



Program Champion's Guide Part 1

Diamond Edge For Restaurant Servers and their Support Team

Building a competitive edge at your Restaurant through a program that allows wait staff to increase levels of sales, service and guest satisfaction.

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Diamond Edge
We Train Hotels.com
Taking Service to the Next Level

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Introduction

Introduction

Lost revenues. Lost opportunities. From mineral waters > appetizers > side orders > desserts = lost revenue opportunities. Today, our wait staff needs to become part of a valuable sales team. They need to focus on enhancing your bottom line... and their own (tips).

These problems concern every restaurant owner or manager. The Diamond Formula for Conversion Success is designed to give your Wait Staff the knowledge they need to increase food and beverage sales at your restaurant. Using time-tested tactics, they will learn how to create a compelling offer, selling more food and beverages and raising the average cover.

We are providing you with this Leader's Guide, PowerPoint Presentation and a Participant's guide to maximize the effectiveness of the program. The training will teach your wait and service team the steps to increase revenue. A little support from you is all that it takes to keep the program alive and working on your property. Here's what you will find in this guide:

- Strategies for launching the program at your property and keeping your team motivated to sell long after they have completed the program
- The program teaches your wait and service team about what the customer wants and what they might be willing to pay for. Use examples from your own menus to ensure they learn about the features of your restaurant that are important to highlight.
- Questions to ask your team as they move through the program. By testing them on the knowledge they are gaining, it sends a clear message to them: the program is important to you... and to the restaurant.

Launching the Program

Like a movie blockbuster, the release of a new CD or book, a launch sets the tone for what is to come. If the Diamond Formula for Restaurant Servers and their support team raised revenues by 10% would that be important to you? How about 20% or even 30%? How successful do you want the program to be? Try using these steps to realize the full potential of the Diamond Formula at your property:

1. **Determine what the benefit is to increased conversion for your team.**

During this time of limited availability of qualified front line staff, our restaurants need to invest in their service teams. Such an investment has two major benefits to the owner/manager.

First, a staff that feels they are valued will stay with the team which greatly reduces employee turnover. The Business Week first-ever ranking of Customer Service Champs² noted that "despite their differences, most of the names on our list share a few important traits. They emphasize employee loyalty as much as customer loyalty, keeping their people happy with generous benefits and perks."

Order Form

Please complete this form to order your copy of **The Diamond Formula for Restaurant Servers and their Support Teams.**

This includes:

- The Leader Guide
- The Participant Guide
- Support Materials: PowerPoint Presentation

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