

# HIDEAWAY PIZZA.

## Providing Step by Step Service

### Equipment/Tools Needed

- Before serving guests, it is important to plan and be prepared with the following items on your person:
  - Wait Apron
  - POS Card
  - Ticket Pad
  - Ink Pens
  - \$20 Cash bank (Including 2 fives, 9 ones, and one dollar in change)
  - Server Book
- Throughout the shift you will be utilizing the following when waiting tables:
  - POS System
  - Service setups for tables
  - Tip trays
  - Mints
- After your shift you will use:
  - Calculator
  - Reconciliation Form

### Table Serving Basics

#### Approaching your table

- Approach your table as soon as they are sat – **WITHIN 1 MINUTE.**
- Take service setup with you, if it made more sense to approach immediately without it, you **MUST MAKE SURE YOU BRING IT BEFORE THEY GET ANY FOOD.**
- If your hands are full from bussing or delivering food to other tables – you should walk by the new table and **LET THEM KNOW YOU ARE THEIR SERVER** and that “you will be right with them.”

#### Greeting your table

- Welcome them to Hideaway Pizza and introduce yourself with a warm smile while making eye contact.
  - **You - “Welcome to Hideaway Pizza, my name is \_\_\_\_\_ and I will be taking care of you today/tonight!”**
- Determine if it’s their first visit or if they are a regular
  - **You - “Have you dined with us before?”**
    - Guest – “Yes” / **You - “Welcome back we’re glad you’re here!”**
    - Guest – “No, first time” / **You - “Great - we’re glad you decided to visit! – If you have any questions at all don’t hesitate to ask!”**
    - **Direct them to read through the menu, as this an Enid exclusive menu.**
      - Be prepared to take extra time to guide the guest through the menu, introduce specials, and recommend favorites.
      - ALERT manager that you have a first-time guest so they can personally welcome them.

## Taking an order (overview)

- Listen carefully.
- You **MUST** Write **ALL** items down carefully and legibly as they tell them to you.
- Repeat back the order carefully - this ensures you heard the guest correctly.
- Suggestive sell SPECIFIC ITEMS at the RIGHT TIME.
- If they have a question you can't answer, make sure you go get them the right answer ASAP.

## Starting the order

- **You – “Can I get you a Pepsi, Tea or A fresh made Margarita (if available)”/ Guest – “No, 2 waters.”**
- **You – “Alright, I’ve got two waters. While I go grab those check out our awesome selections and I’ll be right back with those waters!”**
- Advise them when you will return and what you will bring back with you.

## Alcohol

- Use discretion when offering alcoholic beverages; follow responsible alcohol service procedures. You can open the door by letting them know what your location offers. **You – “Also, if you are interested, this location does have a full bar, and our seasonal beer is \_\_\_\_\_.”**
- Serve all alcoholic beverages with a glass of water.
- Serve all alcohol with a coaster.
- Serve all bottled beer, with a frozen pint glass.
- All bar drinks should be ready within **3 minutes** of placing the order. Remember to grab these on your way back to your table. Draft beer becomes warm and ice in liquor drinks melts fast, we don't want these to sit at the bar and become waste.

## Retrieving drinks

- After receiving their drink order, and the guests need a few more minutes to place the rest of their order. Go and prepare their drinks.
  - Water - fill a plastic tumbler half full of ice, fill glass ½ inch from rim. Lemon upon request.
  - Tea – fill collector cup **full** of ice (room temp tea melts ice faster than colder soda), fill glass ½ inch from rim, garnish with a lemon.
  - Soda – fill collector cup half full of ice, fill glass ½ inch from rim.
  - Coffee is served on a dinner plate, with a napkin to prevent mug from sliding. Serve with a spoon and a glass of water.
- Return to table with their drinks
  - **ON A TRAY**, you will bring and remove everything from their table WITH A TRAY.
  - Attempt to serve ladies their drinks first.
  - Never serve anything over a child.

## Getting the entrée order

- After you deliver their drinks - inquire if they have any questions or need any help deciding or see if you can offer any suggestions.
- **You – “Okay, did you need a few more minutes to check out the menu or did you have any questions?” / No, we are ready to order**
- **You – “Can I interest you in an order of Garlic Bread w/ Cheese or Fried Mushrooms started for you?” / “Yes, Fried Mushrooms” You – “Fried Mushrooms it is – and would you like red/ranch with that?” “Red and Ranch.” You - Perfect!**
- Finish taking their order starting on the left and going clockwise. You can get ladies order first.
- Write each order on your ticket pad as they order and verbally review it with each as you go or before you leave the table.

- UPSELL. When the guests order, this is a good time to upsell.
  - **You – “Would you like add cheddar or croutons on your small salad?”**
  - **You – “Would you like to add extra Mozz to your pizza?”**
  - If a guest is struggling with whether to order a 1 or 2 topping and a gourmet – if they are leaning towards 1 or 2 pizzas, you could upsell/suggest trying ½ & ½ that way they can taste the best of both worlds.
- Thank them for their order and let them know you will enter it immediately and be back shortly with their appetizer or salad (if one was ordered).

