

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.