

#25 *Upping that Average Check – 2*

Teachable Moments

- **Teach Servers to Upsell.** Use your pre-shift meetings (you should always have a pre-shift meeting!) to continually train your servers about the food and beverage products you serve. This means appetizer and dessert tastings and teaching them about wines, liqueurs, and spirits in general and those that you carry in particular. Equipped with this knowledge they will be far more comfortable in suggesting accompaniments to members. Exhort them to use their new knowledge to sell, sell, sell!
- **Provide Servers with Product Knowledge.** Use Menu Item Selling Sheets prepared by the Chef to educate servers about all items on the menu. These selling sheets should include ingredients; flavorings (herbs and spices); cooking times; and other characteristics such as vegetarian, gluten-free, etc.; locale of origin; etc.; and preparation instructions. They should also include the chef's name and title.
- **Conduct a monthly sales review.** Review your sales goals and budget. You should have a clear record of the progress you've made. This will be a clear record of the progress you've made. It will certainly be a nice thing to have when you meet with your supervisor at your next performance review.

SAMPLE

Charles A. Coonradt, in his wonderful book, *The Game of Work*, explained how people will work incredibly hard for no compensation to lower their golf handicap or beat their best time in a 10k race or improve their bowling average. The same desire to improve oneself or improve one's performance can be demonstrated at work if people simply get measurable feedback on their performance in a timely manner. The key to measurable feedback is knowing past performance (easily acquired in a business setting by benchmarking) and then setting challenging goals for future performance.

Increasing your average check is one of the easiest things a club can do to improve its food and beverage bottom line. The additional revenue generated will help offset the increased cost in food operations and will improve your bottom line.

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Discussion Point: The more you know about your club's food and beverage operations, the better able you will be to improve your average check. Unless you have a staff of knowledgeable servers, you will need to be taught about the food and beverage you offer.

Take Away: Upselling is a discipline built upon knowledge and information.