

# The “No problem” Psychology

Ever been to Jamaica? Even if you haven't, you've more than likely heard their national phrase..... “No Problem Mon”. But only after you visit that beautiful country can you appreciate the true meaning of those words. Basically, the idea is anything you want or need, anything that is bothering you or frustrating you is essentially, in the big picture of things, not a real problem at all. Everything will eventually work itself out. Don't worry, be happy!

In the past I have written articles about the consequence of negative attitudes and negative responses emanating from your staff. Like when asking for something you need and getting a flat “no” response. So often patrons are faced with a host or hostess who is having a bad day or a server who just doesn't get it. Your servers, managers, in fact, all of your employees must be careful how they respond to customers as **they** are your generators of profit, **they** are your lifeblood. Negative attitudes or responses can kill repeat business and create bad will.

Running out of your most popular dish or running out of the soup of the day. These things are just part of the game for operators but these type of negative things our customers must and do deal with,

As I always have my feelers out looking for topics for this column, I get excited when something happens to me when I am out and about that has me looking for a pen and paper to jot down notes about the experience that you might be able to relate to. This column was motivated by a server who's only response was “not a problem”. She didn't know I was monitoring her professionalism as she served, but truly, there was nothing that was a problem, for her. “Can we have a few more minutes to look at the menu? “Can I have a little more sauce? “May I have a Pepsi? It really didn't matter what the exchange was, the response was always the same. But I think what really got my attention was the smiling face and sincerity coming out of this young lady. It's hard to describe, but there is a certain feeling of calm that comes over you when you “feel” the server genuinely has your satisfaction at heart and welcomes the opportunity to serve you.

I know this sounds a little heavy but, a properly trained server, and I don't mean the one who can carry a full tray on their shoulder without dropping it, but the one who understands the *psychology* of serving can not only increase your bottom line but their own as well.

A restaurant is a place we go because we don't want to cook and we don't want to clean up after. We want to be able to order those things we like to eat and not spend too much time doing it all. Being able to just get up and leave the mess behind has a great deal of intrinsic value and I believe it is these issues that make the experience of going out to eat worthwhile and, more importantly, worth every penny. Provide those things and spend a little extra time with your staff teaching the “No Problem” psychology of serving and your profits will soar!