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# OPERATOR & RESTAURANT MANAGER

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## REFERENCE GUIDE

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**US.  
FOODS**  
**TIPPING  
POINT™**

Nearly every guest who walks in your front door has already sold themselves an entrée. Guests who come in the afternoon are pretty much sold on having lunch...the same goes for dinner in the evening. Your greatest opportunity to create a unique, customized experience for your customers is with the premium incremental products that further enhance their dining experience. The Tipping Point program focuses on offering new Scoop products within your best areas for add-on sales: drinks, appetizers and desserts. The knowledge and concepts provided in this program can not only help you increase Scoop product sales, but increase overall sales potential within any menu category, raising your overall profits.

These Scoop products have been thoughtfully selected and assembled to appeal to what guests are looking for today, keep you ahead of industry trends and be easy to recommend, sell and pair with your current offerings.

The incentive is simple—if your servers can sell one additional drink, appetizer, or dessert per shift, it will increase the guest check, your sales, and the server's tips. A service-oriented server brings guests back, which increases traffic and sales. Offering the right premium product at the right time is key to enhancing the customer's overall experience.

Research has shown that guests who buy more premium items are more satisfied and more frequently rate their guest experience as “Excellent!”

This guide includes strategies to do this. Look for more details inside.

## PLAN

**STEP 1:** Familiarize yourself with new Scoop products

**STEP 2:** Order New Scoop Products for Tasting

**STEP 3:** Put up Back-of-House poster and set out table tents

## PREPARE

**STEP 1:** Sample your selected new Scoop items with your team

**STEP 2:** Pass out Tip Cards for new Scoop items

**STEP 3:** Review the five R's for a guest-centric experience

**STEP 4:** Practice, practice, practice!

**STEP 5:** Reinforce Training through Pre-shift Meeting Planning and Activities

## PERFORM

**STEP 1:** What's in it for me?

**STEP 2:** Serve better to sell more

**STEP 3:** Selling is a team effort

# PLAN

Follow these steps to plan for training.

## STEP 1: Familiarize yourself with the new Scoop™ products

In addition to learning the details about each product (ingredients and how it's prepared), think about how to direct and motivate your servers to serve better and sell more by providing a positive guest experience that creates repeat customers. As you review the product details, ask yourself these questions:

- What are some words you might use to describe this product?
- Who do you think might buy each product?
- During which daypart might you sell the most of each product?
- At what point in the service process should your team suggest the products?

With the answers to these questions, you can better help your servers to be "helpful and thoughtful suggestion people" and not "pushy salespeople."

## STEP 2: Order New Scoop Products for Tasting

Schedule a time – ideally 5–10 minutes – when your team can taste the new Scoop items and ask any questions they may have.

**NOTE:** For budgeting purposes, classify this tasting as a marketing expense and not a food cost.

## STEP 3: Put up BOH posters and set out table tents

Put up the BOH Scoop product posters and set out the table tents you received from your TM to help support your servers and reinforce the product details.



# PREPARE

## Prepare your servers to suggestively sell the new Scoop™ products while providing great guest-centered experiences.

### **STEP 1:** Sample your selected new Scoop products and discuss selling suggestions with your team

During the tasting, ask your staff the questions from Plan: Step 1.

- What are some words you might use to describe this product?
- Who do you think might buy each product?
- During which daypart might you sell the most of each product?
- At what point in the service process should your team suggest the products?

Let your team answer first, then share your own thoughts. Rather than simply "scripting" a "sales pitch" for this item, allow your team to come up with words and phrases that are genuine and suit their own personalities. Their participation is good practice for them for pre-selling the items to your guests.

### **STEP 2:** Pass out Tip Cards for new Scoop products to your team

Pass out the Tip Cards that come with each new Scoop product, and go through the product details with your team. Each Tip Card contains:

- Helpful information about the product
- Possible customer questions with answers and selling tips
- A QR Code that servers can use to visit the product information on usftippingpoint.com

### **STEP 3:** Review the five R's for a guest-centric experience

- **READ:** Pay attention to appearance (casual, business, etc.). Are they a married couple or family, on a date, etc.?
- **REGULARITY:** Say, "Hi, my name is <>name<> and I will be your server. Have you ever dined with us before?"
- **REASON:** Find out why the customer is there. For example, say, "What brings you in today/tonight?"
- **RATE:** Find out how long the customer expects to be dining. For example, say, "Off to a special event after dinner?" Or "Important appointment to catch after lunch?"
- **RECOMMEND:** Provide a customized recommendation.

