



YOUR SMILE IS WORTH A THOUSAND WORDS

We often tell a story *before* we say a word. Our guests may form an opinion based on our body language, the way we dress, and the style in which we communicate.

Your appearance is vitally important to our mission of delivering the family difference. Stand up straight, keep your arms open, smile and be approachable. Remember to be photo-ready each day with neat, clean and pressed attire.

Take pride in your appearance and be welcoming.

“Of all the things you wear, your expression is the most important.”
 – Janet Lane, English physician



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

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



AVI FOODSYSTEMS_{LLC}[®]
 THE FAMILY DIFFERENCE IN HOSPITALITY SERVICES

September
 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 September.

The dictionary states that body language is the process of communicating nonverbally through conscious or unconscious gestures and movements.

Think about how you interact with people on a daily basis.

- Do you slouch or cross your arms?
- Do you avoid eye contact with others?

These gestures simulate that you are not interested in what the person has to say, or that you would rather be somewhere else. Has anyone made you feel this way before? What was your reaction?

Having good posture is important, along with good eye contact and open arms. Look at your posture when you interact with others and think about the image you demonstrate. If you see that you close yourself off, slouch or even avoid eye contact, then make a personal commitment to work on improving your body language.

Activity #2

Appearances play an important role in presentation, which is the visual affect you have on others when first introducing yourself and sets the tone for what others will expect from you in future interactions. Think about the impressions people leave when their work attire is wrinkled, does not fit correctly or is covered in food or stains.

Customers evaluate team members when coming into our establishments. If an AVI team member sets a negative impression, it is nearly impossible to reverse or undo and often sets the tone for future interactions.

Discuss with your team what impression you may have if you were to witness the following:

- A gentleman's work attire is wrinkled
- A lady wearing an excessive amount of makeup
- A gentleman with stains all over his shirt
- A lady wearing extremely tight clothes

Activity #3

Presentation does not relate only to your personal appearance. It also includes the way we display our facility and work area.

Our establishments are places where people gather, whether it is for breaks, lunches or meetings. These designated areas set the stage for many transactions that take place throughout the day. Clutter in an operation as well as spattered food or debris might leave customers with the impression that we do not set high standards related to cleanliness. Your customers want to see a clean area and supplies stocked fully to know that we care about appearance and safety as well as providing the best service possible.

Think about your area specifically.

- Are the garbage cans easily accessible to customers?
 - Are the microwaves clean and dry stock filled?
 - Is the salad bar tidy and replenished frequently?
 - Is the floor clear of debris?

Make a commitment to review your operations daily. If you see that something needs to be picked up, cleaned or maintained, take the time to care for it right away. Remember that each team member plays an active role in the presentation of our facilities.

Activity #4

Think about the way you display inventory or the way a meal is presented.

- Is it visually appealing to the eye?

Customers choose meals based on whether the food is pleasing to the eyes — the presentation is as essential as its taste.

When time is taken to present a meal, it becomes a work of art. The same goes for setting up your displays.

When you take the time to display product positively, whether it is in a vending machine, in a cooler or in a Market C shelving area, you demonstrate a passion in your work. You give the customers a reason to purchase from AVI.

- When you go out to eat, do you sometimes order from the menu based on the pictures presented?
- When you go to the grocery store and select an item from the shelf, what was it that caught your attention to choose that specific item?

Take time to really absorb how the presentation of items impacts our business and make sure you pay careful attention to the details. The details make the difference!