

FBSTI  
F&B Service Training International



FBSTI  
MASTERCLASSES



SWISS RESTAURANT MANAGEMENT  
ACADEMY





# YOUR PROFESSIONAL GUEST SPEAKER

Mr. Christian CARGOUET  
Founder and CEO FBSTI Switzerland



Mr. CARGOUET is driven by an unlimited passion for the restaurant industry, with a daily objective to share his extensive knowledge and experience to better the sector globally.

## STUDY

BACHELOR OF ART in hospitality management (France),  
MASTER OF ART in restaurant management (France)

## ACADEMIC & TEACHING EXPERIENCE

EHL, Lausanne, Rank 1 world, (Switzerland),  
Program leader, F&B Lecturer  
IHTTI, SEG Group, Neuchatel, Rank 8 Swiss,  
(Switzerland), Program leader, F&B Lecturer, F&B  
manager  
GRETA Leman, Annemasse, National Training  
Academy, (France), Restaurant lecturer  
Etiquette Academy, Los Angeles (USA), F&B  
lecturer  
FBSTI, Founder and manager, (CH, Thailand)

## PROFESSIONAL EXPERIENCE

GENERAL MANAGER, Henllys Hall Hotel, Golf  
& Country club, 4 \*\*\*\*(UK)  
RESTAURANT MANAGEMENT, Goodwood  
Park Hotel, 5\*\*\*\*\* (UK), Hotel Fleur Du Lac,  
5\*\*\*\*\* (Switzerland)  
FRONT DESK, Reception, Relais et Chateaux de  
Castel Novel, 5\*\*\*\*\* (France), Mercure Hotel,  
4\*\*\*\* (France)  
KITCHEN, Château St Philipp, 4 \*\*\*\* (FR),  
Château de l'Hoste, 4 \*\*\*\* (FR), Restaurant le  
Prieuré, Fine dining (France)

# MESSAGE FROM THE CEO

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## DO YOU KNOW WHO I AM !?

I am the gentleman who waits patiently to be noticed and welcomed at the entrance of a restaurant while employees finish their private discussions.

I am the gentleman who remains seated and waits quietly while waitresses do everything but take my order.

I am the gentleman who stands serenely at the hotel front desk while the receptionist is finishing playing Candy Crush game on his mobile phone or reading the newspaper.

Yes, you might say I am a nice guy.

You are right, but do you know who else I am ? I am the gentleman who never comes back and it amuses me to see that you are spending millions every year on advertising to get me back, when I was there in the first place and all you had to do was to show me a little attention.

If companies, present and future actors of the industry, forget that customer comes for more than just the product that is offered, then they will loose.

Hospitality is a fast paced industry, constantly evolving. The best way to beat competitors is to ensure students and employees have the ability to perform and maintain exceptionally high level professionalism.

The new concept of leisure civilization and the continued growth of the sector has driven demand for qualified personnel who can take up positions and generate revenues with a minimum training.

Our high quality educational training program provide the knowledge and skills necessary to meet industry expectations in this regard.

The high standard rules of international service which were created for obvious and important reasons are nowadays too often flouted or even totally ignored

Most people think that serving a guest seems to be something that everybody can do, but they are wrong !.

The service to customer is an art, with hundreds of gestures, rules, details, attitudes and decisions, (without losing the importance of an adapted and a personalized interaction expecting by any customers). It might be imperceptible but it will have always a great consequence on the experience and the pleasure of the customers.

A lot of professionals have lost the reasons and the meaning of it.

“ No matter how good is your food, how beautiful is your place, if the service is not right, if the way you deliver your product is not up to the standard expected by your customer, then you will lose.

Professionalism in service is not an option, it is a must.. It is not the job you do, it is how you do the job that matter”

Christian CARGOUET, 2018, Hellenic gastronomic conference, Athens, Greece

*Christian CARGOUET*

*Founder and CEO*

*FBSTI, Switzerland*





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# UPLIFTING STANDARDS OF CUSTOMER SERVICE

THE ART OF ACHIEVING CUSTOMER  
SERVICE EXCELLENCE

COURSE CODE  
MU 100

MASTERCLASS N° 1

## CUSTOMER SERVICE



Excellent



Good



Average



Poor

# Masterclass MU 100 (Content)

MU 100 Swiss Masterclass Certificate in Uplifting Customer Service Standard



PART 1



## THE ART OF A PERFECT CUSTOMER SERVICE



### Intro

Global tourism analysis

The restaurant industry, tendency, experience, forecast projection in the future.

