

Presents

# Creating Food and Beverage Excellence, DAILY!

## DELIVERING F&B GUEST SERVICE THAT IS ORDINARILY EXTRAORDINARY!

This highly engaging workshop first explores the new power of what used to be referred to as "word of mouth" advertising. Whereas lodging providers used to have to worry that "an unhappy guest will tell 9-10 others..." today's guests can become our biggest advocates or worst nightmares. With the proliferation of online guest reviews and the explosion of social media postings, the level of hospitality and guest service actually provided to real guests is "transparent" for the entire outside world to see. This is especially true for the food and beverage staff which interacts with guests on such an interpersonal basis. Presented are simple yet effective methods for bringing out the best of the guest's personalities and creating memorable experiences on a regular basis.



**This workshop first reviews the "Four Principles for Personal Fulfillment in Hospitality Excellence." This includes:**

- Hospitality is more than just a communications technique; what is hospitality? Hospitality means caring "about" as well as "for" others.
- Bringing out the best in others brings out the best in ourselves.
- Using your "Power of Release" over negativity.
- Remembering that the road to hospitality excellence is a joy ride!

**The program then uses a model entitled "The Customer Circle of Life" to explore each phase in the food & beverage service cycle including:**

- Acknowledging and properly greeting others.
- Creating a positive first impression.
- "Traffic flow management" techniques for periods of peak demand.
- "Reading the table"; anticipating needs before they become requests.
- Contemporary upselling techniques for service excellence.
- Using the "language of hospitality" to create positive impressions and convey empathy.
- Welcoming guest complaints as being opportunities.

This workshop is targeted for all frontline staff who interact daily with guests including waitstaff, bartenders, bussers, and banquet staff.

This workshop is presented in a half-day format, which is repeated to allow for coverage. The ideal group size is 5 to 25 participants.



This workshop is facilitated by

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