Gap Analysis

Restaurant: _____

Current State

1. On a scale of 1-5, how comfortable are you with upselling to guests?

2. What do you say or do to get guests to order more?

3. How often do you try to suggest extra items during your shift?

4. Which menu items are easiest for you to talk about or recommend?

5. What makes you decide whether to suggest something (like how the guest acts, how busy you are, or how confident you feel)?

6. Have you learned anything about upselling from training or your manager?

7. Can you tell a story about a time you noticed what a guest wanted and suggested something they ended up buying?

8. Are there things guests do or say that make you not want to suggest anything?

Desired State

1. What does good upselling look like to you?

2. What do you think helps you upsell better?

3. What kind of help or training would make you feel more confident when upselling?

Gaps & Barriers

1. What makes upselling hard for you? *(Is it caused by: Knowledge, Skill, Environment, Motivation)*

2. Is there any training you wish you had to make upselling easier?

3. What stops you from upselling more often?

4. How can upselling sound more natural, like part of a regular conversation?

Restaurant: _____

Body Language

[   ] Makes eye contact with guest

[   ] Smiles during interaction

Warm Friendly Welcome

[   ] Greets guest with a warm, friendly tone

[   ] Uses a welcoming phrase (e.g., "Hi there! Welcome!")

Menu Handoff

[   ] Hands menu directly to guest (not just place it on table)

[   ] Hands menu directly to guest beverage side up

[   ] Points out LTOs (Limited Time Offers)

[   ] Uses physical gestures (e.g., points to table tent, menu, or POP)

[   ] Verbally highlights LTOs

Beverage Orders

[   ] Offers a beverage before taking food order

[   ] Says something like "Can I grab you a beverage to start?"

[   ] Recommends a specific beverage

[   ] Names a beverage (e.g., "Our strawberry lemonade is really popular!")

Order Taking

[   ] Suggests add-ons during order

[   ] Recommends specific items (e.g., "Would you like to add cheese or bacon?")