

# Server Excellence - 2.0

## Restaurant **Different** Series



**"Server Excellence 2.0"** Graduates on average can earn 40% More in Tips!

Our **"Server Excellence 2.0"** is part of our restaurant series created by Bobby Grant & Manuel Garcia. We teach your servers how to use our proprietary **"Reaction Marketing"** techniques to grow per table revenue and customer service. Applying these changes will adjust their mindset will increase the customer experience, which in turn increases customer retention, increase servers tips, and restaurant revenue.

As part of our **"Server Excellence 2.0"** program, we also teach the servers the **Four Dynamics** principals, which can dramatically impact their earning potential. The skills they learn will also benefit them in their personal lives. This is why we call it **"Server Excellence 2.0"**.

As a result of completing this course, servers receive at least 18.2% in their first week. Our methods have enabled them to grow totals on average by 28.4%, and in some cases by 40% or more.

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

Most servers dislike their jobs and consider waiting tables a temporary position. That's not the right mindset to have; even if it's a stepping stone, wouldn't you want to maximize your earnings while working?

We have servers that make over six figures that's at least two times more income than those without a "Server Excellence" certificate. The server's mindset will be altered so they eagerly anticipate working and approach their position differently. Give us six hours..

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

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

Let me ask you a simple question. What is the job description of a server? **"It's to bring the customer back again & again."** It's important to maintain a high level of professionalism as a server, as these skills are transferable to your future.

We will teach servers how to attract customers, encourage their return visits, and increase their spending by enhancing their experience. As a result, your business will earn massively more income. Servers should think of themselves as business owners who need to fill their stations 100% of the time for their entire shift.

"If you are a server looking to increase your earnings and advance to a higher-end restaurant, or a business owner interested in training your staff to enhance your restaurant's performance, speak with a BroadMoar Advisor about improving your servers' skills."

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