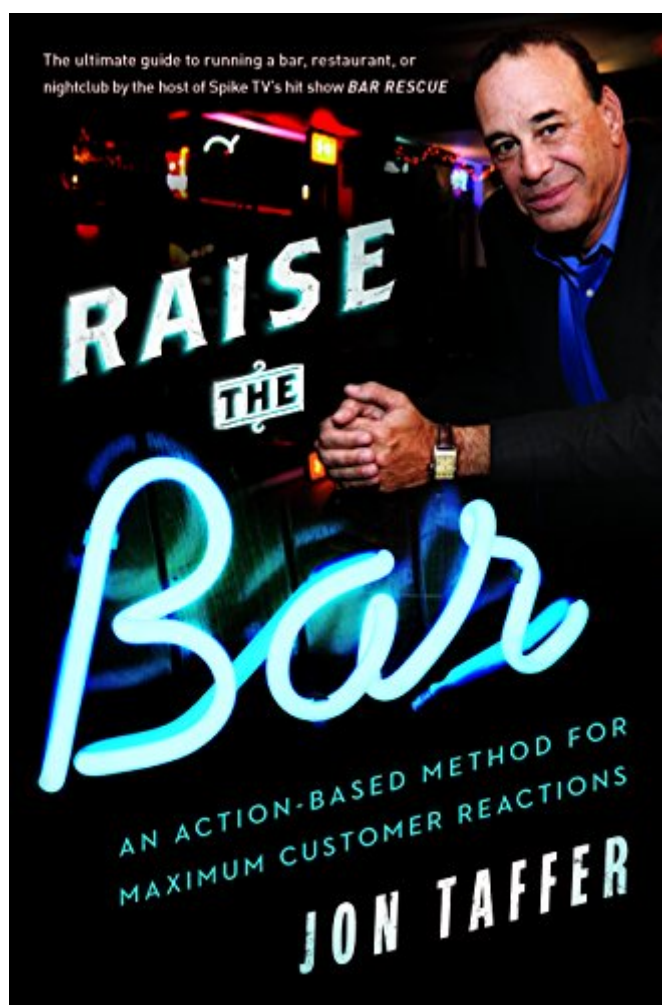




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# Raise The Bar: An Action-Based Method For Maximum Customer Reactions



## Synopsis

If there's anyone who can prevent a bar or restaurant from going belly up, it's Jon Taffer. Widely considered the greatest authority in the food and beverage, hotel, and hospitality industries, he runs the biggest trade show in the business and has turned around nearly 1,000 bars and at least that many restaurants. As host and co-producer of Spike TV's Bar Rescue, a documentary-style series, Taffer gives struggling bars one last chance to succeed with a mixture of business acumen and tough love. Now he's offering his no-nonsense strategy for eliciting just the right emotional reactions in customers to everyone. Raise the Bar distills the secrets to running a successful enterprise with Reaction Management, a strategy and philosophy Taffer developed and uses in his business and on Bar Rescue. It works whether you're running a storefront operation or a web-based company, whether you're manufacturing widgets or providing a service. Taffer's overarching philosophy is this: All business is about creating the right reactions in your customers. Even better: You can control those reactions to a very large degree. Raise the Bar is the definitive manual on transforming a bar or restaurant with actionable, proven strategies for immediate impact.

## Book Information

File Size: 1860 KB

Print Length: 259 pages

Page Numbers Source ISBN: 0544148304

Publisher: Publishing (October 8, 2013)

Publication Date: October 8, 2013

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B00CLIK6OO

Text-to-Speech: Enabled

X-Ray: Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #26,388 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #4

in Kindle Store > Kindle eBooks > Business & Money > Industries > Customer Relations #4

## Customer Reviews

Wow. There's a lot of great information in this book. Taffer gives an all-points overview of how to create a great bar or restaurant. (It's really interesting from a customer's point-of-view as well.) The book supplies extremely useful information backed by research and practical experience. It's like hiring a consultant for the price of a book. The narrator of the audio book is good, however his voice just doesn't match Taffer's distinctive tone. The audio book needs Taffer's voice.

