

Turning New Guests into Regular Guests

Most Guest service people are fairly good at recognizing regular Guests and making them feel welcome, however they usually do not spend nearly as much time trying to build rapport with a new Guest to convert them into regular Guests. With the fierce competition for business and Guests, it is important to spend equal time keeping our regulars and well as creating new regulars.

Building rapport with a “stranger” can be awkward – even when the stranger is someone who has come into our business and we are the “service representative” assigned to take care of their every need. Creating a service mindset when greeting these new potential regulars will help you appear natural, sincere and caring in your Guest service.

Here are some mindsets to consider:

1. Treat each Guest as if they are your Best Friend at each moment of contact

When you see your best friend you:

- act as if you are so happy to see them
- ask questions on how they are doing; what they have been doing; you show interest in them
- always make suggestions for things that you think they would like to do or to try
- notice anything that looks “cool” that they are wearing and make comments about it

2. Remember that each person is unique with unique wants

- Greet each Guest with a personal salutation
- Give eye contact to each Guest equally
- Make suggestions to each individual rather than a “blanket” recommendation

3. Be there mentally, physically and every time they need something

- Concentrate on each table / Guest at a time
- Write your orders down – so that Guests can have confidence that you are going to get their order correct
- Check back with them often to make sure they have every thing that they need before they need it (drink refills, condiments, another napkin, silverware, etc.)

4. Decide you want to make a difference in their lives during the dining experience

- Listen for something that can give you a reason to add to their celebration
- Find a common interest, city, event where you can relate to them
- Creating a memory for their “memory box” will make an experience that will bring the Guests back to our venue to see you

5. Put your personal signature on your service

- What makes your service so special as compared to the other servers on your shift?
- What will the Guests remember about you and the service you gave them?

- Will the Guests rave to their friends and family how great you were and the great time they had because of you?
- How will they remember you and your name?

It is a fact that Guests will return and do the activity if they liked it and it made them feel good! What have you done that makes the experience anything more than just a dining or drinking experience? How can you create service that makes Guests want to talk about it to their friends and family members? Are you giving the Guests, and your employer, the service that they deserve in order to earn that “tip” you receive in return?