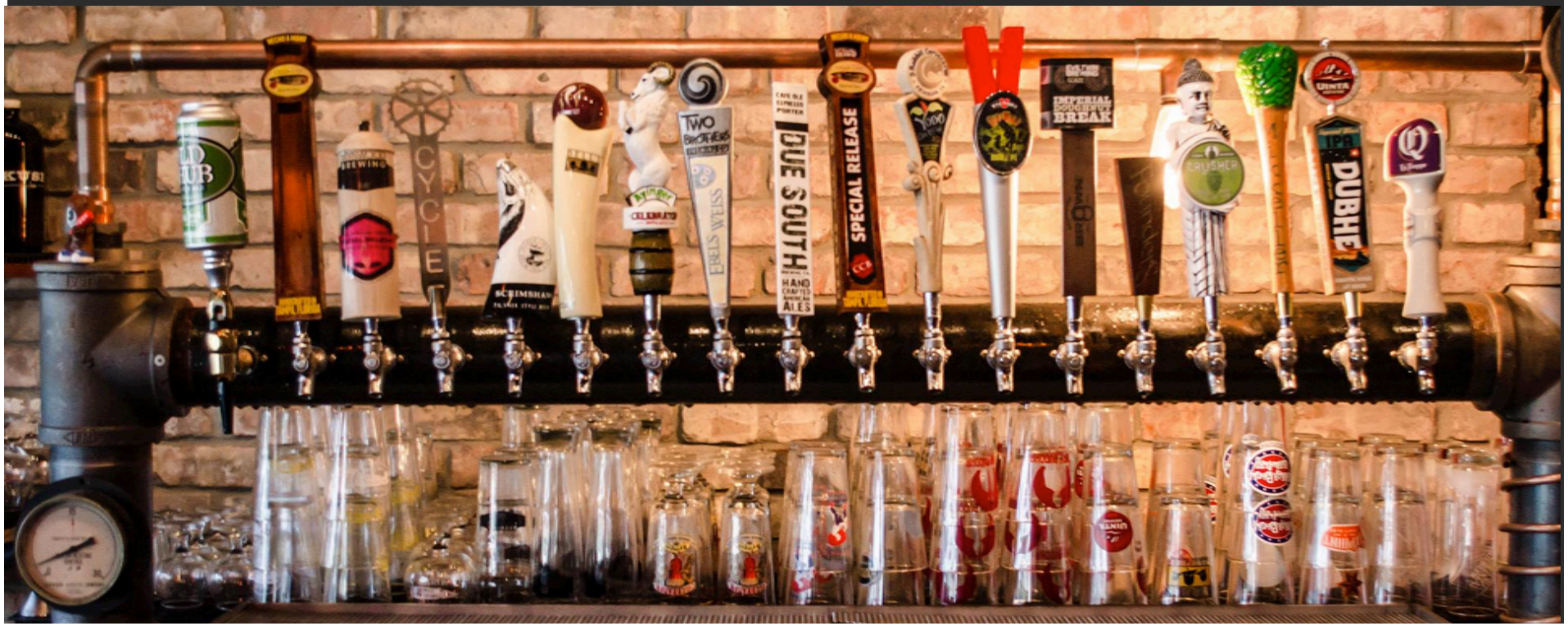
TRAINING YOUR TASTING ROOM STAFF



Jessica Ferrell, MBA

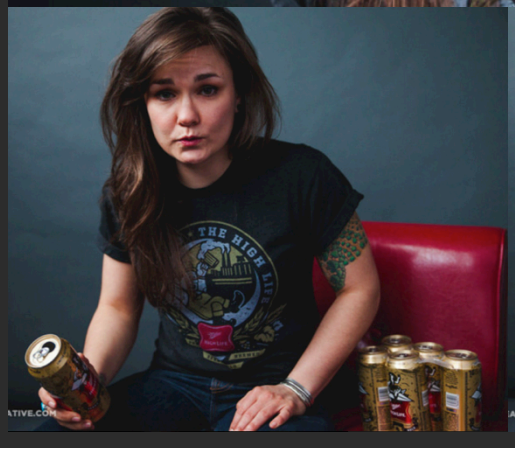
Bar nerd, food geek, lover of dishes prepared “traditional style”

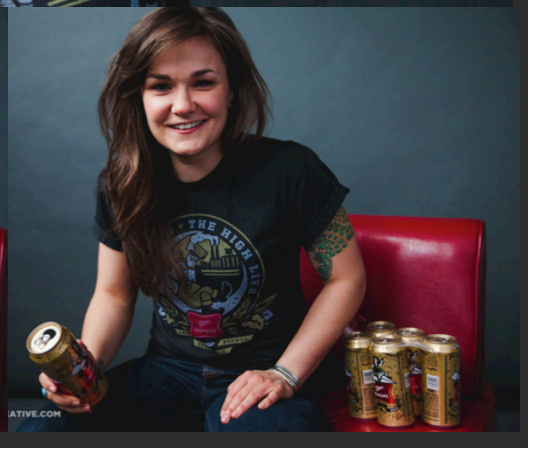
Bussing tables at 11
Serving at 15
Bartending at 22

Rolled approx. 1.5 M rolls of silver

Opened 3 restaurants and 2 hotels

Teaches Pub & Tasting room Management @ Portland State





WHO IS IN THE ROOM?

BREWERS?

HOME BREWERS?

NEW RESTAURANTS?

PUB OWNERS?

HOW MANY OF YOU HAVE…

- WORKED IN FOH?
- MANAGED PEOPLE?

AGENDA

INTRO

CONCEPT: **THE BRAND MESSAGE FORMULA**

CONCEPT: **CREATING CONSUMER PERSONAS**

TRAINING TACTIC: **SERVICE AS NEGOTATION**

MANAGING PEOPLE

Q&A

Hospitality

is “the friendly and generous reception, service and entertainment of guests, visitors, or strangers.”

THE BRAND PROMISE

BRAND PROMISE

A statement made by the business to tell customers, employees and the community what they can expect from the business. It represents the uniqueness of the business and what the customers should remember.

At _____, we provide

_____ for _____,

Product or Service or experience

Customer Segment or Persona

who want _____ .

Customer Need or Desire

At Fort George Brewing we provide an all inclusive brewery experience for beer enthusiasts, who want to experience PNW beer and hospitality.

WHAT TO CONSIDER…

What makes you special?

What is the one thing you want customers to associate with you?

How obvious is that one thing?

Does anyone else already have it or do it?

WHAT ABOUT THE CUSTOMER?

Lots of things (reviews, WOM, marketing, past experience with the product) will influence the customer's perception. Some of them you can control, others you can't.

"**Touch points**" are any encounter where customers and the business engage to exchange information, provide service, or handle transaction will effect the customer's perception of your brand.

They are not concerned with your prosperity or costs or if the server needs to pick up her kids, they are concerned with **their experience**.

BRAND MESSAGE IS YOUR MANTRA, BUT THE CUSTOMER PERCEPTION IS THEIR REALTIY

Ask yourself, “What would the brand do?”

Train your staff to think of the customer first, and manage with empathy

Confronting customers perception requires honesty and humility – especially when the customer is wrong!

Finding creative ways to placate angry, “I’m sorry that happened, I want to fix it”

Manage and problem solve as if the customer was behind you

SELLING TO A PERSONA

BUT FIRST, CUSTOMER EXPERIENCE

The sum-totality of how and when customers engage with your operation and brand. It is not just one moment in time, but the entirty of being a customer.

Harvard Business Review

CUSTOMER EXPERIENCE

It is an **ongoing relationship** that can change over time

Its rooted in five senses - everything a customer CAN hear, taste, touch, see and smell when in your operation AND after.

