

Staff Training Worksheet

Custom Cocktails • Floor script + upsell prompts

What it is (30 seconds)

- Guests scan QR code, answer 9 questions, the algorithm creates a bespoke cocktail for them.
- Orders hit the tablet within 4 seconds with a clear recipe card (measurements, method, garnish).

How it makes money

- Stable decisions = more orders per hour.
- Prevents decision fatigue in customers (easy upsell).
- Perfect for increasing AOV, retaining for more rounds with a good match first drink.

How to use - 2 minute routine

Before service: tablet charged, connected to wifi, order dashboard open, run test order to check flow.

During service: Assign a **Custom Cocktails Captain** to prompt scans and check tablet for orders.

After service: Plug in Tablet, wipe QR codes, note any stock changes or weird recipes to report.

Golden Rule: Make the recipe as shown, if you're missing an ingredient, use the agreed house substitute and flag it.

Upsell prompts (use these exact lines)

- 1) **Menu hesitation** — “Not sure what to pick? Scan this — it matches you to a cocktail you’ll actually like.”
- 2) **Group / friends** — “Do it as a group — you’ll all get different picks.”
- 3) **‘Surprise me’ guest** — “Perfect. Scan this and it’ll surprise you, but it’ll be right for your taste.”
- 4) **Premium upgrade** — “If you want something a bit more special, the match usually lands on our best drinks.”
- 5) **Second round** — “Fancy a second match? It can switch it up — sweeter, stronger, more citrus, whatever you want.”
- 6) **When slammed** — “Give us 2 minutes — it’s coming through now.” (or deactivate)

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Objections + roleplay + weekly targets

Common objections (quick responses)

“I’m in a rush.” — “Totally — it takes under a minute. If you want, I can point you to a classic now.”

“I hate wasting money on a drink I won’t like.” — “That’s exactly why this exists — it matches to your taste so you’re not guessing.”

“Can you make it stronger/sweeter?” — “Yes — we can tweak the serve. Or do a second match and we’ll aim it exactly where you want.”

“Is it a gimmick?” — “It’s just a faster way to get you to the right drink. You still get a proper cocktail, made by us.”

Roleplay (5 minutes)

- Scenario A: Guest hesitates on menu
- Scenario B: Group of 4 at table
- Scenario C: “Surprise me” at the bar
- Scenario D: Second round upsell

Coach notes (write 1 improvement):

Use cases to target (hit these)

- New guest / first time venue
- Menu overwhelm / slow decision
- Celebrations / date night
- Guests who normally order classics / Generic / spirit and mixer or beer
- Upsell: “something special”
- Second round: “switch it up”

Captain goal: Target **40 scans per week.**

Shift scorecard (tick + write numbers)

- Tablet checked + test order completed
- Captain assigned
- QR placed in decision zones

Numbers (today) Scans: _____ Orders: _____ Second matches: _____

Notes: _____

Sign-off Staff name: _____ Date: _____