

Restaurant Retail Partnership

Relaying Information



I'm Ready!



Hi! You are going to shadow David, a Retail Manger, today while he prepares to relay information about a new promotional offer to the management team and the retail sales associates. You already know what is involved in effectively and efficiently relaying information, so let us take you through a quick refresher.

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<Page 1> Sometimes feels like you are playing the “Broken telephone” game!

Relaying information can sometimes feel like you are playing the “Broken telephone” game. Let’s see how easily relaying information can get derailed starting with an email David, the Retail Manager, just received from Anna, who is in Corporate Marketing.

Click each character to know how the information changed as it passed through different channels.



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Corporate - Anna



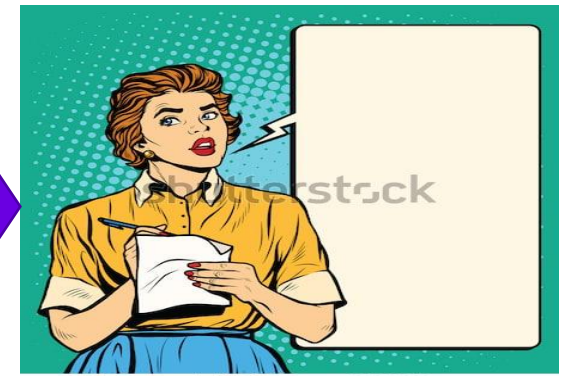
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Retail Manager - David



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Retail Associate- Christy

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Corporate - Anna

“We have a new and exciting menu item that will be offered for a limited time! To launch the new menu item, there will be promotional t-shirts and glassware for you to sell. This promotion is to help you hit your quarterly sales goals!”



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General Manager - George

“Hey David, I just read an email from corporate. We are being instructed to offer a new menu item and sell promotional tees and glassware. This is supposed to help us hit our quarterly sales goals. Let your team know.”



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Retail Manager - David

“Team, I’ve just been told we are getting a new menu with new promotional items. We need to become familiar with the new menu and promotional items.”



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Retail Associate- Christy

“Why are we getting a new menu and what are we promoting?”

Were you able to find where the relay of information broke down? Let’s now review the Who, What and How of relaying information so that you can avoid playing the “Broken Telephone” game with your team!

How did this...become that?

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<Page 2> Relaying Information



David, an RM, is chasing a sales goal. To meet his goal, he needs to collaborate with others. To engage these people in helping him achieve his sales goal, he turns his focus to relaying appropriate information to the correct audience.

Before David can relay his information, he needs to know the Who, What, and How!

Continue



Who does he need to collaborate with within the restaurant and when?

What kind of information does he need to relay to each group in order to be effective?



How do these meetings lead to retail awareness, thus sales?

Page 3: Who does David need to collaborate with?



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Who does David need to collaborate with? Let's break this down by meeting type starting with the Weekly Manager meeting and the Manager 1:1 meeting.

The sales floor is David's primary workspace, and at times an appropriate setting for conducting business meetings. However, whenever David has big and exciting news to share with his team that is not ready for Guests or other associates to hear, he will need to find a more seclusive place to meet. The ideal location for a Weekly Manager meeting or the Manager 1:1 meeting is in an office or an area of the restaurant that can be closed off to Guest traffic. Each location's office setup is different and may or may not be the best place for manager meetings.

The 5-Minute meeting can and should be conducted on the sales floor at the beginning of each shift. Shifts can be broken down into Open, Mid, and Close. A point to consider, David may want to conduct the 5-Minute meeting in a location on the sales floor where there is very little, if any, Guest traffic. Don't want to impede the Guests from buying merchandise!

Page 7: The Bigger Picture

Alright, let's take a look at the bigger picture here. You've learned all about one-on-one meetings, weekly manager meetings and 5-minute meetings. But at the root of it, no matter the meeting, always consider your audience. Understand that each meeting involves a different story. Always plan for the time and place. If you stick to the ins and outs of relaying information properly through restaurant retail partnerships, no one will break the telephone when passing along a message.

	One-on-One Meeting	Weekly Manager Meeting	5-minute Meeting
Who?	Always consider your audience.		
What?	Each meeting involves a different story.		
How?	Always plan for the time and place.		
Benefits	No one breaks the telephone when passing along a message.		