



DAIRY DREAM STUDY SHEETS

All of the information on these sheets is also posted inside the Dairy Dream for you to refer to as needed. However, we do expect you to have a good understanding of it all before you begin working. We ask that you study and know the information that is marked for you to have memorized (standard questions, weights, & prices), as you will be quizzed periodically during training. Knowing this information will help you immensely as you begin working with customers. **THANK YOU!**

NON-NEGOTIABLE STANDARDS

1. ALWAYS smile to the customer.
2. When the customer says, “Thank you,” you reply by saying, “My pleasure!”
3. If you can’t work your shift, it is your responsibility to find a replacement of equal or higher ability/skill, trade shifts with another employee, or work the shift you were scheduled.
4. Whatever you see: Pick it up. Clean it up. Wipe it up. (Especially windows!)
5. Call in 1 hour before your shift is scheduled to start.
6. Dairy Dream expects you to conduct yourself professionally & as a positive representative on all forms of social media.

STANDARD QUESTIONS

Constantly and consistently ask these questions (& charge accordingly) when an order is placed for the following:

BANANA SPLIT

- “Would you like that standard (LARGE, in a boat w/ nuts and whipped cream)?”

SUNDAES

- If no size is given, say, “Will that be a large today?”
- “Would you like nuts and whipped cream on that?” & “Our butter-toasted pecans are the best on the planet!”

SANDWICHES

- “What would you like on your sandwich?” – all sandwiches come PLAIN
- If a customer states, “everything,” or, “the works,” that means ketchup, mustard, mayo, pickle, onion, lettuce, and tomato. Lettuce and tomato are an additional charge.
- When a customer orders a coney dog, you should always ask, “Would you like nacho cheese?”
- When a customer orders a cheeseburger, you should always ask, “Would you like American or Pepper Jack cheese?”
- When a customer orders cheese fries, upsell/suggest Chili Cheese Fries (made with our homemade coney sauce OR sloppy joe meat) or Kahuna Fries (seasoned fries smothered in cheese, ranch, and bacon bits).

DRINKS/SHAKES/SUPER BLITZES

- Always ask if they need a carrier for multiple items!
- If you notice the customer is taking multiple items to go, ask if they need lids on their blitzes and/or smoothies.

CONES

- ALWAYS suggest a homemade waffle cone. If you smell them being made, be sure to mention, “FRESHLY MADE.”
- When a customer orders a soft serve cone, always ask, “Would you like sprinkles, Twinkle, or dip top?”

Remember to offer add-ons with every sale! It just might be your customer’s first visit or the first time they are trying a certain menu item. Build the average sale by offering additional products or services they may not have heard of on a previous visit. We want to make sure each item is served with the best quality, taste, and presentation possible – exactly as ordered!

**ALWAYS HAVE SUGGESTIONS FOR CUSTOMERS IF THEY ASK
“WHAT’S GOOD HERE?”**

GREETING LINES

NEVER: “May I help you?” or “May I take your order?”

ALWAYS:

WHEN GREETING SOMEONE @ A WALK-UP WINDOW:

“Hi! How are you this afternoon?”

“What sounds delicious for lunch/dinner today?”

“Welcome back! Are you interested in food or dessert today?”

WHEN GREETING SOMEONE ON DRIVE-THRU/HEADSET:

“Thank you for choosing Dairy Dream. What can I get for you today/tonight?”

After a pause in their order, “What else can I get for you?”

ALWAYS BE READY TO MAKE RECOMMENDATIONS SUCH AS:

One of our signature sandwiches:

- Rex Tex Mex
- Sloppy Joe
- Pork BBQ
- Chicken Quesadilla
- Nachos Supreme
- Pork BBQ Potato

****Make sure a customer ordering food knows they can combo any sandwich item for just +\$2.99 (includes chips and a medium drink)**

One of our award-winning drinks:

- Homemade Root Beer
- Strawberry Lemonade (made with real strawberry topping)
- World Famous Cotton Candy Mountain Dew

One of our signature ice cream products

- All of our toppings are homemade!
- All our hand-dipped flavors are super premium quality & super creamy. Just like Ben & Jerry’s (offer samples!)

We can make whatever the customer wants w/ any combination of toppings and/or candy. At Dairy Dream, the options are endless!

If there is an unhappy customer (for instance: if they accidentally ordered a medium chocolate shake, we make and hand out a medium chocolate shake, and the customer says, “No, I ordered a strawberry shake.”)

YOU SAY: “I am so sorry! I will be right back with your strawberry shake.”

Then you go make a LARGE strawberry shake (size up from what they originally ordered) and say, “The owner wants you to have a large for the inconvenience of having to wait. Thank you for your patience!”

