

# The POS, Phones & Counter - Training Checklist

## PIZMET

Approximate time to complete: 4 hours (2 Hours POS, 2 Hours Phone)

### Part 1: Intro

- Review Core Values and Mission Statement, and how they relate to this module
- The Toppers Experience Blueprint** - A roadmap of actions to be taken to ensure a great overall Customer experience.
  - **The Greeting**
    - Connect with the Customer – Eye contact and be genuine
    - Greet within 5 seconds of the Customer entering the store
  - **The Order Experience**
    - Connect with the Customer and make each interaction unique.
    - Make the customer feel important
  - **The Order Execution**
    - Double Check orders, run on all deliveries, kill it on the details!
  - **The Goodbye** - This shows appreciation and invites them back.
    - Connect with the Customer – Eye contact and be genuine

### Part 2: The POS

- How to properly clock in
  - How to login/logout
  - The Customer Screen**
    - Caller ID Panel (*In development*)
      - Verify phone number. Don't assume.
    - Order type buttons (pick-up, carry out, delivery)
    - Aggregators
    - Required Fields
      - Varies depending on pick up, carry out, or delivery.
      - Always confirm the information is correct. Never assume.
    - Recall Tab
      - Allows us review and or modify all orders throughout the day.
      - Demonstrate how to sort orders at the top.
    - Functions Panel – Top Right
    - Curbside Toggle
      - Vehicle description
      - Special instructions
- \*Different options show in the Functions Panel at different times*
- When logged in with no items added to order:
    - Order Time (Timed Orders)
    - Check Gift Card
      - Enter the gift card number to check card balance
  - When a menu item is added to the order

- Prioritize Order
  - Order will be sent to top of Kitchen Display screen, and call out to pizza makers to make this order first
- Tax Exempt Order
  - Enter organization's tax exempt ID number, enter Manager credentials
- Cancel Order
  - Used to cancel/void an order that hasn't been made. If the order hasn't been "saved", simply log out of the POS. If it has been saved and needs to be canceled, click "Cancel" and enter Manager credentials
- Refund Order
  - WRITE AFTER DETAILS FROM IT
- Waive Delivery Fee (Shows on delivery orders only)
- When recalling an order:
  - Reprint Receipt (itemized receipt)
  - Reprint all Receipts
    - Reprints itemized receipt and label
  - Reprint Label
- Information (Click Toppers logo)
  - Shows quote times and all menu item recipes
- Order/Customer buttons
- History (Only shown on Customer screen)
  - This button recognizes a returning Customer's information, and allows us to see and print a receipt for their previous order.
- Delivery Instructions (Shown only on delivery orders)
- Manager Notes
- Profile (Accessed by clicking Team Member name in bottom left of screen)

*\*Different options will show on Profile screen, based on Team Member credentials and role*

- Timeclock
  - Clock in, clock out, clock in/out on break
- Passwords
  - Change or reset password
- Phone Log – Under development
- Reports
  - Summary reports for tills, cash, and Team Member shift
- Inbox – Under development
- Till
  - Start a Till
    - Assign to a specific Team Member: Toggle the "Assign User?" button to "Yes". Type in Team Member's name, click name, click "Open Till"
      - Only the assigned Team Member will be able to take cash orders from that station
    - Shared Till: Leave the "Assign to User?" button on

“No”, and click “Open Till”. Only that POS station will be able to take cash orders, unless a separate till is opened at another station.

