



Beverage Cart

ATTENDANT MANUAL



Bobby Jones®

L I N K S

2019 EDITION



GOLF, THE MOST
IMPORTANT DISTANCE
IS THE FIVE INCHES
BETWEEN THE EARS.”



BEVERAGE CART ATTENDANT MANUAL

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ABOUT BOBBY JONES LINKS

Headquartered in Alpharetta, Georgia, *Bobby Jones Links* develops, owns, and manages golf clubs and resorts.

Bobby Jones Links has built a dozen clubs from scratch, working with some of the most famous golf course and clubhouse architects along the way. The partners and key principals that currently comprise *Bobby Jones Links* have experience managing over 200 resort, private, and daily fee clubs all over the United States and overseas. There is no club, large or small, private, resort, or daily fee that *Bobby Jones Links* can't manage.

Regarding our capabilities, we manage all aspects of a club's operations - golf, course maintenance, food and beverage, tennis, fitness, pool, accounting, merchandising, renovation, membership, golf instruction and spa, to name a few. We have experts in advertising and marketing, membership sales, accounting, graphic arts, merchandising and finance.

Today, we have the people, experience and systems in place to grow substantially in the next ten years. We seek to do this by being remarkable and trying harder at everything we do. We are still entrepreneurs. That is what got us here. That is what will ensure our continued success.

And of course, with you joining our Beverage Cart team, we are certain to succeed!



“WE *always* SAY “IT’S MY PLEASURE”
EVERY TIME A GUEST OR MEMBER THANKS US.”



BOBBY JONES LINKS GUEST SERVICE

This is by far the most important part of this handbook. Extraordinary guest service is our part of our culture. Your mission is to make guests and members happy. You will never, ever get in trouble or be reprimanded for trying to please a guest or member. While we may agree to approach a situation differently in the future, trying and failing is far better than failing to try.



SERVICE STANDARDS

- 1) "Yes, is the answer. What is your question?"
- 2) We regularly surprise and delight our customers.
- 3) When a customer says, "thank you," we always respond genuinely with "my pleasure".
- 4) We read our members and guests, focusing on their pace and specific situation to deliver a more personalized service.
- 5) We use our customers' names whenever possible to deliver a more personalized experience.
- 6) We make eye contact first with each customer within eyesight, while sharing a smile, speaking enthusiastically and connecting personally. We believe in interactions, not transactions.
- 7) We use elevated service language to create a memorable experience for our customers.
We use phrases such as "good morning" and "good afternoon" instead of "hi".
- 8) We answer the phone in three rings or less with a smile in our voice.
We identify our club and ourselves and ask, "how may I serve you?"
- 9) We are empowered to take care of any customer situation that arises.
We solve issues quickly and go above and beyond to create customer satisfaction.
- 10) Rather than pointing, we escort customers towards their destination until they are comfortable with the directions.
- 11) We make a difference in our customers' day. We go above and beyond to impact their lives in a positive way.
- 12) Service excellence is a team effort. We step out of our usual duties to assist our teammates.
- 13) We create a positive and supportive team work environment, treating each other with respect and dignity.
- 14) We are responsible to report and correct defects or problems before they affect the customer.
We deliver product and service excellence.
- 15) Our attire and demeanor reflect positively on our club and brand.
- 16) We respond to customer and associate requests in a timely manner.
We answer customer emails and voice mails within 24 hours.
- 17) We are Bobby Jones. Be positive both inside and out of the workplace and honor his character and legacy.

