Club Resources INTERNATIONAL

Food Service Management on the Go

#06 *Basic Service Issues – 2*

Teachable Moments

There are certain basic service issues common to most clubs.

- **Know your Club**. Every dining room has good seats and bad seats. The good seats are near the fireplace in winter, overlooking the verandah in summer, or a booth for quiet, intimate dining. Conversely, there are bad tables under air conditioning vents, near pantry and exterior doors, or near a large party of young children. You should be aware of the good, the bad, and the ugly of the club and seat members accordingly
- **Know Member Names**. Members want to be recogni… club. These are among the main reason… and address them a…
- **Kn**… …embers, pa… …inis dry an… …ays ha… …n by em… …eciated by …
- **Re**… …with members that you ha… …pay dues monthly or quarterly, so the club mu… …that their money is well spent. Talk about the upcoming club act…ties and events, talk about an exciting new offering in the dining room, talk about items of interest that will help them see the benefits of being a member at their club.
- **Maintain Club Appeal**. One way to ensure that the club is appealing to members is to pretend you are the member. Each time you arrive to work, view the club and its facilities as if you were a new member or were entertaining guests. Look from top to bottom and see if you discover something that is out of place, dirty, or in need of repair. Then take action to report or fix it.
- **Establish WOW Factors**. Recognize that what excites and astounds today will be seen as old news tomorrow. In order for the club and its employees to continually provide the unexpected service touches that wow members, …es to brainstorm and plan for ways to continually … not leave it to chance.

SAMPLE

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Discussion Po… …ng them can create difficul… …discussing each topic, find appropri… …By sharing success stories and failures with each other, employees gain a better understanding of how to handle any and all situations.

Take Away: Employees should be aware of all the service issues associated with their club.

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