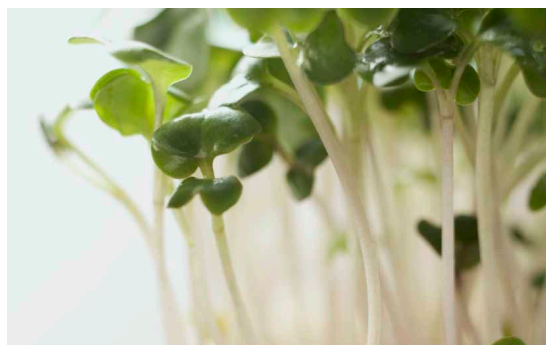


SERVICE IN HERB N' KITCHEN STYLE

Facilitator's Guide – Team Two



HERB N' KITCHEN



SERVICE IN HERB N' KITCHEN STYLE

Purpose

The purpose of this module is to provide general hotel staff, sales and marketing staff, management, and front of house staff with specifics of the Herb n' Kitchen style of service. Herb n' Kitchen staff are expected to attend this training to develop their skills in the Herb n' Kitchen style of service.

Audience

New Herb n' Kitchen team members.

Time

2 hours (allows time for Q&A and break as necessary).










Goal

Team members participating will be able to describe and utilize the Herb n' Kitchen style of service to other team members, incorporating specific elements and tying the entire thing back to the Brand Pillars.

Materials Needed

- Pens
- Journals
- Things to Remember booklets
- Grooming SOP
- Service in Herb n' Kitchen Style SOP

Key

Activity	Ask	Discuss	Explain	Key Message	Read Quote	Review	Trainer Note	Transition
								

1



TIME: 5 minutes

Trainer Note



Opening slide – have on when team members enter the room.

Explain



Welcome back! This session is dedicated to service in Herb n' Kitchen style! Before we get started, I'd like to reinforce a few things!

Review



Don't forget the importance of making notes in your journal. You are starting to collect a series of your own notes, or "things to remember," that will be important as we move into operation and actually start running our new restaurant.

Today, we will receive the first of our Operating Procedures for Herb n' Kitchen. It is important to keep these in your binders.

Ensure you are bringing your binders every day and keeping them safe through the opening and post-opening process. The notes and procedures within will be valuable over the coming weeks.

Explain



We would like to begin with the managers coming up to present to you their commitments as leaders of this Herb n' Kitchen Brand.



Trainer Note

Ask the managers to come up.

This is an ideal opportunity for the managers to present their leadership commitments to their team. Note that not all management teams will have these completed, and may not want to present their ideas. Encourage the Management team that this is an important step in building the Herb n' Kitchen team but it is not mandatory. Introduce the Managers indicating that they have been working on how they will lead, inspire and support their team.



Transition

Thank you managers. Now let's talk about what we will be discussing today.

2



**SERVICE IN
HERB N' KITCHEN
STYLE**

- Our brand and the experience.
- The importance of first impressions.
- How we can personalize and customize.
- An active vs. passive approach to engaging our guests.
- A review of the Herb n' Kitchen service style.

TIME: 30 seconds



Explain

Let's do a quick review of the topics we're going to be covering today!



Review

We're going to be talking about our brand and the experience, the importance of first impressions, how we can personalize and customize, the difference between an active approach and a passive approach to engaging our guests, and a review of the Herb n' Kitchen service style.

3

HERB N' KITCHEN REFLECTION

OUR BRAND VOICE



TIME: 1 minute



Ask

What is a Brand Voice? What is the Herb n' Kitchen Brand Voice?



Discuss answers and review.



Explain

Our Brand Voice is the result of our Pillars (Fresh, Relevant, and Comfortable) coming together.



Review

It's important to note that just following one or two of the Brand Pillars will not ensure we are on-brand. We need all three to be working together to be Herb n' Kitchen.



Transition

When the Pillars work together we communicate to our guests what our brand is all about.

