

10 WAYS TO SELL MORE DESSERT

- 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 entrée: “Be sure to save room for our flan or churros con chocolate”
- 2 One of the easiest ways to upsell a dessert order is to suggest some.** “Would you like that coppa pistacchio? or maybe a brownie smore with burned marshmellow and vanilla ice cream, 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. is available and the dessert cocktails are amazing”
- 4 when running dessert 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 espresso creme brulee to share? It’s our house specialty.”
- 7 Assume the sale.** Never ask “Do you want dessert?” Instead, try “Which dessert would you like tonight? Our churros con chocolate 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 the churros to go so you can enjoy them at home later.”
- 10 Remember: Suggesting and selling desserts can DOUBLE your tips every shift. Work smarter, not harder!**



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