

# 20Lemons

## Restaurant Training Info Sheet

### MANAGEMENT TRAINING

Training sessions are done in groups up to 10 people  
One training session runs 4 hours, handouts given at training session

**Creating Goals and Milestones:** Put your marketing plan to work. **Prerequisite: Marketing Plan.** If you don't have a marketing plan we can help you create one first.

**Follow Through Makes all the Difference:** Without a plan on how to follow through you will not see results on your bottom line. Find out how follow through makes all the difference

**How to Track the Success of Your Marketing Campaigns:** Consistently tracking results in micro win eventually leads to macro results

**Creating a Culture of Customer Service:** How customer service makes or breaks your brand

**The Role of Social Media in Restaurants:** Using social media to gain customers

### SERVER TRAINING

Training sessions are done in groups upto 25 people  
Training sessions take one hour to complete; handouts are given at training sessions  
Modules run 4 sessions. Modules also include material that can we used with staff

#### **MAKE MORE MONEY: THE BASICS**

**Attitude Matters:** Positive attitude = increase in sales

**Who wants to make an extra 12K this year?** A few upsells everyday adds up to serious money by the end of the year

**Developing a Loyal Customer:** How to create your own client base

**The Art of Great Service:** By providing amazing service you will be amazed by the type of raving fans you can develop

#### **MAKE MORE MONEY: LETS GET SERIOUS**

**Sales Training: Upsell/Cross sell:** Have current customers buy more, and sell new products to current guest

**A Little Discipline goes a Long Way:** Setting daily behaviors positions you on the road to success

#### **Habits of Successful Servers –**

**Motivation:** What drives you to be the best?

**People Buy You:** Your guests might love the chicken parm, but they buy the fudge brownie because they love you. Learn how to develop your personal brand.

#### **KNOW YOUR PRODUCT**

**Making food sound sexy:** Talk about that burger in a way it makes your guest salivate

**Keeping it fresh:** Surveys continue to show guest continue to have better dining experiences when they feel as though the dining establishment is clean. Highlight how safe your restaurant is

**The Beauty of Booze:** Discover how to sell beer, cocktails, wine and more in a safe and effective manner

**Educating your Customer:** too often customers do not understand nor are they informed of how you clearly differentiate yourself from your guest. Give them a reason to be wowed.