- Cash Drop
  - Driver Drop
    - Select Driver, enter cash drop amount, click submit
  - Till Drop
    - Select till or Team Member, enter cash drop amount, click submit
  - Change Mode
    - Change to different POS modes at a station
    - Clicking “F3” on the keyboard allows this functionality as well
  - Customer Account (Allow specific Customers to pay by invoice)
    - Enter Customer info, click Submit to create the account
    - See “Order Screen – Payments” section below for more detail
  - Refund Credit – Credit orders from previous days that need to be refunded
    - Enter refund amount, click “Add Credit Refund”
    - Follow instructions on pin pad

**The Order Screen Buttons:**

- **Pizzas**
  - Choose size and crust type
    - Small (9”), Medium (12”), or Large (14”)
    - Ask Customer which crust they would like if they don’t specify.
    - Gluten Free crust only available in Small size
  - Enter details of the pizza(s)
    - Basics tab
      - Change quantity with arrows or keying in a number
    - Customize tab
      - Long press to show “Extra”, “Lite” portions
      - Show half and half BYO and House pizzas
      - House pizza toppings are pre-selected
      - Explain that we will go further than half and half pizzas; we will make quarter pizzas and even make pizzas down to the slice for our Customers.
    - Cooking Instructions tab
- **Topperstix**
  - Basics Tab
  - Customization Tab
  - Requirements tab

- Click once = 1 sauce, multiple clicks = multiple sauces
  - Long press to reset a sauce to “0”
  - Click “No Dippin’ Sauce” if no sauce is wanted
- Cooking Instructions
- **Wings**
  - Basics Tab
  - Customization Tab
  - Cooking Instructions
- **Show how to enter all side items, drinks, dippin’ sauces, and “extras”.**
- **Deals & Gifts**
  - Menu deals in top section. Manager deals in bottom section.
  - Applying deals before or after menu items are added
  - Deal requirements must be satisfied to complete order
  - How to remove deal that was added
  - How to apply multiple deals to an order

### **Part 3: Completing the Order**

- **Completing Orders**
  - Prior to completing an order, read back the order to the Customer to verify accuracy
  - Orders not paid at the time of the order placement
    - Click “Save with Balance”
  - Non-cash orders paid at the time of order placement
    - Click “Payment”
    - Click payment type (Credit, Gift Card, Invoice)
    - Verify correct amount in “Payment” field
    - Credit Card – Follow prompt on CC reader
    - Gift Card – Enter card number
    - Invoice (Only used with Customer who have a Customer Account set up)
      - Enter a piece of Customer information in the “Account” field
      - Choose appropriate Customer from drop down menu
    - Click “Add Tender”
  - Cash orders
    - Paid at the time of order placement

*\*This can only be done at a station with a till open. If till is assigned to a specific Team Member, then only that Team Member can take cash orders at that station.*

- Click “Payment”
- Click “Cash” as payment type

- Verify correct amount in “Payment” field
- Click “Add Tender”
- Paid after the time of order placement
  - Login to POS
  - Click “Recall”
  - Filter fields to find correct order, click on order

## **Part 4: Practice Orders**

The scenarios listed below should be role-played by the Trainer and the Trainee to prove he/she knows how to handle every given scenario.

### Practice Orders

- *Order One:*
  - Triple Order of Original Topperstix
    - Choose 4 Dippin’ Sauces
  - For delivery
  - Paying with cash
- *Order Two:*
  - Triple Order of half Baconstix, half Pepperonistix
    - Choose 3 Dippin’ Sauces
  - For pick-up
  - Paying with cash
- *Order Three:*
  - Large thin crust half Maui Topper, half Loaded Tot-zza
  - Single Order of Original Topperstix
    - Sour Cream Dippin’ Sauce
  - For carryout
  - Paying with credit card
- *Order Four:*
  - Order a current combo offer
    - Choose items and toppings
  - For delivery
  - Paying with credit card
- *Order Five:*
  - 6 medium hand-tossed pepperoni pizzas.
  - 4 large thin crust sausage and pepperoni pizzas
  - 2 House Pizzas Tall Boy Small Pizzas
  - For delivery
  - Timed order for Noon tomorrow
  - Paying with cash
- *Order Six:*
  - ½ pound of Parmesan Garlic wings
    - Ranch Dippin’ Sauce

