

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



8 WEEK PROGRAM

Managers will mentor selected servers based on Avero insights



MENTORED SERVERS

Mentored servers are selected based on Lost Sales Opportunity



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



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

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

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 guest interactions.

With a focus on menu knowledge, personalized recommendations, and seamless service, 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.

THE FOUR COURSES: MENTORING CORE CONCEPTS

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 guests. 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.

JENNY SMITH

ITEM SPOTLIGHT

Use the "Steps to Success" to focus your efforts this week on the Spotlight Items selected below

IMPACT CATEGORY: FOOD: ADD ON	STEPS TO SUCCESS
<ul style="list-style-type: none"> SPOTLIGHT ITEMS <ul style="list-style-type: none"> ADD CRAB LEGS 	<ul style="list-style-type: none"> Taste It: You can't recommend what you don't know. Familiarize yourself with the flavors and key ingredients of each spotlight item. Describe It: Prepare a description of each spotlight item. Review each description with your mentor and transform it into a script to use with guests. Have A Favorite: Choose your favorite item in each impact category and discern why it's your favorite - be passionate about your favorite item! Know Where It Fits: Sales in an impact category often hinge on one stage of your guest interaction - for each of your impact categories, know which stage this is, and never skip it.
<ul style="list-style-type: none"> SPOTLIGHT ITEMS <ul style="list-style-type: none"> NY STRIP WAGYU RIBEYE 18oz 	
<ul style="list-style-type: none"> SPOTLIGHT ITEMS <ul style="list-style-type: none"> AUSTIN HOPE CABERNET SAU JOSEPH PHELPS, INSIGNIA, 	

Outlet Performance
Active Programs
11/04/2024 - 01/05/2025
Week 8 of 8

Rank	Outlet	% of Goal	Incremental Sales	Annualized Sales	Mentored Servers	% Servers Improved	Participation %
TOTAL		44%	\$91,883.41	\$602,889.74	23	67%	87
1	Blue Granite NYC	227%	\$2,298.07	\$14,978.49	2	100%	100
2	Sushi House	193%	\$3,263.47	\$21,270.83	3	100%	100
3	The Sportsbook	156%	\$3,382.86	\$22,049.00	3	100%	100
4	Slingshot Cantina	146%	\$1,893.84	\$12,343.78	4	50%	100
5	Harry's Hideaway	124%	\$2,451.55	\$18,261.55	1	100%	100
6	Lotus	121%	\$1,851.64	\$13,792.83	3	33%	50
7	The Chop Stick	108%	\$1,210.25	\$7,888.24	4	50%	100
8	Sunflower Bar	95%	\$2,300.38	\$14,993.55	3	67%	100
9	Pocket Aces	93%	\$758.37	\$4,942.95	3	33%	67
10	The Highdive	91%	\$1,172.97	\$7,645.25	3	100%	100
11	Sputnik	90%	\$3,925.94	\$25,588.72	3	33%	67
12	Challengers LA	89%	\$545.74	\$3,557.06	2	50%	100
13	Shackleton Icehouse	89%	\$2,443.81	\$15,928.40	2	50%	50

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

15 LOCATIONS
128 MENTORED SERVERS

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**.