

Remarkable Service

A guide to winning and keeping customers for servers, managers and restaurant owners



Good afternoon, this is Jodie Smart at the Golden Lion Restaurant, thank you for calling, how may I help you today?

Thank you I am looking to book a table for Friday evening of this week.

That's wonderful. How many people will be in the party?

It's just my wife and I, so just the two of us.

What time would you be thinking of joining us?

Can we say 8pm?

That would be perfect. Can I ask if you are celebrating anything in particular?

Well actually it is my wife's birthday.

Brilliant, can we put some champagne on ice, organise a taxi to collect you and perhaps put some fresh flowers on your table? How does that sound to you?

Yes, that's wonderful, please confirm the booking for us.

Excellent, can I just take your name and a contact number? One last thing sir, as our menu is regularly changing I could email the specials that will be available on the night.

Of course, let me give you my contact details...



That's how you make a booking, have we got yours?

Russell Payne & Co are delighted to announce that the next exciting and innovative Restaurant Masterclass is in the diary for **Tuesday 8th March 2011**. This will be our fourth event, since it was first launched in March 2007.

The events are very well attended and throughout the morning event, we will explore what is and what isn't working within the restaurant industry.

Don't delay in registering for this **FREE event**, as numbers are strictly limited.

"Dear Russell,
Many thanks for your generous hospitality at the Restaurant Masterclass. Although I consider myself to be relatively well trained in business and marketing, your presentation was very inspiring and I have lost count of the number of ideas gained.
Again, my most appreciative thanks."
Geoff Dees

Date: **Tuesday 8th March 2011**

Venue: **The Robert Hardy Suite, Bishop Grosseteste College**

Time: **9.00am Coffee and Bacon Sandwiches, 9.15am Start, 12.30pm Finish**

Reserve your places by emailing jodie@russellpayne.co.uk or call her on **01522 533588**

Or visit www.russellpayne.co.uk and click on 'News' to see our list of free Events & Seminars

different!

If you think all accountants are the same you need to join us for coffee!



RUSSELL PAYNE & Co.
CHARTERED ACCOUNTANTS

a sincere commitment to growing your business

Russell Payne & Co. Ltd
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Faxback Confirmation Booking Form

"Yes please, I want to be part of the Restaurant Masterclass, please confirm (No.) places for me."

Business Name:

Contact Name:

Telephone Number:

Email Address:

Postal Address:

Please book a place on this event for:

Delegate 1

Delegate 2

Name:

Name:

Position:

Position:

Bacon Roll / Vegetarian alternative (please circle)

Bacon Roll / Vegetarian alternative (please circle)

Please return to Jodie Smart by Friday 18th February 2011

Fax: 01522 569007

Post: Landmark House, 1 Riseholme Road, Lincoln, LN1 3SN

Email: jodie@russellpayne.co.uk



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