- ✓ Try the Food
- ✓ Spend Time at Expo

- Question -  
What are your best tips for learning the menu?




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## How to Read Guests



### The Four Guest Types:

1. Closed-Minded
2. Open-Minded
3. Value-Minded
4. Experience-Minded



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## Closed Minded

Description	Clues To Watch For	How to Personalize Recommendations
This guest appears uninterested in your menu or drink recommendations.	<ul style="list-style-type: none"> <li>Not interested; might even come in knowing what they want.</li> </ul>	Ask open-ended questions; don't be pushy or make too many recommendations.

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## Open Minded

Description	Clues To Watch For	How to Personalize Recommendations
This guest wants to hear your recommendations.	<ul style="list-style-type: none"> <li>They ask questions.</li> <li>Their attention is completely on you.</li> </ul>	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.

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## Value Minded

Description	Clues To Watch For	How to Personalize Recommendations
This guest wants a great meal and experience at the right price.	<ul style="list-style-type: none"> <li>They will ask about specials, happy hour, smaller portions, or splitting dishes.</li> </ul>	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.



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## Experience Minded

Description	Clues To Watch For	How to Personalize Recommendations
This guest is not focused on price. They are focused on – you guessed it – the experience.	<ul style="list-style-type: none"> <li>They might ask, "What's your restaurant known for?" or "What's your favorite thing on the menu?" These guests want to hear your suggestions to ensure they have an amazing experience.</li> </ul>	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.



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# Bringing the Menu to Life

### What You Need to Know



### How to Describe the Menu



### What You Need to Remember







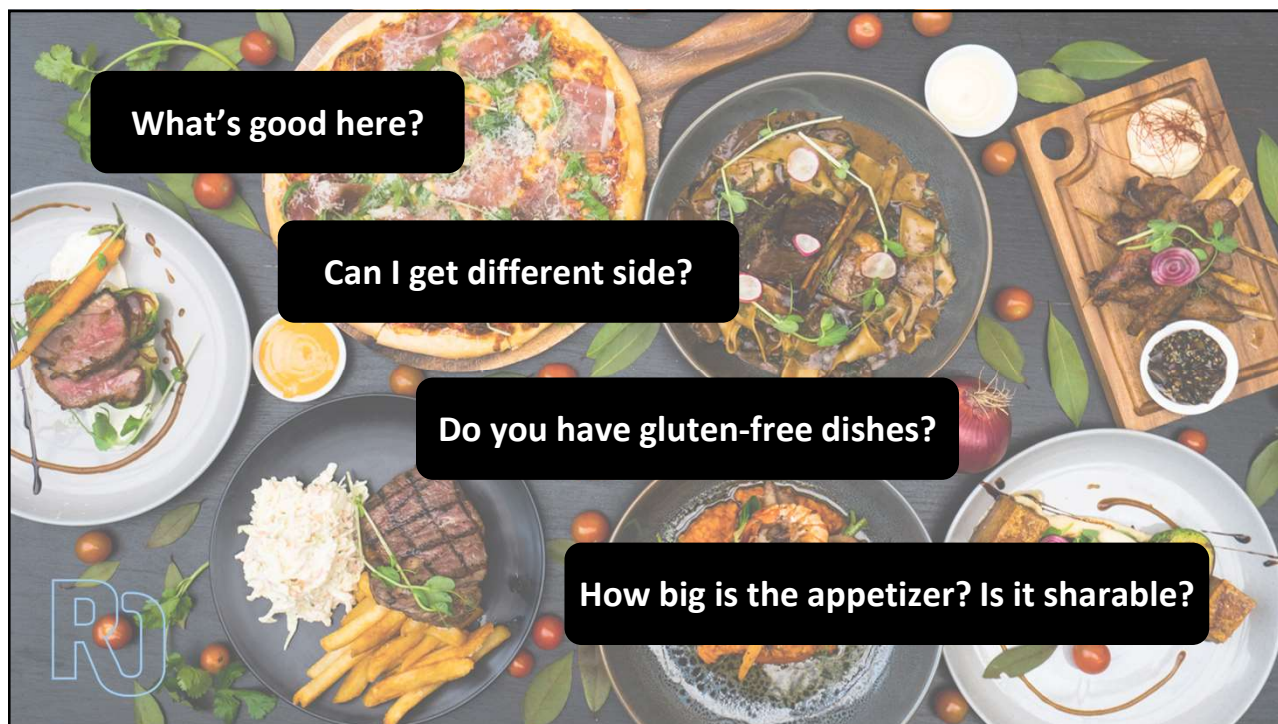
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## What You Need to Know

