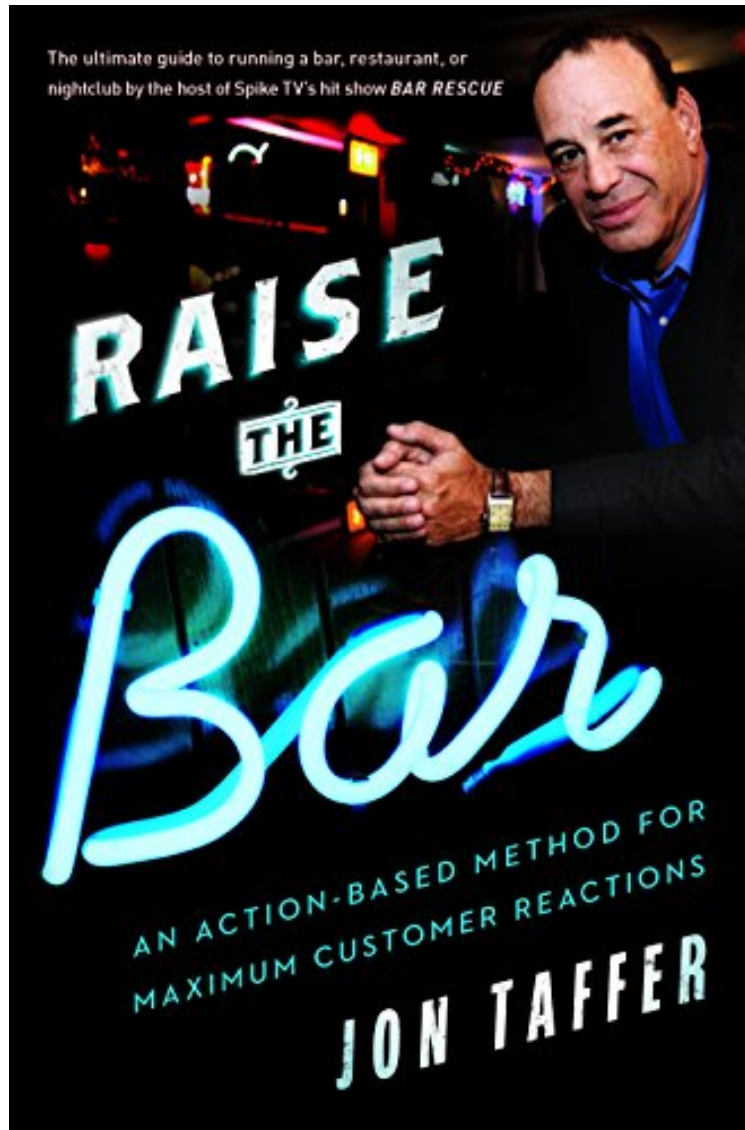


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## Raise the Bar: An Action-Based Method for Maximum Customer Reactions

*Jon Taffer*

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**Jon Taffer : Raise the Bar: An Action-Based Method for Maximum Customer Reactions** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Raise the Bar: An Action-Based Method for Maximum Customer Reactions:

0 of 0 people found the following review helpful. Raising the Standard!By Carlos PringleAlthough 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 a lot 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 a lot 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 entrepreneurial and business 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!

0 of 0 people found the following review helpful. Excellent book for any business owner, not just food service.

By E. Su

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 Taffer's book. I have totally reinvigorated my office since I started watching Bar Rescue and similar shows (Kitchen Nightmares, Restaurant Impossible). But Taffer's emphasis on customer reactions (reaction manipulation as he terms it) hits home more than just an updated menu or 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 Taffer's book will help.

0 of 0 people found the following review helpful. Jon Taffer is a true guru!

By Alexander Gatsby

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 FB 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 affects how you will receive your money. Great read !!!

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.

"A fascinating and practical guide to what actually makes a bar into a great bar (and much can be applied to any service business). Jon doesn't present canned answers, he provides a way of methodically evaluating and challenging every aspect of what lies behind a great bar. He seamlessly blends data-backed insights with hard earned experience to create a template of how to construct a plan for success. It is so refreshing to read something which doesn't present standard answers to non-standard issues." —Nick Shepherd, CEO Carlson Restaurants/TGI Fridays

"When I was young and still learning the nightclub and bar business, I always went to Jon's seminars and learned so much. Jon Taffer really had a big impact on me and my success and I still think of things he taught me. This book can do the same for you. It's fun but make no mistake, Jon is all business as he fills the pages with great stories, practices and his proven formula for success." —Jesse Waits, Managing Partner of XS Nightclub, TRYST Nightclub, Botero Restaurant, Las Vegas

About the Author: Jon Taffer is the chairman of Taffer Dynamics ([www.tafferdynamics.com](http://www.tafferdynamics.com)) and president of the Nightclub Bar Media Group. He's an industry expert, management guru, and the television star of Spike TV's Bar Rescue. With close to three decades of hands-on experience, Jon is a two-time winner of the Bar Operator of the Year Award.

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