



# SWISS RESTAURANT MANAGEMENT ACADEMY



# GLOBAL TRAINING



## F&B SERVICE TRAINING INTERNATIONAL, FBSTI

FBSTI is a Swiss academy specialized in high standard restaurant management training and courses in the full respect of the famous Swiss education standard in this field.

Swiss expertise, French "savoir-faire", 30 years of experience

**CORPORATE CONFERENCES FOR THE RESTAURANT INDUSTRY**

UNIQUE BY  
DESIGN



PROFESSIONAL

## + Message from the CEO

### DO YOU KNOW WHO I AM !!!!

I am the gentleman who waits patiently to be noticed and welcomed at the entrance of a restaurant while employees finish their private discussions.

I am the gentleman who remains seated and waits quietly while the waitresses do everything but take my order.

I am the gentleman who stands serenely at the hotel front desk while the receptionist is finishing playing Candy Crush game on the computer or reading the newspaper.

I am the simple guy who enters a cocktail bar and never loses his temper but wait calmly while the bartender finishes replying to personal messages on his smartphone.

Yes, you might say I am a nice guy.

You are right, but do you know who else I am?

I am the gentleman who never comes back and it amuses me to see you spending millions every year on advertising to get me back, when I was there in the first place and all you have to do was to show me a little attention and some service.

It is more costly to find new customers than developing benefits from your existing customer base. Your present customers will be the one who will attract future new clients through positive word of mouth saving you millions on advertising. This is the reason why it is more important for you to exceed expectations of the clients you already have than finding new ones. It is also crucial for your employees to know that customers are the most important asset your establishment have and that they act accordingly.

Hospitality is fast paced and constantly evolving. The best way to beat your competitors is through ensuring your employees' expertise and ability to perform their daily tasks and maintaining exceptionally high level in their jobs. Training in customer service will ensure your guests enjoy their experience, their stay and will depart with plans to return.

They will also go on to spread good words about your establishment.

One of the most important aspects of running a restaurant is training your front-of-the-house employees; get your service staff in winning form. All great performances are a result of a good training. Front-of-the-house is a daily competition, a professional and sophisticated sport game that starts before arrival of your customers and finish far after the last one says goodbye. Guest satisfaction, check averages, tips, but also time management, operation and cost control will tell you if you are winning in the competition.

Training is crucial in order to provide a consistent level of guest satisfaction over time. Enhancing your present and future work force by providing our tailored training will affects your business's ability to remain competitive.

F&B Service Training International designs personalized programs to most efficiently address the front house areas and staff, which will have a greatest impact on results. We know through countless years of experience in the hospitality industry, that front-of-the-house skills are essential for business and personal success. Using FBSTI training programs **maximizes learning retention and clients' return on training investment**. FBSTI tailored training, which fully meets your needs, targeting specific areas and topics that demand improvement and can deliver maximum return for your business.

Looking conscientiously at the customers reinforce my idea that if restaurants forget that people come in any good restaurant for more than just the pleasure of good food they will be wrong. Communicating professionally with all stakeholders (including waiters and waitresses) is fundamental to ensure all customers leave your establishment with an unforgettably positive experience. The time where waiters will be replaced by talking and walking machines is still far away. (The 2 only waiter robots in this world have been fired a few weeks back in Japan, There is a good reason for that))))))

Being able to produce the products and the services desired and expected by customers, in an environment of demand increasingly challenging, is the opportunity to make a unique mark of recognition and recommendation.

At FBSTI it is our personal target that all people trained in our programs will know exactly the goals and the objectives of their company, will be properly trained and qualified to do the job and will be involved in their own development and the development of the company they will be working for.

FBSTI provides a short, intense, captivating and adapted training where attitude, skill and knowledge will be developed from a practical, theoretical and through advanced service to ensure that your staff members will have a full expertise in every field of the operational side of your restaurant or group of restaurants.

## OUR MISSION, WHY TRAIN YOUR EMPLOYEES

Retaining the right employees, quickly and professionally bringing on new ones as well as getting them actively involved in the company is critical for long-term profitability and growth. F&B Service Training International, with our adapted training program will help you to attract, develop and retain these unique members. We will improve their commitment and enthusiasm, which will translate into growth of your establishment's efficiency.

