Effective Upselling for Servers - Vyond Storyboard

Company Name: XXXX
ID: Sarah Plumb
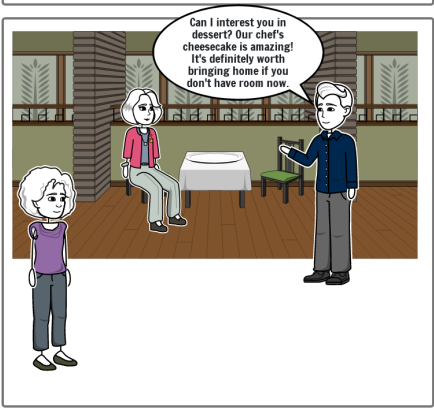**4/27/23**

	Section	Item	Notes	Reviewer Comments
1	**Target Audience**	**Company**	XXX	
		Primary Audience	Servers at a restaurant	
2	**Learning Objectives**		**At the end of this course, learners will be able to:**	
		LO1	Define the term "upselling."	
		LO2	Identify effective methods to upsell to guests.	
		LO3	Paraphrase examples of language to use when upselling to guests.	
3	**Seat Time**	**Estimated Time**	5 minutes	
4	**Outline**	**Menu**	Section 1: Introduction Title Introduction: We see a server in a restaurant Section 2: Course Content 1. Manager in the office wondering why Tom has bigger tickets than the other servers 2. Manager observes Tom 3. Manager asks Tom if he would explain upselling techniques to coworkers 4. Tom explains upselling techniques to coworkers; one server (Casey) looks very uncomfortable 5. We see servers effectively using upselling language; one server (Casey) is struggling 6. Tom talks to Casey in the breakroom and gives her tips	

			7. Casey is successful seen talking to a customer 8. Good newspaper review 9. Manager is happy 10. Chef is happy 11. Servers make bigger tips and they are happy Section 3: Summary Summary	
5	**Directions and Notes for Reviewers**	**Focus**	Please focus on the **accuracy, completeness, conversational nature, and storytelling** of the content during this review cycle.	
		Brackets	Anything within brackets [xxx] is considered to be a note to the reviewer / developer to assist them in understanding the flow and content of the course and will not appear on the slide.	
		Questions	Questions for reviewers will be highlighted in yellow. All questions will need to be answered before development can begin. Look to the right of the screen for notes from the designer with the questions articulated.	
		Audio	The text in the middle column will be narrated audio.	
		Feedback	In the top right corner of the screen, there is a pencil icon showing that you are in editing mode. You will want to select this and choose "Suggesting." This will look like a piece of paper with a pencil in it (square with pencil icon). Anything you type directly on the document will be tracked and will appear as a suggestion to be reviewed.	
		Highlighted Feedback	You may also add off screen comments without typing directly on the document by highlighting the text you'd like to comment on and using the command "Insert Comment" (command-option-M) or going to the "Insert" Menu at the top of the page and choosing "Insert Comment."	
		Optional Tip	By clicking the "View" menu above, you can choose to un-select "Show Print Layout." This will enable you to go through the storyboard more smoothly.	
		Timeline	XXX	
6	**Context**		A restaurant is interested in creating more revenue through upselling, the technique that servers can use to encourage their guests to order extras or more expensive items from the menu.	

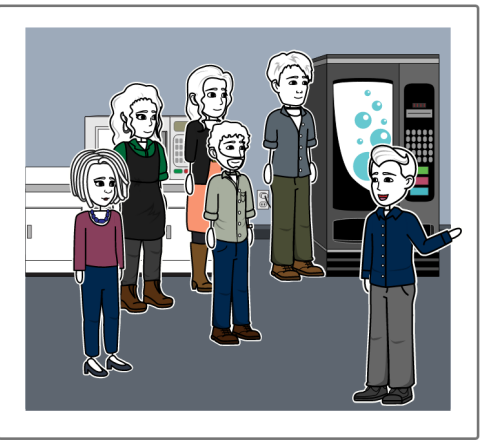| Scene 0: Title				
Visual Display	**Images**	**Slide Text**	**Narration / Voice Over**	**Animation / Effects / Programming Notes**
The background will be an empty restaurant dining area with a translucent rectangle centered on it. On top of the rectangle will be a circle shape with a menu inside, masked. Overlaying that will be a banner with the title of the video.		[Title] Effective Upselling for Servers	[Background] Restaurant ambience [Music] None [Voices / Narration / Script] None	Title should be animated to create visual interest.