## Entering the entrée

- Return to the POS terminal add items to the ticket.
- Review the order before sending it to the BOH.
- When ordering any other entree item with a pizza you need to be sure to use the “With Make” button to ensure they come out at the same time.

## Running food

- After entering your tables order into the POS, do a quick walk through of your sections and see if any other guests need any service.
- Then go check the expo window for appetizers/salads.
- Check ticket carefully that the items match what was ordered.
- ALWAYS use a tray when running food.
- Do not just stand at the window waiting if the food is not ready.
  - Run other food – it is not your food; it is the guest’s food.
  - Swing by your tables for check for refills, pre-bussing, etc....
- After delivering food to the table, use your tray to prebus the table or any other table that needs it.
- TWO BITES, TWO MINUTES
  - After your table has received their entrée check back within two minutes to ensure everything tastes great.

## Bringing the meal to a close

- Continue to check on refills and prebus table.
- As they are down to 10%-25% of their entrée left and seem to be slowing down, mention a specific dessert option. **You - “Did you save room for a Salted Caramel Sweetza cookie or our exclusive Lemonade Pie?”**
- If they order dessert enter it quickly so they don’t have to wait long for it.
- If the guest has food on the table that they are not going to eat offer them a Styrofoam container to put leftovers in.
  - You - **“Can I get you a To Go container for your leftovers?”** –
  - If the answer is yes, you will get them a large Styrofoam container and box up their leftovers, if possible.
- If you have pre-bussed well, by the time the guest leaves there will only be cups and maybe a plate if a guest was still eating when the leftovers were boxed up.
- You should offer a To-go bag to any guest that has more than one Styrofoam box for leftovers. Use this as a point of service, go above & beyond.

## Cashing out the guest

- It is very important that you are very careful. You can’t let a busy shift distract you and cause you to count money wrong. At the end of the night, you will pay Hideaway the money you owe. If you did not collect the right amount from the guest, or gave too much change back, you are going to end up short and not make any money.
- If the guest ordered a dessert give them the check when they are halfway done with dessert.

- If they did not order a dessert, you should give them the check as soon as possible after they declined dessert.
- Dropping the tip tray/check presenter
  - Make sure that you point out/circle E-Survey information on the Guest check. Also place the appropriate number of mints (equally number of guests) with the check.
  - Always let them know – **“I’ll be your cashier as soon as you’re ready!”**
- After dropping the check, unobtrusively stay within visual contact so you can immediately collect payment as soon as they set the payment down.
- Pick up payment and let them know you will be right back.
  - SPEED is huge here. Everything that went right could be lost if you don’t get them their change or credit card slip back quickly – within 1 to 2 minutes! You do not want their last memory to be of sitting and waiting forever for their change or credit card slip. Once you pick up their card for payment, never set this down and leave unattended.
  - If they pay with cash – **You – “I’ll be right back with your change!” NEVER ASK THE GUEST IF THEY NEED CHANGE!!!** It is presumptuous and perceived as rude. Let the guest tell you they don’t need change if that is the case.
- When you return credit card slips let them know which copy will be theirs and which one to sign and leave.
- Sincerely thank your guest by name (if paid with a credit card) and invite them back. **You – “Thank you again for visiting Hideaway tonight and we hope to see you again soon!”**
- We want every guest to get “5 Hi’s and 5 Goodbyes” during their visit. So, if you see other guests being sat/leaving, make sure and tell them Hello/Goodbye or Thank You!

### **After the guest leaves**

- Retrieve the payment from the table, secure any cash, and close out the ticket.
- As quickly as possible bus and sanitize your table/seats along with the bussers so you can “turn” that table.
- Mark the table as “Open” on the Wisley table management system so it can quickly be sat again.

## **Tip Policy**

At the Hideaway most of your pay is from the tips that you earn. It is crucial that you keep your server bank organized and with you until it is time to reconcile with the manager on duty. When you reconcile your bank by using the Server reconciliation form, it will help you determine how much you owe the House or the House owes you. You will turn in all your closed tickets, credit card slips, and any cash due to a manager. After reconciling, the money you have left are the tips you have earned for that shift. By law, you are required to claim 100% of your cash tips earned. The POS system automatically claims all your credit card tips for you.

# Appropriate Suggestive Selling/Up Selling

Appropriate Suggestive selling is an important part of your job. It is a win, win, win. This is the “Proactive” part of providing Memorable Proactive Hospitality. Taking initiative and anticipating needs means the guests get a better experience. When you suggest items, the guest may not be aware of or recommend your favorite item, the guest may find a new favorite and the check total increases. This equals a bigger tip for you, and it generates more revenue for Hideaway Pizza. That helps us grow and provide more future opportunities for our staff.

## Example:

If a guest is going to tip you 20%, would you want their ticket to be \$42 or \$50?