Keeping in mind that properly trained front of the house employee will reduce turnover and absenteeism and all the associated costs (finding new staff, having more staff than needed, time consumed for adaptation and new training, ...). Bear in mind you most probably have in your employees the future leaders of your establishment.

**“ Don't let your competitors have them due to a lack of internal development! ”**

The restaurant industry is in a constant state of growth and changes and if you want to step ahead FBSTI is the right solution. Standardized F&B operation and improving the quality of the service will help you to gain repeat business and reduce your expenses on operation efficiency.

FBSTI will set a platform in place to remove the development of bad habits in your establishment, which is a fundamental challenge facing many front of the house teams.

We will give your employees confidence and motivation for them to be more competitive, more flexible, to be more attentive and more efficient, with a better response to changes, ready to go the "extra mile/s" for your guests.

FBSTI has long standing experience and significant expertise in training and operations within the restaurant industry. We work together to understand your expectations, your goals and your customer needs.

Why train your staff?

In professional or private spheres, our time pushes us to adapt constantly. As soon as changes or when a flaw is detected, then it is important to react or you will be left behind. Through increasing competition an expectation arises for you to react with increasing speed and efficiency to fix any problems without delay. This is a major competitiveness requirement. The more qualified and properly trained your employees are, the better their performance will be, the better your business will get. FBSTI's unique programmes take the time to understand challenges at hand from multiple angles to ensure your teams are well equipped to cope with these challenges from not only the technical but also the soft skills of your staff members.

The primary objective of any company is to ensure profitability and drive value. This is why companies now take much more consideration toward the social climate and the evolution of the personal resources of their employees. It is your people who are the wealth of the company and together as team deliver unique guest experiences which in turn translate to growth in your company value. Well-rounded employees are performing employees.

Nowadays, time seems scarce. Business and pace of change moves with increasing speed. Is it still possible to "take the required time" without taking the risk of letting the situation deteriorate and penalize the company? Companies must propose solutions to these challenges. Constant learning and on the job training are common sense these days. The expertise of the manager and the employees requires regular updating as technologies and approaches of the industry in a constant state of change.

No matter how good you already are, you will always need training to drive the efficiency of your company.

FBSTI brings to your employees, professional and personal knowledge and skills for them to work with harmony and better performance. We will fill their shortcomings, develop their potential and give access to greater efficiency.

They will transform your establishment into a better place to work in, a better environment, very profitable where customers will be happy to come back.

The new concept of leisure civilization makes the catering industry a unique growing business but to be successful and ahead of competitors you have to make sure that all your staff members from table runners to general manager are properly trained and aware about the objective and the standard of the company.

The continued growth of the sector has driven demand for qualified personnel who can adapt and improve the service standard. Our high quality Swiss education training program provides the knowledge and skills necessary to meet industry expectations in this regard and make sure your establishment as well as your customers will get good benefits out of it.

With our **Swiss expertise**, our **French "Savoir-Faire"** and **experience and 30 years of successful accomplishment** in the restaurant industry and in hospitality training, we have tailored and designed the perfect and unique certified training so that participants can confront their daily tasks with a better confidence and a higher standard.

After completion of our conference you and your staff, as well as future actors of the restaurant industry will be highly skilled and ready to meet the challenges of this dynamic industry with an innovating approach.

*Christian CARGOUE*  
*Founder and CEO*  
*FBSTI*



# + BENEFITS OF OUR TRAINING PROGRAMS

## WHAT ARE THE REAL BENEFITS OF TRAINING FOR YOUR EMPLOYEES?

### With us you will:

- Develop staff who will be more motivated, more efficient, more competitive, more flexible, more concerned, with a better response to changes, ready to do the “extra miles” and with pride in their work.
- Standardize F&B operations and improve the quality of the service in your establishments.
- Reduce turnover and absenteeism with a better work environment.
- Increase profits by improving guests satisfaction in exceeding their expectations and upsell your product.

Students completing the course will be more efficient while they are performing their tasks, and work faster as a whole team. They will be more motivated, and competitive amongst themselves which will improve the guest experience. Your staff will be more flexible and willing to work to your schedule, you will have fewer staff turnover to worry about. The customers you entertain will be positively delighted with the service they receive. Our courses will improve your customer loyalty while saving the company on expenses and saving of money wasted in a daily operation riddled through staff misconduct.

