



FBSTI, Unique Swiss Restaurant Academy

FBSTI is a Swiss academy specialized in high standard restaurant management workshops and trainings. With our Swiss expertise, French “Savoir-Faire” and 30 years of experience within the industry, we are providing premium workshops all over the world helping organizations to grow profitability and improve their standards in order to better customer satisfaction and increase benefits.



Employees are the greatest assets in the hospitality business. Without an engaged and properly trained workforce any structure will fail. This seminar has been tailored and designed to **generate immediate benefits for companies** through customers and employees. The objective of our workshop is to standardized F&B operations and improve the quality of the service in any service-orientated business.

During these 2 days participants will gain: **Swiss hospitality expertise**, French know-how, sales techniques and professionalism which will ultimately **impact business profitability** through increased sales & customer satisfaction, improved staff efficiency, better working environment & team work, reduced wastage & better hygiene.

Participants will gain international knowledge from an **international expert on Hospitality Management and Customer Service**.

Workshop Themes:

How to Improve Restaurant Operations and Service Quality? How to develop tourism industry to enter a competitive future?

(Open to every hospitality professional, present and future)

2 days intensive seminar on F&B management, business development, restaurant service, customer care, communication and sales.

Certification: Swiss certificate of customer handling, restaurant communication and restaurant development (CPQ)*

Accreditation: Certified Swiss Education, certificate of professional qualification

Unique: FBSTI is the **ONLY** opportunity to get affordable Swiss hospitality education at your doorstep

The Swiss expertise & French “Know-how”

Who Should Attend?

- Restaurant staffs, professionals
- Food & Beverage professionals (Catering, event)
- Hotel staffs (Restaurant, room service, bar, kitchen)
- Students from hospitality schools
- Restaurant Managers, Directors, F&B Managers, Owners of restaurants, hotels, chains, Catering company, HR





CONTENT



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| Introduction: | Presentation of the course and objectives, presentation of the speaker |
| The restaurant industry today: | Successes and fails, tourism = new opportunities |
| Restaurant staff: | Body, image & appearance, attitude, Behaviour and motivation |
| Restaurant team: | Stress, flexibility, teamwork, working environment and harmony |
| The environment: | Create an environment, customer senses |
| Service: | Service rules, methods, structures, standards and advanced services |
| Customers: | Exceeding customer satisfaction and expectation, customer care, customer types, complaints, difficult customer, adapting service, attitude and communication accordingly, Customer service |
| Communication: | Internal and external, interacting with customers, languages, body communication, signs |
| Boost Profitability & sales: | Upselling technique, reduce cost, wastage, expenses |
| Restaurant industry tomorrow: | Step ahead, vision, and tourism industry in the future, High quality services and security are the key words for success |
| Conclusion: | Improve image of the place, apply learning, self-esteem and passion |

BENEFITS

COMPANY

PROFESSIONAL DEVELOPMENT

CUSTOMERS

- | | | |
|---|---------------------------------|--------------------------------|
| ➤ Creating a challenging work environment | ➤ The winning attitude | ➤ Exceed customer expectations |
| ➤ Improving Operations Efficiency | ➤ How to be indispensable | ➤ From clients to ambassadors |
| ➤ Implementing smooth communication | ➤ Engagement and implication | ➤ Building customer loyalty |
| ➤ Managing team-work and conflicts | ➤ Service and Customer Oriented | ➤ Reputation Management |

Mr Christian CARGOUE: FBSTI owner and CEO, certified hospitality educator and supervisor, lecturer in restaurant and F&B management, expert in service skills and restaurant improvement, Mr CARGOUE has worked for the best hospitality schools in Switzerland such as EHL Lausanne (1st rank worldwide). He also has an impressive hospitality background (restaurant manager, F&B manager and general manager) in some of the finest restaurants and hotels around the world (UK, USA, Switzerland, France,..).

With 30 years of successful experience in the field, Mr CARGOUE is possessed by an unlimited passion and motivation for the hospitality industry and passing on his exciting knowledge and experience to others has become his every day objective in order to better the industry all over the world.

Find Mr. Cargouet on LinkedIn for more information



Speaker: **Christian CARGOUE**

FBSTI - The Ultimate Knowledge for a Successful Career

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