

# F&B SALES AND SERVICE WORKSHOP

Creating lasting guest loyalty through exceptional service

**RAVING'S F&B SALES AND SERVICE WORKSHOP** Equip your hospitality team with the standards of excellent guest service and the sales skills to upsell your F&B experience for increased profits.

This training workshop was developed through years of industry experience to guide your team members in providing excellent guest service. In only two days, your team will walk away with a solid foundation in the standards of service, sequence of service, and providing exceptional guest experiences.

## Day One Service, Service, Service

- Welcome & Icebreaker Videos
- Why Service Matters
- What do we sell?
- Creating the F&B WOW Factor
- Learning the Standards of Service
- Learning the Sequence of Service
- Practice with Service Scenarios
- Workbook & Group Activities
- Recap & Wrap-Up

## Day Two Guest Loyalty & the Bottom Line

- Day One Recap
- Ice Breaker Videos & Exercise
- Reviewing Guest Service Interactions
- Turning Conflict into Opportunity
- Service, Tips and Wages
- Skills to Upsell
- The Ultimate Guest Experience
- Recap & Wrap-up

### WHO SHOULD ATTEND

- F&B Team Members, Hosts etc.
- F&B Shift Leaders/Managers
- General Managers
- Others as needed

### WHAT TO EXPECT

- Understand and implement the Standards of Service
- Use the Sequence of Service to create great experiences
- Reduce conflict and improve guest recovery
- Sales skills to upsell for increased tips

### THE WHY

**When hospitality team members are equipped with excellent guest service standards and the sales skills to upsell, they maximize guest loyalty and positively impact the bottom line.**

### EXPECTATIONS AND LONG-TERM IMPACT:

1. Reduce impacts of turnover by providing valuable service and sales training to your F&B team members.
2. Identify & own your F&B WOW Factor across all guest interactions on and off the gaming floor.
3. Build a sense of trust and unity by connecting your team to the value of exceptional guest experiences.
4. Improve guest loyalty and drive return visits for the property as a whole.

**Custom is our game** If you have a specific need, call us to find how our solutions can become your asset!



Meet Your Trainer

### BRETT MAGNAN

Raving Partner – Hospitality

*Brett has 30 years' experience in hospitality, with a focus on Native American gaming hospitality and hotel operations.*