If it was a food item that got made incorrectly i.e. with the wrong condiment, ask the customer what kind of chips they would like to go with the new sandwich you are making them because “The owner would like to give you the complimentary chips for having to wait.”

DRIVE THRU ETIQUETTE

WHEN GREETING SOMEONE ON DRIVE-THRU/HEADSET:

“Thank you for choosing Dairy Dream. What can I get for you today/tonight?”

After a pause in their order, “What else can I get for you?”

HEADSET RULES OF THUMB:

Always! Always! Smile while speaking – it is important to be upbeat and friendly with your voice.

If the customer is hesitant or not sure what they want. offer a “Free” sample. Be sure to emphasize *FREE*.

Speak in full sentences, please! We are *not* texting.

You must always know the specials. So you know what they’re looking at the speaker.

If a customer hesitates and doesn’t know what they would like, please ask if they are looking for ice cream or food.

If they say ice cream item:

Please be ready to suggest some of our signature products: “Whether it’s a raspberry fudge chunk Blitz or a peanut butter shake, anything that uses our homemade fruit toppings you can’t go wrong with!”

If they say a sandwich:

Mention of our signature sandwiches – really SELL THE PRODUCT: “Sloppy Joe is still Rex’s grandmother’s recipe.” OR “Our pulled pork BBQ is smoked in house as well as our baked potatoes.”

When do you think someone’s finished ordering ask them “What else can I get for you today?”

Always give a total price. Your total is \$13.95. Please pull forward to window 1 (or 2).”

AND ALWAYS: “My Pleasure”

Things to remember: If it is raining from N to S, “Please pull forward and place your order at the window.” (If it’s raining from S to N, they will be dry.)

The goal is to keep them coming back. Offer a loyalty card to frequent customers.

When scanning an existing Loyalty Club member’s card, let them know how many points they have and offer prizes to them based on their points.

DRIVE THRU WINDOW ETIQUETTE:

How many chances do we get to make a first impression?! Windows must always be clean.

Make sure your mask is covering your nose and mouth.

Make sure you are wearing gloves.

ICE CREAM FLAVORS

HAND-DIPPED:

- Signature Vanilla
- Butter Pecan
- Cookie Dough
- Girl Scout Mint
- Moosetracks
- Amaretto Cherry
- Chocolate
- NSA Butter Pecan
- Indiana Pothole
- Homemade Orange Pineapple
- Homemade Cake Batter
- Pina Colada
- Mocha Almond Fudge
- Pumpkin (seasonal)

REGULAR SOFT SERVE:

- Vanilla
- Chocolate
- Chocolate/Vanilla Twist
- Orange Sherbet
- Dreamcicle (Orange/Vanilla Twist)

FLAVORBURST:

- Green Apple
- Red Raspberry
- Creamy Caramel
- Butter Pecan
- Birthday Cake
- Bubble Gum
- Strawberry
- Blue Goo

POP FLAVORS

FOUNTAIN POP/DRINKS:

- Coke
- Diet Coke
- Pepsi
- Mountain Dew
- Diet Mountain Dew
- Dr. Pepper
- St. John's Homemade Rootbeer
- Sprite
- **Unsweetened Tea**
- **Lemonade**

POPULAR FOUNTAIN POP FLAVOR OPTIONS:

- Cherry
- Vanilla
- Cotton Candy
- Blue Raspberry

SHAVED ICE FLAVORS

- Cherry
- Blue Raspberry (Sugar Free also available)
- Lemon
- Cotton Candy
- Vanilla
- Lime
- Lemon/Lime
- Strawberry
- Tropical
- Strawberry Kiwi (layer strawberry + tropical)
- Bubblegum
- Pina Colada
- Tigersblood (strawberry & coconut flavor)
- Rainbow (layered cherry, lemon, + blue raspberry)
- Hawaiian Tropic (black raspberry)
- Aloha Hawaiian

SPECIALTY SUNDAES

All come standard as a medium-sized soft serve sundae made with 7 oz of soft serve & 2 ladles or 3 squirts of topping.

DOUBLE DELIGHT: hot fudge, hot caramel, & pecans

HOT FUDGE BANANA BOAT: hot fudge & banana

HOT FUDGE BROWNIE DREAM: hot fudge & brownies

GRASSHOPPER PARFAIT: hot fudge, mint, & Oreo

PEANUT BUTTER FUDGE: peanut butter, hot fudge, & Reese's Cup

PEANUT CLUSTER PARFAIT: layers of hot fudge, peanuts, & vanilla ice cream

PAYDAY PARFAIT: layers of peanut butter topping, peanuts, & vanilla ice cream. Add a squirt of hot caramel on top!