4

HERB N' KITCHEN REFLECTION

OUR BRAND EXPERIENCE



TIME: 2 minutes



Explain

We have discussed a lot about what creates the Herb n' Kitchen Experience. It is based around our Pillars coming together in the Brand Voice, and then being communicated through Place, Process and People. The Place is being constructed (or finishing up construction) as we speak, so those physical elements will be introduced to us in the coming days. We will focus on our Processes in the coming sessions as we move into our restaurant and start to work through our Operating Procedures.

Today, though, is about People – which means it is about all of you.



Ask

Who can remember how we influence the guest's experience with us, and their perception of the Herb n' Kitchen brand?



Discuss answers and review.



Explain

Correct, the three V's, Vocal, Verbal and Visual, communicate to the guest our attitude and how we are feeling. This has a big impact on how the guest will feel and rate their experience with us.



Transition

So, in this session we will focus on you and how you communicate to the guest.

5



THE SERVICE
EXPERIENCE

"What is service?"

TIME: 1 minute



Ask

What is service?



Discuss answers and review.



Key Message

Doing something for others. Service by definition is doing something for someone else. Is this enough for Herb n' Kitchen? Obviously not. Any restaurant can deliver food and beverages to a guest. The ones that stand out are the ones that make their guests feel good!



Transition

Making guests feel good is an important role for everyone in this room.

6



TIME: 2 minutes



Read Quote

"Perception is two parts heart and one part brain."



Ask

What does this quote on the screen mean to you?



Discuss answers and review.



Explain

The way we view the world is two parts emotion and one part logic. The way our guests feel about their experience with us is more about how we make them feel than how we make them think.



Explain

This is a great definition of service for Herb n' Kitchen and our brand. The way the guest views the service experience is based two parts on how you, the food, and the place makes them feel, and one part on how efficient you can deliver the experience. The emotion felt by the guest is the most important element in how someone will remember us. Herb n' Kitchen is about making our guests feel great. In the fast-casual style of restaurant that we are offering, the service interactions will be quick, but we still need to make our guests feel good. In fact, we need to be even more considerate of our words, tone and behavior with the guest. We need to be very conscious of our first and last impressions.

7

FIRST IMPRESSIONS COUNT



TIME: 30 seconds



Explain

First impressions count. Let's find out why.

8



FIRST IMPRESSIONS

What is a first impression?

Why is it important?

TIME: 4 minutes



Ask

First, what is a first impression?



Discuss answers and review.



Explain

It is a snap judgment you make within the first ten seconds of interacting with a person, a situation or a place.



Ask

So, why are these snap judgments so important for our new restaurant?

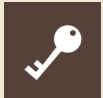


Discuss answers and review.



Explain

If you and the restaurant make a great first impression on a guest then generally the overall experience will go well. Guests turn a positive first impression into a great overall impression because they look for all the good things in the Place, Process and People. On the other side, if you and the restaurant make a poor first impression on the guest in those first few seconds, then the overall experience can turn out poorly, because they look for all the negative elements in the Place, Process and People. People make these snap judgments about whether you are a good use of their time.



Key Message

Your first impression may be your only impression, so make it count!



Transition

Let's review.

9



FIRST IMPRESSIONS

A First Impression is:

A person's initial judgment about another person, situation or environment.

It is made within 10 seconds.

A first impression is important because:

- It may be your only impression.
- It is lasting.
- It is self-fulfilling.

TIME: 5 minutes



Explain

We make first impressions about everything! People, places, cultures, environments, technology, products – you name it! And these impressions are made quickly!



Ask

What happens in the first ten seconds of walking into a restaurant that will make a great first impression on a guest? Let's begin with the Place?

Look for Answers

- The way the restaurant looks.
- The music playing.
- The smell of the food.
- The organization of the space.
- The cleanliness of a place.



Discuss answers and review.



Ask

What about Process?

Look for Answers

- How long the line is and how quickly it is moving?
- The way the team members are working and moving around the restaurant – do they look organized and efficient?
- Do guests look happy?



Discuss answers and review.

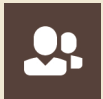


Ask

And what about People?

Look for Answers

- Grooming
- Facial expressions
- Greetings
- Body language



Discuss answers and review.



Transition

Let's look more closely at how we make a first impression on our guests.

