AVERO SINGLE SERVER MENTORING





WHAT IS AVERO SINGLE **SERVER MENTORING?**

Avero Single Server Mentoring is a solution designed to help operators:

- Increase average check and drive revenue to the bottom line
- Improve the guest experience by reducing variance amongst servers
- Keep servers motivated by helping them earn more tips without working additional shifts
- Target a restaurant's bottom-performing servers with opportunities in key impact areas





More Consistent Dining Experience





Improved Salesmanship Skills





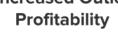
Effectively **Executed Training**













8 WEEK PROGRAM

Managers will mentor selected servers based on Avero insights



MENTORED SERVERS

Mentored servers are selected based on Lost Sales Opportunity



A TRACKING PROGRESS

Progress is tracked via emailed reports throughout the program



WEEKLY REPORTING

Weekly progress emails sent to managers for use during mentoring sessions



BI-WEEKLY BEST PRACTICE CALLS

Property bi-weekly best practice calls to review and share successes



PROGRAM RESULTS

Overall results and ROI are calculated and presented at the end of the program

SINGLE SERVER MENTORING

PROGRAM TIMELINE



8-WEEK MENTORSHIP PROGRAM

- Divided into four core concepts: Try It, Describe It, Have a Favorite, & Know Where it Fits
- Step-by-step best practices to master service and sales

WEEKLY PERFORMANCE RECAPS

- Server scorecards targeting focus categories and spotlight items
- Performance, participation, and goal tracking across outlets and enterprise levels

GEARING UP FOR GREATNESS

We do the heavy lifting so you can focus on what matters most—mentoring your team and driving results.

Our program is designed to provide you with the tools, insights, and guidance needed to maximize success with ease

BI-WEEKLY GUIDED BEST PRACTICE CALLS

 Celebrate wins, tackle mentoring challenges, and leverage Avero for success

REACH OUT TO YOUR AVERO ACCOUNT MANAGER OR SALES@AVEROINC.COM TO REQUEST YOUR FREE PROFITABILITY DIAGNOSTIC!

THE FOUR COURSES:

MENTORING CORE CONCEPTS



AVERO'S MENTORING PROGRAM

Avero's 'Four Courses' is a set of best practices designed to build server confidence, develop key skills, and drive sales through outstanding quest interactions.

With a focus on menu knowledge, personalized recommendations, and seamless service, these principles these principles elevate the dining experience and enhance overall performance.

TRY IT: BASIC MENU FAMILIARITY

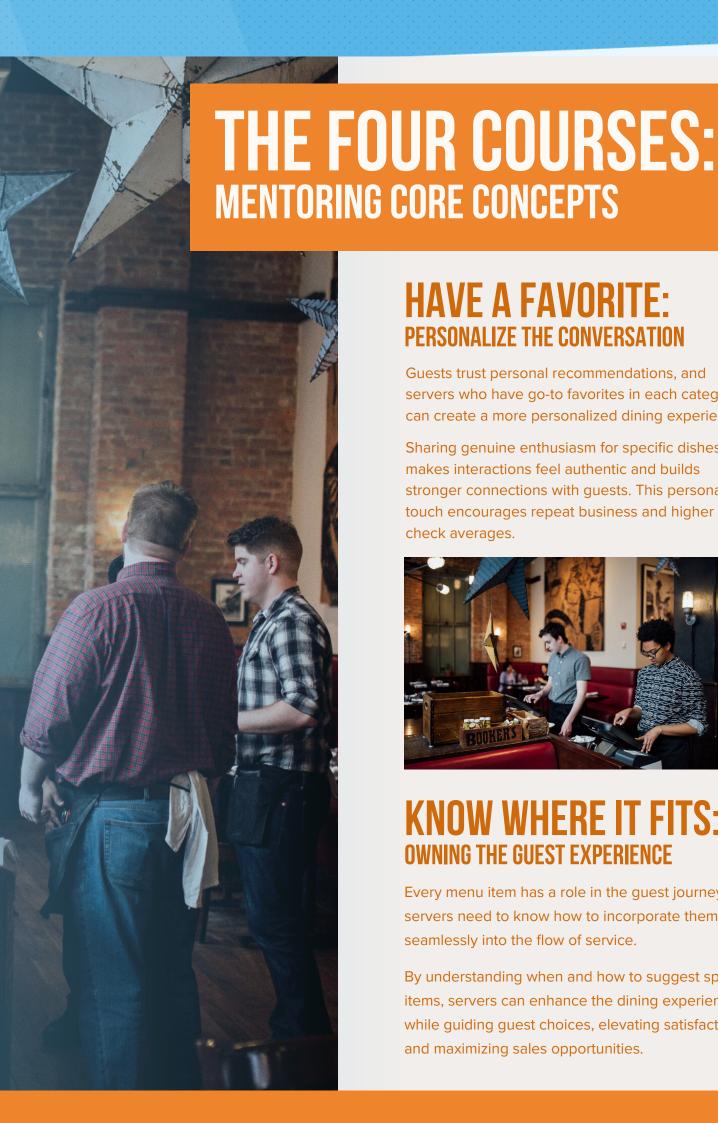
Confidence starts with experience. By tasting menu items, servers can speak authentically about dishes, describing flavors and features in a way that connects with guests. This firsthand knowledge is key to creating trust and boosting sales.



