

# Mastering the Process:

| Sequence of Service Excellence





# The First Impression: A Warm Welcome

First impressions are lasting.

A warm greeting, positive attitude, and calm approach make customers feel valued from the moment they walk in. This initial interaction lays the foundation for an excellent dining experience.

## Step 1: Greet Customers, No Matter How Busy You Are

- Always greet customers promptly, even when the restaurant is busy.
- Acknowledge them as soon as they arrive to make them feel valued and welcomed.
- Remember, a quick greeting sets a positive tone for the entire experience.

## Step 2: Make Eye Contact and Smile

- Eye contact and a warm smile are key. These non-verbal cues instantly make customers feel noticed and appreciated.
- A simple smile can create a welcoming atmosphere, even if you're attending to other tasks.

## Step 3: Approach with a Positive Attitude

- Approach each customer with positivity and enthusiasm. They should feel your energy and willingness to serve.
- Never rush or appear stressed—maintaining a calm demeanor, even during busy times, is essential to making customers feel at ease.

## Step 4: Deliver a Friendly Greeting

- A quick and friendly statement like, "Welcome to Salmon & Bear! I'll be right with you," goes a long way.
- It reassures customers that you've noticed them and will attend to them shortly, even if you're momentarily occupied.

**“People will forget what you said.  
They will forget what you did. But  
they will never forget how you made  
them feel.”**

**– Maya Angelou**



# Setting the Stage: Managing Customer Arrivals

Mastering arrivals & reservations is about efficiency and clear communication. By managing the seating process with care and professionalism, you ensure guests feel well taken care of and respected, even during peak times.

## Step 1: Check for a Reservation and Mark the Customer as Seated

- Immediately check if the customer has a reservation upon arrival.
- Once confirmed, promptly mark them as seated in the booking system Now Book It (NBI)
- This ensures proper table management and helps avoid overbooking or confusion during busy times.

## Step 2: Inform Customers of Future Bookings

- If their table has a reservation following theirs, politely inform the customer of the time the next booking is scheduled.
- Example: "Your table is reserved until 8:00 PM, but don't worry, we'll make sure you have plenty of time to enjoy your meal."

## Step 3: Seat the Customer

- Escort the customer to their table with confidence and professionalism.
- Whenever possible, offer a choice between indoor or outdoor seating.
- During busy times, adhering to the table allocated in NBI is important.

## Step 4: Set the Tone with Warmth and Efficiency

- A smooth and friendly seating process ensures the customer feels welcomed and comfortable from the start.
- Stay organised and composed, even when the restaurant is full, to create a seamless experience for all guests.

# Set the Tone: Menus, Drinks, and Attentiveness

Personal attention starts with how menus and water are presented. Prompt and professional service ensures the guests feel welcome and ready to enjoy their dining experience from the moment they sit down.

## Step 1: Place Dinner Menus on the Table

- Promptly place the dinner menus in front of each guest, rather than leaving them in a pile on the table.
- Make sure each guest has a menu in hand and is ready to begin choosing their meal.
- Engage with the guests as you place the menus, ensuring they feel personally attended to.

## Step 2: Point Out the Drinks Menu

- After handing out the dinner menus, direct the guests' attention to the drinks menu.
- Offer suggestions or let them know about house specialties or popular drinks, ensuring they're aware of their options.

## Step 3: Offer Water (Still, Sparkling, or Tap)

- Ask each guest if they would prefer still, sparkling, or tap water.
- Bring the water to the table promptly, ensuring it arrives before the drinks order.
- Be mindful of refilling water glasses throughout the meal without the guests needing to ask.

## Step 4: Ensure Every Guest Feels Attended To

- Double-check that every guest has a menu and feels noticed and attended to.
- If a guest looks unsure or hesitant, offer a quick suggestion or ask if they need help choosing something.

# Advising on Daily Specials & Taking Drinks Orders

Engage the customer with a tempting description of the Catch of the Day, then ensure drinks service is quick, efficient, and accurate. First impressions are made early, and the drinks service sets the tone!

## Step 1: Introduce the Catch of the Day

- Before taking the drinks order, advise the customer of the Catch of the Day.
- Use descriptive language to make the dish sound appealing (e.g., “Our Catch of the Day is Mirror Dory a beautiful a white-fleshed fish with a delicate, mild flavor and a slightly firm, flaky texture. perfectly cooked over charcoal and served with your choice of sauce and side”)
- If in doubt, refer to the COD battle cards for the right description.

## Step 2: Ask for the Drinks Order

- Once you’ve described the Catch of the Day, ask the customer what they would like to drink.
- Be attentive and help guide their choice if needed, offering suggestions like house cocktails or wines that complement their meal.