10



FIRST IMPRESSIONS

- Our attitude.
- Our facial expression.
- Our words.
- Our voice.
- Our body language.
- Our look.
- Our gratitude.

TIME: 30 seconds



Explain

We will make a first impression on our guests through the following ways:

- Our attitude
- Our facial expression.
- Our words.
- Our voice.
- Our body language.
- Our look.
- Our gratitude.



Transition

Let's explore each in more detail.

11

FIRST IMPRESSIONS

OUR ATTITUDE



TIME: 4 minutes



Ask

What is attitude?

Look for Answers

- Our response to everything we come into contact with.
- Our response is either positive or negative and has a big impact on the first impressions we provide.
- Attitude is a choice we make about how to respond to everything and everyone around us.



Discuss answers and review.



Ask

How does attitude manifest itself?



Discuss answers and review.



Explain

It shows up in all our actions, body language, voice, words and facial expressions. We all have bad days and moments of frustration. We get negative, but, in the service industry, we simply can't have "bad attitude days," or we suffer, our guests suffer and our restaurant suffers. So, how do we get past this?



Ask

How do you turn a negative around?

Look for Answers

- Take a break.
- Share frustrations.
- Eat or drink.
- Adjust our posture.
- Have a conversation with friends.



Transition

Let's explore each in more detail.

12



TIME: 30 seconds



Read Quote

"Every day is a battle for control; not of the world around you, but your response to it!"



Explain

Choosing the right attitude is often not easy, but asking yourself one simple question can help: Will your demeanor, approach, delivery, or message serve you well? If not, don't do it! Choose a better way, and a better attitude! It serves you well if you consciously stop and think: Will my current attitude help me as I move forward through my day, or will it hinder me?

The path is yours alone to select. Choose positive, and we will be able to provide a great Herb n' Kitchen brand experience to our guests! Choose one that is pleasant, friendly, and shows the guest we are ready and eager to help! Being friendly, pleasant and eager really speaks to all four Brand Pillars, doesn't it?

13



TIME: 1 minute



Read Quote

"A person with a poor attitude rarely delivers great service. A person with a great attitude rarely delivers poor service!"



Explain

A famous hospitality axiom, or truth, is that people with a poor attitude will rarely deliver great service, while a person with a great attitude will rarely deliver poor service.



Ask

Why do we call this a truth of hospitality?



Discuss answers and review.



Explain

Great attitude equals great service because a great attitude makes you feel great, and that is what our business is all about!



Transition

As we have discussed, Herb n' Kitchen is all about making our guests feel great. The easiest way to do this is through our attitude.

14

FIRST IMPRESSIONS

OUR FACIAL EXPRESSIONS



TIME: 2 minutes



Ask

What is important in your facial expressions?

Look for Answers

- A smile.
- Eye contact. They often say your eyes are the window to your soul or how you are feeling.



Explain

We can tell a lot by someone's facial expression. We spoke in the beginning about the importance of making someone feel good. Your smiles make people feel good. They are contagious.



Trainer Note

Have everyone go around the room smiling to the next person, highlighting how contagious one smile can be. The goal is to make everyone smile, and have some fun in the room.



Transition

Smiling is often referred to as the simplest form of service.

15



TIME: 30 seconds



Read Quote

"Some people are too tired to give you a smile. Give them one of yours, as no one needs one more than one who has no more to give."



Explain

Never underestimate the power your smile can have on others. As the quote says, no one needs a smile more than one who has no more to give.



Transition

Let's consider our body language.

16

FIRST IMPRESSIONS
OUR BODY LANGUAGE



TIME: 1 minute



Ask

What is important to remember when it comes to our body language?

Look for Answers

- Standing up straight, not leaning or slouching.
- Keep hands out of pockets.
- Don't fold arms.



Discuss answers and review.



Explain

Our body language communicates whether or not we are ready or interested in taking care of the guest.



Transition

And we can't forget about our grooming.

17

FIRST IMPRESSIONS

OUR LOOK



TIME: 2 minutes



Explain

Whether we like it or not, people will judge us, and the restaurant, by how we look.



Ask

What is important to remember when it comes to our body language?

