



Upselling/Cross Selling with Integrity

Objective: Help staff feel comfortable and confident upselling and/or cross selling products and services to clients.

Content: Upselling and cross selling are ways you can ensure you are tailoring your services and products to your clients and will also help you generate more revenue for your business. Upselling involves offering a client a slightly higher version of something they are purchasing (for instance recommending a 10-day package instead of a 5 day package). Cross selling involved offering a client a complementary product or service to the one they are purchasing (for instance recommending a nightly turn down service (for a fee) if they purchase lodging).

Prior to Lunch & Learn Session

- Print handout of all products and services you provide with prices of each shown

During Lunch & Learn Session

- Ask staff to discuss the difference between upselling and cross selling
- Review pricing sheet of products and services and have each staff member choose three that seem to be ideal for upselling or cross selling
- Share ideas as a group. For each item discuss the following
 - What is the benefit to the client who might purchase the item upsell/cross sell item (in other words...why should they buy it)
- As ideas are shared, have one person take notes on the handout provided. (This will become a master sheet your staff can use at the front desk)
- Break into pairs and have each pair of people role play a scenario where someone purchases an item as the other person upsells/cross sells the item. Then switch roles
- Debrief the role plays, listening for the following key points
 - What worked well during the role play
 - What didn't work well during the role play
 - What could make the conversation with the client easier?

Additional Idea: Consider selecting a 1-2 week period where you can track upselling/cross-selling that occurs. Set a goal as a business for additional revenue generated and reward the staff if they reach the pre-determined goal. You might consider having a range of goals with bigger prizes the more revenue that is generated.

Supporting Education Articles/Tools: The article listed and linked below provide additional information on the lunch n learn topic that can be introduced or refreshed as part of your training.

- Making Upselling a Win Win <https://www.thedoggurus.com/making-selling-winwin/>
- Boost Profits for Retail Sales Success <https://www.thedoggurus.com/boost-profits-retail-sales-success/>
- Maximize Holiday Revenue <https://www.thedoggurus.com/maximize-holiday-revenues/>
- [Paramount Success Group](#) also offers customer service training and can provide assistance writing scripts

The Dog Guru Course Supporting Lessons: Lessons from our books or courses that relate to the lunch n learn topic that can be used as refresher training.

- Communication Skills for Pet Care Professionals created by Crystal Canine www.CrystalCanine.com

Upselling/Cross Selling Ideas

What is being purchased	What can be recommended as an upsell/cross sell	Benefit of the item being recommended (why should the owner buy it)	Additional revenue generated