

Greeting: Six Steps to Set the Stage for a Powerful Performance

Most of us size up our server in the first few minutes — even seconds. How well you manage the greeting, with its multitude of opportunities to express warmth and thoughtfulness, sets the stage for a great or lackluster customer experience.



Seasoning. And, by the way, a bottle of our Robert Mondavi Chardonnay would be a perfect match,” I remarked. Minutes later, they were seated in my station and ordered exactly what I had suggested.

2. Help seat guests

Being at your table from the get-go is not only courteous but smart business. Are your guests dressed to kill? Are they toting gift wrapped packages? Did they bring their children? Do they want to be pampered or left alone? Remember, if you're leaning up against the wall, you're missing tons of cues that uncover opportunities to dazzle and delight. While you help guests

IF YOU'RE LEANING UP AGAINST THE WALL, YOU ARE MISSING OUT ON TONS OF CUES THAT UNCOVER OPPORTUNITIES TO DAZZLE AND DELIGHT.

with their chairs, eavesdrop with the intent to help. Overhearing, “Wow, I'm ready for a stiff drink,” provides an obvious lead in. “Our bartender Billy from Philly makes a great Patron margarita.”

3. Touch the table

Snapchatting and Instagramming guests glued to their iPhones have little appetite for listening. Move the salt and pepper shakers or adjust the petunias. It's a simple yet powerful way to focus your audience.

4. Find the leader/buyer

Most tables have an in-charge person. She controls the conversation. She has the power. And, she influences the buying habits of the table. So, find your leader/buyer, then stand across from her and wax eloquent about wines, cocktails, and the menu. If she likes what she hears, she'll become your partner salesperson.

5. Use icebreakers

Friendliness is defined as talking

BOB BROWN SAYS *cont. on page 24*

1. Assist guests everywhere

Years ago, I observed a couple seated at the bar as they perused the menu of the Georgetown Seafood Grill. “I see you're checking out the crab cakes. They're the best in town, made with fresh jumbo lump crabmeat lightly bound with mayonnaise, Dijon, and Old Bay



SAVINGS • SELECTION • SERVICE • SEVEN DAYS A WEEK

DISCOVER THE QUALITY OF OUR FRESH SEAFOOD

Our Seafood Buyers have travelled the globe with one purpose in mind: To bring you the FRESHEST SEAFOOD available at the LOWEST PRICES in the marketplace!



Always Fresh!
Try our Fresh Meat, Poultry, Seafood & Produce!
The Highest Quality Products at the Best Prices.

Groceries • Meat • Poultry • Fresh Seafood • Produce • Frozen Food
Glassware & China • Disposables • Restaurant & Catering Supplies
Commercial Foodservice Equipment • Bar Supplies • Cleaning Supplies

www.restaurantdepot.com

Wholesale only • Not open to the public • Please bring your reseller's permit on your first visit.

Wilmington, DE 200 Cornell Drive (302) 777-2470	Baltimore, MD 3405 Annapolis Rd. (410) 354-1500	Capitol Heights, MD 1032 Hampton Park Blvd. (301) 449-1770	Alexandria, VA 4600 Eisenhower Ave. (703) 461-4720	Richmond, VA 7951 Brook Road (804) 266-7600	Virginia Beach, VA 5112 Virginia Beach Blvd. (757) 552-9990	Chantilly, VA 4420 Brookfield Corporate Dr. (571) 376-5050
--	--	---	---	--	--	---



VIRGINIA BEACH HOSPITALITY EXPO

WEDNESDAY
APRIL 5, 2017

VIRGINIA BEACH CONVENTION CENTER

Visit us at booth #209