



# WAITERS AREN'T BORN THEY ARE TRAINED

IT TAKES A LOT MORE THAN WEARING AN APRON, AND CARRYING A COFFEE, TO BE A WAITER.

Some people have a talent for service, but they still need to learn the right skills to do it well. The tricks of the service trade. The art of satisfying customers.

It's the difference between just doing the job and doing it brilliantly. So brilliantly in fact, that your customers come back more often, spend more, bring their friends and colleagues, write favourable reviews and recommend you to others.

The difference comes down to three words and one simple and effective concept: **on-job training**.

Please call ServiceIQ now to find out how your hospitality business can go to the next level with one small step. With ServiceIQ it could even be free.

**ServiceIQ**  
SMARTER PEOPLE FOR  
SMARTER BUSINESSES

**0800 863 693**  
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