- $20\% \times \$42 = \$8.40$
- $20\% \times \$50 = \$10.00$
- $\$10.00 \text{ minus } \$8.40 = \$1.60$
- $\$1.60 \times 10 \text{ tables during the shift} = \$16 \text{ extra for you per shift}$
- $\$16 \times 5 \text{ shifts in a week} = \$80 \text{ extra a week for you}$
- $\$80 \times 50 \text{ weeks worked} = \$4,000 \text{ extra a year for you}$

Obviously, you would prefer the guest ticket to be \$50. You could probably find something to buy with an extra \$4,000 a year! To get that extra \$8 on the example ticket you would need to get an extra \$2.50 per guest based on what our average guest spends. Suggestive Selling and Up Selling are how you can do that.

## **Key Appropriate Suggestive Selling concepts:**

- See yourself as a salesperson working on an 18%-24% commission. You are a business within our business. “I’m not a businessman/I’m a business, man!” Let every table help grow your business and earnings.
- Know your menu items well. Know the size, ingredients, and what dishes go well with each other and what food goes well with different alcoholic beverages.
- Guide your guests through the meal.
- Use descriptive buzzwords such as crispy, delicious, frosty, warm, etc...
- Use colorful imagery “very popular”, “one of our best sellers”, “my favorite”, “made fresh daily”.
- Start suggestive selling from the moment you greet the table. Tell the guest about YOUR favorite appetizer, wine, beer, salad, pizza, or dessert.
- Suggestive sell at the appropriate time. Suggest appetizer when taking the drink order; suggest dessert when they have 10%-25% left on their entrée.
- Endorse the guests’ choice – when they order an item respond with “Good choice”, or “You’re gonna love that”. This reassures the guest and adds value to the transaction.

## **Some suggestive selling don’ts:**

- Don’t suggest to children.
- Don’t be too pushy or aggressive – we want “appropriate” suggestions and up selling.
- Don’t suggest another item such as Garlic Bread w/ Cheese immediately after they said no to your first suggestion such as Fried Mushrooms.
- Don’t suggest when a guest specifically ends order with “and that’s it” or “that’s all.”

# Helpful Hints & Tips on Tips

The biggest factor in tipping - the thing that will determine whether guests leave you 10% or 30% - is the level of personal connection you establish with your them. The greater the bond, the higher your tip is likely to be. At the least, when the guest is deciding what to leave you at the end of the meal, personal connection will cause them to round up instead of rounding down!

Do you have regulars who always ask for you? Do you typically get a better tip from them? If so, it shows what personal connection can do for your tip income. The good news is that the same thing can happen with virtually every table...and more often than not.

- Sell more food & drinks, your tips will go up, provide great guest service & your tip % will go up!
- ANTICIPATE GUESTS NEEDS, if they are eating something hot get them more to drink, if they are eating something messy, get them more napkins; do this before they ask. Be aware! Here are some tips to remember that can directly affect the amount of tip you receive...
- Know the prep and cook times for each menu items so you know how long they should take to get out
- Understand when the busy times are and how this will affect your ticket times
- Even though everyone should help run food, your guests are ultimately your responsibility. You must always be aware of where your tables are in the service process & whether food is getting to your tables in a timely manner. Tickets have gotten lost. If the time is too long, follow up.
- Know ingredients of the dishes. Guests may have allergies and you need to assist them with what they can order. If they ask you questions you don't know, ask a manager!
- Know your abbreviations
- Answer the phone within 2 rings. We can & will check to make sure everyone is taking phone orders.
- Be aware of any "sold out" items (86'd - We never "run out", we only "sell out" because something was so popular)
- Serve ladies and take their order first as a common courtesy
- Address children at your tables – happy children equal happy parents. Offer children a piece of pizza dough to play with while they are waiting for their meal to be prepared.
- Never serve food over a child's head. Also keep all HOT food out of reach of children, let the parents move it.
- Announce all hot items when serving.
- Review all tickets carefully before sending them to the BOH. Over 50% of our fly pies come from server error. When you aren't careful and enter an order in wrong it costs Hideaway Pizza on average \$4 when we have to remake it. This adds up. Additionally, it wastes the kitchens time doing re-work and your guests dining experience suffers along with your tip. If you keep making a lot of expensive errors, we will have to cut your tables down to a number you can handle without a mistake.
- If there is ever a mistake or a guest is unhappy for any reason YOU MUST ALERT A MANAGER so they can help, ensure that the guest leaves happy.
- Always identify yourself by name
- Squat next to the table while taking order
- Big smiles, show teeth, not just a closed mouth smile
- Write thank you on top of your checks. Girls can draw happy faces; dudes don't do it your tip may go down.
- Always repeat the order, get the order right the first time!
- Look at guests when you speak to them
- Learn and use guests' names, guest recognition
- Remember what guests like and don't like
- Make personal recommendations, what do you like?
- Have an opinion about your wines and beers
- Reinforce the guests' decisions, "Sounds great" or "That's my favorite"
- Make it easy for large groups, its ok to leave pitchers at the table
- Make sure silverware and plates are clean
- Work with a sense of urgency
- Resolve problems immediately
- Settle the check quickly
- Work as a team; when tables see you helping other servers, they will reward you
- Get a good night's rest