

# The Restaurant To-Do List

## Check the activities which influence sales:

- Vacuum the floor
- Sweep the floor
- Verify cash
- Send out thank you cards to guests who visited yesterday
- Personally thank a guest as they leave with a handshake
- Check the temperatures of refrigeration
- Monitor plates on the way to the dining room
- Inventory critical food items
- Check the status of sales vs. historical and vs. projected
- Monitor what is being said via social media
- Say something great via social media
- Say thank you to a staff person
- Give a random act of kindness to someone on the team
- Give a random act of kindness to a guest
- Verify the status of labor costs for the day
- Verify the status of "up-selling" for the day
- Verify hand washing is being done
- Inspect restrooms personally
- Talk on the phone to a consultant or advisor
- Talk on the phone to an associate
- Order products
- Search online for new products, services, equipment or vendors
- Learn and practice with new software or push button tech tools
- Give special instructions to team member(s)
- Role play with team member(s)
- Role play with team member(s) with how to get a better connection with guest to the point of having contact information. (Such as address, email, Twitter, Facebook, LinkedIn, cell phone numbers, etc.)
- Motivate guests to say something via online review sites. (While mentioning the name of the person who might have WoW'd them.)
- Inspecting garbages to determine waste, customer happiness with products and staff training levels
- Auditing guest checks to verify accuracy, trends and patterns, satisfaction, speed and guest expectations
- Walk a guest out in the rain holding the umbrella
- Walk a guest into the building when it rains holding an umbrella
- Give out samples of brand new menu items to create smiles and hear feedback.
- Look for and read the advertisements in the local newspaper with the question: "Who can be collaborated with?"
- Review Jay Conrad Levinson's book "Guerrilla Marketing" with team members and possible options to apply today.
- Help a guest celebrate something great to give a reason for a photo, email and/or greeting card

## Thanks for sharing!

**Full Name**

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First Name

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Last Name

**E-mail**

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