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Tip Top Server
Free Ebook

Be a TIPTOP Server!

Written by
J.D. Marshall



**Your Practical and Creative Guide to
Empower Your Staff and Delight Your Guests!**

*Step-By-Step Instruction that
Everyone will Understand and Enjoy*

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Be a TIPTOP Server!

*Learn the truth behind making big tips and
earn what your worth.*

(J.D. Marshall)

I would like to first thank you for taking the time to read this manual. Then I want to thank you for choosing a career that is fulfilling, rewarding, lucrative and challenging. Without you the restaurant server providing excellent service, many a diner would stay home and restaurants would have to close their doors.

Good luck and Great Tips,

J.D. Marshall

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The Importance of Claiming all Your Tips

Or

How do I get that new car loan?

By J.D. Marshall

New employees to the restaurant industry always ask me how much of my tips should I claim and do I have to claim them all. The answer is very easy. “You must claim them all.”

Now I know that many of you will not agree to that statement. Many of us have the misconception that we only need to report 8% of our total sales as tips. The law states that you and I must report *all (100%)* tips we receive, except for the tips from any month that we do not total at least \$20.00. The 8% allocation is a requirement placed on the employer. For more on this go to <http://www.irs.gov/pub/irs-pdf/p1872.pdf>

Keep in mind that an IRS audit is no fun and you want to avoid the huge fees and penalties involved. Also you need to claim them in order to obtain Social Security and Medicare coverage. We can't stay young forever.

Yes, I know we don't get paid enough, the government taxes me enough already, I have rent to pay, C.D.s to buy and the list goes on and on. So really why should you or I want to claim all our tips?

Well let's see. How many servers or any tipped employees do you know that cannot rent or purchase a home, have to walk, ride a bus or walk to work. Is it because they can't afford the payments? Not in most cases. Most times it is because they don't have any or enough credit. Without credit we are stuck, walking or living with friends or family.

One of the major things creditors look for is proof of income and the ability to repay. That's right, if you can't prove your income, chances are that you will be denied a credit card, the opportunity to get your own living accommodations or that new car you have been dreaming about.

Walking into a car dealership and bragging about how much money you make in tips at that nice new 5 star restaurant will only get you the cold shoulder and blisters on your heels having to walk home. But if you go into that dealership with your current paycheck stub or W4 showing all the mega bucks you earn (from the tips you reported) chances are you will be driving home in a nice shiny car.

Of course there is one drawback to reporting all your tips and owning that nice new car. Your fellow employees and friends will now expect you to be their taxi service.

Report all of your tips and I will be seeing you in the fast lane!

(This article was written by J.D. Marshall and was first published on the Tip20 website. [Http://www.tip20.com](http://www.tip20.com))

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Ok, you're probably wondering why I started out with this article, the simple truth is that "How much of my tips do I have to claim?" is the most frequently asked question by a new server after their first day of earning tips. Not "How can I increase my tips?"

Kind of silly isn't it? But the responses they receive are often confusing, not the complete truth and not what the law says. So please abide by the law and claim all of your tips. (For a free copy of Employee's Daily Record of Tips and Report to Employer call the IRS at 1-800-829-3676 or ask your employer for a copy)

Now there is another reason why you should log and report all your tips and that is so you can see the progress you're making once you start implementing all your new tips on earning more tips.

So continue reading, start practicing and go get that new car loan!

Why another guide on tipping?

There are many different articles, books, ebooks and training guides on tipping. Some are free some are not, some of them are very good and some are just downright ridiculous. So why another one?

To cut through the fat and get right to the meat. You want to know how it works and why it works. You don't want to read my brags and boasts, you don't want to wear silly clown noses or 30 different pins that weigh you down and may fall off into someone's food not to mention having to replace them on your uniform every time you wash and iron your uniform.

These are tried, perfected and true tips used by professional servers around the country and in every type of restaurant you can imagine.

Will they all work for you? Possibly, but not all these tips work for every one and not in some restaurants or with some guests. But if you practice each of them until they are a habit and not forced, you will be able to determine which ones work the best for you.

Practice makes perfect!

Mega Tips!

The first tips you are going to learn are some of the basics. These tips were scientifically tested techniques shown to increase your tips. They were written about and tested by Dr. Michael Lynn, an associate professor of the School of Hotel Administration, Cornell University.

To review all of his studies go to:

<http://www.people.cornell.edu/pages/wml3/pdf/megatips.pdf>

These studies are very well written and contain the details of the case studies performed. I want to give credit where credit is due, so please check his article out.

Let's begin then with the basics provided by Dr. Michael Lynn

We have taken the liberty to edit some items in this article and have also added some of our own comments.

Wear Something Unusual

In this study they used female servers, some wearing flowers in their hair, some without. They found that those wearing the flower had an increase in the average tip received.

Will this work for you? Possibly, if you're a female server in a casual restaurant.

The key here is to be conservative. You want to wear something that does not scream "Look at me I'm a clown". Look around at your guests, do you want to earn their respect or to have them laughing at you. (laughing with you is ok but not at you)

Don't go overboard with the bling bling, the flash, the sparkle. A simple brooch, tie tack, performance award pin or a nice tie will do. Make it something that the guest will notice and possibly comment on, but don't have it screaming at them.

When is the last time you asked a server what all those pins they are wearing on their uniform were for?

Introduce yourself by name

Introducing yourself by name is very important, but when should you do it? In this study it was when you first greeted the table, and if done properly, these introductions make you seem friendly and polite. This makes the guest feel more empathy for you.

The approach they used was: Good morning/afternoon. My name is _____, and I will be serving you today. Have you ever been to _____ before?

This approach is ok but is it the right way? Do you think that the guest is going to remember your name right away with this approach. Did you develop any rapport with the guest yet? Of course not.

The initial greeting is very important to developing a rapport with the guest. Try an approach like this. With a big smile on your face “Good morning/afternoon, welcome to _____ . It’s so nice to see you here today. How is everyone doing?

With this approach you will get more than just a yes or no answer. The guest may chit chat with you a little more, developing a better rapport. Then you should introduce yourself . My name is _____ and it is going to be my pleasure to serve you today. May I get you folks one of our refreshing margaritas, or a glass of our wonderful house wines?

You will find that more guests will remember your name, when you develop a relationship with them before hand.

Squat next to the table

In this study they suggested that by squatting down next to the table it does at least three positive things: (1) it increases the congruence (an accord, a harmonious relation, an exact coinciding) between your and your guests posture, (2) brings your eye level down to the guests eye level (which facilitates eye contact) and (3) brings your face closer to the guests faces.

They even suggested that in less formal dining situations you may want to pull out a chair and sit at the table with the guest.

Now everyone agrees that making eye contact, being on the same level and being close to your guest is very important. But there is a problem with squatting or sitting at your guests table.

When you squat, where do you put your order pad? On the table! You do not want to lean on the guests table. What was the first thing your mother taught you about dining etiquette? Arms off the table of course.

And what about that linen napkin that many servers have tucked in their apron behind them, dragging on the floor while squatting, would you want your server handling your food with that?

It is much better to bow or bend your knees slightly when talking to your guests. This is much more professional and you are a professional.

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