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The Quintessential Authority on Hospitality

Front of House Edition

By: Jamey Schore

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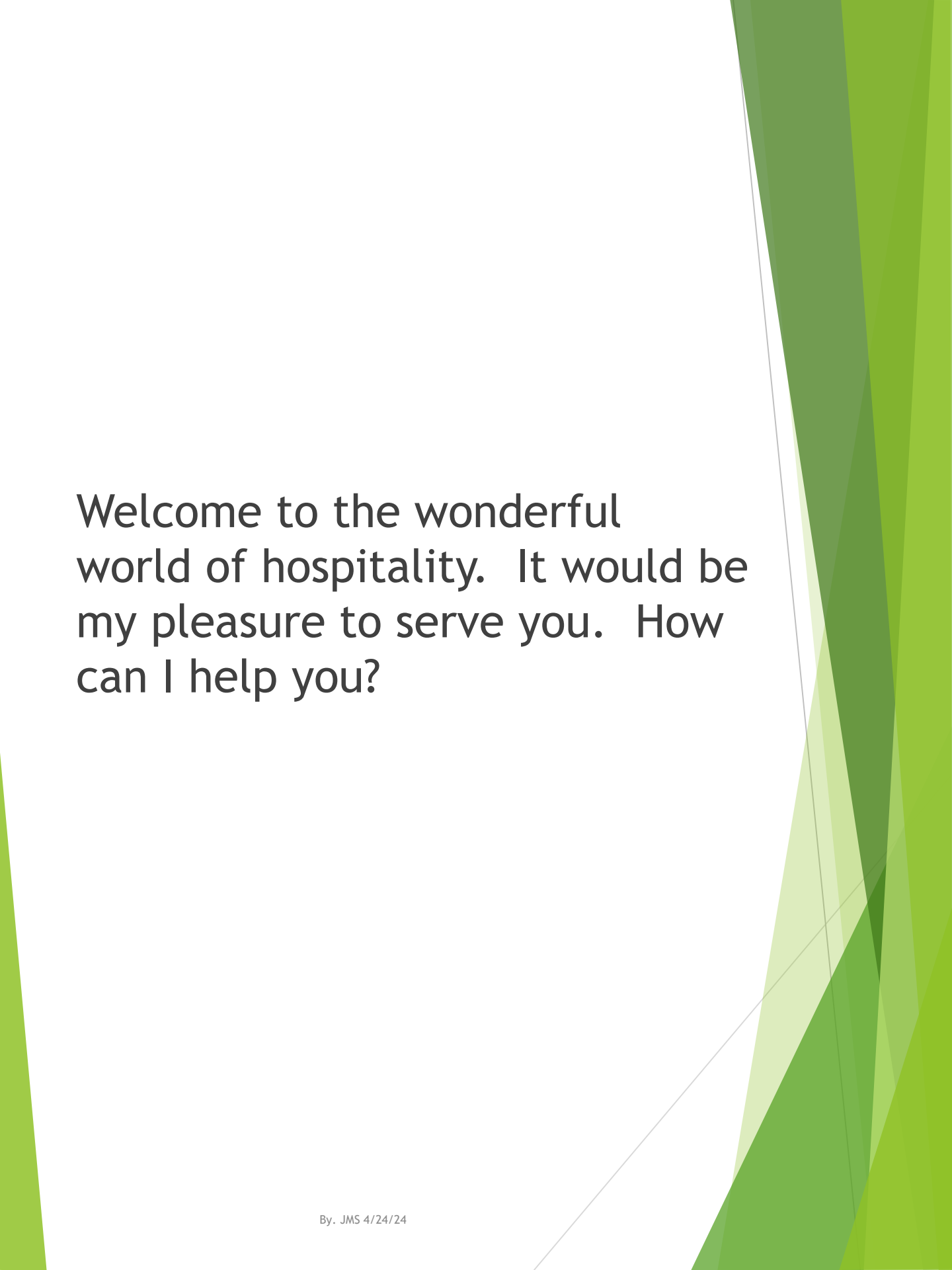
Thank you for your interest.
It is ALL here...

S&M-BD

Server and Management - Business
Development

Front of House Edition

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Welcome to the wonderful
world of hospitality. It would be
my pleasure to serve you. How
can I help you?

Being entrusted with someone else's care and comfort is an honor and a privilege.

A stranger is asking you to take care of them, please.

How would YOU want to be taken care of?

Imagine you are inviting guests into your own home. How would you want to make them feel welcome?

Great Big Smile and a warm welcome, "Hello!"

Take their coats and sit them down on your most comfortable chair near a roaring fire or a cool breeze from an open window.

Offer them a drink and tell them, "Dinner will be ready soon. Get excited! I really knocked myself out on this dish!"

The warmth and happiness conveyed above is easily felt.

When your new friends leave and they tell you what a wonderful time they had.....WOW!

WHY

S&M-BD was developed to reach the growing needs of the hospitality industry. Too often, the difficulty of finding talented people, training them, and keeping them on board and motivated is not easy.

