OBJECTIVE:
To maximize revenue potential and guest satisfaction in all Food and Beverage outlets.

POLICY:
Food and Beverage employees should proactively look for opportunities to up sell and maximize food and beverage 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 (both food and beverage) through the sale of more items or more expensive items. 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 dining experience.

- To increase profitability – up selling can not only increase general sales but increase sales for menu items 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”, “Perhaps you would like to try” and “Would you care for”. F&B employees must know all products, prices of product, cooking technique, origin.

- If customers are undecided about wine, suggest a wine appropriate to their needs.

- Employees must know the Wine List.

- Look for opportunities and time the sale. For example, when the guests' drink is ¾ empty, suggest another drink. If a guest is dining by themselves, offer wine by the glass. If only Mains have been ordered, suggest an Entree, salad or appropriate side dishes.

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

- **KNOW YOUR PRODUCTS** – price, maker of the product, origin of the product and even a short story behind the product. If the product is a food item, know the main ingredients and cooking technique so you can be descriptive when suggesting the item. Know what are the Chef’s specialties.

- **PICK YOUR MARK** - know when the right time is to be suggestive to a customer and 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 then it is time for you to forget the pitch and take the order.

- **BE CREATIVE AT ALL TIMES** – rather than just selling the product and standard drink mixers. Consider any extras which appeal to your diner.

- **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 the product that you are trying to sell. ‘May I suggest?’, ‘Would you care for?’, ‘I can recommend’, ‘Perhaps you would like to try?’