- Single Order of Original Topperstix
    - Ranch Dippin' Sauce
  - 2 liter of Diet Coke
  - For delivery
    - Driver needs to walk up the backstairs and enter door "B" to get to the apartment.
  - Paying with credit card
- *Order Seven:*
  - Large Toppers Classic Tall Boy
    - No mushrooms, no sausage
    - Add green olives, add green onions
  - For delivery
  - Deliver at 8:30pm
  - Paying with credit card
- *Order Eight:*
  - 1 ½ pounds of BBQ wings
    - Well-done
  - Medium Old School Pepperoni and Sausage Tall Boy
    - Substitute cheddar cheese for the mozzarella
    - Extra roasted tomatoes
  - For delivery
  - Paying with cash
- *Order Nine:*
  - Hand-tossed Toppers Classic
    - Light sauce
  - Plates and napkins
  - For carryout
- *Order Ten:*
  - 14 bone-in wings, half hot, half mild
  - Single Order of Cinnamonstix
    - Frosting Dippin' Sauce, Chocolate Dippin' Sauce
  - Napkins
  - For curbside
  - Paying with cash
- *Order Eleven:*
  - Medium thin crust pepperoni, sausage, banana peppers, black olives, green olives, Canadian bacon, bacon bits, cheddar cheese, tomatoes, extra sauce, and pepper jack cheese pizza
  - For pick-up
  - Paying with credit card
- *Order Twelve:*
  - Large hand-tossed Meat Topper
    - No pepperoni, no Canadian bacon
    - Add thick-cut pepperoni and cheddar cheese
  - Triple Order of Baconstix
    - 5 Bacon Garlic Butter Dippin' Sauces

- Three 2 liters of Diet Coke
- For delivery
- Paying with cash
- The items below are meant to test the Team Member's problem-solving ability when taking an order, or when a Customer calls back with a complaint.
  - Modifying an order:
    - A Customer has placed an order for a Large hand-tossed Buffalo Chicken Topper for delivery and would like to modify the following:
      - Change to thin crust
      - Substitute pepper jack for mozzarella cheese
      - Add jalapenos
  - Address outside of the delivery area:
    - A Customer is told that their address is out of the delivery area. The Customer will not pick the order up, but is willing to meet the Driver at a gas station just inside the delivery area. The Customer offers an extra \$5 tip.
  - Order was made incorrectly:
    - A Customer was just delivered their food. She calls back to say the pizza was missing a topping.
  - Item was forgotten on delivery:

A Customer calls to inform the store that they didn't receive their 2 liter.

### **Part 5: Reading Order Labels and Performing the Double Check**

- Explain where the order labels go for each product.
  - Labels go on the front of each box for easy viewing.
  - The only items that don't receive a label are side items, like Dippin' Sauces and sodas.
- Explain each piece of information on the order label.
  - Item name
  - Order number and number of items in an order
  - Special instructions
    - Curbside instructions could include where to leave the order or how much change to bring
  - Curbside vs Pickup
  - Payment information
    - Total due
    - Paid
    - Split payment
      - Occurs when the first method of payment does not cover the total cost in full.
  - Side items
    - Dippin' Sauces
    - Sodas

- Plates, Napkins, Cutlery
    - Other extra items
  - Customer information
    - Name
    - Phone number
    - Address
- Explain to the new Team Member the proper way to perform the Double Check.
  - The Double Check is a mandatory part of The Toppers Experience Blueprint.
  - This is the last opportunity and line of defense against incorrect orders going to the Customer.
  - Team Members should physically open each box to make sure the item is correct and matches the description on the order label.
    - Take the time necessary to check for accurate:
      - Size
      - Crust
      - Toppings
      - Dippin' Sauces
      - Drizzles and/or finishing items
      - All menu items accounted for
  - When complete, Team Members should stamp the box on the white of the label signifying the order has been Double Checked.
    - This is not for us. This is an area to impress the Customer and show them we took the time to ensure their order is exactly the way that they ordered it. This is what gives them that fuzzy feeling!
    - This is also an area where we can create a unique and personal experience by writing a message on the box.
      - “Bob, I Double Checked your order to make sure it is exactly the way you ordered it! Thank you, John Smith, Driver”
- In the event that a Customer calls back with a mistake or complaint, the next available driver will redeliver the correct order immediately.
  - Fixing mistakes ASAP is a way for us to show the Customer that we're truly sorry and better our chance of gaining their business back.
  - Oddly enough, handling mistakes quickly and appropriately is a way that we can blow our Customers socks off! Remember, each Customer could be worth \$10,000 in their lifetime - That's a lot of loot we could be missing out on!
- Access Toppers University and watch the Double Check Video *with* the Trainee. Engaging in this activity together will help facilitate conversation and enhance the overall training experience. Don't make this feel like homework for the Trainee!
  - The Trainee should log onto [www.toppersu.com](http://www.toppersu.com) using their unique username and password.
  - Depending on the Trainee's role in the store, they should access either the *DRIVERS* page or *INSIDERS* page from the main navigation bar.
  - Click on the button titled *Double Check Video* to launch the video.
    - Found in the *POS, Phones & Counter Training Module* section of