Projective study on Robotic development in the hospitality industry.

Study on the different types of tourists

Understanding the customers journey in the service industry

### Products knowledge

to have a full knowledge on:

- Establishment, history of the place, the owner and his/her background
- The food, how it is prepared, cooked, origin and what is inside every dishes
- Beverage available, origins, taste and pairing
- Local curiosities and touristic places

Impact:: enhance customer service, increase sales, building trust, problem solving, personalization, competitive advantage

### Customer Care

Be open and manage multicultural environment

Adapt to diversity, cultures and habits. Overcome cultural barriers and communication barriers

Identified customers to provide personalized attention.

Key principles and global standards of customer care, training & developing skills.

Customer relationship management

Effective handling and following up complaints, turning complaints into opportunities



## Customer impressions

First and last impression definition

Process of a human brain to generate ideas, feelings and opinions

How to improve a feeling that is already good, how to change a bad impression

What is generating the impression: senses, customer service, online presence, word-of mouth.

Strategies to improve customer perceptions

## Customer expectations

Globalization and maturing markets also mean customers are increasingly sophisticated and expectations for superior service are rising.

Organizations must continuously innovate and improve to create more value for customers

What are customers expectations and their importance for business

Expectations of customers are always in constant evolution

## Principle of an effective communication

What is communication and the objectives

Methods of sending a message, channels to convey messages

The seven C' of effective communication

Barriers of an effective communication, common errors

Adjusting communication style according to situation and people

Strategy to enhance effective communication skills

## Body language analysis

What your body is telling to the customer ? What their body language is telling you? Signs send to customer by your body and your face

Body language & postures, establishing a trustable relationship with the customer

## Upselling, driving sales

Implementing refined strategies and techniques to enhance sales, income and benefits

It is an art that must be done with discretion and tact, with fineness and delicacy

Processes, tricks, actions and cleverness to increase every employees sales and restaurant income

The art of persuading and influencing customers

The restaurant employees are first and foremost sales people

“Sale your customers something they didn’t know they wanted”

## Guest personal attention, interactions

Attention to details, control of the service and anticipating. Be there before, during and after customers needs you. Solution: Observe, look for patterns, action and prevent

## Teamwork, fluidity of the service

This is helping not only to build Moral in the workplace but also productivity.

Different skills and knowledge will produce more creative solutions.

Effective teamwork in a restaurant makes day-to-day operations run more smoothly

## Conclusion

All start by the motivation and the self confidence of the people

It is not a matter of the job you have to do

but how you do it and the passion you put in it.

The good impact your attitude and your behavior will have on the customer experience





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# SERVICE RULES AND PROCEDURES

EXCELLENT SERVICE  
=  
EXCELLENT PROFITS

COURSE CODE  
MR 101

MASTERCLASS N° 2



# Masterclass MR 101 (Content)

MR 101 Swiss Masterclass Certificate in Restaurant Service Rules and Procedures

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The Rules And The Procedures Of Service Have Been Created And Refined Throughout The Last 250 Years For Obvious Reasons Which Is To Give Customers The Best Experience.  
Perfection Costs Nothing But Brings A Lot To The Image Of A Restaurant Business

## Introduction

The principal of an effective mise en place. What will influence customer impression  
Be prepare and ready for all situations and requests before the service (Pantry)

## Service (demo)

How to perform an outstanding table service to the customers  
A service will be performed and showcased all along the masterclass including from before the arrival of the customer to after the departure of the customer . Each gesture, each action, each move each rules will be implement with explanation of their importance and the way to perform them in the best manner.  
International luxury and professional service rules, International luxury and professional service procedures  
The service in a restaurant is an art with hundred of gestures, details, attitudes, and decisions, imperceptible but which have always a great impact and consequences on the experience and the pleasure of the customer

## Service show

Make sure you Impress your customer, Advanced Service  
The restaurant is your stage, customers are the audience, you are the actor who know how to play and knows your lines  
Teamwork, fluidity of service, Body language. Guest personal attention.

## Conclusion

Critical importance of standardized restaurant service rules and procedures. These guidelines are the backbone of a successful dining establishment from best practices, to exploring innovative approaches to elevate the customer experience. The consistent application of well-defined procedures not only improves efficiency and streamlines operations but also directly impacts customer satisfaction with a lasting positive impression, repeat business, and ultimately, profitability.