## Step 3: Enter the Drinks Order in POS

- Always input the drinks order into the POS immediately after taking it.
- This ensures the order is processed quickly and prevents any delays in service.

## Step 4: Deliver Drinks with Care

- Use a drinks tray to deliver the drinks efficiently and professionally.
- Confirm the order when serving the drinks, ensuring the customer has exactly what they ordered.
- Make the delivery smooth and attentive, ensuring everything is correct.

# Taking & Processing Orders

Accuracy, speed, and communication are key.  
Missing an item or mislabeling an order can  
disrupt the entire service.

By being thorough and proactive, we ensure  
the kitchen and guests are in sync, creating a  
seamless dining experience.

## Step 1: Engage the Customer

- Ask if they have any questions about the menu or if they are ready to order.
- Be patient and attentive to any questions or special requests they might have.

## Step 2: Take the Order

- Use shorthand to quickly and accurately note down each item, including:
  - Any additional changes (modifications)
  - Notes for the kitchen (e.g., cooking preferences)
  - Allergy tags to ensure safety

## Step 3: Enter the Order in POS

- Input the order immediately into the POS system.
- Double-check that the order is categorized correctly (e.g., entrée, main, drinks).
- Ensuring accuracy at this step avoids delays or errors in the kitchen.

## Step 4: Cross-Check for Completeness

- Mark off each item on your notepad as you enter it in POS to ensure nothing is missed. This ensures all items are accounted for and avoids gaps in the order.

## Step 5: Pass the Docket in Time Order

- Place the docket from the POS printer at the kitchen pass.
- Always prioritize placing dockets in time order (earliest orders first), keeping the kitchen flow efficient and organized.



Mastering the sequence of service ensures a warm, welcoming dining experience for our guests.

While proactively addressing potential issues before they arise, creating a smoother service for everyone.

# Proactive Service

## THE IMPORTANCE OF UTENSILS & SIDE PLATES

**"Stay ahead of the game!**

**The smoothest service is one where guests are never left waiting to enjoy their food. Be proactive, deliver side plates, utensils when you take the order, and keep the flow going."**

### Key Message:

- Efficiency is key: Once a starter or shared main is ordered, side plates should be on the table immediately. Avoid the double-back! Our goal is for customers to enjoy their food the moment it arrives—not sit and wait.

### Why It Matters:

- Customer Experience: There's nothing worse for the guest than waiting to start their meal because side plates weren't delivered in time.
- Service Flow: Running hot food only to discover there are no side plates interrupts the flow and wastes time for the server. This creates unnecessary delays and frustration, especially during busy service.

### Proactive Action:

- As soon as the order for starters or shared mains is entered into the POS, immediately bring side plates to the table.
- Ensure plates are placed in front of every guest, allowing them to dive into their food as soon as it arrives.
- This small but crucial action ensures the guest's meal begins seamlessly and reflects the high level of service expected at Salmon & Bear.

# Handling Starters & Clearing the Table

Efficiency, attention to detail, and timely drink offers create a seamless dining experience.

Clearing and resetting quickly and professionally ensures smooth transitions between courses and keeps guests happy.

## Step 1: Serve Starters and Cross Off the Docket

- Once starters are ready, serve them promptly.
- Cross off the docket as you serve to ensure all items are accounted for.
- Bring any relevant utensils needed for sharing dishes (e.g., spoons or side plates).

## Step 2: Offer a Second Drink

- As you deliver starters, use this as your cue to offer the customer a second drink. This is a critical step—don't miss the opportunity to upsell or ensure their glasses stay full.
- Example: "Would you like another of the same or something different?"
- Confirm with the guests that they have everything they need for now, keeping service smooth and efficient.

## Step 3: Table Check and Cutlery Bucket

- After a few minutes, pop back to check that the customer is enjoying their meal.
- At this point, remove the cutlery bucket, which signals to the team that the table has been checked.

## Step 4: Clearing the Starter Course

- When the guests have finished their starters, clear away the plates and used cutlery promptly.
- Drop plates off at the dishwasher station, ensuring they are stacked neatly and in an organized manner.

## Step 5: Reset the Table for the Main Course

- Reset the table with fresh utensils in preparation for the main course
- Call the mains away by announcing the table number to the kitchen (e.g., "Away table 11").
- Tear the bottom of the docket as you call the mains away, ensuring the kitchen has the order and timing is clear.

# Main Course Service: Ensuring a Smooth Experience

Attention to detail and timing are crucial during the main course service.

By ensuring all items are delivered, offering drinks, and removing the cutlery bucket, you maintain a smooth flow and provide top-tier service.