both the *INSIDERS* page and the *DRIVERS* page.

## Part 6: Working the Counter

- Explain to the new Team Member that image is key when working the front counter. They're the first person a walk-in Customer will see.
  - The basics of working the counter:
    - Wear a Mask
    - Wear a clean apron (if making food).
    - Wash your hands frequently when switching between making food and working the front counter.
    - Be upbeat
    - Smile
    - Make eye contact
- Read "The Customer View" document *with* the Trainee
  - Found on Toppers U in the *POS – Phones and Counter* module
  - Talk with the Trainee about why they think the Customer view is so important.
- When Customer arrives, assess their needs
  - Greet the Customer and ask how you can help them.
  - Carry Out: "I'd like to place an order"
    - Place order as normal
    - Go through payment process
    - Ask them if they would like to wait inside or for us to bring it out to their car.
    - Quote appropriate time
    - Check on their order's status so they get it immediately when it's completed
  - Pickup: "I'm here for a pick-up"
    - Ask the Customer their name
    - Look on hot rack and/or ask oventender if their order is ready
  - Order Is Ready For Pickup
    - Process order like normal but maintain social distance.
    - Ask the customer if they'd like plates, napkins, red pepper, or parmesan?
  - Order Is Not Ready For Pickup
    - Ask them to wait on the designated spots or offer them curbside delivery.
    - **EXAMPLE:** I am sorry your order isn't quite ready. Would you like to wait over there on one of our designated waiting spots, or I can bring the order out to your car for you?

- If there are no designated spots available just tell them you will bring the order out to them/their vehicle.
- **EXAMPLE:** We don't have any more designated spots for waiting but I would more than happy to bring it out to your car.
- **Open the order in the POS and in the customer screen switch the order to curbside by sliding the toggle. Get the customers car information.**
- Ask the customer if they'd like plates, napkins, red pepper, or parmesan?

**\* FINALIZE ORDER AFTER IT HAS BEEN GIVEN TO THE CUSTOMER**

**\* NO SIGNATURE REQUIRED ON CC TRANSACTIONS**

- Explain what to do when there is downtime while working the counter:
  - Front counter:
    - Wipe it down
    - Restock and organize all condiments, boxes, etc.
  - Lobby:
    - Pick up trash
    - Sweep and mop
    - Sanitize tables and chairs when customers are done eating or sitting at a table.
    - Check the customer hand sanitizer level and refill as needed.
  - Customer view:
    - Check the bathroom and fill anything that is empty
    - Sanitize the bathroom per the sanitization checklist
    - Sweep the sidewalk and/or parking lot
    - Wash the windows
    - Stock the Coke cooler
  - Kitchen area:
    - Sweep and mop
    - Organize credit card receipts & place labels on boxes

Double Check orders

## **Part 7: The Phones**

***Note to Trainer: Do not start the trainee on phones unless they have proven to be proficient in the POS.***

- Urgency in answering the phones – **Standard is 2 rings or less**
  - Customers get frustrated when they have to wait and will hang up.
  - Don't wait to finish a pizza. Don't leave on a delivery when phones are approaching the third ring. 2 rings or less...period!
- Store phone system.
  - What does it look like when ringing?