Scene 1: Restaurant				
Visual Display	**Images**	**Slide Text**	**Narration / Voice Over**	**Animation / Effects / Programming Notes**
We see a restaurant dining room and see several servers helping guests.		None	[Background] Restaurant ambience [Music] None [Voices / Narration / Script] None	Tom will be seen walking in and out, talking to customer

Scene 2: Manager's Office				
Visual Display	**Images**	**Slide Text**	**Narration / Voice Over**	**Animation / Effects / Programming Notes**
A manager is in an office, looking at data on the computer screen.		[Thought bubble] I wonder why Tom's tickets are always so much higher than all the other servers.	[Background] None [Music] None [Voices / Narration / Script] I wonder why Tom's tickets are always so much higher than all the other servers.	Voice over with the manager, Jeannette's, voice Slight pan and zoom into Jeannette and computer to add interest and direct attention to Jeannette

Scene 3: Observing Tom				
Visual Display	**Images**	**Slide Text**	**Narration / Voice Over**	**Animation / Effects / Programming Notes**
We see Tom serving a table and using effective upselling techniques.		None	[Background] Restaurant ambience [Music] None [Voices / Narration / Script] [Tom] Can I interest you in dessert? Our chef's cheesecake is amazing! It's definitely worth bringing home if you don't have room now.	Jeannette is off to the side of the restaurant dining room We see the entire room at first and then there is a zoom and pan toward Tom and the table he's waiting on

Scene 4: Request of Tom				
Visual Display	**Images**	**Slide Text**	**Narration / Voice Over**	**Animation / Effects / Programming Notes**
In the employee break room, we see the manager approach Tom and ask him to explain his techniques to the other servers.		None	[Background] None [Music] None [Voices / Narration / Script] [Jeannette/Manager] Hi Tom! I noticed that you seem to be really good at working with your tables to encourage them to order more expensive wines, desserts, and appetizers. Would you be willing to share your techniques with the other servers? [Tom] Sure! I'm more than happy to share what I know.	Jeannette walks into the room where Tom is sitting Camera will pan and zoom in slowly toward Tom as Jeannette walks in

Scene 5: Tom teaches upselling				
Visual Display	**Images**	**Slide Text**	**Narration / Voice Over**	**Animation / Effects / Programming Notes**
Tom is in the breakroom with other servers, facing him. He is talking. Images (wine, dessert, dinner size, an ear, cash, a handshake, a menu, the chef, and a spoon) sparkle onto the screen (sparkle horizontal) and then wipe left off aligned with VO in a slightly translucent white rectangle.		Upselling: enhancing the dining experience by making suggestions aligned with guest needs and preferences	[Background] None [Music] None [Voices / Narration / Script] Tom: Jeannette asked me to talk about upselling today. When I get a new table, I like to start a conversation with guests to figure out what they need and like so I can make suggestions that match those preferences. For example, maybe a nicer wine or side dish that pairs with their entree. Another way might be to offer dessert options or suggest the dinner size for someone who orders the lunch size. The idea is to enhance the customer's dining experience by listening closely to them. And, when you do it, it can really help you make bigger tips - because your tickets will be bigger and you've created a relationship with your table and shown that you care about their experience. Casey: <<frowning>> Server 2: But, I don't know how to suggest something that they would like.	Upselling definition is in a banner between Tom and the other servers as he's talking for the first 8 seconds. Use an animation to add interest. The camera pans slightly toward Tom as he's talking and then zooms in to him. Images (wine, dessert, dinner size, an ear, cash, a handshake, a menu, the chef, and a spoon) sparkle onto the screen (sparkle horizontal) and then wipe left off aligned with VO in a slightly translucent white rectangle. For the lunch size to dinner size image, use a small dinner plate to sparkle in and then use the pop transition to make a larger one come in on top of it.

| | | | | Tom: It's important to really know the menu well - so when I first started, I actually took a menu home to learn it, and everyday when I get to work, I make sure to check in with the chef to see if there's anything I need to know. If we have a special, I always ask to taste it so that I can have a sense of what we're serving and will know how it fits with our other dishes. I often recommend things that I really like, because if I like it, chances are they will, too.

Server 3: I wouldn't know what to say.

Tom: You just talk to them like they're people you know!

I always like to spend an extra minute when I first get to the table to ask if they're celebrating anything and get to know them a bit. I like to get a sense of what they like. If I know they're celebrating an anniversary and they order a wine, I might suggest a nicer bottle of wine or a special appetizer.

Or, if they're ordering a salad, I might ask them if they want to add premium toppings to the salad. Try to make the item sound enticing and explain how it complements their meal.

[Server 4]
How do you even get started getting to know your table?