## Step 1: Check Off Each Item on the Docket

- Check off each item on the docket as you collect the dishes from the pass to ensure everything is accounted for.
- Double-check that all items are present and made correctly before heading to the table. This prevents missed or forgotten items.

## Step 2: Deliver All Food and Confirm Satisfaction

- Once you've delivered all the food to the table, ask the guests if they are waiting on anything else as a final check.
- This ensures you've fulfilled their order and gives them the opportunity to request anything else they might need.

## Step 3: Offer More Drinks

- After delivering the main course, use this opportunity to offer more drinks to the guests.
- Example: "Would you like another of the same or something different?"
- Staying attentive to their drink needs helps elevate the dining experience and can also increase sales.

## Step 4: Table Check and Cutlery Bucket

- After giving guests a few minutes to enjoy their meal, pop back for a table check.
- Remove the cutlery bucket, which signals to the team that the table has been checked and the guests are satisfied.

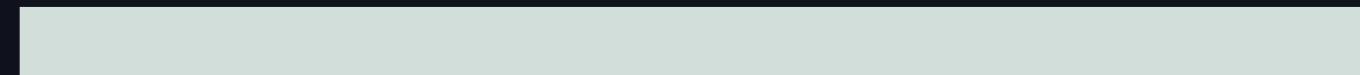
## Step 5: Clearing the Table

- Confidently ask if they would like you to clear the table, making sure it feels natural and polite.
- Once guests have finished their main course, clear the table as soon as possible—never leave people sitting with dirty dishes.
- Use trays to clear the table efficiently, aiming to complete the task in two visits or less.

This is **NOT** the end

A seamless dining experience continues beyond the main course and ends only when the customer has left the restaurant satisfied.

Maintaining the experience through to the end ensures guests feel cared for throughout their entire meal.



# Offering Desserts: The Sweet Finish

Offering desserts isn't just about asking if they want the menu—it's about engaging with guests, suggesting options, and ensuring they have a memorable end to their meal.

Proactive service during this stage enhances the dining experience and provides a perfect opportunity to leave a lasting impression.

## Step 1: Present the Dessert Menu (Don't Just Ask)

- Do NOT simply ask if the guests want to see the dessert menu.
- After a small break following the main course, bring the dessert menu to the table and present it confidently.
- Example: "Here's our dessert menu with some wonderful options to finish your meal."

## Step 2: Explain the Desserts

- Take a moment to explain the dessert options on the menu, highlighting key items that are house specialties or guest favorites.
- Example: "Enjoy our warm, sticky date pudding drizzled with rich butterscotch sauce and topped with cool, creamy vanilla ice cream."
- Emphasize that many desserts are great for sharing, especially if guests seem hesitant to order.

## Step 4: Return for the Dessert Order

- After leaving the menu for a brief moment, return to the table and ask if they're ready to order dessert.
- Ensure that you give them time to consider, but don't forget to follow up promptly.

## Step 5: Ask if you can get anything else?

- If the guests decide against dessert, ask if they would like anything else.

# Handling The Bill: Ensuring a Seamless Farewell

Handling the bill smoothly and with care is essential to leaving guests with a lasting, positive impression. Ensuring their final moments with us are friendly and efficient is key to encouraging return visits.

## Step 1: Ask if the Customer Would Like the Bill

- If the customer doesn't want anything else, let them know you'll bring the bill.
- If the table isn't rebooked, kindly let them know that there's no rush, allowing them to enjoy the rest of their time at their own pace.

## Step 3: Print and Deliver the Bill

- Print the bill and place it in the black AMEX folder.
- Deliver it to the table with care, presenting it to the guest who requested the bill.

## Step 4: Return with the Credit Card Machine

- Return a few minutes later with the credit card machine, giving them time to review the bill without feeling pressured.
- Politely let them know you're ready to take the payment when they are.

## Step 5: Take the Payment

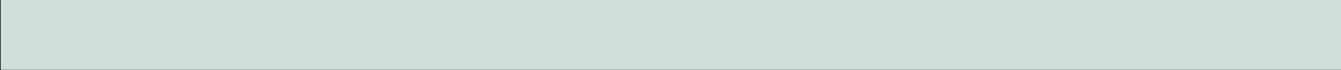
- Enter your POS operator number, followed by the table number, into the machine.
- Double-check that the amount on the printed bill matches the amount displayed on the card machine to avoid any discrepancies.

# Thank You & Goodbye: The Last Impression!

After the payment is processed, thank the customer warmly for dining with you.

Say goodbye with a smile and wish them a great rest of their day or evening.

Remember: the last impression is just as important as the first, so make sure it's a positive one!





# **A lot to take in ? ....**

**KEEP IT FRESH—TAKE THE QUICK QUIZ ON  
THE SEQUENCE OF SERVICE**