

Suggestive Selling and Offering Vegetables



We implement suggestive selling. For example, as students come through the pizza station, Brenda (cook and server) will say, "would you like to try my broccoli or green beans today?" We offer hot cooked vegetables at all of the hot food stations and associates implement this suggestive selling technique. In addition, Brenda will offer students who resist getting vegetables a sample of the vegetable to get them to try it, and down the road, some of them are more apt to try the full $\frac{1}{2}$ cup portion.