

# **Proposal for Instruction for Writing of Manual on training to become an Outback Server**

**Prepared for  
Outback Steakhouse  
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## Executive Summary

I am proposing to write a manual on training to become an Outback Steakhouse server. The servers at Outback lack the common knowledge of serving etiquette, customer service and professionalism. The solution would be to create an instruction manual, providing the servers with clear direction, preparation, and the support they need to succeed at Outback. The manual rough draft will take place on May 1, 2014, and the finished product date for the final manual will occur August 1, 2014. The total cost amounted to \$4,475 for labor, ink and paper. I know that I can write a manual that surpasses Outback's standards and educate our servers. For one I have become a certified trainer and has now has a relationship with the company for two years. I cannot wait to help contribute to the company's success.

## Introduction to Proposal on training to become an Outback Server

The proposal will help the servers feel confident in their workplace and they will learn the needed prerequisites. With this proposal, you will see why the manual would be an asset to the company. The deadline will occur on August 1, 2014 and overall the costs add up to \$4,475.

### Problems for Outback Steakhouse

Outback Steakhouse has the following problems:

- Customer Service
- Professionalism
- Organization

Customer service has been an issue for a while and plays a very important role for returning customers. When dining at our restaurant, the customer has a chance to fill out a customer service survey to receive a free appetizer during their next visit. The surveys tell us how their experience at Outback went, and if they plan on attending again. No matter how tasty your menu, customers will not come back if they have bad experiences with your customer service. Training employees to offer good customer service can help you drive sales. Prompt and friendly summarize how a server can adhere to exceptional customer service. Prompt does not mean rushing or hovering, but it does mean taking care of customers' needs in an appropriate time frame. Having to wait ten or even five minutes for drink refills, butter, sauce or the check can quickly make a good dining experience turn sour.

Setting professionalism standards affects all parties of the business, including customers, suppliers, shareholders, and employees. Professionalism means taking pride in yourself and Outback by knowing your job, plus meeting our standards. An example of a problem with professionalism at Outback consists of the employee's language. Many servers do not understand that customers see and hear everything and when using vulgar language they appear beneath Outback standards. To have a successful company, you have to concern yourself with professionalism standards, especially to protect the company's reputation. Your employee's physical presentation, for example wrinkled clothing and bad hygiene may cause discomfort for the customer. This would leave the customer believing our establishment as unprofessional workplace.

Outback has a large number of moving parts from expo stations where drinks are made to places where silverware can be stored and waiters can send orders to the kitchen. Organization with the restaurant can help the restaurant effectively operate and serve its customers. An unorganized work environment leaves the

employees careless and puts the restaurant in chaos especially during busy times. Limited time offers exist as a big part of the company; it keeps structure of how it sets us apart from other companies each month. Every month servers are required to take an online quiz over the new menu material, which servers take lightly when it comes to taking these quizzes. In order to make good money, servers need to have the organization and the ability to answer any questions off the menu that a customer may have.

## Solution to Company's training restructure

My manual on training to become an Outback Server will help solve the following problems:

- Customer Service
- Professionalism
- Organization

At Outback, we want to deliver an incredible dining experience to each of our customers. The training from our manual will provide clear direction and preparation to exceed. The manual will train servers on customer service skills, professionalism, and how to gain the "Outback Attitude." Memorable service starts with great people. Our style of service delivers professional, knowledgeable, welcoming sincerity. We will train our servers to tune in to the customer by anticipating their needs, and tailoring the pace of service to please them. Establishing a set dress code would qualify as an example to help with professionalism. Another example includes starting a process for dealing with customer complaints or managing employee conflict. By including preparation in the manual it will ensure our employees that they have certified trainers to work with. These trainers with the help of the manual will set them up for success by providing the training, knowledge, skills and tools to perform their job to Outback's high standards. With these solutions, this will surpass customer's expectations, by keeping them satisfied and in return increasing the sales of the company.

## Outline for Orientation Manual

- Introduction
- Prerequisites
  - Orientation
- Required tests
  - Menu test
  - Beverage test
  - Seating Test
  - Safety and sanitation
- Roles and Responsibilities

- Customer Service Standards
- Hospitality
- Timing of experience
- Shift Responsibilities
- Uniforms
- Training days 1-4
  - Day 1
    - Line Check/Expo
    - Cross train
    - Training meal
  - Day 2
    - Opener shift
    - Recommend, Reinforce, Repeat
    - Sequence of service
      - 1<sup>st</sup> approach
      - 2<sup>nd</sup> approach
    - Training meal
  - Day 3
    - Mid-shift
    - Art of communication
    - CROW
    - Training meal
  - Day 4
    - Closer shift
    - Pace of Experience
    - Problem Resolution
    - Training meal
- Validation Check list
  - Server-Are you ready?

## Work Plan for Outback Server Training Manual

I will begin this manual Monday, March 31, 2014 and have the rough draft finished by May 2014. The finish date of the final manual will happen August 1, 2014. For the manual, I will use 8.5 by 11 in. of paper, with one inch margins on each side. To bind my training manual, I will use a black spiral binding edge and on the cover page I will advertise the Outback logo.

## Qualifications for the Outback Training Manual

I believe I have well-suited qualifications to create the training manual because for one I have the training from my technical writing class. Another qualification

that gives me the experience needed to excel at this project is that I work within the company as a certified training server.

## Budget for the Outback Training Manual

	Rough Draft	Final Draft	Total
Labor	\$1,000	\$1,200	\$2,200
Paper	\$350	\$625	\$975
Ink	\$500	\$800	\$1,300
Total	\$1,850	\$2,625	\$4,475

These costs include labor, which involves putting the manual together. The other costs, paper and ink conclude the whole manual.

## Conclusion to Proposal on the Outback Training

I look forward to seeing the final finishing product to become a success within the company. Now new employees will feel confident in their work and help contribute to the company's success. The manual will inhibit great customer service skills that will last a lifetime. I am excited about this manual because if we build pride into everything we do, we will consistently meet all standards, attending to every detail, and constantly improve the experience of our people.