



# TWELVE TIPS OF TIPPING

1

## Remember Names

It is the most important skill as a hospitality professional. Every time you say your guest's name, it is like a dollar in your pocket. Associate their name with a unique characteristic of the guest to improve recall. Be sure to use their name often ... [more](#)

2

## Build Your OWN Clientele

"Grab" the great tipping guests, have them "commit" to coming to see you often. Make it personal, when they think about going out, you should be the person they want to come see.

3

## Acknowledge the Guest

Never ignore someone's presence in your establishment. Immediately acknowledge your guest's arrival. Even if you can't attend to them right away, let them know you are on your way. Let them know you know...you know?

4

## Sullivan Nod (subtle upsell)

It's like a Jedi mind trick! When a guest orders a vodka and soda, offer premium choices. "Kettle One or Grey Goose?" Nod your head "yes" as you ask the question. Box them into a choice of a better-quality product. The higher the check, the ... [more](#)

5

## Provide an Experience

Hospitality professionals sell an experience. Food, drinks, and entertainment are the mere vehicles. Then there is **YOU** - how you interact and entertain your guests is the **EXPERIENCE**. Make their visit memorable! You should be part of the story ... [more](#)

6

## Ask Questions

It is simple, easy, and one question leads to another. People love to tell you about themselves. Asking questions also helps you read the guests and what they are expecting for their visit. "What brings you in this evening?" Use questions to ... [more](#)

7

## Keep a Notebook

Not an obvious technique. Keep a small steno notepad in your back pocket and write reminder notes about your regulars. Names, favorite drinks and reminder cues to help you remember them. Part of our job is to make people feel important and ... [more](#)

8

## Get Close

Studies show that waiters who squat next to their table when taking orders increased tips from 14.9% to 17.5%. Appropriate eye contact and closer interaction creates a more intimate connection and in turn enhances the experience of the guest ... [more](#)

9

## Make ID'ing an Opportunity to Get Personal

Most service professionals make the ID'ing process very mundane. Instead, take the opportunity to learn about your guests. Their name, home state, their birthday. Use it to build rapport. When you hand back their ID, use their name, and say thank you... [more](#)

10

## Light Contact

According to a study at Cornell University, hospitality professional experienced a tip increase from 11.8% - 14.8% of the check total when they briefly touched the shoulder of the customer. While younger customers showed the greatest increase in the tip ... [more](#)

11

## Put a Story Behind Your Product or Service

Remember, our job is to provide an **EXPERIENCE**. We can help accomplish that if we put a story behind our products. A story adds value to the product. That increased perceived value will result in higher tips.

12

## Teach

People love to feel involved in the process of when you are the host. Explain the drink you are building or how to spot a fake ID. Give them something they can take home with them. It is a thing of value and adds to the experience. It makes you memorable.