

## Sales - Techniques

<b>WHY</b>	<p>Having the best products, a stunning site and a queue at the door won't cut it if, once sat and ready to spend, your customers aren't guided to make the right decisions and have an amazing experience.</p> <p>This short course will provide anyone the tools they need to sell anything, to anyone.</p>
<b>WHO</b>	<p><b>Audience:</b></p> <ul style="list-style-type: none"> <li>- Hospitality professionals of all levels</li> <li>- Anyone curious about sales</li> </ul> <p><b>Facilitator:</b></p> <ul style="list-style-type: none"> <li>- Self-learning</li> <li>- Managers of all levels</li> </ul>
<b>WHAT</b>	<p><b>Content includes:</b></p> <ul style="list-style-type: none"> <li>- Different types of sales techniques</li> <li>- Different times of service</li> <li>- Which techniques to use at each time of the day</li> <li>- Opportunities to sell</li> </ul> <p><b>Content length:</b></p> <ul style="list-style-type: none"> <li>- Approximately 30 minutes</li> </ul>
<b>HOW</b>	<p>1<sup>st</sup> Read content and select what you believe to be useful for you/your team</p> <p>2<sup>nd</sup> Decide what element you/your team will apply and make a plan</p> <p>3<sup>rd</sup> Set a deadline for application to be reviewed</p> <p>4<sup>th</sup> Review results, amend methods according to specific needs and apply again until satisfied</p>

### 3 TECHNIQUES TO SELL ANYTHING

- Add-on-sale > adding an item to the current order
- Up-selling > proposing a more expensive item when asked about a product
- Cross-selling > suggesting an additional service or item for a next visit, in another area of your business

### 3 DIFFERENT TIMES OF SERVICE

- Quiet times > so few guests, we could almost get bored
- Steady times > busy enough so we don't have time to stop and chat with guests, but not crazy relentless
- Busy times > one table after the other, peak style

### WHICH TECHNIQUE AND WHEN?

- Quiet times: Systematic and proactive Add-on + Up-sell + Cross-sell to all customers (Push & Pull\*)

We have all the time we need to convert all conversations into sales. Sales = Service

Tip: We all should be spending more time talking to customers than to our colleagues

- Busy times, also called rush: Being efficient so all customers receive World-Class Service + Add-on + Up-Sell (Push)

Focus on the simple and obvious yet very effective sales (water, starters to share, sides, desserts and coffee, etc.)

Tip: Team members would object they 'don't have time'... this is not correct! Time is the only thing we have. A good technique + the will to apply this technique to convert all possible sales is the key to success. All we need is try, since 10% of all attempts will lead to a sale ☺

- Steady times: Systematic and proactive Add-on + Up-Sell + Cross-sell to all customers (Push & Pull)

We still have enough time to go through the motion of all 3 selling techniques when it is steady. All it takes is the will to try, knowing that more customers = more sales, but only if we sell to all of them

Tip: the trick consists in remaining calm and understanding that taking 10 seconds to sell something is NOT taking longer than standing by a table waiting for them to make up their mind. We do not save time by taking the short cut or just taking an order. Steady IS NOT rush.

\*Push = you TELL the guests what is good, what is worth trying, what's new  
Pull = you ask questions to find out what the customer likes so you can suggest accordingly

## DIFFERENT TYPES OF SELLING STYLES

- Suggestive selling (what do you like)

Basically this is the most refined and sleek form of selling, it allows you to be the guide of the experience by being knowledgeable and confident.

We are looking into plant an idea in the customers mind and telling them what they want by asking them what they like and presenting them with opinions they hadn't even thought of.

Think of when you are buying a new mobile phone, the salesperson will be knowledgeable and confident in telling you all different contracts and phones available and suggests the one that match you perfectly.

Suggestive Examples:

Cocktails before dinner, suggestive wine with dinner, if not drinking suggesting non-alcoholic cocktails, champagne for special occasions, and desserts with 2 spoons, re-fill of drinks, nibbles before dinner...

- Complimentary selling (this goes with that)

This is the easiest form of selling and the one we use more often without even trying Simply when 2 items go together in a complimentary manner, again when buying a mobile phone is easier for the seller to sell some accessories that you always ended up taking a cover and some screen protector and insurance and so on...

Complimentary Examples:

Sauce platter, water with wine, coffee with desserts, cognac/baileys with dessert/coffee...

- Up-selling (bigger and better)

This requires the most perception by the sales person... why???

If you up sell to the wrong people you can appear pushy rather than guiding, also you will increase your frustration when you do not make the sales.

Understanding who you can up sell to rather than what you can up-sell is the key to this technique Again the phone sales person will always try and get you to upgrade your phone

Up-selling Examples:

Better wine by the glass, premium spirits, fine beers...

Other Examples to Use: Buying a handbag.... sales person would:

- Suggestive: suggest the style, size, colour to suit your needs and lifestyles after asking what you prefer.
- Complementary: offer a wallet, key-ring, leather protector to go with the bag.
- Up-selling: Along with the main bag they suggest the salesperson might show a slightly more expensive bag, explain all the benefits of why it was worth spending more money on.

VERBAL TO USE to describe food and drinks items: Fabulous, Scummy, Appetising, succulent, my favourite, aromatic, delicious, superb, gorgeous, fruity, creamy, perfect, smokey, smooth, excellent, crisp, fresh, elegant, ideal, spicy, refined, lovely, divine, juicy, tender, velvety, unique, very popular and mouth watering

## **OPPORTUNITIES**

### **SELLING FROM THE START** (Suggestive) First contact = sales

As soon as the customers sit down, open drinks menu for them and advice on drinks of your choice: cocktails, smoothies, wine, etc...

What should you do at that stage?

- a) Passively open the menu? (NO!)
- b) Proactively point out the drinks you want to sell, and talk about them...

### **PROPOSING**, not simply taking order: (Suggestive, complementary, up-selling)

You are the specialist: drive customers to be tempted by what you are offering them:

- "Would you like a cocktail, beer, water?" = not selling. You must use your descriptive words.
- "Do you fancy a refreshing XXXXXX beer??"
- "Have you tried our xxxx smoothie before, it's my favourite?"
- "Shall I bring you a cold glass of our delicious white wine?? Some fruity rose maybe??"
- "You can't leave today without trying XXXXXXXX!!!!"

### **DARING TO OFFER MORE** (Complementary selling / Up selling)

After dinner drinks, coffee and deserts. Imagine you just finished your meal, everything was wonderful, great dishes and lovely cocktails... and that's when your waiter comes and tell you:

- "What about some brownie with caramel ice cream to finish beautifully your evening??"
- "Have you seen those bottles of baileys at the bar?? What about some amaretto on crushed ice?? What's better than both!!!!"
- "Shall I bring you a nice cognac/espresso with your deserts?"

### **NEXT TIME** (Cross- selling)

If not successful with direct sales, maybe try to offer anything for their next visit..... Or suggest visiting other area of the business

This will engage your customers with your brand and next time when they don't know where to go for dinner, they might think about you...

### **RULE OF THUMB:**

When asked a closed question, customers have an equal chance to say YES and NO. But they will say NO more, because: diet, money, and confusion. Sales consist in **TELLING THEM** what we have rather than **ASKING THEM** what they want (ordering).

### **DID YOU KNOW?**

Studies show that if you can get your customer to say "yes" at least two times then you will secure a sale! You can do this with closed questions.

To do this, when asking closed questions always help the customer to say "yes" by nodding your head up and down- they will automatically nod with you. Have you ever tried to say no while you were nodding your head up and down?