Look for Answers

- Uniform clean and pressed.
- Shoes shined.
- Hair pulled back.
- Not too much makeup, perfume/cologne or jewelry.
- Clean hands.



Discuss answers and review.



Transition

Let's consider our grooming standards for Herb n' Kitchen.

18

HERB N' KITCHEN
OPERATING PROCEDURES

GROOMING



TIME: 5 minutes



Review

Let's review the Herb n' Kitchen Grooming Standard Operating Procedures.



Trainer Note

Hand out Grooming SOP and review. Answer any questions staff might have.

19

FIRST IMPRESSIONS

OUR WORDS



TIME: 30 seconds



Explain

The words we use when we first meet a guest is important. We must ensure our guests feel welcomed and appreciated. We do not utilize any scripts at Herb N' Kitchen, but our first words might be, "Welcome to Herb n' Kitchen, thank you for coming in." Open with something similar to this, and be genuine with your communication.



Transition

But it's not just what you say – it's how you say it that makes the real difference.

20

FIRST IMPRESSIONS

OUR VOICE



TIME: 30 seconds



Ask

What sort of tone should we use with our guests?



Discuss answers and review.



Explain

Our tone should be friendly, confident and make people feel comfortable.

21



TIME: 2 minutes



Explain

We must always be appreciative of the customer choosing to visit our restaurant. Remember, they have a lot of choices.



Trainer Note

Ask a participant to read the quote.



Explain

We must be responsive, appreciative and welcoming when a guest walks into our restaurant. The best way to do this is to practice the 10-5 Rule.



Ask

Who knows what the 10-5 Rule is?



Discuss answers.



Explain

The 10-5 Rule means that at 10 feet we acknowledge the guest, and at 5 feet we will always greet them. This ensures every guest will receive a great first impression of us.

Let me demonstrate what the 10-5 rule looks like. Notice how it involve all the points we have discussed so far.



Trainer Note

Demonstrate the 10-5 rule using a participant from the audience.

22

LET'S PRACTICE!

**TIME:** 10 minutes**Activity**

Let's practice all we have learned about first impressions. We are going to practice the 10-5 Rule, and bring to life all the elements of a first impression we have discussed so far.

**Trainer Note**

Pair everyone up. Have them stand facing each other on the opposite sides of the room or hallway outside. There must be an unobstructed 15 feet between each person. Have them stand 15 feet apart. Select one side to go first and walk towards the other. Stand at the ten-foot mark and instruct the person walking toward the other to acknowledge with a smile and eye contact. Then, at five feet, instruct them to offer an appropriate welcome and thanks for coming into the restaurant. Then, have them return to their position 15 feet away from the other person. Then, instruct the other person to do the same. Keep going back and forth ten times each, so the staff understands the distances in the 10-5 rule. If you see people not using the right tone, smile, or attitude stop everyone and start all over again.

23

DELIVER A FOND
FAREWELL



TIME: 1 minute



Explain

The last impression is also important for our guests. It is important that we leave them feeling good about their experience with us.



Ask

What are the important things to convey to a guest as they leave the restaurant?



Discuss answers.



Explain

We should offer additional assistance, thank them for coming, invite them to return and wish them well.



Transition

Let's review.

24



THE LAST IMPRESSION

- "Is there anything else I can get for you?"
- "Thank you for visiting us."
- "Come and see us again."
- "Have a great day."

TIME: 4 minutes



Explain

Shakespeare said, "all's well that ends well," and that applies to how we should leave each guest – feeling well. The four ideas you see on the screen should be conveyed in the final moments of interacting with your guests.



Activity

Let's now come together in our pairs and just practice delivering a fond farewell to a guest that is about to leave your restaurant or station.



Trainer Note

Allow two to three minutes for the staff to practice their fond farewells. Remind them the tone of voice, attitude, and body language is still important. The only thing that has changed is the words used.



Transition

Great job! Let's have a ten-minute break.

25

BREAK!



TIME: 10 minutes



Trainer Note

Give participants a ten-minute break. With one minute left, start quieting the room and making sure participants are back in their seats. Play music to signal the end of the break, if necessary.