*It is also rooted in irrational love or hate

Employees and customers are the technicians in creating and maintaining your customer's experience.

TO CREATE A CUSTOMER PERSONA YOU NEED CUSTOMER UNDERSTANDING

Keep a “service log” to document what is happening in your operation

Look to your regulars! They love you and are honest

Do customer service surveys and debrief with your team

Sit at the bar. Eat dinner with your family. Be a customer.

CUSTOMER PERSONA

A **customer persona** is a semi-fictional character that represents the key traits of a customer type. You create your customer persona based on data you've collected from customer interactions & sales.

Customer Persona

Profile Summary

Personality

Interests

Needs / Frustrations

Motivation

Influences

Persona EXAMPLE

Profile Summary - **Brian the Beer Nerd**

Personality - **Know it all, Thrill Seeker, Wants what is new**

Interests - **Beer, Obscure sports, travel**

Needs / Frustrations

He's bored! He has tried it all. He brews at home. He wants to be wow'd!

Motivation

He loves beer. He wants to BE a brewer.

Influences

Beer websites, marketing, whatever his buddies are drinking that he hasn't drank.

TAKE A PIECE OF THE BREWERY HOME WITH YOU

- Growler fills, bottles to go
- SWAG
- Brew tour

Persona EXAMPLE

Profile Summary **Busy Mom Mary**

Personality **She used to party, but now she car pools**

Interests **Having fun. Entertaining her kids so she can have a moment of peace!**

Needs / Frustrations

She needs to feed her kiddos, but wants to relax too

Motivation

Having a restaurant experience, feeling young again

Influences

Her kids, free time, ease of use services

SOMETHING FOR THE KIDS!

Kids are welcome, let her know!

Designated area or actives should feel like part of the operation

Happy kids are the key to a keep parents drinking (responsibly)

Ease of use, bring her the bill or take out containers asap

KEY TAKEAWAYS

The customer experience is all 5 senses

It is a relationship that lasts after the pub

Customer persona is a TYPE of customer, learn to sell to them and replicate the actions

Increase sales by selling to the persona and anticipating their needs

TACTIC:
SELLING IS A NEGOTAION

STEP 1 – EMPOWER YOUR STAFF

Realizing the server has all the power - they can make or break the experience (and your brand)

Figure out what the most important thing to the customer persona in front of you

Make sure the customer knows that the server is the one who is going to make sure they get what they want

STEP 2 – FRAME THE NEGOTATION

Figure out what the customer wants BEFORE they ask

Use active listening, “I’m hearing that you’re a big IPA fan, I’ve got the season’s 1st fresh hop on tap.”

Influence the rest of the customers day

EXAMPLE: bottles to go, advice on a good sunset, a box for leftover pizza

TACTIC:
MANAGING PEOPLE

MANAGING PEOPLE

Being the model employee

Empathy & getting to know your staff

Money isn’t the only motivator, but it’s a big one

Feedback culture

Making the hard calls

This guy is the worst.

TEAM MEETINGS - DAILY MEETINGS “STAND UP”

Led by a manager or lead bartender

Specials

Points of service

Restaurant / operations / brewery updates

Uniform / moral check

Sections assignment, “side work” assignment

TEAM MEETINGS - QUARTERLY MEETINGS

Update entire staff on news / changes

Celebrate wins / sales / give praise

Keep up with trainings

Role of the Bartender

Does not manage people

In control of the bar area

The only one dispensing of product

- Controls product theft - free drinks, duplicate tickets
- Manage over serving customers

Role of the Bar Manager

Manages other bar staff, manages product & cost

- Controlling and accounting inventory
- Setting price with brewer

Manages cost of all bar product

- Glasses
- Napkins
- Coasters
- SWAG
- Repairs
- Coolers etc.

