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The Bartender

Contents

- ✓ Knowing your Product
- ✓ Paying Attention
- ✓ Customer Service Skills
- ✓ Dealing with Customers
- ✓ Cleanliness with Hygiene
- ✓ Choice of Beverages
- ✓ Handling Payments
- ✓ Back Bars
- ✓ The Bartender as a Salesperson

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Know your Product

- ✓ The best bartenders are the ones who know what products they sell behind the bar and how to sell them
- ✓ Product knowledge is very important to the bartender
- ✓ It is also important for the bartender to take notice of the new products on the market so that he could promote them to his customers

Pay Attention

- ✓ Paying attention to whether or not there are customers at the bar waiting for drinks seems to be the most important part of the job.
- ✓ Customers cannot tolerate inattentive bartenders playing with their mobiles or staring – which shows lack of interest in their job



Customer Service Skills

- ✓ A great bartender has outstanding customer service skills.
- ✓ The very nature of the job is to serve customers.
- ✓ A great bartender has a personality that connects with customers and keeps them coming back to his bar



Customer Service Skills

- ✓ Bartenders should always be prepared to handle unusual situations for anything, such as uncommon drinks or larger-than-usual crowds.
- ✓ Liquors and wines should always be well stocked and the bar clean and ready for customers.



Dealing with customers

- ✓ As a bartender, dealing with customers who are overly intoxicated can be a challenge
- ✓ It is your duty to make sure that your guests do not leave in a position that can harm themselves or others on the road



Cleanliness & Hygiene

- ✓ A professional bartender keeps the bar and dishes in top form. When working with food and beverages, keeping things clean and tidy is vital.
- ✓ When working behind the bar, always remember that you are doing a show, therefore CLEAN as you go.



Cleanliness & Hygiene

- ✓ Bars and food preparation areas are regulated under the 'Health and Safety at Work Act' and 'Local Environmental Health Regulations'
- ✓ Keeping the bar clean is a fundamental part of bar tending, not just something we do when we are told by a manager.
- ✓ Remember "if you have time to lean you have time to clean"

Choice of Beverages

- ✓ Some bars specialise in cocktails
- ✓ Wine bars often only sell wine and small range of soft drinks
- ✓ Other bars have a wider range of aperitifs, cocktails, sherries, wines, sparkling wines, spirits, liqueurs and ports



Choice of Beverages

- ✓ A good bartender is always professional, from being accurate when pouring a drink, to dealing with customers and other members of staff
- ✓ A good bartender takes pride in everything he does, always keeps the bar clean and tidy and does his job to the best of his ability



Handing Payments

- ✓ Bartenders also act as cashiers and must be good at handling money
- ✓ They should be able to quickly make calculations and figure out change

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Back Bars

- ✓ Many bars have 'bar backs' who support the bartenders by re-stocking glasses, changing bins etc.
- ✓ therefore it is important for the bartenders to help the 'bar backs' whenever possible.
- ✓ In most bars and restaurants you will be dealing with other members of staff such as waiters and chefs.
- ✓ it is important to remember that you are all part of the same team and help each other whenever possible.

The Bartender as a Salesperson

There are two types of bartender:

- ✓ The sales-person and the order-taker
- ✓ The order-taker will just stand behind the bar and serve what ever the customer asks for e.g. a vodka and tonic using the most convenient and usually the cheapest bottle
- ✓ The sales-person will always try and sell a better product to the customer, e.g. not a vodka and tonic but a Stolichnaya and tonic

The Bartender as a Salesperson

- ✓ A good bartender is always sales orientated and knows all about the products they sell
- ✓ not just the cocktails but the spirits, wines, beers, soft drinks and liqueurs
- ✓ like a lot of jobs, bar tending is sales based and therefore the best bartenders are usually the best sales people
- ✓ At first, selling seems to be a difficult thing to master, but with practice and good knowledge it can become an enjoyable and profitable skill to learn