SOME ABOVE AND BEYOND EXAMPLES

The following are true examples of “my pleasure” guest service by *Bobby Jones Links* Company Beverage Cart Attendants:

- A guest left his cellular phone in a golf cart with no identification on it. A Beverage Cart Attendant called some of the pre-programmed numbers on the phone until she figured out who the owner was. Then she personally delivered the phone to the guest on her way home from work.
- A guest making the turn came in to buy a hot dog for lunch. However, the staff had just put new dogs on the warmer and they weren't ready yet. What did they do? The Beverage Cart Attendant offered to run it out to him on the tenth hole when they were ready. And they did. And we had a very happy guest.
- A guest locked his keys in his car. A Beverage Cart Attendant gave him a ride home to get a new set, even though it was in the middle of a busy day.
- An angry guest complained that his golf cart died on the 15th hole and that he had to carry his bag the last three holes. The Beverage Cart Attendant apologized and arranged for the pro shop to give him a certificate for a free round of golf at a non-peak time of play.

Essentially, the above makes us a “my pleasure” type of company. If a guest has a request or complaint, for the most part the answer is: **“It is my pleasure, sir. I’ll take care of it for you.”**

CHAPTER 3

BEVERAGE CART ATTENDANT BENEFITS & AWARDS

As a Beverage Cart Attendant at a *Bobby Jones Links* club, you may enjoy the following benefits.

DISCOUNTED PURCHASES AT YOUR CLUB

Pro Shop Merchandise

You may purchase pro shop merchandise at a discount at your home club. Pro shop merchandise must be on display for at least 30 days before it can be purchased at this discount. Merchandise discounts are not available at other *Bobby Jones Links* courses.

Food and Beverage

While on duty, purchases of food and beverages may also be purchased at a discount. All purchases must be paid for at the time of sale – no credit is allowed. All purchases made from the beverage carts are always at regular price. Food and beverage discounts are not available at other *Bobby Jones Links* courses.

GOLF PRIVILEGES

In general, these are our *Bobby Jones Links* Beverage Cart Attendant golf play policies. They may vary slightly from club to club. Nonetheless, the following are some terrific benefits:

- You may play for no charge at your **home club** on a **space available basis** (without a tee time). Guests playing with you must pay the Beverage Cart Attendant guest fee, which varies from club to club. At our private clubs, this play is limited to the day the club is closed, usually Mondays.
- For play at other *Bobby Jones Links* courses, you must have the General Manager or Head Professional of your home club arrange tee times for you in advance. You **will be expected to pay a cart fee and any guests will pay the industry rate**.
- Assistance with tee times for play at *non-Bobby Jones Links* courses must go through your Head Professional or General Manager.

AWARDS FOR EXCELLENCE

GRAND SLAM AWARD

While your job description asks that you continually seek new and better ways to serve guests and operate your club, we recognize and reward Beverage Cart Attendants who have gone beyond the call of duty. *Bobby Jones Links* Beverage Cart Attendants who do so become members of our **Grand Slam Club**.

Double Eagle winners receive awards in **\$25, \$50, and \$100** increments. The better the outstanding idea or accomplishment, the higher the award.

CLOVER LEAF AWARDS

Born on St. Patrick's Day 1902, Bobby Jones received a four-leaf clover medallion from his mother for good fortune. He wore it in every match including on his legendary path to winning the Grand Slam. Each leaf of a four-leaf clover is said to hold a different meaning: hope, faith, love and luck.

Each month at each club, an **associate** is recognized with the Clover Leaf Award. Great ideas, exceptional service, going above the call of duty, etc. win these awards.

A cash award is given, and a reserved parking space awarded for his/her use for the following month.

THE BOBBY JONES AWARD

This is one of our most distinguished awards and the winner is selected from the twelve previous Clover Leaf Award winners. The winner is usually an exceptional member of the team and may come from any club, from any department, regardless of pay, or seniority. General Managers and Department Heads are not eligible for this award. This winner receives a significant cash award and a plaque to proudly display for the year.

“WE ALWAYS
ACKNOWLEDGE
GUESTS WITH A
smile
AND A GREETING.”



THE RULES OF THE ROAD

We have some basic rules at work we'd like you to follow. Not many, but some important ones nonetheless. However, first we want you to know that the Beverage Cart Attendant positions sometimes seem thankless. Quite often the only time you are recognized is when there is a problem on the course. Please be aware that *Bobby Jones Links* is appreciative of all your efforts, even on the "quiet days."

