

UP-SELLING SKILLS IN FOOD & BEVERAGE

Schedule of the course

- What does up-selling mean exactly
- What are his sister techniques
- The guest's psychology
- When can you up-sell?
- What you need to up-sell professionally
- How do you express yourself?
- The presence of Up-selling during a meal
- Ketsi, an example of what a waiter needs to know to start selling efficiently
- Other important aspects for successful up-selling
- Ethic in up-selling, part of our service culture at FS
- The bottom line goal of up-selling
- Mini test, can you differentiate up-selling from other techniques?
- Any questions ?

What is Up-selling ?

Up-selling is a sales technique permitting to increase revenues with the same number of covers, therefore increasing a restaurant's guest check average.

Basic examples

- **Fast food restaurants** : When you order a burger, you will often be asked” do you want fries with that?”
- **Or** : Today’s soup is Italian Clam Soup “Zuppa Di Vongole”, we also have our Lobster Bisque a traditional exquisite dish.The Watercress and Fresh Pear Salad is also very popular.

Up-selling vs Cross-selling vs Suggestive-selling

- **Up-selling is when you call a person's attention to an item of greater quality (and cost)**
- **Cross-selling is when you inform a guest of a related item that naturally “goes” with the main product**
- **Suggestive selling, you are acting as a consultant (the most professional technique)**

Understand the customer's psychology

- **The customer is in a buying mood.**
- **He already has made up his mind and is open to any suggestion that will help him.**
- **It all rests on your ability to engage combined with how much trust you have built.**

When can you up-sell ?

Water

Aperitif

Appetizer

Daily special

Wine

Dessert

Coffee

Digestive

Professionalism in up-selling

- Know all your menu items (taste, preparation, presentation)
- Know the product name
- Know the value of your product
- Know the selling price
- Know at least 2 options when up-selling (choose items you usually like)
- Know your guests profile, assess you host who is your key customer

How do you express yourself ?

- Someone only orders a roasted chicken as a main course only, you can say: "Would you care for a light crispy spinach salad to start?"
- "What kind of margaritas do you have? We have lime flavored margaritas, or with tamarindo, strawberry, but I would suggest you our lime Premium margarita which is our most popular margarita made with a superior tequila.
- "Can I recommend you a sweet wine that would perfectly match with your carrot cake, we have a delicious late harvest Errazuriz by the glass "

Other ways to express yourself

- ❖ **Recommend:** "I think you should also get ..."
- ❖ **Suggest:** "You might also want to add ..."
- ❖ **Consult:** "I have personal experience with this, and I urge you to ..."
- ❖ **Question:** "Have you thought about? ..." "Have you ever tried? ..." "Do you know about? ..."
- ❖ **Power phrases:** "My experience has shown me ..."
- ❖ **Comfort them:** "Most guests take ..." "Usually everyone else uses ..."
- ❖ **Ask:** "Would you care for? ..." "Would you like? ..."

Successful up-selling

- Direct all communication to the host and pay attention to cues. This means that if the host frowns when you initiate suggestive selling towards him/her, stop suggestive selling immediately and simply present the menus.

- If you are asked to describe a particular item by a guest, certainly provide an accurate description, but do not blather ad infinitum, with superlatives.
- After you have engaged the host comfortably, and it is not disruptive to your presentation, quietly suggest one or two appropriate wines (within an expected agreeable price range) to the host and then allow him/her to make the table's selection.
- Before reciting desserts, ask the host discreetly if he is interested in your “special desserts” or dessert wines. Same goes for specialty coffees. His body language will reveal plenty.

- Up-selling can be a win-win for everyone, but the customer must win first.
- Try to offer items that may not be on the menu and also guide your guests through the dining experience so that they can fully enjoy your wonderful restaurant.
- Short-term “overselling”, putting your guests in situations where they feel put on the spot or embarrassed into buying more expensive menu items, or where they feel a loss of control with respect to this business transaction will hurt your restaurant.
- You have to put the needs of your customer first, the money follows!

REMEMBER !

**YOU CAN ONLY SELL A PRODUCT IF YOU
KNOW IT BY HEART !**

**YOU NEVER KNOW WHO YOU ARE
SELLING THE PRODUCT TO, BE CAREFUL!**

- **Know cocktails and beverage options**
- **Know all menu items (presentation, ingredients)**
- **Know the catch of the day**
- **Know the daily specials**
- **Know at least 3 white wines and 3 red wines (by the glass) and food combination**
- **Know your desserts**

Anything missing in order to be successful?

- Your involvement will be capital
- Your positive, cheerful outgoing attitude will help the up-selling process
- Your enthusiasm and understanding
- Show you care about the guest

Ethic in up-selling

- **Selling Techniques Can Be Dangerous :**

Imagin someone being seated in your restaurant after a long day at the office. They're in your restaurant to relax, unwind and enjoy them self, to be taken care of and even pampered a little.

However, the server has been trained that they're not really a server, but a "sales person." This means their primary function isn't to serve or take care of the guest but to "sell" the guest into parting with as many of their hard earned dollars as possible.



Instead of taking a personal interest in the guest, the server (now a sales person) is armed and ready to spew forth as many "sales techniques" as are needed to pump up the check average and in theory their tip.

Will the guest notice the insincerity of the sales pitch? Maybe, maybe not, but I can guarantee you that, people are very perceptive and know when they are being impersonally "sold," as opposed to being "served" by a server who is there to genuinely take care of them.

What is the bottom line goal of up-selling?

Form long-term relationships with consistently satisfied customers encouraging sales and repeat sales to ensure long-term growth.

Little Test

Can you differentiate up-selling from other techniques ?

*Start practicing SMARTLY
using the tips of
successful selling.*

HAPPY UP-SELLING!

Thank You