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## PERSONAL & PROFESSIONAL DEVELOPMENT

THE KEY TO A SUCCESSFUL CAREER  
LOCALLY OR WORLDWIDE

COURSE CODE  
MP 102

MASTERCLASS N° 3



# Masterclass MP 102 (Content)

MP 102 Swiss Masterclass Certificate in Personal and Professional Development

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PART 1



## Introduction, the key to your local & international career

### International jobs search introduction

World analysis of employment (salaries, advantage and disadvantage, preconceived ideas and knowledge, difference between what you pretend to know and the reality)

Visa rules and regulation

International job research, where to look, strategies

### Application follow-up and career advancement

Continuing professional development for career growth

Job application follow-up etiquette

How to apply (online, directly, spontaneous, advert)

Negotiating job offers and compensation

Thank you letters and email etiquette



## Interview preparation

Personal presentation, attitude and reactivity

Demonstrating knowledge and skills in the interview

Mock interview and practice sessions

Preparing for common networking interview questions

Researching the company and role (find out more on the place)

## Job search strategies

Creating an eye-catching resume and cover letter

Presentation of resume and cover letter (mistakes to avoid)

Effective job search techniques

Leveraging social media platforms for job search

Networking job boards and websites

## Leveraging personal connections

Building and maintaining professional relationship

Informational interviews and networking events

Using personal connections for job referrals

Utilizing online networking platforms like LinkedIn

## Understanding networking careers

Different job roles and opportunities in networking

Overview of networking career

Skills and qualifications required





## INTRODUCTION, UNLOCKING PERSONAL AND PROFESSIONAL DEVELOPMENT

Connection between personal and professional development and objectives

Identified your actual abilities and your potential for the future

## PART 2



### DEVELOPING SELF AWARENESS

- Building self-confidence and self-esteem
- Improving self-reflexion skills
- Recognizing limiting beliefs
- Understanding personal strengths and weaknesses

### EMBRACING CHANGES AND CHALLENGES

- Adopting a positive attitude towards change
- Developing resilience and perseverance
- Overcoming fear and failure
- Understanding learning from challenges

### FOSTERING POSITIVE RELATIONSHIPS WITH WORK

- Building a support network
- Developing effective communication skills
- Positive collaboration and teamwork
- The impact of relationships on personal growth



### INTRODUCTION TO GROWTH MINDSET

- Benefits of cultivating a growth mindset
- Difference between fixed and growth mindset
- Identifying personal mindset
- Understanding the concept of growth mindset

### PROMOTING CONTINUOUS LEARNING ALIGNED WITH BUSINESS GOALS

- Adopting a growth mindset towards learning
- Developing a curiosity mindset
- Effective learning strategies
- Expanding knowledge and seeking feedback

### SETTING MEANINGFUL GOALS

- Aligning goals with growth mindset
- Creating smart goals
- Importance of goal setting
- Tracking progress and celebrating achievements

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ADDITIONAL  
INFORMATION



SWISS RESTAURANT MANAGEMENT  
ACADEMY



# ADDITIONAL INFORMATION

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**CERTIFICATION:** All our masterclasses are rewarded with a swiss certificates made and stamped in Switzerland

### WHICH MASTERCLASS ?:

Masterclasses may be combined together (Duration and price will be adapt accordingly)

### REQUIREMENTS:

Some of our masterclass required little equipment.  
The list will be provided after the booking of the masterclass

### PAYMENT:

40% Deposit on order  
Remaining before at the beginning of the masterclass

	DETAILS
PLACES	Worldwide
DURATION	From 1 to 5 days 3 to 4 hours per day (Average) Masterclasses hours may be adapt to the host schedule
PRICE	From 120 USD to 750 USD Price are set according to the destination, the number of participants, the duration of the masterclass and the adopted package
MINIMUM PARTICIPANTS	From 50 to 2'000 participants

FBSTI academy reserves the right to modify any information without prior notice, on dates, fees, curriculum or place.

## OTHERS MASTERCLASSES & WORKSHOPS

Beverage introduction and service  
Food and hygiene level 2 + safety at work  
Tourism development  
Flambé  
Carving  
Management, team leader  
Mise en place, structure, efficiency  
AI & Social Medias, the good; the bad and the scary  
And many more...

## “A LA CARTE” MASTERCLASSES & WORKSHOPS

With the aim of making our training as constructive and profitable as possible for you and the participants, together and after a deep analysis of your place, your needs, your exigencies and your requirements, we will designed your own and perfectly well fitted training for the benefit of your establishment, your employees and your students.

