

The class is over and the exams are closed out. Now you work the relationship.

IMMEDIATELY AFTER THE EXAM

- Email certificates to each student who passed from ServSafe.com

Certificates are available immediately after the exam is closed out. Send while you are still on-site.

- Save a copy of each certificate to your records

File by student name, employer, exam date, and certificate expiration date. This is your renewal pipeline.

- For students who did not pass — explain the retest policy clearly

They may retest twice within 30 days. If a third attempt is needed, they must wait 60 days. Maximum 4 attempts in 12 months.

- Return all photo IDs
- Report any irregularities to ServiceCenter@restaurant.org

■ Your certificate file is your renewal pipeline. ServSafe certification is valid for 5 years. Every certificate you save today is a future client. You already know exactly when they need to recertify.

FOLLOW UP WITH THE CLIENT — SAME DAY OR NEXT DAY

- Send a thank-you to the manager or owner who booked you
- Share the pass rate — managers want to know their investment paid off
- Ask for a referral — "Do you know any other businesses that need this?"
- Ask about other locations if they are a multi-unit operator
- Note certificate expiration dates and set renewal reminders
- Log the session as a closed client in your Cold Call Tracker

THANK-YOU MESSAGE TEMPLATE

Hi [Name], just wanted to follow up and confirm that [X] of your staff passed their ServSafe exam today and received their certificates. It was a pleasure working with your team. If you know of any other restaurants or businesses that need to get certified, I'd really appreciate the referral. I'll have everything on file when it's time to recertify. Thanks again!

SESSION RECORD

Client / Employer:

Class Date:

Number of Students:

Number Who Passed:

Certificate Expiration Date:

Referral Contact Provided:

After Class

Certified Instructor — Post-Class Checklist

FoodSafetyMadeEasy.com
Instructor Series

Renewal Reminder Set For:
