

Zingerman's®

welcome to the zcob

an introduction to the history, organization, Philosophy, and guiding principles of the Zingerman's community of businesses



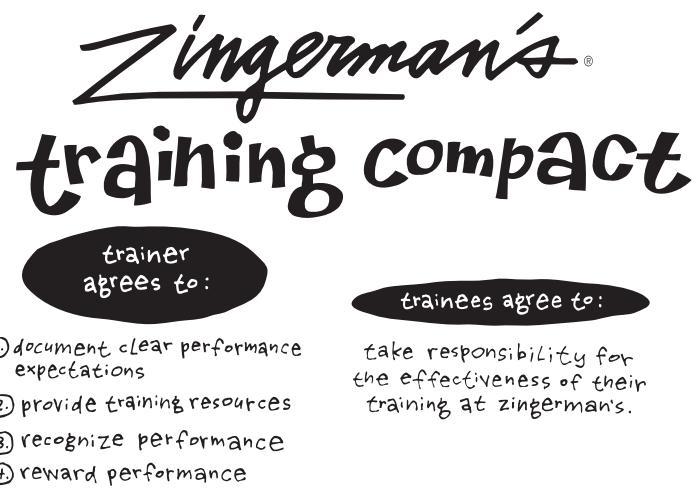
GOAL: To give you an overview of the Zingerman's Community of Businesses.

OBJECTIVES: By the end of this class you will know:

1. Zingerman's Training Compact, our 4 Key Training Questions and how to use them
2. Zingerman's 2020 and the businesses in the ZCoB
3. Zingerman's 3 Bottom Lines and what you need to do to attain them
4. 4 Steps to Great Food at Zingerman's
5. 3 Steps to Great Service at Zingerman's
6. 5 Steps to Handling a Customer Complaint
7. 3 Steps to Great Finance at Zingerman's

Training at Zingerman's

A.



B. Training Passports

C. Zingerman's 4 Key Training Questions:

1. What is expected and by when?
2. How will the information be made available?
3. How will we know if those expectations are being met?
4. What are the rewards & consequences for meeting (or not meeting) those expectations?

D. What to do when you have questions about training?

1. Ask your manager
2. Training Engineers (tengineers@zingermans.com)
3. Call the Department for People (D4P) CX (668).4662
4. Call ZingTrain CX (930).1919

our vision: the beginning of the zcob & zingerman's 2020

Zingerman's history _____

Zingerman's 2009 _____

9 key strategic elements of our vision for Zingerman's 2020:

