



MAKE IT SPECIAL EVERY TIME



set **High standards**
 express **Empathy**
 show **Respect**
 display **Optimism**
 be **Effective**
 find **Solutions**

Team members are the heart and soul of AVI and we each have a vital part in creating a memorable experience for our guests. Beyond the food, everyone has a hand in the quality of the experience for each guest we serve.

Think of ways to positively contribute and display hospitality to every guest every time. Call a customer by name, make eye contact, display positive body language and make each person feel special. A little extra attention goes a long way!

“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

- Maya Angelou, American poet, singer, memoirist and civil rights activist

Download this poster, find activities and resources on our training website! This month, share a story about creating an experience! AVIServes.com/Hospitality



AVI FOODSYSTEMS[®]
 THE FAMILY DIFFERENCE IN HOSPITALITY SERVICES

October
 2018

COMPLETE THE FOUR ACTIVITIES FOR THIS TOPIC THROUGHOUT THE COURSE OF THE MONTH.

Activity #1

Review the Hospitality Training poster for the month of October.

Just like a bank, every exchange or interaction that you have with another is like a deposit or withdrawal. Your customers, guests and fellow team members should feel energized after working or meeting with you. We want to create a positive impact with everyone we encounter.

One easy tip you can use is giving the person you are speaking with your full attention. Sometimes we are distracted by our own thoughts. When you're having a conversation with a customer, give him or her your undivided attention and pay close watch to your non-verbal gestures. Remember that eye contact is important.

The more focused you are in your conversations,
the more you'll get out of them,
and the more deposits you'll make.

Activity #3

Think about all the times you have walked into an establishment in which you were greeted with a simple hello and then left alone. You may have questions or need assistance. In those situations, do you search for help or do you leave? It's important to be readily available and approachable to your customers.

A customer should be greeted properly and know you are there if assistance is needed. When a customer needs help, provide your full attention by maintaining eye contact. Nod along to show you are listening and participate in the conversation without interruption.

Most importantly, follow up afterward! Ask a customer what he or she thought of a product or how his or her meal was. This leaves a lasting impression with your customers. It shows that you care.

Take the initiative to follow up with your customers and make sure you actively listen to all feedback.

Activity #2

What is the name of the cashier at the grocery store you frequent or the barista at your favorite coffee shop? Do you know? Do you know the names of the customers that come to your location or account?

Next time you are at work, make sure to thank your customers for choosing your location and follow up with his or her name. It will be noticed!

Remember, the sweetest sound in any language is a person's name.

Activity #4

If you want to leave a lasting impression, start with an amazing first impression. Give the person you are meeting your full attention, then look him or her right in the eye and say, "Hello, my name is..." This is a great start, but there's more to it. Notice the following:

- What was the person doing before you walked up?
- What kind of mood did the person seem to be in?
- What environment are you meeting the person in?

These observations are important. There cannot be a standard greeting that will make a great first impression with every single person that you meet.

Communication is key to a great first impression. Connect on a personal level and try to understand how each person prefers to communicate. We all communicate differently and the environment, mood or even time constraints can alter this communication. Take a moment to assess the environment, the body language of the person and the best way to communicate. In some cases, the best way to leave a lasting impression may be to wait for another time to connect. While the first impression is definitely important, it's only step one to making a positive lasting impression.