

Ehab Rashwan

The Brilliant Basics To Exceptional Service

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A Fine Dining Service Guide

This book offers step by step instructions to provide excellent service.

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Preface

This book consists of some of my experiences and knowledge with respect to hospitality. For many years, I had an ambition to write a book to help people in the hospitality industry to serve customers better. With over two decades of experience in this field, I felt I would do better justice by bringing out this book. I wanted to provide something substantial at absolutely no cost. Finally, I made up my mind to write a book with the basics of providing quality service. I have applied my experience and practical knowledge into this book.

This book is organized into 13 chapters and covers everything from greeting visitors to serving them food and other items. It focuses on many crucial things like welcoming, providing the menu, serving them with wine, food, water and coffee –tea in the end. In addition, it will guide the service provider with the proper way of behaving with the customers. I have written many more books, which provide extensive information. The titles include Restaurant Operation Guide, New Waiter Training Manual, Bar & Lounge Guide, Kitchen & Stewarding Operation Guide, Room Service Operation Guide and Excellent Service & up Selling techniques. What I am providing in this book is just 1% of the information contained in other books. They are very concise and anyone can understand easily. You can find more information about the other books by visiting my website <http://www.restaurant-data.com/>. I appreciate the help offered by my friend Giuseppe without which the book would not have been possible. I am very thankful to him. I intend to produce more free –books in the coming years

Introduction

One of my friends is the owner and manager of a very large and successful restaurant, which retains its charm and beautiful ambience in Rome. One part of the restaurant is a buffet serves -for all-day dining with international cuisine in a relaxed and casual atmosphere; the other part is exquisite fine dining with Italian Signature cuisine.

He is very passionate about educating and coaching his valuable staff members in order to improve them such that it results in their growth. He has learned to apply special interpersonal skills to inspire others that drive them towards growth, which in turn helps him to grow as well. His approach is simple and effective. He makes them realize their responsibility and guides them to reach their goal.

This book focuses on the basic skills needed for service. It is given in conversational style, any new service provider can learn basic skills with ease.

The first thing that the waiter must learn is -

The Basic ways to treat your guests so they will want to come back

Good service is to provide your guests with something more than what they expect, and excellent service is to ENJOY providing your guest with something more than what they expect and create a memorable experience through a positive service mindset. Say for instance, a child will be happy to get a chocolate and the happiness will have no bounds if you present an ice cream. You should not provide good service as your duty but it must come from within. You should relish every moment when you are serving someone.

How should one do that?

The following should be done-

- ✚ Great them with a smile and offer an appropriate hospitality comment
- ✚ Use their name – it makes them feel important & special
- ✚ Maintain eye contact – it shows care and interest
- ✚ Avoid the use of the word "No" – always offer an alternative
- ✚ Go the extra mile – our guests expect it
- ✚ Ensure a quality product and efficient service
- ✚ Maintain a clean and healthy environment
- ✚ Escort guests as much as possible otherwise provide clear directions
- ✚ Speak to our guests in a friendly, enthusiastic and courteous tone and manner.
- ✚ Take personal responsibility to get their special requests done quickly and efficiently.
- ✚ Anticipate guest's needs and resolve their problems tactfully

- ✚ Be professional in appearance.
- ✚ Keep the guest's space neat and clean
- ✚ Thank the guest for choosing our restaurant.
- ✚ Increase your product knowledge
- ✚ Always greet them with a smile
- ✚ Be gentle in your approach
- ✚ Always be polite and handle things with patience
- ✚ Never get irritated during working hours
- ✚ Be sensible and quick

--END OF THE CHAPTER--

1. Welcoming Guests in the Restaurant

Hostess should be well groomed and be present at all times during working hours at the entrance of the restaurant. She should acknowledge guests arrival with a bright smile on her face and pleasant eye contact, while stepping forward towards the guest. Hostess must greet guests by their names (if available) with a courtesy bow. Children should be acknowledged and greeted individually by name (if available).

If guest's name is not known, hostess should confirm name by asking politely "You are Mr. or Mrs....?"

