



<u>Issued date:</u> May 2018 <u>Revised:</u>	POLICIES & PROCEDURES SPA & RECREATION	<u>Index N°:</u> SPA-SOP-03
Subject: Up-selling Techniques		2 pages

OBJECTIVE:

To maximise revenue potential and guest satisfaction in all Spa & Recreation department.

POLICY

Spa & Recreation employees should proactively look for opportunities to up sell and maximize sales without offending or diminishing the guests' experience.

Up-selling is a sales technique where the seller induces the customer to buy more, either higher priced items or other added ones, in the attempt to make a more profitable sale.

PROCEDURE

Up-selling is used for at least three (3) main reasons -

- To increase overall revenue through the sale of more rooms, additional services, or more a more expensive room option.
- Improving customer service – by helping guests select a product, the guest can be made aware of the best options available to them, resulting in an enhanced accommodation experience.
- To increase profitability – up-selling can not only increase general sales but increase sales for Spa services and product retail with the highest profit margin.

Techniques which can be used may include:

- Recommend specific items by using phrases with impact. Examples include - "May I suggest", and "Would you care for". Spa & Recreation employees must know all products, prices of product, additional services offered, potential benefits.
- If customers are undecided about what type of treatment/ products they wish to reserve, offer a range of options appropriate to their needs. Explain the benefits of reserving a particular type of treatment or adding an additional service to their reservation during their using service.
- Look for opportunities and time the sale. For example, when a guest calls and informs they are booking for a special occasion suggest a Spa package that is appropriate for the occasion. E.g. Honeymooners may like 'Honeymoon package' or 'Flower bath and fresh fruit, Champagne"



- Speak clearly and in a friendly manner, never be pushy.

When attempting to up-sell a product it is important employees remember some key points such as:

- KNOW YOUR PRODUCTS – price, special packages on offer, upgrade options, benefits of additional services.
- PICK YOUR MARK- understands when it is the right time to be suggestive to a customer and able to recognize a guest who wants to be sold a product as opposed to asking for one.
- DON'T BE PUSHY – if at any stage of the sales pitch you feel that the customer is reluctant about your suggestion it is time for you to forget the pitch and revert to the customer's original request.
- BE CREATIVE AT ALL TIMES – Consider any extras which might appeal to the guest.
- USE PHRASES WITH IMPACT – it is important to remember that there is a certain way and certain things that can be said to persuade the customer into buying into your suggestion. Use phrases such as 'May I suggest?', 'Would you care for?' ...etc.

If appropriate (with consideration to the culture or your Hotel and your region), consider offering an incentive to employees for up-selling.

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Issued by:
Spa Manager

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Approved by:
General Manager