Product ordering and vendor management

INCENTIVE & RETENTION

INCREASE SALES

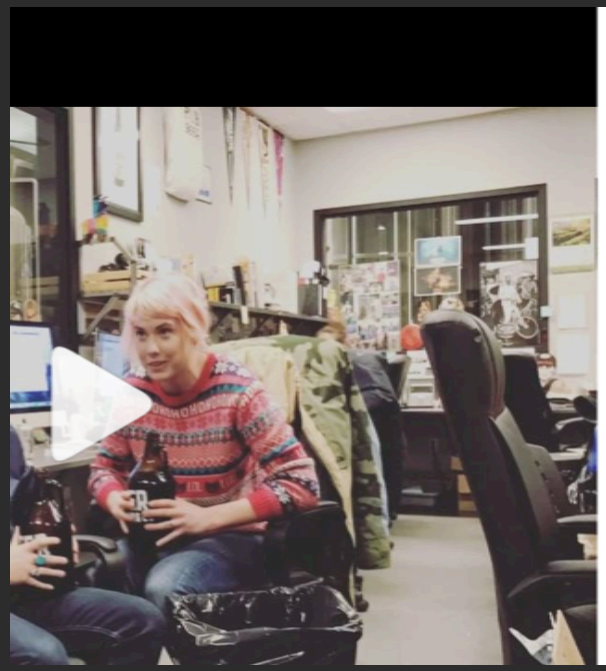
Give rewards to servers or bartenders who meet sales goals

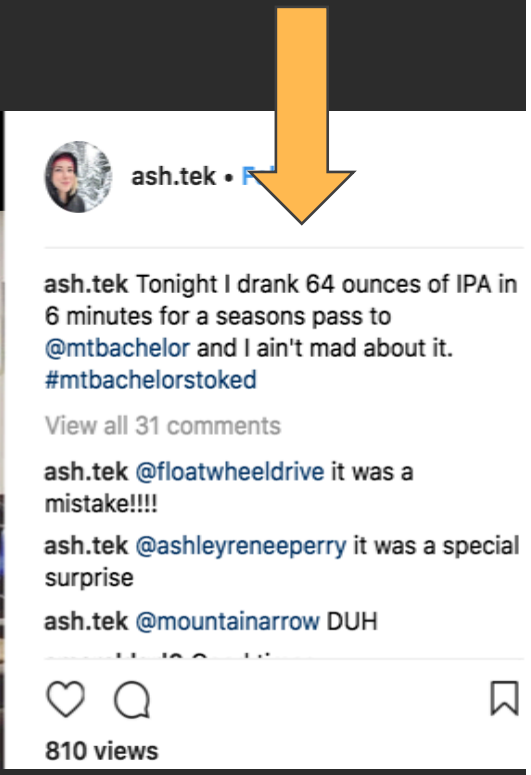
INCREASE MORAL

Make the incentives good and your employees will want to stay!

GROW YOUR TEAM

Give incentives for referring new hires of great employees!





PROFESSIONAL DEVELOPMENT

Day with the brewer / distiller / crafter

Education opportunities, creating well rounded employees

Vendor outings - go see the farm where your berries come from!

Strengthen vendor relations and educate employees!

The cost of losing employees & training!

PARTIES

Have them! We're in the hospitality business

- A team that enjoys being together will be happier employees, better team players and stay with you longer