Why ask external trainers to train you? External training bring fresh, new knowledge from other sectors, trades and environments. External training will have a better impact on your employees who are already too familiar with your internal trainers so less receptive to new information and change.

Training is a great motivating factor when it answer the needs and requirements of employees.

"You are priceless for us, we recognize your skills, we will train you because together we will succeed"

Training is critical and has many advantages. It increases profitability, brings strategic benefit, and it is an incredible booster for your success. It is vital to enhance the "human capital" of your structure.

Your employees are your greatest asset, without them your structure will fail and without recognition she will die.

Companies that train and prepare their employees to evolve, embrace changes, will be far ahead of their competitors.

FBSTI is providing opportunities for learning away from school shackles. Our tailored training will give instant and immediate benefits to your company and employees.

Training helps to develop the necessary personal skills to complete technical tasks, helps to facilitate communication between the teams and services and helps to reduce stress.

Less stressed employees will reduce conflicts, sick days, absenteeism and therefore reduce your turnover.

**"The one who forgets to prepare, is preparing to be forgotten"**

Companies now understand and prefer to cover the cost of training instead of having to bear the brunt of any errors made by their staff, which can be devastating to the human level (safety) or in the cost.

An ever-changing team is very expensive. To separate an employee is expensive but it is more expensive to hire someone to replace the person. In addition, these movements disrupt and discredit the company toward its customers.

Before starting a training program, we will define the goals and the needs of the company and employees without disrupting the operational running of your establishment.

Train your employees today for them to become your managers of tomorrow. A company who trains their employees is a company that evolves.

The need for businesses, including small ones, to train their employees is essential and it is a way to boost development. FBSTI do not train just to train, we will make sure our training exceeds your expectations and that you receive a good return on your training investment.

Our training which will motivate your employees will also create a better working environment and a good atmosphere that will make your company a welcome place to work in.

FBSTI will optimize your training budgets, your time and your needs in order to build loyalty and motivation in your team.

Trained employees will bring more satisfaction and better loyalty to your company, from your employees themselves but also from your customers.

"Only training will bring performance enhancements"

Time has demonstrated that training can be seen as an investment rather than an expense without interest.

# FBSTI TRAINING

## RETURN ON THE TRAINING INVESTMENT



Front of the house employees, motivated, with the right attitude and a perfect behavior, engaged in their own development and the development of the company will financially benefit a lot to your organization.

## CUSTOMERS

Satisfied customer is a customer who returns and comes more often (Increasing income)

Satisfied customer is a customer who talks about your establishment and spread good words about your place.

- ✓ Better company image
- ✓ Generate new customers (Increase your income)
- ✓ Reduce costs on advertising (Saving on marketing and publicity).

Employees aware of the good selling skills, with a better marketing communication and driving sales, customer will consumed more, average bill will raised. (Higher income)

*A customer impressed by the service and by the outstanding attitude of the staff will leave more tips and more often*

## RETURN ON TRAINING INVESTMENT

**“ WITHIN A FEW WEEKS! “**

**GUARANTY**



### EMPLOYEES BENEFITS

- Improved attitude, morale and confidence
- More efficient and effective
- More concerned and involved
- More flexibility, less absenteeism
- Improved teamwork, working environment and internal relationship
- Increased safety reduced accidents
- Employees more passionate, smiling, with a better motivation
- Better job knowledge and skill, better quality of work provided....

After completion of the conference, participant will be able to increase his/her average daily financial take in. Even if they improve their sales daily by just a coffee, a drink, a bottle of wine or a desert Your company will get a return on the conference investment within a few weeks or in a worst case in a few months. AND THIS IS A MINIMUM!



