

	<b>RESOURCE LIBRARY - FRONT OFFICE</b> <b>Upselling Program</b>	<i>CODE:</i> 03.03.012
		<i>EDITION:</i> 1
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## INTRODUCTION

Upselling is one of the sales techniques whereby the receptionists **encourage** the customer to purchase more expensive products, upgrades, or other add-ons in an attempt to make a more profitable sale.

At XYZ Hotels & Resorts our front office team is trusted to be a revenue management team regarding the rooms and other services and products related due to:

1. Well known of our room categories and views.
2. Well estimation of the client's needs.
3. Continually contact with the clients provides the front office with the time to sell even more than one product or service.
4. The Front Office staff represents the most visible hoteliers to the guest (all day long operation).

### Why do we need to ably this program?

1. It will definitely help to increase the hotel revenue.
2. Involves marketing more profitable products or services.
3. Exposing the customer to other options that may not have considered previously.
4. Up selling based on selling something that is more profitable or otherwise preferable for the clients instead of the original sale.
5. Enhancing the Average daily room rate along with the Rev. Bar.

**And to motivate the front office team to sell even more 10% out of the total sold package will be granted the sales person at the end of every month.**

**Ex.:** if the sales person sold a Superior pool view room for 7 nights the incentive should be:  
20.00 USD X 7 NTS X 10%= 14.00 USD

A report will be send to the accounting on a monthly basis with the sold products which will has all the information related...(Room number, sort of package sold and the amount, guest signature )

### Products and services to sell and rates:

Product or Service	Rate	Department Code	Sell to
Superior Pool View Room	10.00 USD	Individual Room	All
Executive Garden View Room	15.00 USD	Individual Room	All
Executive Pool View Room	20.00 USD	Individual Room	All
Executive Suite	60.00 USD	Individual Room	All
Senior Suite	75.00 USD	Individual Room	All

**Above rates are per room per night .**



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Product or Service	Rate	Department Code	Sell to
Half Board Package (Dinner)	25.00 USD	15.00 USD Dinner Food 10.00 USD Individual Room	BB Clients
Half Board Package (Lunch)	20.00 USD	15.00 USD Lunch Food 05.00 USD Individual Room	HB Clients
Full Board Package	45.00 USD	20.00 USD Dinner Food 15.00 USD Lunch Food 10.00 USD Individual Room	BB Clients
All Inclusive Package	60.00 USD	05.00 USD All inc. Lunch 06.00 USD All inc. Dinner 07.00 USD All inc. Beverage 42.00 USD Individual Room	BB Clients

**Above supplement per person per night .**

Product or Service	Rate	Department Code	Sell to
Late C/out	10.00 USD per hour	Late c/out	All

**Above supplement per room per hour .**