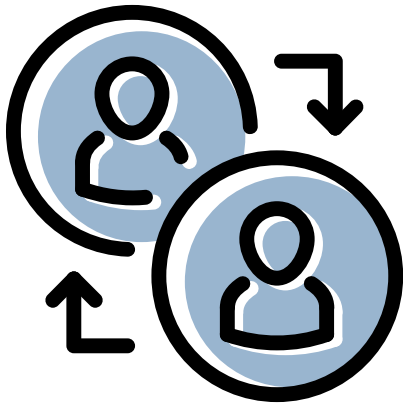


A black and white photograph of a young woman with dark hair pulled back, smiling warmly at the camera. She is wearing a white collared shirt. The background is a blurred bar or restaurant setting with shelves and other people. A dark blue horizontal bar is overlaid on the lower half of the image, containing white text.

# ROLE OF THE BARTENDER HOSPITALITY & SALES

# ROLE OF THE Associate

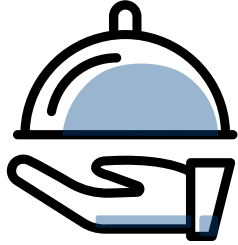


The role of an Associate is unique in that you are both a producer and server of products. As a producer, you must demonstrate a commitment to quality and recipe adherence. As a server, you must be dedicated to the quality of your guest's experience. Delaware North Associates are known for their skill, knowledge, charismatic personalities and efficient service. These traits will continue to challenge you every shift you work.

Being an **AMBASSADOR** of the bar and brand. This includes complete knowledge of drink recipes, ingredients, and an understanding of the Delaware North Associate culture.

Building a **BAR CULTURE**. The atmosphere of the bar is more a feeling than it is aesthetics. This feeling is achieved by making each person feel like a welcomed guest in your home.

# HOSPITALITY



*“The friendly and generous reception and entertainment of guests, visitors, or strangers.”*

***Here are top personality traits Associates need to be trained on:***

## 1. LISTENING

Good hospitality Associates know how to listen, not just with their ears, but with their entire body. Non-verbal communication is just as important as what the guest is verbally communicating.

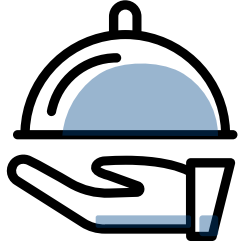
## 2. COMMUNICATION

It's about the associate's general attitude; they need to look the guests in the eye, have a friendly face, speak clearly, etc. Communication is a vital part of a hospitality associate's job and, therefore, an essential skill to master.

## 3. GUEST FOCUS

Associates often need to go out of their way to make their guests happy. The guests' interest is always number one, no matter what day or time it is.

# HOSPITALITY



*“The friendly and generous reception and entertainment of guests, visitors, or strangers.”*

***Here are top personality traits Associates need to be trained on:***

## 4. STRESS TOLERANCE

Whether stress is caused by high volume or an unhappy guest, Associates need to be able to handle stressful situations in a calm manner.

## 5. STANDARDS & ACCOUNTABILITY

Associates need to have a particularly strong attitude when it comes to pride in their work. Knowing and following the proper procedures guarantees a positive guest experience.

## 6. MULTITASKING

In order to get a real flow going behind the bar, you have to be able to multitask. You’re taking orders while you build drinks; you’re running credit cards while pouring water for new guests; you’re having a heart-to-heart with a regular guest while fielding drink recommendations. It’s like directing traffic – you try your best to keep all the lanes running smoothly.

# SALESMANSHIP



*“The friendly and generous reception and entertainment of guests, visitors, or strangers.”*

***These skills and methods include:***

## 1. READING THE GUEST

The skill of knowing what the guest’s individual and specific needs are. This is the most important ability, but also the toughest to coach. Associates need to approach a guest with the desire to genuinely learn things about the guest.

- Where are they from?
- How is their day going?
- Are they with family or friends?
- Are they celebrating any specific occasion? Birthday, anniversary, honeymoon, etc.?

Identifying what the guest is looking for helps the associate cater to their specific needs and will elevate the guests’ experience.

# SALESMANSHIP



*“The friendly and generous reception and entertainment of guests, visitors, or strangers.”*

***These skills and methods include:***

## 2. SUGGESTIVE SELLING

The ability to influence the guest’s decision on purchasing a product. This method starts before the guest has ordered. It can include the use of a drink menu or through associate recommendation. When using suggestive selling, the Associates should use “Wow Words” such as “Fresh,” “Crisp,” “Refreshing,” “Delicious,” “Balanced,” etc. These positive descriptors will help influence the guest’s choices.

## 3. UPSELLING & ADD-ON SALES

The ability to persuade a guest into a higher quality, higher priced alternative and the skill of getting the guest to purchase an additional product after their original request. An example is having the guest opt into a bottle of wine for the table instead of a couple individual glasses. Also included would be selling a different beverage experience as different places in the guest experience; cocktails with appetizers, wine with entrees, coffee and after dinner drinks with desserts.