IT’S A WIN-WIN CATERING,LLC

CHARLESTON, SC

How To Wow!

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We all play a vital role in the making of fond memories for our customers. Each of us is equally important in exceeding their expectations. As fellow team members of It’s a Win-Win Catering, we are committed to do the following:

1. When giving directions to guests, **escort** them whenever possible.

2. Greet all customers **immediately** with a warm smile, eye contact and good posture.

3. Learn and **use guest names** at every opportunity.

4. Always **listen** to guests’ concerns fully and respond with empathy.

5. Show enthusiasm in difficult situations; be **aggressively hospitable**.

6. Make our first and last impression count. Remember, **we are on stage**.

7. Always **thank** guest for their business and give them a warm send off.

8. At every possible opportunity, **inquire** about a guests’ day.

9. If you see a **safety hazard**—report it, repair it or clean it. It could help more than you imagine.

10. Take care of and have pride in our business and its services—it is our livelihood.

11. We have three types of customers: a) fellow members of our team b) guests’ c) potential customers watching. We must exceed each one’s expectations!

12. You are **trusted**---use your **empowerment** wisely to exceed the guests’ expectations.

13. Anticipate guest needs and provide service with **a sense of urgency**.

14. The cleanliness of our work area reflects directly on us.

15. **Excellence** is our standard. *Strive for Five*

16. Use **appropriate** and **professiona**l language. Avoid slang and jargon.

17. Be a good citizen of It’s a Win-Win Catering. Represent our company with pride both in and outside the business.

18. You are the expert! The business needs your ideas for continuous improvement.

19. Respect our co-workers, display teamwork and recognize the efforts of others in trying to **WOW** our customers**.**

OUR FUTURE

It’s a Win-Win Catering promises much more than great food and impeccable service. We all also possess the ability to make our guests—and ourselves—emotionally richer.

OUR VISION

It’s a Win-Win Catering gather the delightful, the unexpected, the authentic and the meaningful. We celebrate the individuality, diversity and personality of each of our experiences. This bold approach makes our company unique.

OUR IDEA

We open the door to a new world of services, people and opportunity. We express ourselves with personality, built upon knowledge and a sense of place and purpose. **OUR VALUES**

We have four key values we adhere to and by which our business is shaped:

DELIGHT

We create the small touches and meaningful moments that delight guests used to the highest standards.

DISCOVERY

We seek new opportunities all over the Low Country and beyond. We touch guest’ wherever they are.

AUTHENTICITY

We are dedicated to our local communities and their lifestyles. We offer guests an experience that sits within a context and a culture.

CHARACTER

We value diversity—from our brand, our commercial kitchen and our staff. We seek individuals who bring a richness of character to the group.