Explain

Welcome back everyone! Let's continue.

26

PERSONALIZE
AND CUSTOMIZE
THE EXPERIENCE



TIME: 30 seconds



Explain

It is important that, once we make a great first impression, we look for opportunities to personalize and customize the experience for our guests

27

PERSONALIZE & CUSTOMIZE

USE THE GUESTS NAME IF KNOWN



TIME: 30 seconds



Explain

If we know the guest's name, then our use of their name is a great way to personalize the guest's experience.

28

PERSONALIZE & CUSTOMIZE
THE POWER OF OBSERVATION



TIME: 30 seconds



Explain

There's a saying: "You can see a lot by looking."

In our effort to personalize and customize our guests' experiences, our ability to observe our guests – something about them, their demeanor or their needs – is an important element in our Herb n' Kitchen service.



Transition

Let's consider some of the things we might observe and how we might respond.

29



PERSONALIZE &
CUSTOMIZE

A gentleman wearing a
hat with a professional
baseball team's logo on it
comes to the counter.

TIME: 1 minute



Ask

Please read the scenario on the screen. What would you observe? What might you say to this guest?



Discuss answers.



Explain

Welcome to Herb n' Kitchen. I like your hat. How can I help you today?

30



PERSONALIZE &
CUSTOMIZE

A woman carrying a
tourist magazine and map
comes to the counter.

TIME: 1 minute



Explain

Let's try another one.



Ask

Please read the scenario on the screen. What would you observe? What might you say to this guest?



Discuss answers.



Explain

Welcome to Herb n' Kitchen. What are you looking forward to seeing today?

31



PERSONALIZE &
CUSTOMIZE

A family with two young
children (estimated age 4
and 6) comes in.

TIME: 1 minute



Explain

Let's try another one.



Ask

Please read the scenario on the screen. What would you observe? What might you say to this guest?



Discuss answers.



Explain

Welcome to Herb n' Kitchen. You two (speak to children) look hungry. We have a lot of fun dishes to choose from. What do you feel like?

32



PERSONALIZE &
CUSTOMIZE

A guest comes in and
appears in a hurry. They
keep looking at their
watch.

TIME: 1 minute



Explain

Let's try one more.



Ask

Please read the scenario on the screen. What would you observe? What might you say to this guest?



Discuss answers.



Explain

Welcome to Herb n' Kitchen. It looks like we need to get you somewhere quickly. How can we help?



Transition

Nice job. By observing our guests, we can personalize the experience for them. Now, let's talk about the importance of listening to our customers.

33

FIVE LEVELS OF LISTENING

- Empathetic Listening
- Attentive Listening
- Selective Listening
- Pretend Listening
- Ignoring

TIME: 1 minute



Explain

Let's take a look at the five levels of listening and decide which levels are on-brand and which are not.

We need to be empathetic, because that's the one level of listening that requires us to understand our guests, which ultimately allows us to improve their experience.

Attentive: Who knows what this means? This is great but is not the best form of listening.

Ignoring: Is this on-brand?

Pretend: Who knows what this means? When someone appears to be listening, but they are not. Is this on brand?

Selective: Who knows what this means? We only listen to what we want to listen to. Is this on brand?



Trainer Note

Briefly discuss each level of listening with the audience.



Transition

By listening to our guests we can customize their experience quickly and easily. Let's practice.

34



PERSONALIZE &
CUSTOMIZE

"This is my first time to
your restaurant."

TIME: 1 minute



Ask

Please read the scenario on the screen. What do you hear? What might you say to this guest?



Discuss answers.



Explain

Welcome to Herb n' Kitchen. Thanks for coming in. May I make some recommendations for you?

35



PERSONALIZE &
CUSTOMIZE

"I am waiting for my
partner and two kids."

TIME: 1 minute



Ask

Please read the scenario on the screen. What do you hear? What might you say to this guest?



Discuss answers.



Explain

Great. Can we get something started for your children? I know it can be helpful to feed them first.

36



PERSONALIZE &
CUSTOMIZE

"I am waiting for a
business client. We are
having a quick meeting."

