



HOSPITALITY & SALES

ROLE OF THE TEAM MEMBER



The role of a team member is unique in that you are both a producer and server of products. As a producer, you must demonstrate a commitment to quality and recipe adherence. As a server, you must be dedicated to the quality of your guest's experience. Delaware North team members are known for their skill, knowledge, charismatic personalities and efficient service. These traits will continue to challenge you every shift you work.

Being an **AMBASSADOR** of the bar and brand. This includes complete knowledge of drink recipes, ingredients, and an understanding of the Delaware North team member culture.

Building a **BAR CULTURE**. The atmosphere of the bar is more a feeling than it is aesthetics. This feeling is achieved by making each person feel like a welcomed guest in your home.

HOSPITALITY



“The friendly and generous reception and entertainment of guests, visitors, or strangers.”

Here are top personality traits team members need to be trained on:

1. LISTENING

Good hospitality team members know how to listen, not just with their ears, but with their entire body. Non-verbal communication is just as important as what the guest is verbally communicating.

2. COMMUNICATION

It's about the team member's general attitude; they need to look the guests in the eye, have a friendly face, speak clearly, etc. Communication is a vital part of a hospitality team member's job and, therefore, an essential skill to master.

3. GUEST FOCUS

Team members often need to go out of their way to make their guests happy. The guests' interest is always number one, no matter what day or time it is.

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Here are top personality traits team members need to be trained on:

4. STRESS TOLERANCE

Whether stress is caused by high volume or an unhappy guest, team members need to be able to handle stressful situations in a calm manner.

5. STANDARDS & ACCOUNTABILITY

Team members need to have a particularly strong attitude when it comes to pride in their work. Knowing and following the proper procedures guarantees a positive guest experience.

6. MULTITASKING

In order to get a real flow going behind the bar, you have to be able to multitask. You’re taking orders while you build drinks; you’re running credit cards while pouring water for new guests; you’re having a heart-to-heart with a regular guest while fielding drink recommendations. It’s like directing traffic – you try your best to keep all the lanes running smoothly.

SALESMANSHIP



“The friendly and generous reception and entertainment of guests, visitors, or strangers.”

These skills and methods include:

1. READING THE GUEST

The skill of knowing what the guest’s individual and specific needs are. This is the most important ability, but also the toughest to coach. team members need to approach a guest with the desire to genuinely learn things about the guest.

- Where are they from?
- How is their day going?
- Are they with family or friends?
- Are they celebrating any specific occasion? Birthday, anniversary, honeymoon, etc.?

Identifying what the guest is looking for helps the team member cater to their specific needs and will elevate the guests’ experience.

SALESMANSHIP



“The friendly and generous reception and entertainment of guests, visitors, or strangers.”

These skills and methods include:

2. SUGGESTIVE SELLING

The ability to influence the guest’s decision on purchasing a product. This method starts before the guest has ordered. It can include the use of a drink menu or through associate recommendation. When using suggestive selling, the Team Members should use “Wow Words” such as “Fresh,” “Crisp,” “Refreshing,” “Delicious,” “Balanced,” etc. These positive descriptors will help influence the guest’s choices.

3. UPSELLING & ADD-ON SALES

The ability to persuade a guest into a higher quality, higher priced alternative and the skill of getting the guest to purchase an additional product after their original request. An example is having the guest opt into a bottle of wine for the table instead of a couple individual glasses. Also included would be selling a different beverage experience as different places in the guest experience; cocktails with appetizers, wine with entrees, coffee and after dinner drinks with desserts.

GENERAL F&B TERMINOLOGY

86 - Sold out of a particular item.

2-Top - A table or booth that seats or can seat up to two people.

4-Top - A table or booth that seats or can seat up to four people.

All-Day - Consolidate on drinks or food items, i.e. "3 Dr. Peppers all day"

Bank - Money a server carries to make change for a guest's bill.

Behind You - A verbal warning not to turn around or stop as someone is behind you.

Check-Out - A shift leader checks side work to make sure it has been completed correctly. May also refer to turning in money at the end of their shift.

Closed - The point during a shift when a server will no longer receive tables, however, they will continue to serve their existing tables.

Expediter - Person who calls the orders into the kitchen, the final checkpoint for food quality, bridges all communication from the staff to the kitchen.

Expo - The place where food comes out of the kitchen.

Grazing - To eat food off plates or eating any food items while working a shift. This is prohibited. The exception is the expediter who tastes all the food.

Hobart - The area or machine where dishes are washed.

On The Fly - Needing something immediately –rush it.

P.S. - (Pre-shift) A gathering of servers before each shift. This gives managers a chance to inspect uniforms and give information.

Runner - Any person who takes food from the service line out to the appropriate guest's table.

Roll-Up - 1 fork, 1 knife, rolled together in a white napkin. Roll-ups are placed on every table in the dining room.

Side Work - Duties assigned to a server to do throughout a shift.

Spec - To do a job or to make a food item exactly to specification.

Teamwork - DN service philosophy. Everyone (managers, servers, hostesses, and the kitchen staff) helps each other.

Wait Station - The area where servers obtain glasses, iced tea, coffee, etc.

Weaving - This is when a server circulates through the entire restaurant looking to see what is needed by our guests.

Weeds - Not being able to perform up to DN standards. Can occur from being unorganized or simply being extremely busy.

Zone - The point during a shift when a manager closes some stations and enlarges others.