A FEW RULES

- While at work, please do not use personal cellular phones.
- The consumption of alcoholic beverages on club premises on or off duty is forbidden.
- All Associates, including Beverage Cart Attendants, are required to park at the far end of the clubhouse parking lots, thereby saving the best spaces for our guests.
- Due to the nature of our business, you may be sent home during off-season and on poor weather days. However, you are expected to report for work regardless of the weather conditions unless your supervisor instructs you otherwise.
- It is your responsibility to report any safety hazard to your supervisor. Tripping hazards, potential fire hazards, exposed jagged edges, wet floor -- anything you perceive as a hazard -- should be reported immediately.
- If you are injured on the job, you must report the accident to your supervisor immediately.
- Smoking by Beverage Cart Attendants must be done in designated areas and only during breaks. Smoking in the presence of members or guests is prohibited. Chewing tobacco is also not permitted.
- **You must wear the nametag and uniform provided to you.**
- If you will be absent for anything other than illness, at least one week's notice is required.

DISMISSAL FROM THE BEVERAGE CART ATTENDANT PROGRAM

Unfortunately, dismissal can occur for many reasons, but the most important ones are as follows:

- Being absent or late for work without notifying your supervisor.
- Being rude to a guest or member.
- Theft of club inventory or funds.

HOW TO BE A GREAT BEVERAGE CART ATTENDANT

Your job is one that positively affects the golfer's experience. You may have more contact with our guests than any other position on our staff. You have the opportunity to influence guest satisfaction during a round as much as anyone on our team.

QUALITIES OF AN EFFECTIVE BEVERAGE CART ATTENDANT

Beverage Cart Attendants must have superior people skills to ensure that their golfing experience is a pleasant one. You must also be able to:

- Offer outstanding service
- Sell, sell, and sell!
- Be well organized
- Accurately account for inventory and sales
- Operate a beverage cart safely
- Have a basic knowledge of the game of golf
- Be willing to put in the extra effort to get the job done right

GETTING READY FOR THE DAY

- Arrive to work on time for your shift with the proper uniform and nametag. Please, club uniform only, no other club logos or apparel is to be worn while on duty.
- Check the weather forecast. Be prepared for the day's weather.
- Clock in for your shift and check-in with your supervisor so they know you are on duty.
- Pick up a radio and get a copy of the daily tee sheet for your use on the course.
- Stock your cart for the day. You can make adjustments for the weather, time of day, season, and special requests from guests, members, and outings. Arrange your stock on the cart for suggestive selling. If they can see it, they will purchase it!
- Complete a beverage cart inventory sheet (sometimes called the "par" sheet), noting accurately and in detail, the inventory and products that you are starting with on your cart. All inventories must be approved by your supervisor for F&B manager-on-duty before going on the golf course. Each time you restock the cart, you are required to make the appropriate changes to your inventory sheet and see supervisor sign-off again as well.
- Ice the beverages in the coolers and take a bucket or cooler of ice for guest use on the course.



OFF TO WORK YOU GO!

- Begin with the front nine unless told otherwise by pro shop.
- Stop at every group you encounter and ask them what they'd like to have. Two very important points here:
 1. Get out of the cart and approach the guest when you ask, and;
 2. Don't say, "Can I get you anything?" Instead, **try suggestive selling**, such as, "Would you like a coke or a beer?" This will sell more and earn you more tips.
- Be friendly and smile when talking to a guest. See Tips on Tips.
- Anticipate the guests' needs throughout the duration of the day. If you know they prefer a particular product, do your best to deliver it accordingly.
- Use a guest's name when addressing them. This will make them feel appreciated and important. It is respectful to use their title along with their last name. For example, "Good Morning Mr. Smith, would you like a Budweiser today?"
- Be positive and professional while on duty. Have a good attitude and encourage positive thoughts. A great attitude is part of your uniform.
- If a member or guest wants to start a "master tab," please check with your supervisor about the proper procedures to do this.