- How and when to use the “hold” feature?
  - When to put a Customer on hold:
    - Receive help from another Team Member.
    - Gain information about a Customer question.
  - Be polite and courteous when doing so.
    - Ex. “I apologize. Can you please hold for a short moment?”
    - Wait for them to say “yes”, and then thank them.
- Review how to greet the Customer on the phone
  - Basic requirements:
    - Thank the Customer for calling
    - State your name
    - Ask how you can help them
    - Be genuine and connect with the Customer. Examples:
  - Examples:
    - “Hey, thanks for calling Toppers Pizza. This is X. How may I help you today?”
    - “Hello! You’ve reached Toppers Pizza, where everyday is a great day! My name is X, what can I help you with this evening?”
    - “Thanks for calling Toppers. My name is X. Would you like to try a Triple Order our World Famous Topperstix today?”
    - “Hey there! You’ve reached Toppers Pizza. I’m X. Today we’re offering a half-pound of boneless wings for only \$X with any purchase. How may I help you?”
- How to make outbound calls.
  - When to make outbound calls:
    - Call in another Team Member.
    - Call back a Customer for order information.
      - Address clarification.
      - Payment information.
      - Order clarification.
      - Quote a more accurate time than initially given.
- Callworks (Phone messaging) to the new Team Member.
  - Messages relate to our current promotions
  - Designed to give Customers a fun experience, and help build sales
- Premium Pricing
  - At Toppers we have products that classify as premium products and toppings. We want our customers to be able to get these with deals so we allow them to be added but for an additional upcharge.
    - EX: Any LG house and Triple Topperstix for \$9.99 should cost \$19.98. If a premium product is chosen for one of the items the deal will ring up for whatever the surcharge is. LG premium house is 12.99 so the deal would ring up as \$22.98.
    - Please make sure you understand this so you can answer any questions for the customers. These premium products will change so make sure you stay up to date.

## Part 8: Curbside Execution & No Contact Delivery

### Curbside

- **Watch Curbside Execution Video**
- Walk through the steps in the curbside section of the Toppers Covid-19 Guide to Success

### No Contact Delivery

- For cash orders make sure to ask how much change they will need and write it in the notes.
- Make sure to write all customer instructions in the instructions box.

## Part 9: Suggestive Selling and Up-Selling

### Define:

- Suggestive Selling – Suggesting products that would be good additions to an order.
- Upselling – Suggesting ways for the Customer to increase their order.  
Example – “Would you like to make the Single Topperstix a Triple for only \$\_\_”

### The importance of suggestive selling and up-selling to Customers.

- Enhances the Customer experience – They will try new products they haven't had.
- We don't just take orders; we guide our Customers through orders so they get everything they want.

### Role-play at least five common up-selling scenarios with the trainee so they get into the habit of up-selling on each and every order.

### Read excerpt from “The French Fry Effect” by Tim Kirkland:

*“Suggesting things that will make your guest happy is an integral part of great service! The key is to not suggest the same thing in the same way time after time. Mechanical suggestions and predictable scripts benefit neither the guest nor your sales.*

*Guests know when you are simply pitching them something you are required to offer. Their automatic, well-rehearsed response is almost always going to be “no.”*

*Mechanical sales pitches can make guests feel like the salesperson is just trying to tack on more things they don't need or want just to make a sale. Just like what happened to them on the car lot or at the 'big box' electronics store. Truly successful salesmanship comes from first connecting with the guest by engaging in real conversations that discover their needs, desires and tastes; then pairing them up with just the right product.”*

## Part 10: Order Taking Scenarios

Walk through the following common scenarios with the trainee.

During initial greeting

- “I’d like to place an order.”
  - In order to keep the conversation flowing well, take the order before asking if the order is for pick-up or delivery.
    - “Great! What can we start you with?”
- “Do you have any specials?”
  - Try and gather a sense of how many people they’re feeding, or what type of food they’d like. Reduce the need to read off 6-8 specials.
    - “We have quite a few specials right now. Do you have an idea of how many people you will be feeding this afternoon?”
    - “We sure do. Are you in the mood for something in particular? House Pizzas? Topperstix? Both?”
- Out of area order
  - “I’m really sorry, but you’re outside of our delivery area. We’d be happy to have it ready for pick-up in ten minutes.”
  - Potentially offer an incentive for them to pick-up, such as a free single, or \$\_\_ off.
- “I called ten minutes ago, and I would like to change my order.”
  - “Ok, no problem! What is the name on the order please so I can pull it back up?”
  - When an order is modified always communicate these changes with the staff. Usually the labels will need to be reprinted to ensure an accurate address, total, item count, special instructions, etc.

During the end of the order

- Read back/confirm Customer information and order items.
- Give the Customer accurate quote times
  - Pick-up/Carry out/Curbside: 10 to 15 minutes is the standard quote time. If you think it will take longer, ask the oven tender and quote the Customer accordingly.
  - Delivery: 25 to 35 minutes is the standard quote time. Delivery times can vary depending on many factors. If you’re noticing that deliveries are taking longer, ask the oven tender and quote the Customer accordingly.
    - Be honest when quote times. We don’t want to quote a short timeframe and not be able to hit it.
- Thank the Customer for their order. Remember this is part of the Toppers Experience Blueprint!
- Put it all together. This is the final conversation we have with our Customer before we start making the order so we have to kill it here.

“Ok, we’re all set. I have you down for a Large Buffalo Chicken on hand-tossed crust, and a Triple Order of Baconstix with Sour Cream, Ranch, and Garlic Butter Dippin’ Sauces. And this is going to Greg at 2156 Birchwood Dr. Is that correct? All right! Your total with tax and delivery fee is \$\_\_\_\_. Will you be paying with cash, or card? Cash? Ok, great. We’ll have that to you in about 25 to 30 minutes. Thanks so much and have a great night, Greg!”

## Part 11: Honoring the Guarantee

There are times when we don't exceed the Customer's expectations, or there was a mistake in their order. Our job is to make it right, and make it up to them so we can earn their business again in the future. The following outlines the Toppers Pizza Honor Guarantee and the acronym B.L.A.S.T.

### Review the Honor Guarantee:

- "If for ANY reason the Customer is unsatisfied with their order, we will replace or refund with no questions asked."
  - If the Customer isn't happy, then we're not happy. Our number one job is to have outrageously happy Customers. We will make mistakes, but if we don't take responsibility for our mistakes and keep our Customers happy, we will lose out on a lot of business. Freeing out an order is cheap. Losing a Customer is a costly expense that can hurt the store, Team Members, and the brand.

### B.L.A.S.T.

- **B**elieve - Our Customers aren't trying to scam us! Believing them is key.
  - **L**isten - Don't just hear them, listen! Sometimes Customers just want to vent.
  - **A**pologize - This mistake doesn't inconvenience *us*, it inconveniences *them*.
  - **S**olve - Turn their frown upside down and figure out how to keep them as Customers.
  - **T**hank - They just gave us an opportunity to improve and brought something negative to our attention that we may not have been aware of.
- Ask the trainee what they think we should do in each of the following scenarios.
- We improperly quoted the Customer a time.
  - We made an item wrong, or forgot an item in an order.
  - The food arrives cold.
  - The Customer thinks the quality is unsatisfactory.
  - The Customer claims there is a purple monkey on their pizza.
- Some scenarios can be avoided by communicating the issue with the Customer in advance.
- If the quoted time will not be met, call or inform the Customer in advance. Provide a new and accurate time and let them know that their food will still be hot, fresh, and delicious.
    - If a Customer sounds dissatisfied or unhappy for any reason try discounting their order, or giving them a coupon.
    - Tell them that you're really sorry.
    - Do whatever necessary (within reason) to keep them as a Customer!