

**TEAM HOWARD  
RESTAURANT POS SYSTEMS  
518.885.8051  
INNOVATIVE MARKETING CONCEPTS**

Server ID: Bob  
Date: 3/17/2006

Time: 22:35

| Receipt Type   | Count | Amount          |
|----------------|-------|-----------------|
| Cash           | 3     | 148.30          |
| Amex           | 1     | 73.40           |
| Visa           | 4     | 272.55          |
| Master Card    | 5     | 389.65          |
| House Accounts | 1     | 36.50           |
|                | 14    | <u>\$920.40</u> |

Commissions on Tips 2.60  
Charge Tips Less Comm: 129.75

Cash Less Tips 18.55

|                  |               |
|------------------|---------------|
| Food Sub-Total   | 515.54        |
| Liquor Sub-Total | 220.95        |
| Other Sub-Total  |               |
| Total Sales      | <u>736.49</u> |

|               |        |
|---------------|--------|
| Discounts     | 0.00   |
| Transfers in  | 0.00   |
| Transfers Out | 0.00   |
| Taxes         | 51.56  |
| Tips          | 132.35 |
| Server Drops  | 0.00   |
| Payouts       | 0.00   |

Total Receipts \$920.40

**Open Tabs Report**

| Tab        | Check | Total |
|------------|-------|-------|
| Open Total |       | 0.00  |

Sidework Completed  
(Initial by Supervisor)

\_\_\_\_\_ Silverware Wrapped  
\_\_\_\_\_ Station Cleaned  
\_\_\_\_\_ Sidework Completed

(Signature)

**\*\*\*\*\* SALES SCORECARD \*\*\*\*\***

|                | Goal | Actual | Result |
|----------------|------|--------|--------|
| Apps           | 50%  | 18     | 14 -4  |
| Desserts       | 10%  | 4      | 6 2    |
| Glass Wine     | 20%  | 7      | 9 2    |
| Bottle Wine    | 5%   | 2      | 1 -1   |
| Daily Specials | 20%  | 7      | 6 -1   |
| Hot Beverage   | 60%  | 22     | 10 -12 |

|                       |    |           |         |
|-----------------------|----|-----------|---------|
| # of covers           | 36 | Cover Avg | \$25.57 |
| # of Checks           | 14 | Check Avg | \$65.74 |
| Avg Table Turns (Min) |    |           | 88      |

\*\*\* All tables must see a DESSERT Tray \*\*\*

**Suggested Tip-Outs**

Bar Tip \$11  
Busser \$15

**DIGITAL DINING**

**REVENUE GENERATING SOFTWARE**

**SERVER REPORT**

**SERVER SCORECARD**

The ability to create, modify and enhance your report formats has many benefits to a restaurant operator. Not having that ability will cost you money and you will lose opportunities for profits.

**INCREASE SALES**

We have found that just by making the staff aware of their sales performance can result in higher sales. Make it obvious that you are monitoring certain sales categories and the server scorecard displays their current standing. A contest isn't always necessary to increase sales.

Industry sources state that any product a server or bartender obtains themselves (no human intervention required) the establishment will lose 20% of those sales of that product.

You know the reasons why. They are in the weeds, lazy, forgetful, sweet hearting etc. No matter the reason you are the one who loses money. After you consider how many items that can cover it's a very concerning statistic. Let's consider a few items servers and bartenders may obtain without assistance. Cold beverages, Hot beverages, shrimp cocktails, salads, desserts, bar drinks, soups, bread etc. As you looked at these categories did you think "Hey those items have high profit margins". Welcome to the Team Howard camp, that's the way we think too. You can't afford to lose 20% of the sales in those categories. How do you minimize the lost sales? Step one, make the staff aware that you are monitoring their performance.

Step two, call Team Howard. We have so much to share.

**PEACE OF MIND**

Tired of the lunch staff complaining that the dinner staff never finishes their station work. Add a section on the server report that makes the servers declare that they have indeed done all their station work. People are more likely to perform a task if they must sign off on it. A new solution to an old problem.

What percentage of your customers order coffee? What percentage pay for it? Let's use easy #'s. You average 1000 covers per week, you believe 40% of your guests order coffee that's 400 x 52 x \$1.50 = \$31,200 in annual coffee sales. If the servers only charge 30% of your customers, you lose \$7800 annually or \$650 per month. That's one way the Digital Dining system will pay for itself, we can re-coup lost sales.

Cover counts and check averages let the servers see loud and clear whether or not they are pulling their weight.

**ALL'S FAIR IN LOVE AND BAR**

Owners can set up the server reports to suggest tip-outs based upon your own policy. If servers should tip out the bar 5% of bar sales, we can easily set-up the report to do so.