

# On-Site Training: The Evolution of Service



**THE BAR**  
ACADEMY



[www.thebaracademy.co.za](http://www.thebaracademy.co.za)

## On-Site Training

### The evolution of service

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Market research has shown a dramatic decline in the standard of staff and their service in the bar industry. The Bar Academy has identified a lack of customer service, spirit knowledge, up-selling and an overall stagnation as major problems in the bar environment. The bar industry in South Africa is in dire need of change and an earlier indication of positive trends has not been realised. New concepts have not filtered through to the bars and clubs. Venue owners have been lulled into complacency in contrast with the international market, where bartending and service have progressed into an industry in itself.

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### Key Findings of Situational Analysis

1. Many venues provide bars as amenities or as facilities to clients, instead of developing the bar as a **revenue stream** with up-skilled and empowered employees who are driven to make you money
2. Staff turnover is linked to a **lack of succession planning** with regards to beverage and waiting staff
3. 73% of respondents identified a **lack of interpersonal communication** as a major problem within their working environment
4. 100% of respondents identified that they would like to **learn** more skills, techniques and behaviours in order to help them perform better in their jobs

### Who we are

- The Bar Academy are **specialist** trainers for the bar industry with more than 10 years' experience
- We operate throughout **Johannesburg** and **Cape Town**
- All trainers have **extensive** work experience in niche areas and operate under industrial psychological principals

### What we offer

- **Exclusive training** developed specifically to improve professionalism and increase profitability
- **Consistent** staff training on techniques such as; mixology, customer retention, proactive-upselling, inventory management, cash control, wine and whiskey, order-remembrance, etc.
- The Bar Academy has a **tailored** approach, so that training is venue specific which is a valuable tool for employee development

## Where could you be in the future?

- Differentiated from the crowd, with knowledgeable employees with specialised skills
- **Empowered employees** and motivated staff members who are enthusiastic about their work
- **Happy customers** who revisit your venue again and again, guaranteeing increased revenue
- **Pro-Active employees** who are focused on reaching goals
- **Peace of mind** knowing you're ahead of the trend

## The Bottom Line

### **How do we make sure you the client achieve a Return On Investment?**

The Bar Academy looks at the Standardization of your staff

Focus on:

- Consistent, specialised and comprehensive training
- Customer retention through staff interactions
- Consistent upselling, pro-active upselling & progression to the next drink
- Moving slow stock
- Customer Surveys (market research)
- Staff retention

## How do we get you there?

### **1. Assessments**

- Trainees are assessed using theoretical and practical methods in order to identify each participants base level

### **2. Level Development**

The venue chooses the modules as well as the focus areas for their staff (please note that these are tailor made per venue)

<b>Example of Modules</b>	
• Product Knowledge	• Pouring
• Upselling	• Customer Relations
• Bar knowledge	• Responsible Service of Alcohol
• Molecular Mixology	• Whiskey
• Body-Language	• Outings
• Tastings	• Linguistics
• Garnishing	• Customer Retention
• Trend-Setting	• Advanced Extroversion Training
• Wine	• Mixology
• Barista Training	• Sales Techniques

These levels are achieved through **intensive training seminars, secret shoppers and on-site training**

### 3. Examinations

- Theoretical and practical examinations are periodically conducted to assess each candidate's performance

### 4. Progress Meetings

Progress meetings are held monthly to discuss a variety of topics including;

- Trainees development based on results of assessments
- Issues within the bar
- Stock control
- Marketing
- Customer surveys
- Etc.

### 5. Continuous Involvement

Once staff have achieved the desired level, **continuous involvement** is used to maintain the level of expertise, and further develop employees. The Bar Academy remains involved, on a retainer basis.

#### The outline

Initial Development	Continuous Involvement
<ul style="list-style-type: none"> <li>• 4 contact sessions per month (2hrs per week)</li> </ul>	<ul style="list-style-type: none"> <li>• 2 contact sessions per month (2hrs per week)</li> </ul>
<ul style="list-style-type: none"> <li>• 2 secret shoppers per month</li> </ul>	<ul style="list-style-type: none"> <li>• 2 secret shoppers per month</li> </ul>
<ul style="list-style-type: none"> <li>• 2 on-site sessions: correctional development</li> </ul>	<ul style="list-style-type: none"> <li>• 1 on-site session: correctional development</li> </ul>
<ul style="list-style-type: none"> <li>• Ongoing development</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing development</li> </ul>

#### What value will this add to your business?

- The study of **ergonomics** allows staff members to use their work stations correctly and efficiently.

- **Speed training** allows trained staff members to serve faster, look better and, as a result, bring in more money for the venue, as well as tips for themselves.
- **Product knowledge** allows staff members to up-sell and advise customers on their orders, as well as having the ability to hold conversations during day shifts.
- **Profitability** is the end result of staff that are focused on selling, based on the skills that they attain.

These theoretical aspects, among others are coupled with practical training to ensure that your staff members are trained to the highest level.

- **Management will be provided with employee progression forms which indicate the growth of each employees development**

### Added Value

As a client you are entitled to the following services

- Cocktail menu development
- Bar setup and layout advice
- Bar operational advice
- PR and Media coverage of developments

### Our Record

Thus far, The Bar Academy's record reflects a;

- **51.8%** improvement of knowledge and skills of staff within the first three months, as well as
- **5%-30%** improvement on sales per order after only having achieving the first level

### Costing

Staff members	Initial Training 3 months (per month)	Continuous Involvent (Retainer per month)
1-3	R3,990.00	R2,950.00
4-5	R4,410.00	R3,550.00
6-8	R5,040.00	R3,950.00
9-10	R7,140.00	R4,350.00
10 +	C.O.R.	C.O.R.



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