SPENCER'S STRAWBERRYANA: layers of strawberry topping, banana pieces, & vanilla ice cream

ALEC'S AWESOME ASSORTION: chocolate soft serve, hot fudge, dip top, & brownies

BOND'S GOLDFINGER: choc/van twist, hot fudge, & Butterfinger

S'MORES SUNDAE: hot fudge, marshmallow, & graham crackers

TURTLE NUT: hot fudge, butterscotch, & butter-toasted pecans

COOKIE MONSTER: peanut butter, cookie dough, & Oreo

RASPBERRY FUDGE CHUNK: hot fudge, black raspberry, & brownies

CARAMEL APPLE SUNDAE: hot caramel & mixed nuts over Green Apple FlavorBurst

HAWAIIAN TROPICAL DELIGHT: pineapple, strawberry, banana, & marshmallow

ROCKY ROAD: chocolate soft serve, marshmallow, & butter-toasted almonds

CHOCOLATE COVERED CHERRY: cherry topping, dip top, & chocolate OR vanilla soft serve

PB & J PARFAIT: peanut butter, black raspberry, & mixed nuts

BLACK & WHITE FUDGE: chocolate soft serve, hot fudge, marshmallow, & Oreo

REMEMBER, WE CAN MAKE JUST ABOUT ANYTHING!

NEVER SAY "NO" UNLESS WE SIMPLY DON'T HAVE THE INGREDIENTS, BUT ALWAYS TRY TO BE AS CREATIVE AS POSSIBLE. LET THE CUSTOMER BUILD THEIR OWN SUNDAE IF DESIRED, BUT KEEP THE SIZE TO A MEDIUM AND CHARGE FOR EXTRA TOPPING IF WARRANTED.

SLUSH/DRINK FLAVOR MEASUREMENTS

all drinks should fill past rimline in cup

1. Add flavoring 2. Add pop 3. Add ice

SMALL: 2 squirts	“EXTRA” + 1 squirt
MEDIUM: 3 squirts	“EXTRA” + 2 squirts
LARGE: 5 squirts	“EXTRA” + 3 squirts
COLOSSAL: 7 squirts	“EXTRA” + 4 squirts

	<u>SMALL</u>	<u>MEDIUM</u>	<u>LARGE</u>	<u>COL.</u>
*CHOCOLATE DRINKS:	½ pump	1 pump	1.5 pumps	2 pumps
*MARSHMALLOW:	1.5 pump	3 pumps	5 pumps	7 pumps
<i>put marshmallow in first, then ice, then drink/pop – expect lots of foam!</i>				
*RASP/STRAW/CHERRY:	¼ ladle	½ ladle	1 ladle	1.5 ladles

VANILLA FOUNTAIN FOR:

SIZE	VANILLA SHAKES	HAND-DIPPED, BANANA, PINEAPPLE, OR CANDY SHAKES
SMALL	2	1
MEDIUM	4	2
LARGE	6	3
COLOSSAL	8	4

BANANA SPLITS:

SIZE	CHOCOLATE	STRAWBERRY	PINEAPPLE
SMALL	¾ SQUIRT	½ LADLE	½ LADLE
LARGE	1 ½ SQUIRT	1 LADLE	1 LADLE

PIG’S DINNER: SAME AS LARGE ABOVE, EXCEPT ADD 1 LADLE OF BLACK RASPBERRY TOPPING TO THE 4TH SUNDAE MOUND

SUNDAES:

SIZE	HEAPING LADLES	COMPLETE SQUIRTS
SMALL	1 - 1 ¼	2
MEDIUM	2	3
LARGE	2 ½ - 3	4

SHAKES & MALTS:

SIZE	LADLES	SQUIRTS
SMALL	1 FULL	1 ½
MEDIUM	1 ½	3
LARGE	2 ½ - 3	5
COLOSSAL	4	7

WEIGHT OF ICE CREAM IN OUNCES

Everything you make gets weighed & should weigh these amounts!

	SMALL	MEDIUM	LARGE	COLOSSAL
CONES (SOFT SERVE)	4	7	10	-
CONES (HAND-DIPPED)	4	8	12	-
SUNDAES	4.5	7	10	-
SPECIALTY SUNDAES	7			
SHAKES/MALTS/ SODAS	4.5	8	11	14.5
	FOR "EXTRA THICK" ADD 3 OZ. (ALL SIZES) + 99¢			
CREAMY SLUSHES + FLOATS	4.5	8	11	14.5
BANANA SPLITS	"SMALL" 8 OZ.		"LARGE" 10 OZ.	
PIG'S DINNERS	13.5 - 14 OZ.			

BULK/OTHER ITEMS:

ITEM	WEIGHT IN OUNCES
PINT	11 OZ.
QUART	25 OZ.
1/2 GALLON	2 QUARTS!
ICE CREAM SANDWICH	3 OZ. (INCLUDES THE BOTTOM COOKIE)