POST THIS BY THE HOST STAND

Same moment. Better sentence.

Guests never experience the restaurant directly. They experience how we describe it. Five things we say on autopilot, and what to say instead.

	INSTEAD OF	TRY
1 The wait at the door	~~"We're slammed. It's at least 45 minutes."~~	**"Full house tonight! I can have a table ready in about 45 minutes. Can I get you started at the bar?"**
	Why: "Full house" means this is the place to be. A table is coming to them, not time taken from them.	
2 The late ticket	~~"It'll be right out."~~	**"Your entrees are taking longer than I'd like because two large parties rang in ahead of you. You're next, and I'll check back in five minutes."**
	Why: A real "because" plus a finish line. Then actually come back in five minutes.	
3 The "no"	~~"We don't do substitutions."~~	**"Chef builds that one a specific way, so I can't change it. If you're avoiding dairy, I have two dishes you'll like even more."**
	Why: Point them to what they *can* have. A wall becomes a door.	
4 The recommendation	~~"That one's popular."~~	**"Since you wanted something light, I'd go with the grilled fish. It's what I'd order tonight."**
	Why: Build it on something the guest told you. It lands as listening, not selling.	
5 The mistake	~~"That's how it comes."~~	**"Thank you for telling me. Let me take care of that right now."**
	Why: Own it. If a gesture is called for, make it "dessert is on us," not "10% off."	

THE RULE

A frame is not a fib.

Never quote 20 minutes on a 45-minute wait. Every frame must be:

True · Specific · What's next

TRY THIS AT LINEUP

One phrase per shift.

Pick one line we say on autopilot. Take 60 seconds and rewrite it together. In a month, we'll have a whole new vocabulary.