



Hospitality Concepts

1. Your Personality Will Make You Money

Even more important than appearance, your personality is the thing that will make you money! Make sure to introduce yourself by name, and make an effort to learn and remember your guest's name. You *must* be able to interact with guests beyond asking what they want to drink; but be sensitive to the fact that different people require different approaches. Some guests are looking to get the party started, some are shy and require time to loosen up.

2. Make a Connection

Know your guests and the reason they come ... It's not just about hot girls on stage. It's about an interaction, and that interaction can take place with a staff member in any role, as well as with an entertainer. That is why you should seek to learn something about your guest besides what they want to order. Three quick ways to form an instant connection with a guest:

- Eye contact and warm smile—you've succeeded before you've even said a word.
- Use the guest's name in conversation. (We are *all* good with faces, bad with names. Only a concerted effort will overcome this universal handicap. If you have the guest's credit card, cheat!)
- Open, inviting body language and light body *contact*. Touch the guest lightly on his shoulder, arm, or hand if you are comfortable with that. Anything more forward invites the guest to be more forward as well—a result that may not be desired!

If guests feel like they have a relationship with you, they will usually feel compelled to spend more and tip more.



3. Everyone Is a VIP

What we sell goes far beyond food and beverage. We sell an experience, the idea that everyone is a VIP. In life, this is not always the case, but within our walls, everyone can have that feeling, and that's what brings people back. It also encourages the guest to play the part—spend a little more, tip a little more—and that's how we create the clientele we *deserve*.

4. Creating an Environment Conducive to Spending Money

A little-known secret is that guests spend more overall if they feel free to make their own choices. So, avoid the hard sell; rather, make guests aware of *all* the ways to potentially spend in the club, and make guests feel as if they are in a safe environment and you are ultimately looking out for them. This might include:

- Introducing the guest to entertainers or staff members, although it may not immediately put money in your pocket.
- Suggesting a well-served guest may *not* need that last drink, bottle or shot.
- Helping a guest find safe transportation home, or alerting a manager.
- Telling a manager if you feel a guest has been overserved and is not making good decisions.



5. Be a Good Ambassador

A brand ambassador is a charismatic and knowledgeable advocate for his or her brand, on and off premises. By enthusiastically communicating all the club has to offer, you can accomplish the following:

- By making guests aware of all the available ways to spend money—specialty cocktails, bottle service, gift certificates, merchandise, memberships—whether those items directly impact your bottom line or not—you stand a better chance of “hooking” the guest and creating an environment that’s conducive to spending money. By acting as a guide, you establish a relationship that the guest will come to rely on.
- By making guests aware of the next upcoming headliner or event, and *personally* inviting him or her back, you establish loyal repeat clientele.
- By sharing your natural enthusiasm for your club, whether on duty, on your night off, via social media, or some other way, you play a part in the marketing and promotion of your club, and in doing so, increase your potential earnings. In the adult industry, we are constantly educating potential guests who have misconceptions, as well as competing against the internet and more mainstream options. If each of you makes an effort to build awareness, you’ll ultimately reap the benefit.