TIME: 1 minute



Ask

Please read the scenario on the screen. What do you hear? What might you say to this guest?



Discuss answers.



Explain

Can I offer you a table in the corner of the restaurant where it's a little quieter?



Transition

Yes, great job everyone! By personalizing and customizing our comments, we can make an impact on the guest experience that is comfortable, relevant and friendly. This does not mean we need to spend a lot of time with the guest, but it moves each interaction from a transaction into something that is on-brand with Herb n' Kitchen.

37

PERSONALIZE & CUSTOMIZE

DELIGHT OUR GUEST



TIME: 30 seconds



Explain

Another important element to customizing the guest experience is our ability to make personal recommendations. In another environment this may have been called 'up-selling,' but at Herb n' Kitchen we call this "delighting" our guests.

38



TIME: 2 minutes



Ask

Who can tell me what “upselling” is?



Discuss answers and review.



Explain

“Upselling” is when we try to increase the guest’s spend by recommending additional items. And that is consistent with a traditional service model! Our goal, of course, is to have a positive impact on sales, but also in a way that is consistent with our brand pillars of Comfortable and Relevant. When we say “delighting the guest,” we are making suggestions to increase the guest’s experience. We are offering additional things to increase the guest’s satisfaction with the brand.

So how do we delight our guests in a way that also has a positive impact on our sales? It comes from our suggestions, recommendations and education.

Making great suggestions is based on personal preferences, guest feedback or popular items. This might look like, “The Vegetarian Wrap is one of my favorites ” or “I think our BBQ Pulled Chicken is just like my mother used to make it” or “I could enjoy our Chicken Salad Sandwich everyday. It’s so good!”

Education is also critical. Consumers have become considerate of ingredients, cooking-styles and tastes. It is up to us to be able to educate our guests as required. This is, in itself, an important aspect of the personalization and customization we can offer at Herb n’ Kitchen.



Transition

Let's now recap some of the important service elements for Herb n' Kitchen.

39

SERVICE IN
HERB N' KITCHEN
STYLE



TIME: 30 seconds



Explain

Let's review our Service Hallmarks in Herb n' Kitchen Style. We'll start with our Herb n' Kitchen Service Operating Procedures. As we go through each procedure, let's think about which of our Brand Pillars it is referring to, and we will ask one of you to get up and demonstrate. Let's ensure we are always demonstrating in our Brand Voice.



Trainer Note

Hand out the SOP for Service in Herb n' Kitchen style.

40



**SERVICE IN
HERB N' KITCHEN
STYLE**

The guest is the center of
our attention at all times.

Avoid personal conversations
in front of the guest.

TIME: 1 minute



Trainer Note

Have a team member read the screen aloud. Ask them to define what this service standard means to them. Refine understanding as required.

41



**SERVICE IN
HERB N' KITCHEN
STYLE**

A positive, alert posture
and demeanor!

TIME: 1 minute



Trainer Note

Have a team member read the screen aloud. Ask them to define what this service standard means to them. Refine understanding as required.

42



**SERVICE IN
HERB N' KITCHEN
STYLE**

Move, and attend to
guests with purpose and
an appropriate urgency
level.

TIME: 1 minute



Trainer Note

Have a team member read the screen aloud. Ask them to define what this service standard means to them. Refine understanding as required.

43



**SERVICE IN
HERB N' KITCHEN
STYLE**

Each guest is welcomed promptly
with a smile and greeting, their
name used when known.

TIME: 1 minute



Trainer Note

Have a team member read the screen aloud. Ask them to define what this service standard means to them. Refine understanding as required.

44



**SERVICE IN
HERB N' KITCHEN
STYLE**

Acknowledge guests who
are waiting in line.

TIME: 1 minute



Trainer Note

Have a team member read the screen aloud. Ask them to define what this service standard means to them. Refine understanding as required.

45



**SERVICE IN
HERB N' KITCHEN
STYLE**

Maintain eye contact and
an enthusiastic and
sincere vocal tone.

TIME: 1 minute



Trainer Note

Have a team member read the screen aloud. Ask them to define what this service standard means to them. Have a team member get up and demonstrate eye contact and the right tone of voice. Refine understanding and technique as required.