- Taste
- Size
- Preparation
- Ingredients
- Allergens
- Price
- Sides
- FAQ



22



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## The Four Types of Selling

1. Right Selling
2. Suggestive Selling
3. Up-Selling
4. Pairing


**“People like to buy, but they don’t like to be sold.”**

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## Right Selling



Asking all the right questions about an item's modifications, add-on's & sides...

Temperature of steak, side options, sauces, salad dressings, etc.



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## Suggestive Selling



Making recommendations when the guest doesn't know what they want...

Popular items, what the restaurant is known for, etc.



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## Pairings



**Making recommendations that complement the guest's choice...**

**Specific wine, cappuccino, after dinner drink, etc.**



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## Up-Selling



**Offering premium options that complement a guest's choice or adds value to the experience...**

**Prime cut steak, signature sides, premium liquor etc.**



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## What You Need to Remember: Personalize It



- Ask Open-Ended Questions
  - When was the last time you dined with us?
  - Any allergies you would like the chef to be aware of?
- Offer Specific Drinks/Dishes
  - ~~Would you like an appetizer?~~
  - Our most popular appetizer is the Wafflets (brief description). They are a must have, especially if it's your first time!

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## What You Need to Remember: Personalize It



### Reality Check:

Not everyone will say "yes."  
Don't get discouraged.

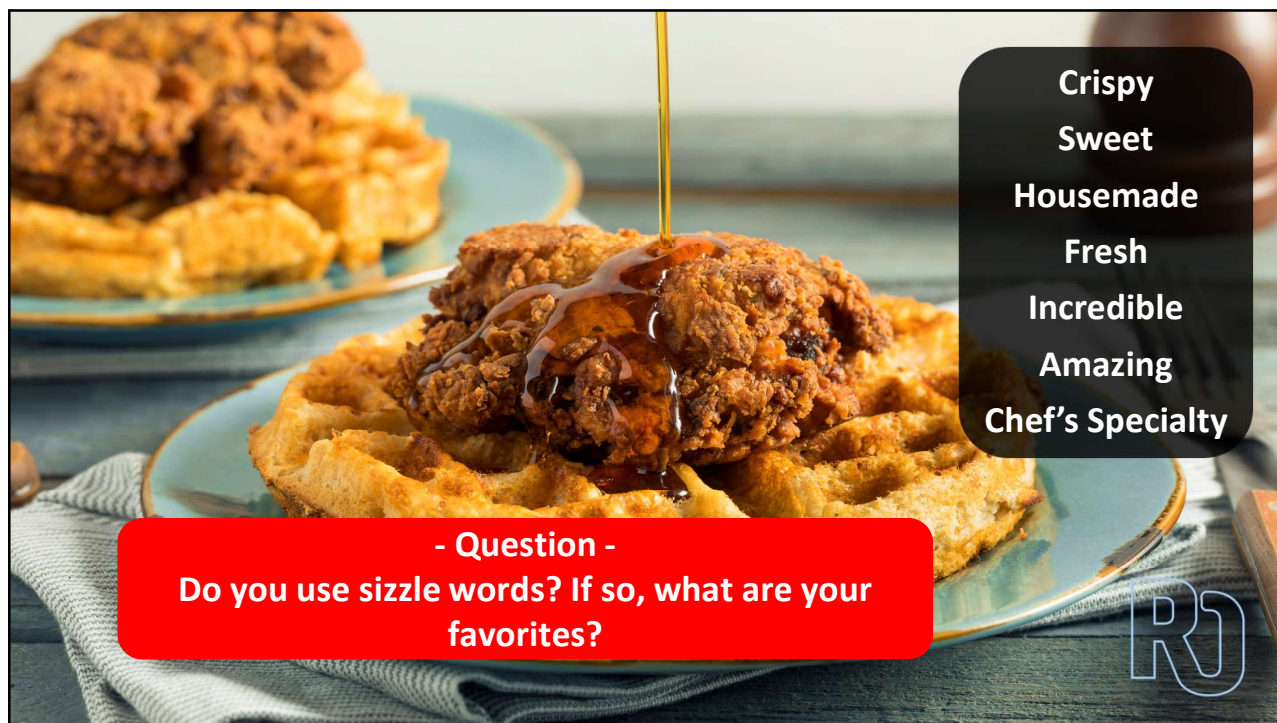
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## How to Describe the Menu

