

Restaurant **Different Series** Server Excellence



Servers That Graduate Our "Server Excellence" Earn 40% More Tips!

Our "**Server Excellence**" is a workshop that is part of our restaurant series created by Bobby Richardson and Manuel Garcia. We teach your server staff how to use our proprietary "**Reaction Marketing**" techniques to grow revenue and customer service. Applying these changes to adjust their mindset will increase the customer restaurant experience, which in turn increases customer retention and revenue for the restaurant.

Our "**Server Excellence**" also teaches the server how human dynamics can change their approach to the job and increase their earnings dramatically. Your servers will change the way they approach the job and the skills learned will help them in their personal life as well. That is why we call it "**Server Excellence.**"

Servers who complete this course earn at least 26.2% more tips and their check totals have increased on average by 16.4%.

Most servers approach their server job ... like they did yesterday expecting something different...Albert Einstein called that "INSANITY".

Most servers dread getting up and going to work and just think waiting tables is just a stepping stone. That's the wrong attitude to have. Even if it is a stepping stone,

We have servers that make over six figures and most make at least two times more income than those without a "**Server Excellence**" certificate. We'll change the server's mindset so you will look forward to working and approach your server position differently. Just give us six hours.

Our "**Server Excellence**" will increase:

- Server Retention
- Server Earnings
- Customer Retention
- Restaurant Morale & Revenue

Let me ask you a simple question. What is the job description of a server? "**It is to bring the customer back again & again.**" It is just that simple, you want to be the server who is the ultimate professional.

We will teach you how to get customers, bring them back more often and how to get them to spend more money by creating a better reaction for them. This will earn you massively more income for your business. Yes, your business! You need to think of yourself as a business owner that has to fill your station 100% of the time for your entire shift.

If you are a server wanting to earn more money and become a professional working in a higher-end restaurant or a business owner looking to teach your staff the skills to grow your restaurant, talk to a BroadMoar Advisor today.

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