## WASTAGE

- Better involvement and more focus will reduce daily wastage (saving on product and equipment losses)
- Less breakage (saving on replacement)
- Better use of the equipment (saving on maintenance)

## EMPLOYEES

- Better training means less training (Saving on future training)
- Doing training shows your employees you care about them and their development means staff more involved, more concerned and less staff turnover (saving on recruiting and on training new staff)

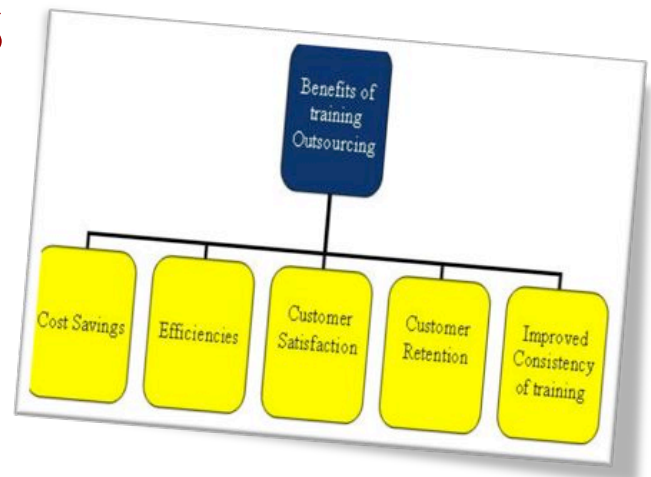


## EMPLOYEES

- Time management, less work for head of department and managers (Saving on operational efficiency)
- Better employees, more efficient, who will produce more with less time consuming (Saving on number of employees and on salaries)

## OTHERS

- Knowledge transfer (Saving of training needs)
- Less chance of accident, better safety practice (Saving on absenteeism and on financial penalty due to errors made by employees)
  - Employees will have a more positive attitude towards profit orientation and will be more involved with the organizational goals (more profits and less lost)





## OUR TRAINING PROGRAMS:

With our professional training participants will become fully qualified and capable of offering service to customers that meets international standard and expectations of establishments of the world.

- For:** Corporate, hotel chains, individual establishments, professionals of the restaurant industry.
- Targeting:** Students of the hospitality industry, staff and managers, as well as all persons in relation with the restaurant industry wanted to improve their skill, their knowledge, their competencies and competitiveness.
- Places:** All over the world, in your establishment or by joining or sending your employees in one of our conferences organized in different countries worldwide.
- Information:** Courses are delivered 8 hours per day. Courses are in English
- Duration:** **2 DAYS**

*(Ideal duration for working schedule of your establishment, without interfering on your operational habits)*

- Prices:** Price vary according to:
- Number of participants,
  - Places (countries) where the training will be provided

**IMPORTANT:** Please contact us for a personal quote or see with our local agent

**Certification:** After completion of the course participants will get personal (nominative) certificate recognized worldwide

- Swiss certificate of customer handling, restaurant communication and restaurant development (CPQ)\*

*(\*) CPQ = Certificate of Professional Qualification*

FBSTI also have a wide range of professional training of different duration and different topic that can be provided in your establishment fitting your particular needs. All our courses received professional certified and globally recognized certificates. (Swiss Education, City & Guild, AHLEI)

FBSTI can integrate cases studies specific to your company.

FBSTI will adapt according to your calendar and the working schedule of the participant in order to have as less disruptions as possible on your daily operational running of your company.

Contact us for more information.

FBSTI can also make a full survey of your establishment. *Mystery Guest:* We see, we watch, we check and control for you in order to spot points that could be improved or required your attention and identified specific training needed. Habits and routine makes most of the people blind and gently habits and routine are taking your business down. FBSTI will discretely study your place and your employees; we will see the running of your establishment when managers are not there. FBSTI can also make a survey of the all chain in order to leave you the possibility to standardized the good points to all the establishments of your chain, and make everybody knows about the bad points raising in some places.

Contact us for more information.

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DEVELOP YOUR EMPLOYEES  
GROW YOUR STANDARDS  
DRIVE YOUR SALES  
DELIGHT YOUR CUSTOMERS

The program of FBSTI is based on the development of five fundamental themes:  
The knowledge, the skill, the communication, the flexibility and the attitude