- **Confident**
- **Enthusiastic**
- **Use “Sizzle” Words**



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"Our most popular appetizer is the Spinach Artichoke Dip. It's a creamy blend of spinach, artichokes, and cheeses, served with warm pita bread. Many of our customers love it as a great way to start their meal."



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### How to Track the Impact of Recommendations



Compliments/  
Online Reviews

Repeat Guests

Per Person Average  
(PPA)



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## How to Track the Impact of Recommendations



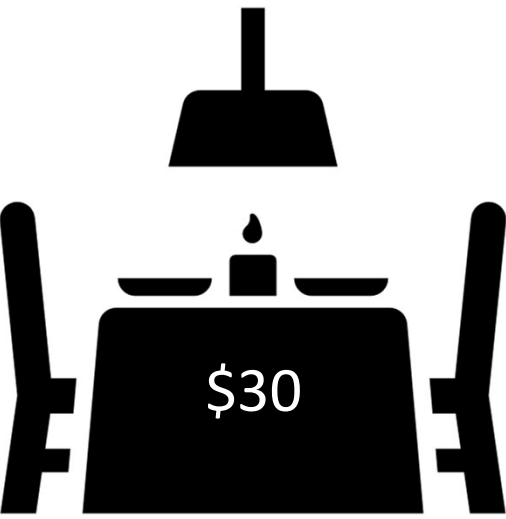


**Per Person Average (PPA)**  
Average dollar amount of food & beverage you sell to each guest



35

### Scenario 1



\$30

\$15      \$15

36

**Scenario 2**

\$20

\$20

\$40

37

**Scenario 1**

24 guests

\$15 PPA

\$360

**\$72 Tips**

38

**Scenario 2**

24 guests

\$20 PPA

**\$480**





**\$96 Tips**


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**\$72 vs \$96**

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**To Recap...**

-  Know Your Menu to Create Loyal, Repeat Guests
-  Read Guests to Personalizing the Experience
-  Bring the Menu to Life
-  Ways to Effectively Track Your Success



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**Video Training Resources**



**WHAT'S GOOD HERE?  
Everything!  
Everything?  
...Really?**

**How to INSTANTLY Connect  
with Guests and  
Make MEMORABLE  
FIRST IMPRESSIONS**

Pat's of Henderson, Louisiana

42



43

**Please Give Us Your Feedback**

---



Just 4 very short questions!

RestaurantOwner.com

44

## Creating an Experience Worth Coming Back For

# Q&A

**RO** Restaurant  
owner.com



45

## Key Entrepreneurial Skills for Independent Restaurant Owners

**Why Your Restaurant  
MUST Run Without You  
(& how to do it)**

**RO** Restaurant  
owner.com



**Coming . . .  
August 30, 2023**

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# Creating an Experience Worth Coming Back For

**How Knowing Your Menu Creates Loyal, Repeat Guests**



**Thank you for Attending!**

