

BOB BROWN ARTICLE #1

Building Word Pictures that Sell with the Hook, Line & Sinker

It's a well-known fact that delicious word pictures sell. I've created a tool that will help you effectively paint word pictures and give the guest inside information at the same time. It's called the "Hook, Line & Sinker" technique.

The Hook: it's a benefit line or attention getter – a starter selling line. It's hard enough to get guest's attention for more than a fleeting moment, so start your presentation with a bang that gets them to listen..

"A great appetizer to share is our"

"Soothing or warming, we offer"

"Refreshing and delicious is our"

"If you'd like to treat yourself, I wouldn't want you to miss"

When you use these powerful opening lines, you avoid asking those deadly "Yes/No" questions:

"Are you ready to order?"

"Can I interest you in...."

"May I offer you...."

"Did you save room for dessert?"

The Line: The line is where you actually describe a dish in interesting detail. It contains inside information about the item; how it's cooked, how it's sauced and plated. There are six different parts to the Line:

1. The item – The name of the item. "The grouper scampi style".

2. Interesting information – anyone can read a menu, but you have an edge – the inside scoop on the dish. Where the item is from, when and by whom it was first created. For example, "Buffalo Wings" were invented at the Anchor Inn in Buffalo, NY. Interesting information makes the guest perk up and remember.

3. How it is prepared for cooking – For instance, before many meat or seafood dishes are cooked, they are dusted with fresh herbs or rubbed with olive oil to add flavor and texture.

4. How cooked – Is the item grilled, baked, sautéed, poached or seared? Is it cooked with butter or olive oil? Guests like to know this for quality reasons, flavor or health.

5. How sauced – For example, “It’s served with a white wine shallot-butter sauce”.

6. The accompaniment – What accompanies a dish will often help sell it. Does it come with house-cut sweet potato fries or homemade pallenta or fresh spinach?

The Sinker – This is the closing line that seals the deal. It’s the punch line that makes the guest buy. Sinker lines are:

- *It’s fabulous.*
- *It’s delicious.*
- *It’s one of the best things in the house.*
- *It’s my favorite.*

Great sales people have powerful positive opinions. The sinker is where you express your enthusiasm for the dish. And a sale is a transfer of enthusiasm from you to the mind and heart of your guest.

So there you have it – a tool used by Blue Chip companies around the world to create product knowledge and a sales tool all in one.

Short & Sweet -- You can use what I call the “short & sweet” or the “razzle-dazzle”. In the “short & sweet” you mention the item and how it’s cooked and a punch line. For example: “If you want to treat yourself, try our grouper scampi-style. It’s a fresh fillet of grilled Florida black grouper . It’s fabulous!” If guests have a short attention span or are in a hurry, this is the perfect way to go.

Razzle-Dazzle – If you already have good presentation skills, try the Razzle Dazzle. Here you throw in the whole nine yards, using all the Hook, Line & Sinker categories. Here you want to sound sincere, enthusiastic and on the money.

Personalize – Make your Hook, Line & Sinker sound like it’s your own. Use your voice, your body language and your position at the table all to add dramatic effect and make you come off authentic.

Practice -- You can practice at home, or you can tape record yourself, but practice is the key. You can't be hesitant and unsure with your delivery. Immediately, any guest would brand you unworthy of rendering a reliable recommendation. Breaking down each dish into the Hook, Line & Sinker categories makes food descriptions easy. Give it a try. You'll start making more money right away.

HOOK, LINE & SINKER | *Creating Word Pictures that Sell*

Hook	<p>1. Attention getter If you would like to treat yourself, I wouldn't want you to miss our...</p>
Line	<p>2. Item Grouper Scampi Style</p>
	<p>3. Interesting stories, facts, and info It's a fresh filet of Florida Black Grouper—there are over a hundred species and Black is the sweetest know to man.</p>
	<p>4. Preparation for cooking Chef Adam rubs the filet with olive oil and dusts it with fresh rosemary, sage thyme, and garlic.</p>
	<p>5. Cooking method He then grills it on a flat grill and finishes it in the oven so that it's moist.</p>
	<p>6. Sauces It's served with a white wine shallot butter sauce.</p>
	<p>7. Sides and plating and accompanied by saffron linguini and sautéed spinach.</p>
Sinker	<p>8. Why guest should buy It's fabulous</p>