

# Explore The World of Barter

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## BOB BROWN SAYS *cont. from page 6*

about non-business topics. To unlock the purpose and context of your guests' visit, show genuine interest by asking questions or making thoughtful comments:

### *"Is this your first time with us?"*

This opens the door in two ways. A "yes" provides an opportunity to give an overview of your menu, wine, and beverage lists. A "no" lets you inquire about their last experience. "What was your favorite appetizer?"

### *"What brings you to Georgetown?"*

Guests will tell you if they're tourists, live in the neighborhood, are attending a convention, visiting relatives, celebrating an anniversary, or closing a deal.

### *"Are you in town for business or pleasure?"*

This question helps you customize your approach. "You're here to celebrate your promotion? That calls for a three Tomahawk Ribeye and bottle of Veuve Clicquot." Or, "Since you're here sightseeing, don't miss our crab cakes. They're hard to find in Boise, Idaho."

*"I love your pin!"* This greeting provides insight into how people spend. "I bought this this at Nordstrom." Now you know you have an educated buyer who's interested in quality.

## 6. Make hello special

Avoid robotic greetings. A genuine, "Mr. and Mrs. Stevens, good evening and welcome to Jay's Tavern. We're delighted to have you," is polite, warm, and gracious. This greeting is more than "Hi, I'm Bob. Can I get you a drink?"

A well-orchestrated welcome sets you apart, builds trust, boost sales, and creates a top-drawer experience for your guests.

**BOB BROWN**, president of Bob Brown Service Solutions, [www.bobbrownss.com](http://www.bobbrownss.com), pioneered Marriott's Service Excellence Program and has worked with clients such as Disney, Hilton, Morton's of Chicago, Nordstrom, Olive Garden, and Ritz Carlton and works internationally with the prestigious Burj Al Arab in Dubai. He has appeared on the Food Network is author of bestselling *The Little Brown Book of Restaurant Success* selling over 100,000 copies worldwide. Contact Bob for speeches, workshops, breakouts, executive retreats at 571-246-2944 ©Bob Brown Service Solutions 2016.

## ASSOCIATION NEWS RAM *cont. from page 18*

Manny SanJuan,  
Manager at Captain Dan's Crabhouse

### RAM Allied Member of the Year Finalists

Business & Commercial Ventures,  
Jerry Blumenthal

DePalo's Mid-Atlantic  
Restaurant Supply,  
Michael DePalo

Howard Bank,  
Mitch Phillips

Royal Cup Coffee,  
Joe Pawelchak

Soft Stuff Distributors,  
Bob Gamerman

### RAM Restaurateur of the Year Finalists Presented by the Maryland Restaurant & Hospitality Self Insurance Fund

Candace Beattie,  
Thames Street Oyster House  
Bob Giaimo, Silver Diner  
Lee Howard, Urban Bar-B-Que  
James King, Blackwall Hitch, Greene  
Turtle, Roy Rogers, J. King's  
John Liberatore,  
Liberatore's Ristorante

For more information on the RAM Awards Gala go to [marylandrestaurants.com](http://marylandrestaurants.com).

**MARSHALL WESTON** is president and CEO of the Restaurant Association of Maryland.



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