

The Worst 4-Letter Word



John and Mary were walking out of one of the many casual dining restaurants in their area. The hostess asked them how everything was. They said, "Fine."

Guests walk out of restaurants and make either a conscious or an unconscious decision on whether they will return. For John and Mary the service was okay, the food was okay, the music was a little loud, and the ladies room was out of toilet paper. I mean, what can you really expect from restaurants anymore? "Fine" means I don't really want to talk about it,

I probably won't come back and I'm not going to recommend your restaurant. Is that "Fine" with you?

Here is a problem that needs attention. Previously, if a guest had a negative experience he or she would generally tell 8-10 people. In today's world with Facebook and Twitter your unsatisfied guests can tell 100,000 potential guests immediately. Yikes!

Here's what you want to hear:

- "The food was delicious!"
- "The service was incredible!"
- "The ambiance was perfect!"
- **"I will be back!"**

If you aren't hearing these things, but rather "fine," it's time for you to do some digging!

"Madam/Sir, usually when someone say things were 'fine' they are being polite. When we hear 'fine' it means we didn't live up to your expectations. It is very important to us that we do a terrific job not a 'fine' job. What can we do to make this right? Your business is very important to us."

They will tell you what's wrong, now make it right! A gift certificate? Your personal phone number for their next reservation? **Whatever it takes!**

Unless of course you want them to leave and tell 100,000 of their friends what they really think about your restaurant!



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