Jon Taffer's reality TV show, 'Bar Rescue' is more than bar management, its business management and seeing him zero-in on the things that make a difference is impressive. I have been a business owner for all my life and his management style is no nonsense, no fluff and hard driven for success. So... how about the book?His book as a distillation of all the techniques he has learned over the years that really work to make a bar business successful. But take away the goods being sold and you'll find that these ideas apply in any business. There's no touchy feelie abstract ideas or MBA style reasoning, he explains simple rules that work in real life as he has discovered while in business - with his neck on the line.If you have ever been in business or are in need of a pep talk to inspire you to greater results, Jon's your man and this book will fire you up to become a better manager, and how to concentrate on the things that really matter.

Although I will probably never own a bar in my life, I enjoyed the wisdom and knowledge shared by Jon Taffer in his book entitled "Raise the Bar". I also think companies can learn alot from this account and begin to start treating customers with the respect they deserve. There is an assumption that customers will simply lie down and accept the products in front of them, simply because their cheap. However, this element of American marketing is changing, given the change of quality. I personally think Americans are tired of being treated so poorly, and it really means alot when an establishment goes out of its way to treat you fairly. Whether you own a bar or not, this book will definitely engage your entrepreneural and buisness spirit. If you do own a bar and it is failing... YOU SHOULD READ THIS BOOK! I promise that you will not be disappointed, and the millions of us who frequent bars on a normal basis will only thank you for heeding Jon Taffer's amazing advice!

First of all I am a pediatric dentist, not a bar owner. But the tenets on customer service espoused by

Jon Taffer hold true for anyone in the "service" industry. I don't "sell" fillings. I sell reactions. I provide top quality dental care, of course. As a sole proprietor I must make sure that my patients experience is positive as well. This is all well explained in Taffers book. I have totally reinvigorated my office since I started watching Bar Rescue and similar shows (Kitchen Nightmares, Restaurant Impossible). But Taffers emphasis on customer reactions (reaction manipulation as he terms it) hits home more than just an updated menu bad teaching a chef new recipes. The book also goes into pricing, staffing, marketing and many other aspects pertinent for any business. If you are in any business that relies on customer interactions Jon Taffers book will help.

I was flipping through the channels one night and I ran across the show bar rescue. When I became engrossed in the show, I realized how amazing this man is. Jon Taffer has flipped over 800 F&B establishments. If you watch his show, you can see how he can get into the mind of the owner and really motivate them. One of the best quotes out of this book was when he said "You look, but you don't see". It explains how everything is in the details. You can physically see something but you do not understand everything. If you are interested in how to manage people or manage an establishment, read this book. he has amazing insight. He explains in great detail about how in hospitality we are in the business of reaction management. Positive or negative reactions will dictate how people spend their money. How people spend their money effects how you will receive your money. Great read !!!

Taffer has PhD in No-\$h!t Common Sense. Great read. If you're under 25 you should probably read this to get an idea of what a work ethic looks like.

This book is more like Jon's commentary of Bar Rescue. He covers a lot of the same information, however there are lots of information that is very informative that is not in the show or not so straight forward. Having run successful business in the past, I'll likely open a bar and the proper way after watching the show and reading this book. I'd recommend watching the show as he heavily references the show throughout (a good way to get more viewers I guess, but it is an entertaining show and a great example of what not to do). Doing it right the first time is the only way I do things when there is a proven formula. This book is that formula. If you don't have business experience, this book alone is not enough as it doesn't cover any basics which can be picked up and many other books.

I don't own a bar but if I did, I would make sure I followed all the suggestions and guidelines from Jon Taffer. This isn't just for bar owners, either. Anyone who must deal with the public or work in hospitality would be well served by to keep a copy of this little book as a ready reference. Those of us who are already fans of Mr. Taffer's will recognize some of the bars he has rescued on his SpikeTV series, "Bar Rescue." But even those who've never seen the program will gain a great deal of savvy from his common sense and innovative approach to the service industry. IE, bar stools without backs encourage customer interaction, lighting premium brands behind the bar increases sales, etc. If you serve the public or are just wanting to make sure that where you stop in for a cocktail after work is up to standards, this is your manual.

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