DESCRIBE IT:DIALOGUE WITH GUESTS

Great service is about more than delivering food—it's about engaging guests with enthusiastic, appealing descriptions.

Servers learn to communicate the unique value of menu items, making interactions memorable while enhancing the guest experience and driving sales.



HAVE A FAVORITE: PERSONALIZE THE CONVERSATION

Guests trust personal recommendations, and servers who have go-to favorites in each category can create a more personalized dining experience.

Sharing genuine enthusiasm for specific dishes makes interactions feel authentic and builds stronger connections with quests. This personal touch encourages repeat business and higher check averages.



KNOW WHERE IT FITS: OWNING THE GUEST EXPERIENCE

Every menu item has a role in the guest journey, and servers need to know how to incorporate them seamlessly into the flow of service.

By understanding when and how to suggest specific items, servers can enhance the dining experience while guiding guest choices, elevating satisfaction and maximizing sales opportunities.

AVERO SSM IN ACTION

TOOLS FOR TRACKING PROGRESS

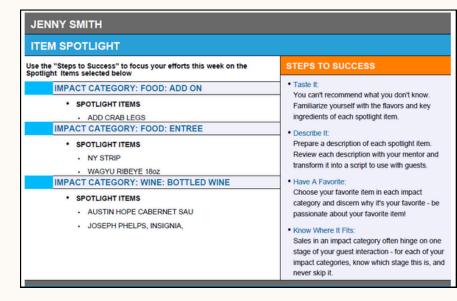


WEEKLY EMAIL DELIVERS ACTIONS TO MENTOR

Your weekly email provides everything you need to drive impactful conversations with your servers. From average check performance and impact category insights to incremental tip progress and overall trends, these updates keep you informed and ready to guide your team to success.

ITEM SPOTLIGHT DRIVES TARGETED SALES

The Item Spotlight highlights key focus categories and specific items to prioritize, giving servers clear targets to drive more effective and impactful sales. Paired with actionable steps, it's a roadmap to stronger results.



Outlet Performance 11/04/2024 - 01/05/2025 TOTA \$91,883.41 \$14,978.49 \$2,298.07 100% Sushi House \$21,270.83 \$22,049.00 156% \$3,382.86 100% Slingshot Cantina 124% \$2,451.55 \$18,261.55 100% \$1,851.64 \$13,792.83 121% 33% The Chop Stick Sunflower Bar 95% \$2,300.38 \$14,993.55 67% Pocket Aces \$4,942.95 \$758.37 33% \$1,172.97 \$7,645.25 100% Sputnik Challengers LA 90% \$3,925,94 \$25,588,72 33% 89% \$545.74 \$3,557.06 50% \$2,443.81 \$15,928.40

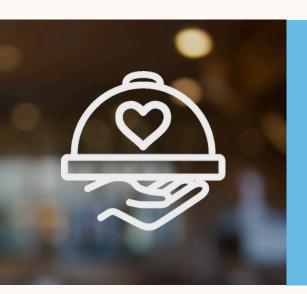
OUTLET PERFORMANCE REPORT TRACKS SUCCESS

The Outlet Performance Report provides a clear view of metrics like incremental sales, server improvement, and participation rates, helping you measure progress and identify opportunities across all participating outlets.



CASE STUDY

DRIVE PPA WITH AVERO SINGLE SERVER MENTORING



THE OPPORTUNITY

Restaurants saw an opportunity to mentor underperforming servers and drive PPA at all locations by participating in Avero's Single Server Mentoring program.

THE ACTION

Mentored servers with a high opportunity were selected from all locations and key category focus areas were given to each server each week in order to help them improve their average check and overall guest interactions.

+\$680,000
ANNUALIZED
INCREMENTAL SALES



THE RESULTS

During the program, each mentored server improved their average check and the total incremental sales from all locations over the 8 weeks was over \$100,000. The annualized incremental sales for all locations was over \$680,000.