Businesses spend an average of \$500 per person on searching, training, and maintaining a work staff. Whether they are a strong cohesive work staff depends on your training and management philosophy.

We hire people we think are strong, reliable, dependable, self thinkers, but do not offer any training, tests, or programs to keep them sharp, enthusiastic, and reliable.

WHAT

The purpose of S&M-BD is to offer our collective experiences to guide you on how to hire, train, and maintain a strong productive workforce. What are the key catch phrases in job searches? Additionally, what is needed to keep and maintain a strong staff such as:

- ▶ Training steps
- ▶ Training tools
- ▶ Language
- ▶ Steps of Service

Finally, it is important to train managers to coax the best from their staff enabling them to be the best they can be.

WHO

S&M-BD is comprised of industry leaders in the hospitality field. Each of our employees has decades of experience in the hospitality industry. Working for a myriad of companies at all levels; from dishwasher to restaurant manager, server to cook and even motel 6 to five-diamond.

S&M-BD is looking to reach those interested in elevating their game in hospitality, specifically in front-of-house food service.

Quotes

- ▶ “Love is something, if you give it away, you end up having more.”—Magic Penny
- ▶ “Hospitality is a 24/7 job.”--William McCallen General Manager, Embassy Suites, Cary, NC. (for managers specifically).
- ▶ “The most important piece of your uniform is your smile.”--James Mason Club House Manager, CCC, Raleigh, NC.
- ▶ “I’m sorry, we ran out of poached salmon so I gave you double potato.”—Jim Unger - Herman
- ▶ “Use a tray!”--Every manager, everywhere.
- ▶ “If you have time to lean, you have time to clean.”—Again, managers, everywhere.
- ▶ “Please don’t spit in my food.”--The occasional guest.

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Steps for Success for F.O.H.

Key topics include:

- ▶ Creating strong first Impressions
- ▶ Communication key skills and tips
 - ▶ Most communication problems are easy to solve if the right tools are in place...
- ▶ Reaching the right people
 - ▶ Placing help wanted ads correctly
 - ▶ Hiring tips and the ideal candidate
- ▶ Procedures
 - ▶ Steps of Service and the table dance
 - ▶ Opening and serving a bottle of wine
 - ▶ Proper service for coffee and tea
- ▶ What adulting means in hospitality
- ▶ How to go from good to greatest
- ▶ Server and bar steps for success
- ▶ The host is more important than realized
- ▶ The focus for managers
 - ▶ How to get the most from your staff
 - ▶ How to create the best work environment
 - ▶ The importance of line-up and flair
- ▶ Bar standards
 - ▶ Inventory Control - minimum standards
 - ▶ Seasonal cocktails and calendar
- ▶ Opening and closing duties
- ▶ Practical forms to make your job easier

The Workbook

The following workbook can be customized to fit your specific business

This is a general outline on the daily steps for each new hire

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Sample Workbook for New Employees

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Your Company Logo Page

Employee Training Manual

Company Philosophy / Mission Statement

For example:

“Our business strives to create an equitable, safe, enjoyable, and growth-oriented work environment for everyone.”

Help staff to grow and learn to become leaders in the hospitality industry.

Day One

On their first day, have the new employee arrive (1) hour before the shift starts to shown them around the entire facility and introduce them to everyone. Additionally...

- ▶ Day Two...
- ▶ Day Three...
- ▶ Day Four...
- ▶ Day Five...
- ▶ Workbook server test

Finally, this book contains additional topics to help grow your business. These include:

- ▶ Big marketing ideas.
- ▶ How to promote events.
- ▶ New event ideas.

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Thank You

So Very Much!

Disclaimer

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Any resemblance to people real or unreal, living or dead is purely coincidental as no ill-will was ever intended. No animals were hurt in the making of this book.

This book is dedicated to my wife, Theresa.

Written and published by Jamey M. Schore and is the sole property of the author and the parent company: S3

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Copywrite: 2025 Ed. 1A

The Value of Success

Book alone:	\$450.
Presentation alone: (Includes workshop)	\$350.
Book & Presentation together -First five businesses.(*)	\$700.
Book & presentation together -Sixth+ businesses	\$800.
Additional “reteach” presentations: (after the purchase of the book)	\$250.
Advertising/Marketing Solutions(**) Available Upon Request	
Four-day Full Training Program: Includes on-site pre-evaluation, book, presentation, workshop. on-floor training and post evaluation(***)	\$2,600.

(*) The first five businesses to sign up for the “Book & Presentation Together” program receive a \$100. discount.

(**) Jamey has 20+ years in marketing and advertising experience in New York city, Florida and North Carolina on accounts such as: Golden Corral, BMW, A&E Television, Geico and Barnes & Noble

(***) Pricing based on businesses that are within a 30-mile radius of Williamsburg, VA. Outside the 30-mile radius businesses will be charge standard traveling expenses