Once the name is known, she should say:

"Welcome to (name of outlet), Mr./s (name of guest)".

Hostess will escort guests to the table, showing the way to guests with open palm hand, while walking side by side or at a slight distance in front, by saying: "This way please, Mr./s (name of guest)". Hostess must suggest aperitif by saying: "Would you like to sit at the bar for an aperitif first or would you prefer to go straight to your table, Mr./s (name of guest)?"

She should follow the guest's response and acknowledge by saying: "With pleasure Mr./s (name of guest), this way please"

Hostess should enquire about guest's preferred section of the restaurant, by saying: "Would you prefer a smoking or a non-smoking section of the restaurant, Mr./s (name of guest)?"

Hostess must engage in a light conversation tone with the guests while escorting them. It should be natural and conversational way (not overburdening with excessive conversation – conversation could be on guests stay, which activities guests have enjoyed so far, etc.)

Hostess must pull out the chair lightly from the table, and offer them to sit. Disabled persons should be approached first, women and then men.

Hostess should assist the guests such that they are comfortable and should push the chair gently forward and ask: "Please Mr./s (name of guest), are you comfortably seated?"

For first time guests, in case a child is present, hostess must propose a high chair as appropriate, and ask: "Would you like me to bring a high chair Mr./s (name of guest)?"

Hostess should unfold napkin on the guest's lap, from the right hand side, ladies first then gentlemen, with a smile and eye contact.

For subsequent visits to the restaurant, high chair is automatically offered to guests without asking.

Hostess must ensure that guests are promptly seated and that the correct number of place settings are in place. Hostess should inform guests that their order will be taken right away by saying: "Waiter would take your order right away, Mr./s (name of guest)".

Hostess should also wish guests a pleasant meal experience and retire with a courtesy bow along with a smile saying: "Please enjoy your (meal) Mr./s (name of guest)".

Hostess should advise headwaiter/waiter whether guests have already had an aperitif at the bar, in order for the headwaiter/waiter to propose aperitif to guests as appropriate.

Hostess should present herself well to the guests, should be calm, polite and appealing to the guests.

--END OF THE CHAPTER--

2. Presenting the Menu & Taking Food Order

Headwaiter/waiter should approach the table with a smile and pleasant eye contact, and must greet guests by saying: "Good (time of the day), Mr./s (name of guest), I am (name of staff), your (headwaiter or waiter)".

The Headwaiter/waiter must introduce the theme of the evening/day by saying: "Welcome to our ... (name of theme) evening, / day Mr./s... (Name of the guest)"

In case guest does not go to the bar for an aperitif, the headwaiter should propose aperitif to guests by saying: "Would you care for an aperitif, Mr./s (name of guest)?"

Headwaiter/waiter must ensure that menus are in excellent condition (depending on location), stands on the right hand side of the guest, with the menu opened on the first page and holding it by the top, should present to the ladies first while maintaining eye contact by saying:

"Please allow me to present you our (name of theme menu/menu of the day) Mr./s (name of guest)".

Headwaiter/waiter should introduce any one of the specialties of the day (as applicable).

Headwaiter/waiter must retire from guests table for a few moments (3-5) minutes, allowing guests to study the menu, by saying: "May I leave you to look at the menu, Mr./s (name of guest)? I will be back for your order in a short while."

In case of unavailability of specific items, guests are advised accordingly, by saying: "Mr/s (name of guest), I do apologize, unfortunately we do not have (name of item) today".

Headwaiter/waiter should return to the guests table with a smile and pleasant eye contact and ask if they are ready to place their order, by saying: "Mr/s (name of guest), are you ready to place your order?"

Headwaiter/waiter has to stand on the right hand side of the guest, women first, while smiling and maintaining eye contact and should take the order.

Headwaiter/waiter has to highlight verbally at least one menu item as a house special or seasonal specialty, by saying: "May I recommend the specialty of the day (name of dish)?"

- ✚ Headwaiter/waiter takes children's order first (if any), followed by women's and finally the host's.
- ✚ Headwaiter/waiter writes down guest's orders on docket, numbering each person's order, and highlighting any special requests.

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