## CONFERENCE SCHEDULE

### DAY 1:

9:00	Meeting point
9:30	Starting of the conference
9:30 to 11:00	Couse presentation, Speaker presentation Definition of the hospitality industry, different departments and the important connection that ties them to each other. Different actors of the industry and relation between them: Managers, employees and customers
11:00 to 11:30	Break
11:30 to 13:00	Importance of the personal appearance The way people look at you and the impression they get of you The way you wish to appear in people minds. Body language Hair, uniform, accessories, sound, smell, cleanliness, all details have their importance as they will be remembered and they are the image of the company
13:00 to 14:00	Lunch break
14:00 to 15:30	How to get the right attitude and behavior. Develop individual motivation and group motivation. Leadership skill, team building Handle pressure and stress personally and professionally Flexibility: Learn to act and react quickly, how and why do we need to prioritize our actions Adapt attitude and service according to circumstances, according to customers Give more than you are expected, go the "extra mile", been different, been better.
15:30 to 16:00	Break
16:00 to 18:00	Restaurant standard & service Standard What makes service so important, excellent service depends on: <u>Service rules</u> , reminder to use the international service regulations for a homogeneous service and a better comfort of the customer. <u>Service structures</u> , how to create a smooth service organization <u>Mise en place</u> , How to improve mise en place to be ready for service and prepared for any outcomes, anticipate your need for the service and any possible customer needs. <u>Advanced service</u> , How to delight your customer with your service style and skills, how to make the show to blow away your guests mind. <u>Service methods</u> , how and why using different varieties of services to attract the attention of your customers and avoid a too important customer routine How to create a comfortable environment, Importance to use customer's senses. Guests' expectations about the restaurant and the service Create and/or improve the reputation of your establishment by developing the standard
18:00 to 18:15	Break
18:15 to 19:45	Interaction with the audience, questions, end of day one



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FBSTI WILL HELP PARTICIPANTS TO BELIEVE IN  
THEMSELVES  
HAPPY AND WELL TRAINED STAFF = PERFORMANCE



## CONFERENCE SCHEDULE (Part 2)

### DAY 2:

9:00	Meeting point
9:30	Starting of the conference
9:30 to 11:00	Reminder of the previous day Customer care: Identify and understand different types of customers. Understand your customer before acting, each customer requires unique approach. Customer cares, determine their needs. How to exceed customer expectations, and increase customer satisfactions and experience Handling difficult clients, Handling different complaints
11:00 to 11:30	Break
11:30 to 13:00	Communication Internal and external communication Body language, attitude and behavior, get the right one at the right time according to the persons. Importance of interacting correctly with the customers, how to establish a durable relation with customers.
13:00 to 14:00	Lunch break
14:00 to 15:30	Upselling and increase sells. Make a sale smoothly without annoying customers Reduce expenses and costs. Manage operational wastage, handle equipment and products
15:30 to 16:00	Break
16:00 to 17:30	Conclusion Benefits in applying knowledge learn from the conference in working environment: For the boss, for the establishment for the customers and benefits employees will get out of it How to apply this knowledge in their daily tasks
17:30 to 18:00	Break
18:00 to 19:30	Interaction with the audience, questions End of day two, end of the conference

*FBSTI provides a short, intense, captivating and adapted training where the attitude, the skill, the knowledge and the art of communicating will be developed. This is done with both practical and theoretical advanced service techniques to ensure your staff members will have a full expertise in every aspect of the operational side of your restaurant.*



**We will be pleased to provide you with new dynamic and passionate waiters and waitresses! Don't forget that he or she may be your leader for tomorrow.**



# ABOUT THE SPEAKERS



Christian CARGOUET, Founder and CEO F&B Service Training International



CHE (certified hospitality educator)  
Instructor of supervision  
Craft Trainer Award (CTA1)  
Expert in Leadership Training  
Expert in Professional Presentation  
Expert in Communication



*50 years, of which 30 years of successful experience and passion spent for the hospitality industry.*