46



**SERVICE IN
HERB N' KITCHEN
STYLE**

End each interaction by offering additional help, introducing yourself and thanking them for their business.

TIME: 1 minute



Trainer Note

Have a team member read the screen aloud. Ask them to define what this service standard means to them. Have a team member get up and demonstrate the close of an interaction. Refine understanding and technique as required.

47



**SERVICE IN
HERB N' KITCHEN
STYLE**

Engage with children and
treat them as extra
special guests.

TIME: 1 minute



Trainer Note

Have a team member read the screen aloud. Ask them to define what this service standard means to them. Refine understanding as required.

48



**SERVICE IN
HERB N' KITCHEN
STYLE**

If a guest's request cannot be
immediately dealt with, find
someone who can help you.

TIME: 1 minute



Trainer Note

Have a team member read the screen aloud. Ask them to define what this service standard means to them. Refine understanding as required.

49



**SERVICE IN
HERB N' KITCHEN
STYLE**

Always open and hold
doors for guests when
appropriate.

TIME: 1 minute



Trainer Note

Have a team member read the screen aloud. Ask them to define what this service standard means to them. Refine understanding as required.



Transition

Great job everyone! We must remember to always deliver our service in the Herb n' Kitchen Style we have just demonstrated.

50



SERVICE IN HERB N' KITCHEN STYLE

- Our brand
- The service experience
- First impressions count
- Personalize and customize the experience
- An active vs. passive approach
- The opportunity to recommend & delight
- The Herb n' Kitchen service style
- Service solutions

TIME: 8 minutes



Explain

Let's do a quick review of the topics we have covered today.



Ask

How do emotions play a part in the service experience?



Discuss answers and review.



Ask

Describe how our brand pillars play a part in creating the Herb n' Kitchen Service Experience.



Discuss answers and review.



Ask

Why are first impressions so important for the Herb n' Kitchen Experience? What makes up a first impression?



Discuss answers and review.



Ask

How can we personalize and customize the Herb n' Kitchen Experience?



Discuss answers and review.



Ask

Define “active language.” Why it is important in the Herb n' Kitchen style of service?



Discuss answers and review.



Ask

How can we delight a guest and drive revenues?



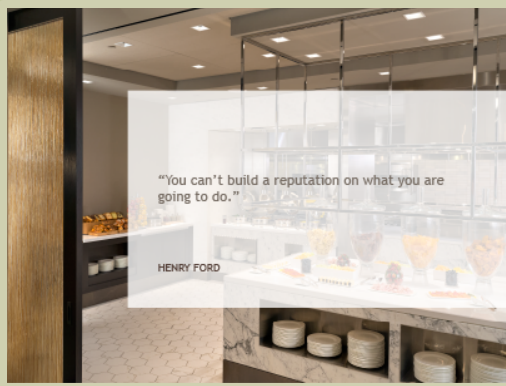
Discuss answers and review.



SERVICE IN HERB N' KITCHEN STYLE

Facilitator's Guide – Team Two

51



TIME: 2 minutes



Read Quote

“You can’t build a reputation on what you are going to do.”



Explain

That sums up what we are talking about. We have a lot of elements in place, but it’s up to you to use them, and really make Herb n’ Kitchen something truly special for our guests.

Thank you everyone for a great day. I am so excited with the progress we have made. I want to remind everyone that we are in Herb n’ Kitchen mode, which means everything we do has to be in Herb n’ Kitchen Style. Even though we are not in our restaurant and are not taking care of the Herb n’ Kitchen guests, the behaviors, words and attitudes discussed today need to become a part of you. While we have talked a lot, we now need to see your actions turn everything into a reality. As the quote says, you do not build a reputation on what you say you are going to do or what happens in the classroom. It will all start coming together when you start doing what we have talked about. We know it is a lot, but we know you can all do it!

Please, if anyone has questions or wants to practice anything, please let us know and we will be happy to stay behind and help you out. Have a great night. Thank you.



Trainer Note

Stay behind to see if anyone has questions or concerns.