FBSTI can tailored for you:   The best Content  
  The most suitable Duration  
  At a very moderate Price



All restaurant staff should know how to perform an outstanding service and give customers a unique and memorable experience

FBSTI Masterclasses and workshops are the best way to secure happy customers who will be impatient to return





# BENEFIT OF OUR MASTERCLASSES



## FOR STUDENTS:

- Enriching the academic environment. Offering real-world perspectives
- Inspiring critical thinking and intellectual curiosity
- Acquire new knowledge and skills in international luxury service standards.
- Enhance professional capabilities, elevate personal standards, develop upselling skills, or prepare for a new career.
- Gain a recognized Swiss certification, adding value to your resume at an affordable cost.
- Access international career opportunities and enjoy the unique possibility of traveling the world in the restaurant industry.
- Attain increased recognition from employers, leading to better job prospects and potential promotions.
- Benefit from higher tips and increased income.
- FBSTI offers students a fresh perspective on the industry, providing new or reinforcing insights alongside their existing education.



- Enhanced and qualified staff with transferable knowledge
- improves customer service, leading to increased customer satisfaction and loyalty,
- higher sales,
- elevated service standards

## FOR UNIVERSITIES

- No cost involved
- Opportunity for universities to enhance their image by inviting local professionals to join the masterclass
- Potential to extend their reputation through a partnership with a Swiss academy. Engagement of a Swiss guest speaker adds credibility
- Increased attention for university lecturers from their students
- Potential for additional business opportunities
- Pathway to new programs and collaborations with FBSTI
- FBSTI aims to support universities in enhancing their reputation, rather than compete, and is open to sharing potential improvements; many prestigious institutions globally value our insights and vision for the future.
- Attracting prospective students
- Enhancing the university's reputation
- Creating a dynamic and engaging learning experience
- Preparing students for future careers



## FOR PROFESSIONALS:

- efficient teamwork,
- international service benchmarks,
- rewarded employees,
- cost-effective solutions with high returns, and reduced staff turnover.

## REFERENCES

### Thomas GUGLER

Jeddah, KSA

President of the world  
association of chefs society  
Co-founder of the Saudi Arabian  
Chefs Association (SARCA)  
Chairman & Founder of the Saudi  
Arabian Chefs table Circle  
(SACTC)  
Honorary member and  
Ambassador of over 50  
associations and organization  
worldwide

### Alain BELIZAIRE

Switzerland

Founder and CEO of AB Swiss  
premium SA  
Specialist in Hospitality  
education  
Former executive director SEG  
Group

### Suparie CHATKUNYARAT

Chiang Mai, Thailand  
Founder and CEO of Learning  
Holiday Group  
PDG, at Rotary International



## PARTNERS

Spoon & Fork (TH)  
Hollande America cruise, Bkk (TH)  
Niel's International College, Bali, (ID)  
Marina bay, Singapore (SG)  
SIHM, Nagpur (IN)  
Strategic Hotels Pvc Ltd (IN)  
LFR (NP)  
KIP (Mauritius)  
AHLEI (World)  
ACCOR group  
MGH (KSA)  
Urban Hospitality Group, (UK / UAE)  
GRC (EG)  
GTBB Hellenic Gastronomy (GR)  
GRETA (FR) AFMR (FR)  
IMI Luzern (CH)  
Billy Brunch (SP)  
Marugal (SP)  
Cyprus Maritime Academy (CY)  
Penha Longa Ritz Carlton (PT)  
Frenchman's Creek (USA)  
FIB Academy (USA)  
THTC (JM)  
SAA (AUS)  
**Partner with over:**  
30 universities And  
500 hotels and restaurants  
worldwide

**FBSTI is the Key!**  
**Your path to a successful career**





# F&B Service Training International Swiss Restaurant Management Academy



## CONTACT

### FBSTI

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FBSTI  
F&B Service  
Training  
International  
Operating since  
2012

FBSTI  
independent  
venture founded  
and Managed by  
Mr. Christian  
Cargouet

Based in  
Switzerland,  
and  
In Thailand

Experienced  
professionals  
Swiss expertise  
French "Savoir-faire"  
40 years of  
experience



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Entreprise individuelle

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1	But: formation dans le domaine de la restauration et du service dans l'industrie hôtelière.

Ref.	Inscr.	Mod.	Rad.	Nom et Prénom(s), Origine, Domicile	Fonctions	Mode de signature
1				Cargouet Christian André Patrick, de France, à Neuchâtel	Titulaire	signature individuelle

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Fin de l'extrait  
Seul un extrait certifié conforme, signé et muni du sceau du registre, a une valeur légale.

