

Upselling

The term up selling is used to define how you increase the sales the customer makes. **You offer** more than what is asked For. The idea of **up-selling** is to increase your sales. There are simple ways **to up sell your** products at the point **of** sale in a bar or restaurant, a few examples of these are:



<u>When to up sell</u>	<u>What to up sell</u>	<u>How to upsell</u>
When the customer asks for a spirit	An extra measure (A double)	Simply ask if the customer requires 'a large one!'
When the customer asks for a glass of wine	A larger measure (175ml instead of 125ml)	Simply ask if the customer would like 'a large one'
When the customer orders wine	The whole bottle	Ask if they would like the bottle, it may work out cheaper for the customer
When a customer is ordering food	A bottle of wine	See above
When the customer is ordering food	Side orders	Ask if the customer would

There are many ways to increase your sales by up-selling, have a look at the products you offer and see if you can work them into the order you are taking, remember to talk to the customer to find out what they want, make recommendations **for** them.