1. Changing Our World _____

3. Radically Better Food _____

4. Radically Better Service _____

5. Radically Better Finance _____

6. Intentional Technology _____

7. We Put the "FU" in Fun _____

8. ZCoB as an Educational Destination _____

9. Opportunity for Everyone; Responsibility for All _____

The ZCoB Today _____

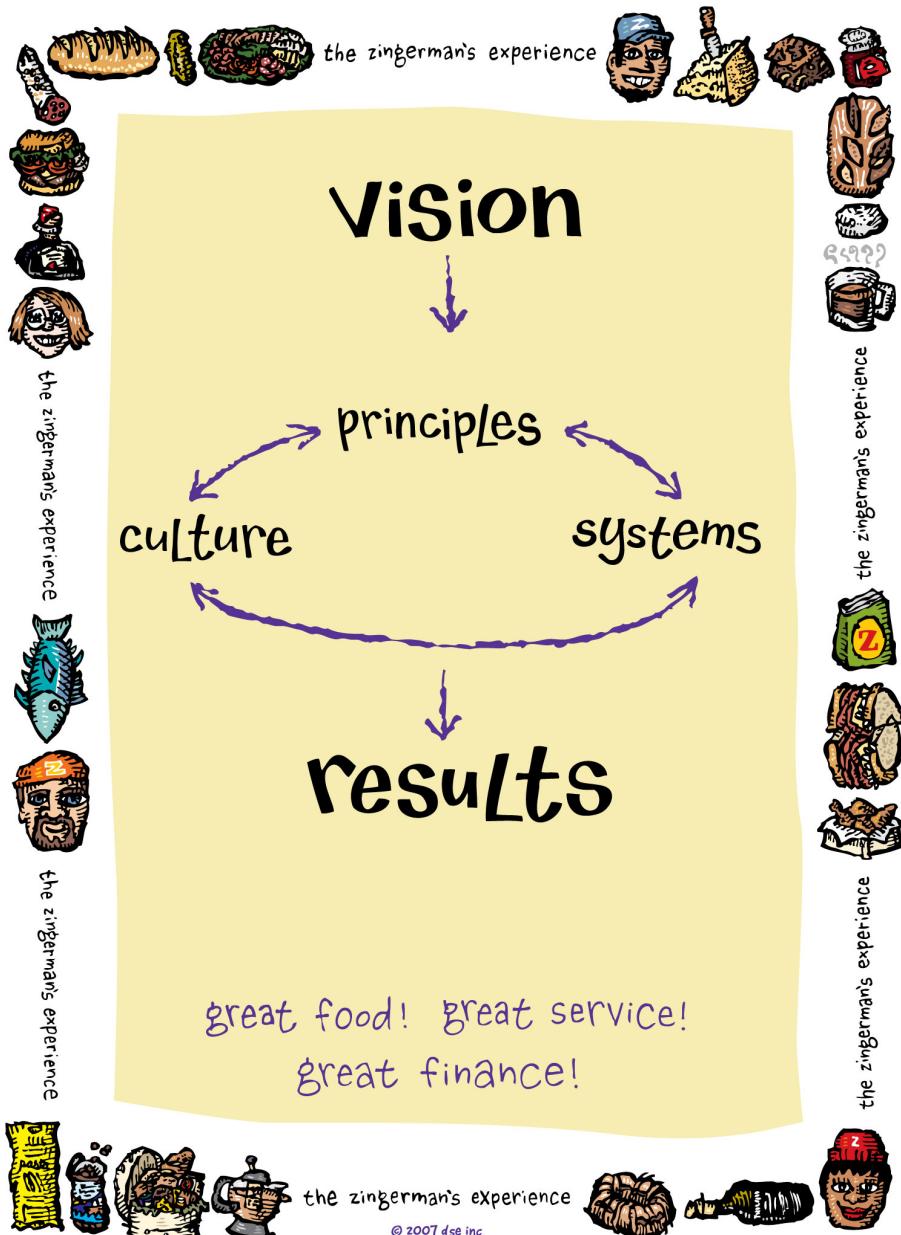
Partners Group _____

"You can't spend half a career as someone else's employee and then suddenly, one day, start thinking like an owner... think like an owner and act like an owner from your very first job as a prep cook..." Thomas Keller, "Soul of a Chef"

Zingerman's mission

We share the Zingerman's experience
Selling food that makes you happy
Giving service that makes you smile
In passionate pursuit of our mission
Showing love and care in all our actions
To enrich as many lives as we possibly can

Zingerman's® business perspective



everyone's a leader

great food!

4 Steps to Selling Great Food!

1. Know it _____
2. Look at it _____
3. Smell it _____
4. Taste it _____

great service!

3 Steps to Great Service

1. Find out what the customer wants _____
2. Get it for them _____
 - Accurately _____
 - Politely _____
 - Enthusiastically _____
3. Go the extra mile _____

5 Steps to Handling a Customer Complaint

1. Acknowledge what the guest is saying _____
2. Apologize _____
3. Do what you need to do to make it right for them _____
4. Thank them for letting us know _____
5. Write it up! _____

great finance!

3 Steps to Great Finance!

1. Know and teach the rules _____
2. Keep score _____
 - DORs
3. Share the winnings _____

Zingerman's Guiding Principles

1. Great Food _____

2. Great Service _____

3. A Great Place to Shop and Eat _____

4. Solid Profits _____

5. A Great Place to Work: You Really Can Make a Difference: _____

- Workin!, Benefits Committee, Safety Committee, Huddles, Attending Partners Group, Extra Miles, Service Stars, Training Engineers, 4 Steps to Productive Resolution of your Differences (see staff book)

6. Strong Relationships _____

7. A Place to Learn _____
• U of Z

8. An Active Part of Our Community _____

things not to do under any circumstances

- Being rude to the food – handling food in dangerous, unsanitary or seriously inappropriate manner or speaking negatively about our food to customers or others.
- Being rude to customers or fellow staff members – includes yelling/swearing, other forms of disrespect, etc.
- Reporting to work and/or working under the influence of drugs or alcohol or possessing, distributing, selling or using alcohol or illegal drugs in the workplace, while on duty or while operating Zingerman's vehicles or equipment.
- Stealing company or a fellow employee's property and/or willfully destroying property.

where to get help when you're frustrated

1. Your manager _____

2. Your peers _____

3. Partners _____

4. Employee Assistance Program : 800.949.7140

5. Staff Handbook _____

6. D4P at ZingNet: CX (668).4662 Patti, Leah, Jo Anne, Tracie, Jen, William, or Megan

7. Read Workin! _____

reference page

4 steps to order accuracy

1. Read back

Repeat the order back to the customer before the customer leaves, or before you hang up the phone. This catches any number of honest mistakes or misunderstandings BEFORE the order gets to production. What if they are in a hurry or have a long [wholesale] list? Point-by-point read back as they go works well.

2. Pre-check

The written order is checked for accuracy and (physically) signed off on by someone other than the order taker. This second set of eyes often catches something that was missed by the order taker (out of stocks, missing information, etc.)

3. Re-check

After being produced/packed, but before being delivered, the order is inspected and signed off on by someone other than the person who produced/packed it.

Again, the second set of eyes is key to check the physical order/product against the written order/invoice.

4. Confirmation upon delivery

As the order is delivered to the customer, it is read back and confirmed (item by item if possible). When possible, the customer signs for the order. (In Mail Order, since we don't have face-to-face delivery, we build in double checks and include a packing slip to confirm what the package should contain. We even place confirmation calls, in some instances, with highly perishable shipments to confirm everything arrived ok.)



welcome to the zcob evaluation

Date: _____

Instructor: Ari / Paul

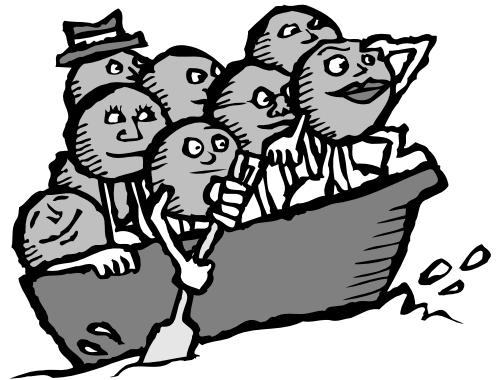
Thank you for taking a few minutes to complete this form. Your thoughtful and honest feedback will help us improve our training!

Using a scale of 0 to 10, where **0 equals “not a chance”** and **10 equals “in a heartbeat,”** how likely are you to recommend this class to a coworker?

0 1 2 3 4 5 6 7 8 9 10

Why?

Thanks for deciding to be a part of the Zingerman's Community!



Name (optional) _____

you really can make a difference!