[Tom]
I like to ask customers if they've ever been here before to help me figure out what to recommend .

If someone says they haven't been here, I might say, "I can highly recommend the green tomato stacks with crispy capers or the spicy strawberry and goat cheese crostini as an appetizer." | Through the rest of the scene, camera angle cuts back and forth to the speakers.

Casey starts out looking neutral, then transitions to looking depressed, then, near the end of the scene, Casey starts sweating and looking very nervous.

At the last bit of the scene, we see the entire room so that we can see how nervous Casey is and that the other servers are feeling comfortable and confident. |

| | | | | You can make it a habit, so that it's just the first thing you say when you approach a table. 'Hi, I'm Tom and I'll be your server. Can I start you out with an Agave Margarita or our seasonal Finnish Long Drink?'

[Server 3]
What if they don't want what you suggest?

[Tom]
No problem! There are so many reasons why they might not be interested in my suggestions, so I don't take it personally. Just remain friendly and kind and make sure they have a wonderful time. | |

Scene 6: Servers Implement Tom's techniques				
Visual Display	**Images**	**Slide Text**	**Narration / Voice Over**	**Animation / Effects / Programming Notes**
We see several different servers interacting with their tables and using effective upselling techniques. Casey is less successful.		None	[Background] Restaurant ambience [Music] None [Voices / Narration / Script] [Tom] Would you like to upgrade your side dish to our grilled asparagus with marinated roasted peppers? It's a bit more indulgent and pairs perfectly with your meal." [Server 2] Would you like to try our house specialty cocktail, the "3:10 to Yuzu"? It's very unique and would add some fun to your meal! [Server 3] May I recommend the Fusilli with calamari? It's one of our most popular dishes and my personal favorite. [Casey] <<Nervously>> Do you want some dessert?	Fade to black at each transition. Each server is seen talking to their table close up so that the camera only sees them and parts of other tables. Background restaurant ambience noise.

Scene 7: Tom helps Casey				
Visual Display	**Images**	**Slide Text**	**Narration / Voice Over**	**Animation / Effects / Programming Notes**
Tom and Casey are sitting in the breakroom. Casey looks depressed and sad. Tom helps her figure out upselling. Throughout the scene, we see Casey looking happier and more confident.		None	[Background] None [Music] None [Voices / Narration / Script] [Tom] Casey, I noticed you seemed uncomfortable trying to upsell. How did it go? [Casey] It just feels so unnatural - I don't know how to do it! [Tom] I get that. If you're not used to making suggestions, it can sometimes feel pushy. But, when you do it, you're really helping the customer have their best experience - and it helps you out, too! We can practice. Let's say that I came in and looked grumpy, sitting at my table alone. What would you say when you came to take my drink order? [Casey] Um, can I get you something to drink? [Tom] Sure, that's a good place to start. <Smiles> How about asking if they are waiting on others or if they're dining alone? [Casey] Sure. I could say that.	Casey and Tom are sitting at the table in the breakroom. The camera starts out close to them and zooms in slightly. After the first exchange, the camera cuts back and forth between them until the end when we see Casey starting to get happier. Casey starts out depressed, then becomes neutral, and eventually becomes happy.

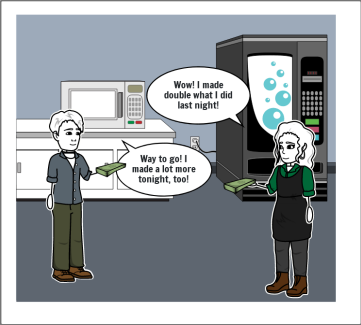|				[Tom] So, let's say that I said that my wife just called and canceled our dinner plans because she has to work late, but I was already here.
				[Casey] I might say that I'm sorry. But, then, I don't know…
				[Tom] Sure. Or, you could help them turn it around and have a delightful time by themselves. I might say something like, "Oh, I'm sorry to hear that. It can be so frustrating when plans change at the last minute like that. I hope I can make your evening a little brighter with our delicious food so you can enjoy some relaxing time with us. Can I recommend my favorites?"
				[Casey] Yeah, I can see how that would be better.
				[Tom] The trick is just to be natural. Think of the customers like your friends -what would you say to them if they were your friend and you were trying to help them have a good time?
				[Casey] Ok, that makes sense!

