

## ABSTRACT

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*Suis Butcher Steak House is a restaurant that provides food and beverage especially the steak menu. In increasing the number of food and beverage sales in the restaurant, the waiters should do the selling technique to the guest. Implementation of selling techniques performed by waiters that have not been optimal in accordance with standard operating procedures at the restaurant Suis Butcher Steak House branch Riau Street Bandung City resulted in the number of beverage sales do not match the expectations of restaurant manager. Based on the data of the sales amount of the period from January to March 2017 at Suis Butcher Restaurant branch Riau Street Bandung that the number of drinks sales is lower than the number of food sales. This study aims to determine the operational standards of procedures and implementation of sellin techniques by waiters in Suis Butcher Steak House Restaurant by using descriptive qualitative methods with data collection techniques, observation, and interviews. The result of data analysis that in the operational standard of Suis Butcher Restoration procedure there is one selling technique that is up selling and implementation of selling technique has not been done by all waiters in Suis Butcher Restaurant. Suggestions from the writer for Suis Butcher Steak House Restaurant need to be added some selling techniques in the standard operational procedures and need to be evaluated every briefing to the waiters about selling techniques in the hope that all waiters can do the selling techniques to the guests well.*

*Keywords : Seling Techniques, Restaurant, Suis Butcher Steak House.*