## SPEAKER HISTORY:

Born in 1965 in France

- 1984: **BTS management and operation in catering industry**, Baronnat private catering school, Grenoble, France.
- 1986: **Front desk officer**, Relais & château de Castel Novel (\*\*\*\*), Varetz, France
- 1987: **Kitchen chef, (Companionship tour)**  
Château St Philipp (\*\*\*\*), Agen, France.  
Château de Lhotse (\*\*\*\*), Montaignu de Quercy, France. Restaurant le Prieuré (\*\*), Agen, France.
- 1989: **Restaurant Manager**, Goodwood Park Hotel (\*\*\*\*), Chichester, UK
- 1992: **Restaurant Manager**, Hotel Fleur du Lac (\*\*\*\*), Morges, Switzerland
- 1996: **Wine & bar lecturer, Service practical lecturer**, Lausanne Hotel School (EHL, 1<sup>st</sup> world rank), Lausanne, Switzerland
- 1998: **General Manager**, Henllys Hall Hotel Golf & Country Club (\*\*\*\*), Beaumaris, Anglesey, North Wales.
- 2003: **Lecturer of service theory & Practical**, Greta Leman, Training center, Annemasse, France
- 2009: **Restaurant training supervisor, F&B manager, Lecturer of service theory, service practical, advanced service and banqueting and event**, IHTTI, School of Hotel Management, (8<sup>th</sup> Swiss Rank), Neuchâtel, Switzerland
- 2012: **Founder and CEO**, F&B Service training International, Swiss restaurant management academy, Neuchâtel, Switzerland



*Swiss expertise, French "Savoir-Faire", long experience in the hospitality industry management, outstanding skill in training within the industry.*



## OTHERS

- CHE (certified hospitality educator) AHLEI
- Instructor of supervision in the hospitality industry, AHLEI
- Craft Trainer Award (CTA1)
- Health and Hygiene Certificate
- Cigars Expert, Cheese Expert
- Mixology Bar and Tending
- Leadership Training
- Professional Presentation Course

## REFERRAL STATEMENTS:

Student's appraisals from EHL, IHTTI and FBSTI:

### 97,6% student's satisfaction

"Mr. Christian is not a lecturer like others, his classes are not just a course but it is an exciting show, so pleasant and so interesting."

Nick Brown, Caterer 1998, Owner Henllys Hall Hotel North Wales, Owner Merton Hotel Hereford UK:

"Christian is a unique individual and it has been a long time since I have met anybody with such a love for the catering industry."

**... Christian is the Mary Poppins of the hotel industry offering a solution for every problem."**



Language Program Leader IHTTI:

"...Respect, at the same time able to transmit his knowledge, perfectly conscious, passionate about his job he has raised to an art form which combines all of this discretion, availability, kindness and humor, it was a privilege have had such colleague as Mr. Christian."

John Thoraugood, Padam Training Officer:

"Mr. Cargouet demonstrated throughout that commonly used idea "going the extra mile" his dedication to his customers"



Elaine O'Connor, Training coordinator, Tricon Restaurants International:

"Extremely efficient and very impress by Mr. Cargouet and his addiction to his job"

Michael Topper, Deputy Manager Goodwood Park Hotel UK:  
"Mr.Cargouet is a very dependable person."

EHL Lausanne Switzerland:

"Mr. Cargouet is a real professional of the catering industry, with an extremely pleasant character and able to adapt quickly to any complex situations..."

Rodolph Schelbert owner and director Hotel Fleur du Lac Switzerland:

"...Conscientious, smart and extremely concerned for perfection and details"



*You want the best to reach your objectives then Mr. Cargouet is the right choice*



- 30 years of experience in the restaurant and hotel industry in France, England, USA and Switzerland in some of the finest restaurants and hotel chains.
- Lecturer in Neuchâtel hospitality management school and in EHL, Lausanne Hotel Management School (ranked n° 1 in the world)
- Certified Hospitality Educator By AHLEI
- Expert in Service Practical, Service Theory, Advanced Service, Menu Planning, Wine and Bar, Banqueting and Events.
- Fully qualified in all sectors of the food and beverages industry.
- Certified supervisor in the hospitality industry
- Certified Craft Training Award, continuing professional development controller and administrator.
- FBSTI is present all over the world
- French and Swiss "savoir faire"
- FBSTI is Recognized Swiss Hospitality Education by the Swiss government (IDE: CHE-340.257.073).

FBSTI is experienced to provide ultimate course, short, accessible and adapted to everyone, captivating, highly professional where information will be given, practiced and retained.

## + INFORMATION:

Company Name:  
F&B SERVICE TRAINING INTERNATIONAL  
Short: FBSTI

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FBSTI is a registered company within the AVS and the commercial register (IDE: CHE-340.257.073) of the Canton of Neuchâtel and fully recognized by the Neuchâtel administration