Scene 8: Casey Succeeds				
Visual Display	**Images**	**Slide Text**	**Narration / Voice Over**	**Animation / Effects / Programming Notes**
We see Casey in the dining area of the restaurant, serving a table.		None	[Background] Restaurant ambience [Music] Uplifting music fades in, quietly, toward the end of the scene when Casey recommends the appetizer. [Voices / Narration / Script] [Casey] Hi, I'm Casey, I'll be your server this evening. Are you here for any special occasion this evening? [Customer] Actually, I'm here because I had a horrible day and I just couldn't make myself cook dinner. [Casey] Oh, I'm sorry that you had a tough day. I'm so glad I can be here to take care of you tonight - [Customer] Thanks. [Casey] Let's make this a celebration of you tonight. What type of food are you craving? [Customer] Something decadent and delicious. [Casey] Oh, in that case, I recommend starting with our steak and prosciutto skewers. They come with a creamy basil-tarragon sauce that is just wonderful…	The camera starts out showing most of the dining room and then zooms into Casey's table. As Casey gets more confident, the camera zooms in closer to her and then upbeat music fades in as she makes her recommendations.

			<<later>>	
			[Customer] I couldn't eat another bite. That was the best meal I've had in a long time, and the service was amazing!	

Scene 9: Good Customer Reviews				
Visual Display	**Images**	**Slide Text**	**Narration / Voice Over**	**Animation / Effects / Programming Notes**
A restaurant review section of a newspaper opens up to show a picture of the restaurant and servers with the headline, "Five star customer service!"		[Newspaper headline] Five star customer service!	[Background] None [Music] Uplifting music, very quiet [Voices / Narration / Script] None	Background image on the newspaper of a restaurant Animation of the headlines to draw attention to them Music continues to play

Scene 10: Manager is happy				
Visual Display	**Images**	**Slide Text**	**Narration / Voice Over**	**Animation / Effects / Programming Notes**
In the manager's office, we see that the graph on the computer screen is showing growth. The manager looks happy.		[Thought bubble] Wow! These numbers are fantastic! Our servers are doing a remarkable job!	[Background] None [Music] Uplifting music, very quiet [Voices / Narration / Script] Wow! These numbers are fantastic! Our servers are doing a remarkable job!	Slight zoom and pan into Jeannette as she thinks Music continues to play

Scene 11: Chef is happy				
Visual Display	**Images**	**Slide Text**	**Narration / Voice Over**	**Animation / Effects / Programming Notes**
We see into the restaurant kitchen, where the chef is thinking about how great the sales have been and people trying new dishes.		[Thought bubble] Wow! The service team is really putting my vision into action! It's so rewarding when people order and enjoy my food! My hard work and creativity is paying off! This makes me want to try some new techniques - maybe expand the menu.	[Background] Restaurant/ kitchen ambience [Music] Uplifting music, very quiet [Voices / Narration / Script] [Chef thought bubbles] Wow! The service team is really putting my vision into action! It's so rewarding when people order and enjoy my food. My hard work and creativity is paying off! This makes me want to try some new techniques - maybe expand the menu.	Zoom in toward the chef as he thinks Music continues to play

Scene 12: Servers are happy

Visual Display	Images	Slide Text	Narration / Voice Over	Animation / Effects / Programming Notes
In the breakroom, we see the servers counting their tips. Tom comes in and asks Casey how it went and she is happy to have made more tips.		None	[Background] None [Music] Uplifting music, very quiet [Voices / Narration / Script] Server 2: Wow - these tips were great tonight! Tom: Casey, how did it go? Casey: <Smiling> So great! And my tips are almost double what they were before!	Music continues to play Server 3 is counting her tips and then walks off screen. Tom walks in and then starts talking to Casey The camera zooms in from the whole scene to focus on Casey and Tom

Scene 13: Summary

Visual Display	Images	Slide Text	Narration / Voice Over	Animation / Effects / Programming Notes
Tom is standing in front with two possible things a server could upsell (dessert and wine) in the foreground. A title is at the top of the screen with animated		[Title] Effective Upselling Strategies [Boxes with checkmarks] - Upselling is a way of enhancing the dining experience - Create a relationship; keep it conversational - Listen carefully to	[Background] Restaurant ambience [Music] None [Voices / Narration / Script] Upselling is all about making sure the guest has the best experience possible while in our care.	Bullet points fade on

| check marks next to bulleted tips take up most of the screen. | | guest needs and preferences
- Know the menu!
- Recommend what you like
- Make it a habit
- Examples: nicer wine, side to pair with entree, premium toppings, decadent dessert | Listen carefully to their needs and preferences and respond with friendly suggestions that might make their experience more pleasant.

When a customer feels listened to, cared for, *and* gets to experience an amazing meal all at once, everyone benefits. It's good for the customer, for the restaurant, and for you, our servers, who are the face of our restaurant. | |