



## Suggestive Selling

How would you like to increase revenues in most areas by at least 10%?  
Consider it done.

All you have to do is educate your employees on suggestive selling. I know, easier said than done. Most employees do not like suggestive selling because they do not feel comfortable doing so as they do not want to come across as pushy. This is understandable, but you have to remember that your customers have come to your resort to spend money. It is the employee's job to help customers spend their money in ways that will make them have a better experience at your resort.

### **Your customers have come to your resort to spend money.**

I think the easiest place to start is at your restaurant and bar. How much increased revenue would result if every bill had an extra appetizer, salad, drink and dessert on it? A lot. Of course this would rarely occur even with the best staff, but if staff offered all of these, don't you think many customers might agree to at least one of them. This would still add up over time.

**If you read my "Mickey" review, I was in a restaurant in Orlando and our server was having a fun time with suggestive selling. We had been eating all day so we really were not hungry for dinner. He could tell that we were stuffed. He asked us if we wanted to hear about some of the desserts. We said that we did not. He then mentioned that they were having a special. We all perked up a little. He mentioned that the desserts tonight come with four spoons. There were four of us. He knew we each were not going to get a dessert so why not try to get us all to split one. It would only be a little over a bite each. This was a great technique. Will still declined, but "A" for effort. We really were stuffed. On any other night we would have took him up on his offer. He was funny in his presentation, so he did not come across as pushy at all.**

Your waiters and waitresses must appear credible and be experts of the menu. Your wait staff can only become experts of the menu if they are educated about the menu and have tried most things on the menu. They need to know how everything is cooked and prepared. Guests are not very impressed with staff who are just order takers. Your waiters and waitresses are there to help guests select the best meal for them. Guests can not do this on there own after looking at a menu for just a few moments.

*"We keep your customers coming back!"*

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**Your wait staff can only become experts of the menu if they are educated about the menu and have tried most things on the menu.**

Your wait staff needs to set the stage when they first interact with their customers. They need to mention their name in their greeting. They should ask the guests if they would like to hear about the specials if there are any. They should ask every guest if they have any questions about the menu. They should also be ready to offer suggestions.

Your employees are your key to success. Increased sales will occur when employees are excited about work and passionate about the menu. You need to invest in your employees, make them feel special and important. They need to know that their interactions with customers will affect their experience at your resort.

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