–**FIRST-TIME GUEST:** Share what your restaurant is best known for. For example, "This is our most popular appetizer...and be sure to save room for the Campfire S'more Lava Cake for dessert."

–**REGULAR GUEST:** Tell about specials and introduce new products. For example, "Here are our specials. Let me tell you about our All Natural Roasted Beef Bone Marrow appetizer. Our customers love it."

–**FAMILY OF FOUR:** Call attention to our shareable appetizers. For example, "Can I start you off with our delicious Pickle Fries for the whole table?"

–**BUSINESS PERSON CATCHING A FLIGHT:** Suggest something quick. "Let me recommend a sandwich with a side of our All Natural Chips. It comes out of the kitchen quickly in under 15 minutes..."

If your restaurant provides cash-and-carry/quick service, teach your team to smile and slowly nod their head up and down while making a suggestion. This type of positive neurolinguistic programming tends to increase sales.

### **STEP 4:** Practice, practice, practice!

Very few people can listen to a process and replicate it perfectly the first time, which is why it's important to have your team practice doing it. Once they've seen the process modeled for them, have your team:

1. Role-play as a group or in pairs until they are comfortable.
2. Then practice it with regulars.
3. Finally, try it with all your guests.

### **STEP 5:** Reinforce Training through Pre-shift Meeting Planning and Activities

While this initial training may take 3-5 minutes, you only need a few minutes at each pre-shift to reinforce your team's new skills. Use the Pre-Shift Meeting Planning Guide before every pre-shift to help your servers set their own goals and get the most out of the time you have.



# PERFORM

## Empower your servers for success

## **STEP 1:** What's in it for me?

If you develop a great relationship and you have a repeat customer (turning one visit into two or three), there is the potential for your checks and tips to grow in increments of 100%, doubling or even tripling your total income.

## “Order-taking” Server

GUEST CHECK 1

#### “Suggestive-selling” Server: Appetizer

GUEST CHECK 2

#### “Suggestive-selling” Server: Appetizer + Dessert

GUEST CHECK 3

#### **Increased Gratuity Through Customer Loyalty**

Developing a special relationship with each customer can also increase your server's income. Here is a scenario. A server skillfully creates a highly customized experience for the customer. At the end of the meal, the server asks the customer to request seating in their section on their next visit. Each customer, remembering the pleasant experience, asks for that server by name each time they return.

By taking this approach with each customer, the server can create a busy section on an otherwise slow shift. Guests who return by server invitation tend to buy more premium items and are typically more satisfied with their dining experience. This increases the guest check and happy return customers offer higher tips, increasing the server's income potential.

## **Increased Gratuity per Shift**



• Serry makes an additional \$48 per night.

## **Increased Gratuity per Year**



Server makes an additional **\$12,480 per year.\***

Four table section turned over 3 times

\*Based on a 5-day work week

## **STEP 2:** Serve better to sell more

Use the five R's for a great guest-centric experience.

## **STEP 3:** Selling is a team effort

- Consider having the **host or hostess** make suggestions for menu items when seating the customers
- If guests are waiting at the bar, the **bartender** can also merchandise the menu
- The **server** can then make suggestions for each part of the meal before guests have made up their minds. Servers should:
  1. **Suggest drinks and apps** before guests have looked at the menu.
  2. **Suggest entrées** as the appetizers and drinks come out.
  3. **Suggest desserts** when guests are eating their entrées.

### Selling for Non-Tipped Cashiers (Cash-and-Carry/Quick-Service Restaurants)

One of the fastest-growing segments in full-service restaurants is cash-and-carry/quick-service. It has increased nearly 18% in the last three years due to diners' fast-paced lifestyles and working hours.\* Leverage

US Foods® support to:

- Develop the right pricing and packaging to sell more to your guests on the go
- Make sure your cash-and-carry/quick-service packaging includes your logos for brand recognition
- Train your team to be helpful, knowledgeable and friendly for all cash-and-carry/quick-service orders
- Train your team to upsell when taking phone orders; for example, suggest Caramelized Onions or a side of our All Natural Chips when someone orders a burger
- Train your team to smile, make eye contact and slowly nod up and down when suggesting featured items. Repeat the order to ensure accuracy. Thank the guest and invite them back.

The more cashiers sell, the more opportunity there is for raises and promotions. The more often cashiers suggest food and beverage to your guests, the better they rate your service and the more often they come back. To sell is to serve.

\*Penton Publications/Nation's Restaurant News



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# TIPPING POINT™



Want even more information?  
Check out our Scoop™- product microsite  
by following the QR Code.