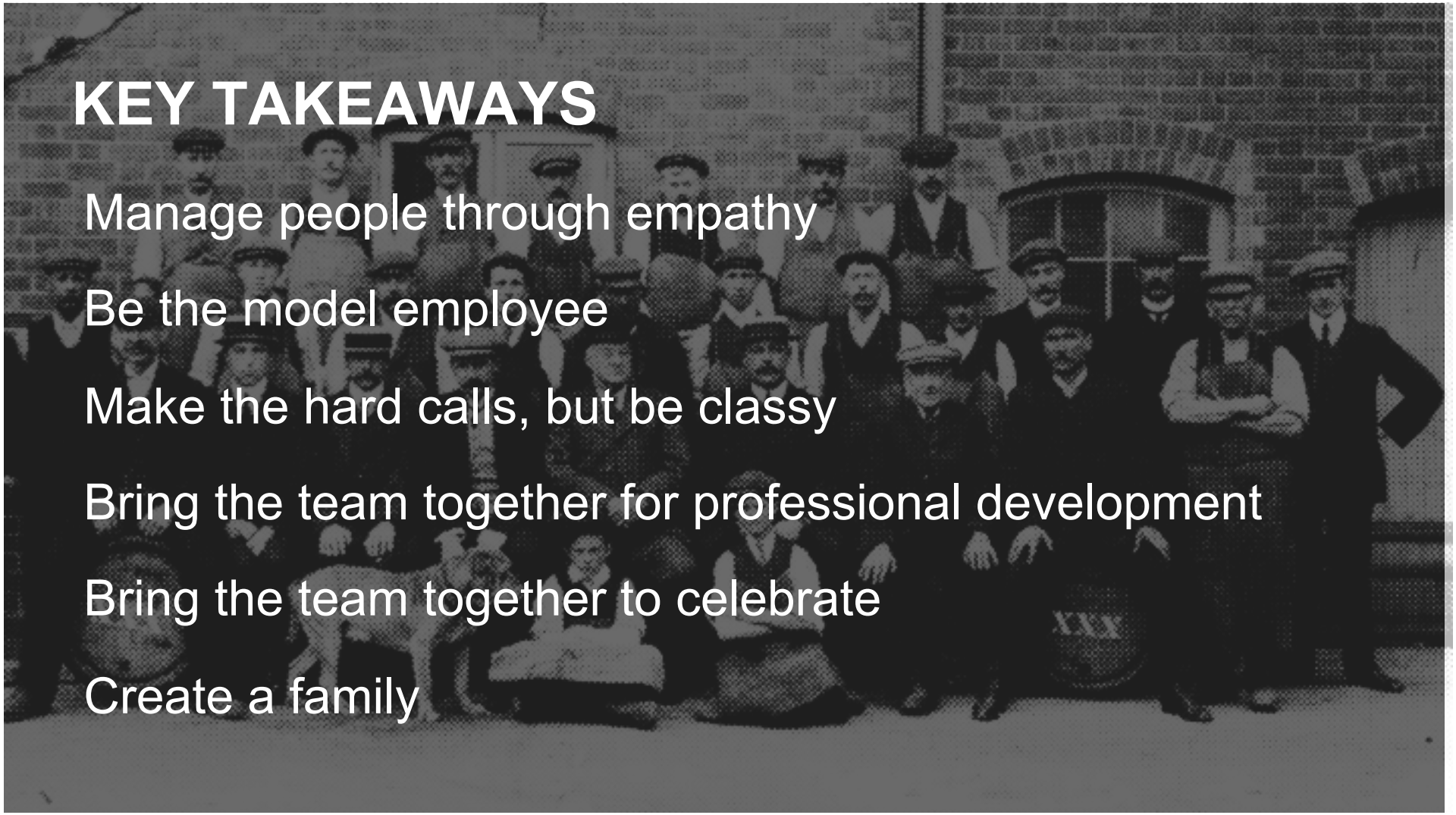
Take the opportunity to celebrate employees

Ensure that everyone is safe

- Partner with a ride service
- Don't over serve your employees
- Someone has got to be sober!

Use it as a brand building moment

- Invite your inner circle
- Celebrate your partnerships



KEY TAKEAWAYS

Manage people through empathy

Be the model employee

Make the hard calls, but be classy

Bring the team together for professional development

Bring the team together to celebrate

Create a family

CHECK PLEASE! Q & A

CONTACT JESSICAFERRELL86@GMAIL.COM
FOR STAFF TRAINING CONSULTATIONS