catersource® + THE SPECIAL EVENT®

Dinner at The White House

Train Your Team to Deliver the Best Hospitality on Earth

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Introductions

- Dish Food & Events, Founded in 2008

- Off-Premise Caterer in the New York City market

- Social & Corporate Catering with Full-Service / High-End Drop Off

- Core Values-driven company with a focus on hospitality and our team

- **Why 1600 Pennsylvania Avenue?**

Our Clients Are Our Lifeblood

➤ What heart hospitality means to me and why it's

important

Customer Service vs Heart Hospitality

GREAT CUSTOMER SERVICE

➢ We arrived on time, loaded in, set up a beautiful room, served out 200 plates in 12 minutes, cleaned up on time, said goodbye to the client and went on our way.

VS

GREAT (HEART) HOSPITALITY

➢ We arrived on time, loaded in, set up a beautiful room, served out 200 plates in 12 minutes, cleaned up on time, said goodbye to the client and went on our way.

PLUS….

Heart Hospitality - The Five Star Pledge

PLUS…

1. We make each guest FEEL great from start to finish

2. We smile and acknowledged the guests throughout

3. We create wow moments by going above and beyond

4. We are authentic while letting guests know we are on their side. We are are their agents.

5. We solve and service special requests to the best of our abilities. Then we follow up.

Hospitality exists when you believe the other person is on your side. The converse is just as true. Hospitality is present when something happens for you. It is absent when something happens to you. Those two simple prepositions-for and to-express it all.

-Danny Meyer

Where Do We Begin?

➢ What is your company mission?

➢ What are your core values?

➢ Hire the right team--51 percenters only!

➢ Attract, develop, and retain the best team

➢ Sell your company culture to potential candidates

➢ Take your time with the interviewing process

Danny:

1) warmth | kindness | positivity 2) Intelligence | curiosity

3) work ethic 4) empathy 5) Self-awareness and integrity

Train Your Team For Success

➢ Make "heart hospitality" expectations clear from the very beginning

➢ Communicate your company mission, vision and core values

➢ Schedule Trainings

➢ Important Documents (SOP's): Event Staff Hospitality Guide, Captain Expectations, Company Handbook

➢ Buddy system at events. Set up for success.

➢ Employee Recognition

The Last Guest on Earth

TREAT EVERY GUEST LIKE THEY WERE THE LAST GUEST ON EARTH

➢ Focus on one guest at time--from the moment you are together they are the only customer

➢ Acknowledge, Smile, Greet, Fulfil Special Requests, Be Their Agent

IS THIS EVEN POSSIBLE IN CATERING?

➢ If we can do it right for one guest, we can do it for 1000

➢ It's a numbers game--with approximately one server per 10 guests

➢ We understand you can't always perform like this but it's something you can aspire to

The Ten & Six Foot Rule

TEN FEET

➢ Non essential convos stop + eye contact + offer a warm smile + complete focus on the guest

SIX FEET

➢ Eye contact and smile should accompany a sincere verbal greeting or friendly gesture

OUR TEAM

➢ We should all apply this rule to each other as well

Create Wow Moments

UNFORGETTABLE EXPERIENCES

➢ Did I mention empathy, warmth, and kindness?!

➢ Yes and then some. Fulfil basic expectations, then go the extra mile.

➢ We don't do the minimum

➢ Show regular clients extra love + Show first time clients extra love

EXAMPLES

➢ Wedding Couple Pu Pu Platter after ceremony & Take-Home Meal

➢ Guest is extremely worried about allergy--Bring chef out to talk to them

➢ Charging a guests phone

➢ Warming a baby bottle for a parent

The Excellence Reflex

EVERYTHING IS OUR JOB

➢ A reflex is an automatic, involuntary response to an outside stimulus

➢ The excellence reflex in hospitality is the same kind of automatic response to do something right

➢ It's the response is be to do whatever it takes to make it right, without hesitation and without thinking too much about it

➢ We achieve this level of excellence by honing an attitude about making things the best they can be, and not settling for just how they are.

Never "*Say*" No

THE CUSTOMER IS NOT ALWAYS RIGHT, BUT WE NEVER SAY "NO"

➢ Remember empathy, warmth, and kindness.

➢ Put yourself in the shoes of the guest. See through their eyes.

➢ Focus on what we can say yes to

➢ Opportunity to create a WOW moment, that a guest will not forget

➢ Give your team permission to go the extra mile for a guest

➢ Strive to have same attitude of "Yes" internally with our team

THE EXCEPTIONS

➢ Security, Safety & Privacy!

➢ If a soft no is the final answer, offer an alternative and an apology

Say What?

NEVER SAY

➢ No Problem

➢ No Worries

➢ I'll Try

➢ Like I said...

➢ I don't want to argue with you but...

ALWAYS SAY

➢ My Pleasure

➢ That's ok...

➢ You're welcome

➢ Please & Thank You

➢ Yes

Be Authentic!

Catering 911 - Service Recovery

L. E. A. R. N

➢ LISTEN: give your guest a chance to explain what's wrong from the their pont view and what they think you should do to fix it our help

➢ EMPATHIZE: Express from the start that you are going to take their side. You understand.

➢ APOLOGIZE: I'm sorry you feel that way. I'm really sorry this happened to you. Be sincere. Key here is getting back on the right foot with the guest.

➢ RESPOND: Fix the issue (or tell your captain) in the next 15 minutes. Then follow up with the customer after the fix.

➢ NOTIFY: make sure any issues get communicated to management for follow up

How Can You Provide Whitehouse Hospitality?

➢ Know the difference between customer service and heart hospitality

➢ Hire for hospitality

➢ Train Your team

➢ Take the Five Star Hospitality Pledge

➢ Add value to your company and sales efforts

➢ Communicate company approach to hospitality. It's a selling point.

Companies that go above & beyond WIN!

Questions, Feedback, Reviews

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