

Customer Sales and Service Training Guide



Use the guide below to prompt answers from your staff by asking the questions relevant to your business or posing an example scenario for their ideas on how they would respond in a given situation.

Your staff should know how to greet your customers, how to recommend a sale and about upsizing to a larger measure or brand switching to a higher margin brand. They should be aware and provide assistance before the customer requests it, make a product suggestion. Have a positive attitude and use positive body language at all times.

WHEN TO TRAIN

For a new member of staff or to improve/correct existing skills and behaviours.

SIGNS OF POOR SERVICE

- Did not acknowledge a customer
- Did not make eye contact or smile
- Is not of smart appearance
- Forgot to say hello or good evening etc.
- Failed to build rapport with customers

SAMPLE QUESTIONS OR 'SCENARIOS' TO USE WITH YOUR STAFF

Questions

- How can you make our customers feel welcome?
- How can you exceed their expectations?
- Why is it important that you are smart?
- How well do you know who our regular customers are and what they expect?
- Why do you think customers choose our pub?
- What occasions can you think of that customers come to our pub for?
- How can we ensure we offer what they expect and more?

What would you do/say in the following situations?

If a customer asks:

- Are you serving food?
- Can we sit outside?
- How long will our food be?
- That's very expensive!
- Customer waving money at a busy bar
- A glass of wine please..

SIGNS OF GREAT SERVICE

- Greets customers in a friendly manner, smile and make eye contact
- Acknowledge customers waiting at the bar
- Serve customers at the bar in turn
- Is polite to customers and uses appropriate language
- Communicate to customers when there may be a problem e.g. out of stock
- Interacts with customer while serving
- Is of smart appearance
- Keeps a tidy work area
- Looks for opportunities for 'table service' when appropriate
- Has product knowledge, can answer customers questions
- Recommends drinks/helps customers to make informed purchase decisions
- Delivers a great looking drink - correct, clean glass, garnish (where appropriate)
- Looks like they are having fun whilst doing all of the above

IDEAS TO EXCEED CUSTOMER EXPECTATIONS



Service and sales

- ✓ Make recommendations about the lagers on offer
- ✓ Take a drinks order at the table when clearing glasses, take the drinks over to the customer
- ✓ Find out why customers choose your pub - ask them - do you live locally etc.
- ✓ Demonstrate your knowledge on all our products
- ✓ When a customer leaves - acknowledge, say thank you, hope they come again



Atmosphere and Promotions

- ✓ Check the lighting isn't too bright or dark, check the music isn't too loud or quiet and check it isn't too hot or cold
- ✓ Talking to customers as you walk around
- ✓ Creating atmosphere 'on purpose' with a suitable promotion
- ✓ Talk to customers about current and future promotions
- ✓ Find out what interests them