

## SUGGESTIVE SELLING TECHNIQUE

### Objective

At the completion of this module, employees should:

- understand the importance of suggestive selling
- learn techniques for making a sale
- learn ways to describe items in an appealing way

### Class Format

1. Divide group in teams of 4-6.
2. Have them decide, as a team, answers to the following questions.  
Give 15 minutes to do this.  
List all answers on a flip chart, or have groups list on their own chart to save time, giving each team the opportunity to answer first at least once.

#### *a) What is suggestive selling?*

Many answers apply. Something similar to: When someone actively recommends to the guest items or ideas which the guest may not have considered.

#### *b) What rewards and benefits does suggestive selling have on the guest and you? Why should you use it?*

Some answers:

- ◆ shows the guests that you are interested in them and thus enriches their dining experience.
- ◆ adds a personal touch – makes you more of a host/hostess in the restaurant.
- ◆ gives more attention to the guest.
- ◆ increases the check average (and thus the tip since most guests base the tip on a percentage of the total check.)
- ◆ increases sales for the restaurant.
- ◆ you are being aggressively hospitable.

#### *c) What are some ways to make it easier to suggestively sell?*

Some answers:

- ◆ sell what you like best.
- ◆ take guest cues.
- ◆ use weather cues.
- ◆ know your menu – suggest alternatives or substitutes.
- ◆ never play down the quality of an item – what you don't like someone else may love.

- ◆ stimulate through vision.
  - ◆ promote the value of an item.
  - ◆ use sparkling and starting statements – descriptive adjectives.
  - ◆ be a good listener.
3. Asking all items for input, make a list of “positive” words vs. “negative” words and phrases.  
Examples:

<i>Positive</i>	<i>Negative/Neutral</i>
<i>What will you have? Delicious I especially like...</i>	<i>You don't want any dessert, do you? Everything's good.</i>

Ask participants to choose one menu item of their choice, and describe it:

- a)* in a neutral way
  - b)* in a negative way
  - c)* in a positive way
4. Use the following role play designs to utilize the above-mentioned techniques for suggestive selling:
- a)* It is a cold day and your guest asks you what you would recommend to warm him up.
  - b)* Your Chef has 12 Napa Valley chicken breasts left over from a banquet and asks you to sell this item to your guests. It is not offered on the menu.
  - c)* Your guest tells you he is on a very strict diet and is allowed very few calories. What would you recommend?
  - d)* Your guest is not very hungry but wants something light to eat – he is killing time.
  - e)* One of your guests is kind of upset – she tells you she had a bad day at the office. What would you suggest to cheer her up?
  - f)* One of your guests tells you he is very tired and would like you to order for him.
  - g)* Your guest is hungry and orders just a sandwich. What could you suggest in addition to what he has ordered?
  - h)* Three guests come in and tell you they are in a hurry. What could you suggest to them?
  - i)* It's a very hot day and one of your guests asks for something light and refreshing.
  - j)* Your dining room is promoting desserts – say rhubarb pie – this week. The manager asks you to sell and recommend this item every chance you get. How would you go about this?
  - k)* Think of one of your most favorite and least favorite items – sell us on buying both without us knowing what you really like.

Add additional role plays if time allows.

## Props and Resources

- 1) Flip chart and magic markers
- 2) Role Plays

**3)** Food & Beverage Service Standards Manual (Suggestive Selling)

**Targeted Time**

30 to 60 minutes.