

Service to Sales



A tried and tested in-company programme on how to increase food and beverage sales by at least 5%

- Does every member of your team recognise the importance of the value to your business of every single customer?
- Is your team totally committed to revenue growth?
- How does your team perceive their role in the business - are they order takers or sale makers?
- Does everyone in your team excel at the tactics necessary to have a positive impact on sales?

What is it?

Fáilte Ireland have designed this innovative, results driven programme to help your service staff become true sales people through proven service and sales techniques.

The result? More sales per customer and an increase in your bottom line and profits

Programme Benefits

This programme is adapted from the internationally renowned Pencom "Service that Sells" programme and is based on a series of proven techniques to **improve service performance** and to **increase sales** by a minimum of 5 – 8%.

The programme has been tried and tested across the world, from the US to Asia. Working with highly experienced international and Irish hospitality trainers, we have localised the programme to suit the Irish market.



How the programme works

3 Hour intensive on-site programme delivered in-company direct to your food service team. Areas covered will include:

- From good to great! 12 **opportunities** for precision service
- 5 techniques to increase average spend in your restaurant
- How to create a great dining experience
- How to make increased sales a daily habit

30 Minute manager briefing following the 3 hour staff session covering:

- How to lead a briefing
- How to put 'From Service to Sales' in action
- Service Operating Procedures (SOP)

Follow-up

- On-site assessment to measure and review progress and implementation

Criteria for Success

To allow for meaningful comparisons before and after the programme, we ask you to:

- Provide average spend per customer for both lunch and dinner
- Determine (if possible) the main course ratio to starter and dessert and main course to coffee
- Allow at least 80% of your staff to participate on the programme
- Commit to daily briefings for each shift including goal setting
- Nominate a champion for daily briefings and motivation

The Cost:

The cost for this programme is €1000 which includes the follow-up assessment visit. The programme can be accessed and costs shared between similar style businesses, if necessary. The programme and follow-up will be scheduled at time-slots to suit you and your business.

Contact:

For bookings and further information contact:

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