

10 WAYS TO SELL MORE SMALL PLATES

Use these pointers to **DOUBLE** your small plates/drink sales and increase your *tips!*

- 1 Use keywords like “popular”, “favorite” and “famous”:** “Our most popular appetizers are our Wild Caught Portuguese Octopus served over chorizo, baby potatoes.. to die for. The Skirt Steak Skewers are also extremely popular! Which one can I serve you?”
- 2 Greeters are salespeople too! They should recommend at least two appetizers, by name, to every guest they seat. For instance:** “We have a great selection of appetizers. Can I start you off with an order of traditional guacamole or how about our stuffed lobster avocado, it comes with chips and its great for sharing” Be creative in developing your own unique closing statements.
- 3 Combine appetizers with cocktails, recomend pitchers suggesting you get a free drink with a pitcher so its a really good deal**
That guacamole goes great with a blood orange margarita, my favorite!. (after they agree to a marg) would you like a pitcher to share? its a better deal, if you are thinking of getting two cocktails each
- 4 Recommend your favorites:** “My favorite appetizers are the tuna tacos and the wild caught jumbo shrimp, if you havent tried them, really recommend them”
- 5 Suggest appetizers immediately:** “I’ll get your beverages right away. Take a minute to look at our small plate menu. The skirt steak skewers are served with over cauliflower croquetes with a huancaína chimichurri sauce and buffalo chicken flautas are always a hit!”
- 6 Assume the sale. Never ask: “Do you want to start with a small plate?”**
Instead ask: “Which small plates did you choose - the traditional guac and the portuguese octopus to start?”
- 7 Bartenders should consistently suggest appetizers to every bar guest:** “I’ll be right back with your drink order. Take a minute to look over our awesome choices on menu. The tuna tostada is my favorite small plate.”
- 8 It’s OK to suggest an appetizer after taking the entrée order:** “I’ll be right back with your drink order. did you wanna start with some chips and guac or maybe the stuffed lobster avocado is great for sharing while having cocktails
- 9 Always suggest a variety of appetizers to parties of four or more so that they can “graze” before dinner. Use words like “popular” or “featured” when suggesting appetizers:** “To get you started, take a moment to look over our appetizer selection. Today we’re featuring our coconut shrimp over mango chutney sauce, really amazing (it doenst have to be “featured”).
- 10 Remember: Suggesting and selling appetizers will DOUBLE your tips every shift. Work smarter, not harder!**



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