

# 10 WAYS TO SELL

## MORE APPETIZERS

Use These Pointers To Double Your Appetizer Sales & Increase Your Tips!

**1**

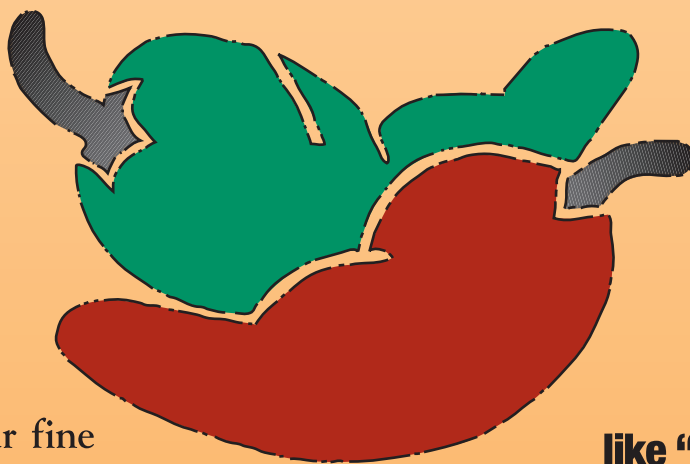
**Use key words like “popular,” “favorite” and “famous”:** “Our most popular appetizers are our Breaded Mozzarella Sticks served with a homemade marinara sauce. The Stuffed Jalapeño Peppers are also extremely popular! Which one can I serve you?”

**2**

**Greeters are salespeople too! They should recommend at least two appetizers, by name, to every guest they seat. For instance:** “We have a great selection of appetizers. Can I start you off with an order of our Breaded Mushrooms or how about our Spicy Battered Onion Petals?” Be creative in developing your own unique closing statements.

**3**

**Combine appetizers with glasses of wine or specialty beers at a lower price than if you sold each item separately. Servers should highlight these values to the guests.** “We also have a great combination special –a tall frosted glass of (your choice) one of our fine micro-brews paired with either Cream Cheese or Cheddar Stuffed Jalapeño Peppers for only \$7.00. You'll save \$2.00!”



**4**

**Recommend your favorites:** “My favorite appetizers are the Cheese-Filled Breaded Ravioli and the Beer-Battered Wisconsin Cheese Curds!”

**5**

**Train your servers to suggest appetizers immediately:** “I'll get your beverages right away. Take a minute to look at our appetizer menu. The Onion Petals are served with our famous house dipping sauce and the fresh cut Breaded Zucchini Sticks are always a hit!”

**6**

**Assume the sale. Never ask: “Do you want an appetizer?”** Instead ask: “Which appetizer did you choose – the Cheddar Jalapeños or the Beer-Battered Mozzarella Cheese Sticks?”

**7**

**Bartenders should consistently suggest appetizers to every bar guest:** “I'll be right back with your drink order. Take a minute to look over our awesome appetizer menu. The Breaded Mozzarella Cheese Sticks are my favorite appetizer.”

**8**

**It's OK to suggest an appetizer after taking the entrée order:** “Your entrées will be ready in about 15 minutes. Would you like some appetizers to get things started?”

**9**

**Always suggest a variety of appetizers to parties of four or more so that they can “graze” before dinner. Use words like “popular” or “featured” when suggesting appetizers:** “To get you started, take a moment to look over our appetizer selection. Today we're featuring our authentic Stuffed Jalapeños.”

**10**

**Remember: Suggesting and selling appetizers will DOUBLE your tips every shift. Work smarter, not harder!**

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