



## Five Steps to Accomplish What You Want

By **Ron Yudd**


Setting goals has always been the easy part. Think about all the meetings you've attended where you sit around and talk about trying to beat projections, raise check averages and increase cover counts. Actually *accomplishing* these things is what separates the successful operator from those who are just surviving. There are real steps you can take to actually accomplish your goals. As you review the list below think about how the suggestions apply to you as the leader. Then think about how you can pass these tips along to your team members to help them reach their very own goals.

Follow these **Five Steps** to create a step-by-step road map for successfully reaching your goals:

1. Invest time in specifically defining and describing your goal. Be as "super-detailed" in your description as you can.
2. Break each goal down into "do-able" chunks.
3. Create a realistic timeline for "just do-

ing it!" Be fair to yourself by being realistic about the amount of time it may actually take to complete each chunk.

4. To help motivation, create a picture of what a completed goal actually looks like. Sometimes drawing a picture or writing a short paragraph that describes the goal can be an effective tool to help you keep working until the "picture" is fully realized.
5. Check in to ensure you've followed through. The best follow through is to not move forward until a chunk has been fully completed. Having someone separately sign off on the chunk helps to ensure completion.

**Teaching Tip:** Pick a short-term goal or a mini-chunk (something that can be completed within a week) and use it as an individual exercise with your team members. At the end of the week celebrate each person's success and talk about how each of them actually completed their goal. 


## Service That Smells?

It's long been said people "eat with their eyes." To that end, leverage the eyes and other senses when delivering better service... and make sales easier.

- **Sight** – On the way to other guests, instruct servers to carry desserts by others who are early in the meal process. Mention to the guests what another table is getting and show off how great it looks. Ensure your table tents and props are ready to go as well. Showing guests a picture of a dessert, signature item or drink helps guide the guest to "yes."
- **Smell** – At the beginning of each shift walk through your restaurant with a plate of sizzling fajitas or another signature item to give a nice aroma to the restaurant. Stainless-steel polish and floor sanitizer (or musty

carpets) are not welcoming smells.

- **Hearing** – Regulars need to be reminded about specials, limited-time offers or menu features. First-timers need to learn about signature items (to ensure they return). And large groups need to hear about appetizer platters, large dessert samplers and pitchers of beer or margaritas. Target the sell!
- **Taste** – Let guests taste a sample of a unique side dish. Offer your flavored margaritas or desserts as a sampler in 3-4 oz glasses to not only sell the "variety pack" to those who can't decide, but also to have a small sample size available for tastings.

Engage the senses and watch guests smile! Your competition is "extra ordinary." Do the little differences above and move to "extraordinary." Small stuff makes a big impact! 

## Ask STS!

**"We're a casual operation, but we seem to mainly attract adults. We'd like to bring in more kids, especially during the week. Any ideas?"**


Attract the kids and you'll get a crowd. Research shows that kids' influence in choosing restaurants is higher now than it's ever been. Here are some ways to make sure that you stay at the top of their food chain:

- **Always have a kid menu.** It sounds obvious, but many operations are still asking guests to pay for full meals for little mouths.

- **Offer kid-sized entrées of specialty items.** Many kids want to try your shrimp fajitas or pasta primavera... and parents feel better about selecting something other than macaroni and cheese when they're dining out.

- **Hire kid-friendly pros.** Servers who ask kids what they want—instead of directing all the conversation to the parents—and offer to bring snacks or kid menu items first are sure to please both sized guests. Servers who ask and use the names of smallest guests are also sure to please.

- **Offer kids-eat-free nights.** Sure, it's been done before, but it's the easiest way to promote your establishment as kid-friendly.

- **Think small.** Small forks, small cups, small gifts, small survey for bigger kids and small talk from servers all tell kids—and their parents—we want you to come back. 

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