

# Quick Guide

## Upselling and cross-selling

Upselling and cross-selling are effective techniques in the hotel industry to increase revenue and enhance the guest experience.

# Here are step-by-step instructions on implementing these techniques during the check-in process:

## 1 Understand the difference between upselling and cross-selling:

- **Upselling:** Encourage guests to upgrade their purchase to a more expensive or higher-tier option. This can include offering room upgrades or promoting higher-priced menu items or amenities.
- **Cross-selling:** Offer guests additional services or products that complement or enhance what they are already buying. This can include offering spa treatments, restaurant reservations, or tour bookings.

## 2 Get to know your guest segments:

- Tailor your upsell and cross-sell offers based on the different guest types and their preferences. Understand what motivates your guests to stay at your hotel and offer relevant upsell options to your most valuable types of guests. For example, families with kids might be interested in connecting rooms and fun activities, while business travelers may prefer early check-in or airport transfers.

## 3 Train your staff in the soft sell approach:

- Ensure that your reception staff is well-informed about the available add-on items and their availability for upselling. Train them to be proactive in offering guests the best experience without being pushy or aggressive. The guest should feel genuinely cared for during the check-in process.

## 4 Offer relevant upsells during check-in:

- Utilize the check-in process as an opportune time to upsell. Weary travelers are often open to adding on products or services that will enhance their stay. Some examples of upselling opportunities during check-in include:
- Offering room upgrades to a more luxurious option with special features such as better views or extra amenities.
- Informing guests about exclusive dining or spa offers.

- Recommending additional hotel services that are relevant to the guest's preferences.

#### 5 Use pictures to showcase upsell options:

- When presenting upsell options to guests, it's important to provide visual aids to help them see the value of the offer. Use pictures or visual representations to assist guests in making informed decisions about the upsell.

#### 6 Avoid common upselling pitfalls:

- Show pictures to customers, so they don't have to imagine what you're offering.
- Use upselling software to identify trends and offer add-on items that are in demand.
- Tailor your upsell offers to specific guest segments and their needs.

Remember, the goal of upselling and cross-selling is to provide value to your guests and enhance their overall experience. By implementing these techniques effectively, you can increase revenue while making your guests happy and satisfied.