

Desserts

1 Plant the seed for dessert sales twice before guests finish their meal – once when taking the entree order and again when you deliver the entree: “Be sure to save room for our Hot Fudge Brownie Sundae or New York cheesecake!”

2 One of the easiest ways to upsell a dessert order is to suggest a scoop of ice cream. “Would you like that cherry pie à la mode? Our French vanilla is out of this world!”

3 Use your sales props – dessert menus, table tents, even desserts other guests have ordered. “As you can see (pointing to the dessert menu), we have a great selection. Everything is available with homemade ice cream and fresh whipped topping.”

4 If your restaurant has a dessert tray, carry it at the guests’ eye level whenever you’re in the dining room. The desserts will almost sell themselves.

5 Counter those “I’m-too-full” objections by recommending that guests split a dessert. “All of our desserts come with more than one fork.”

6 Tune in to guests’ special occasions. “You two look like you’re celebrating something special. How about a big piece of our fresh, hot apple pie topped off with homemade cinnamon ice cream? It’s our house specialty.”

7 Assume the sale. Never ask, “Do you want dessert?” Instead, try “Which dessert would you like tonight? Our fresh-out-of-the-oven carrot cake is so good, we have to hide it from the staff.”

8 Use the “Pencom Nod.” It’s a subtle up-and-down motion of the head that encourages guests to go along with your recommendations.

9 If guests decline a dessert because they’re in a hurry to leave, suggest one to go. “If you’d like, I can wrap up a slice of the cheesecake so you can enjoy it later.”

10 Remember: Suggesting and selling desserts can double your tips every shift. Work smarter, not harder!