IMPORTANT THINGS TO REMEMBER

- Check to make sure the beverage cart has a full tank of gas before you start your rounds.
- Remember to drive backwards- this means you will be driving the opposite direction of play.
- When conducting transactions, make sure you get all the required information for payment.
- Restock beverage cart inventory as needed throughout the day.
- Upsell products when guests are placing an order.
- Do not leave trash on the cart and remain organized throughout the day. Remember, arrange products to trigger impulse purchases.
- When two carts are in service on a busy day, it is important you both communicate and coordinate where you go so you maximize your exposure to the golfers.
- If there is lightning in the area, return to the clubhouse immediately.

BASIC GOLF ETIQUETTE

Use basic golf etiquette is critical to keeping your guests happy. Here is how to do it:

- Do not talk, move the cart, or make noise while in proximity of a golfer preparing to hit or putt.
- Do not drive on areas other than the cart path. It is acceptable to pull over into a grassy area to allow a golfer to pass, but make sure it is safe to do so.
- Don't drive into the approximate ball landing area of approaching golfers.
- Never drive the beverage cart onto or across a putting surface or tee box; into or through a sand or water hazard; or onto or through other "restricted" areas such as ground under repair and protected environmental areas.
- Please don't talk on the radio or phone while a golfer near you is about to play.

END OF SHIFT

Your shift ends at the scheduled time. However, it may end earlier if your supervisor indicates it is a slow day.

- Clean, refill with gas, and park your beverage cart in the cart storage area. If the cart has a maintenance issue, tell your supervisor.
- Stock the beverage cart to "par" levels, neatly and in order.
- Pour extra ice on top of drinks.
- Lock the cart so no theft can occur of the inventory.
- Return radio and ring up sales for the day.
- Communicate with supervisor and clock out.



BEVERAGE CART ATTENDANT INTRODUCTORY ASSESSMENT

Beverage Cart Attendant Name: _____

Date: ____/____/____

1. Name your five favorite Service Excellence Standards of the 17 that we work by.

1. _____
2. _____
3. _____
4. _____
5. _____

2. What is the one thing you must say whenever a guest thanks you?

3. What are four other rules of guest service for our Beverage Cart Attendants?

1. _____
2. _____
3. _____
4. _____



“BE WILLING
TO PUT IN THE
extra
EFFORT TO GET
THE JOB DONE
RIGHT.”

4. If you are injured on the job, you should report it to your supervisor?

- ☐ Immediately.
- ☐ Within 12 hours.
- ☐ Within 24 hours.
- ☐ Only if it requires treatment by a doctor.

5. Which of the following is true?

- ☐ You may give out free samples to make guests happy.
- ☐ You must drive in the same direction as the guests.
- ☐ The amount of the tip is proportional to how much you talk to your guests.
- ☐ You are allowed to play during their shift if the course is slow

6. When meeting and greeting guests it is important to:

- ☐ Stay in your cart.
- ☐ Give golf advice about how the guest could improve their game.
- ☐ Get out of the cart and greet the guest with a smile.
- ☐ Drive on the fairway to meet them.

7. When arriving for work, you must:

- ☐ Be wearing the proper uniform and nametag.
- ☐ Clean your cart.
- ☐ Recite the 17 Service Standards.
- ☐ Put your cell phone on vibrate.

8. When parking in a clubhouse parking lot, you should:

- ☐ Park anywhere you want.
- ☐ At the far end.
- ☐ In the first available space.
- ☐ In the handicap space if the lot is full.

9. You should always report to work no matter what the weather conditions:

- ☐ True
- ☐ False

10. One of the *most important* tasks great Beverage Cart Attendants carry out is:

- ☐ Making sure the carts are clean.
- ☐ Reporting slow play to the pro shop.
- ☐ Using basic golf etiquette.
- ☐ All of the above.

SCORE:

____ out of 10

Equals ____%



Bobby Jones[®]
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