

## Selling, Upselling and Cross-Selling for Front Office

A small increase in average customer spend means a BIG difference to your bottom line!

**How many customers do your front of house staff talk to by phone and in person every day? Every week?**

**And how many times in those meetings could they sell, upsell and cross-sell if trained to do so?**



That's what this one day course is about. Here's a typical reaction of attendees or their managers:

"The trainer was very practical in his approach, encouraging everyone to use their imagination to create an inviting package to sell to customers. Through a series of questions, he demonstrated the importance of knowing your product and listening to your customers in creating a reason for the customer to buy. He also dealt with the issue of selling objections and justifying prices which is very relevant in today's market. The use of role play and the fact that the trainer dealt with each person individually meant everyone felt they learned more this way. Everyone felt very positive after the course".

**Therese MacLenna, Rooms Division Manager  
Knightsbrook Hotel and Golf Resort, Trim, Co.Meath**

### Programme Contents

Some of the topics covered are:

- using product knowledge to stimulate interest and sell benefits;
- the planned structure of an effective sales conversation;
- how to start, respond and keep control;
- how to answer different questions particularly about price and competition;
- how to ask for the business.

### How the Programme Works

The workshop will encourage interaction via group discussion, group exercise and role play.

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<b>Fee:</b>	€100 per person /€150 for 2
<b>Duration:</b>	One day - 9.30am to 5.00pm – Express interest with your local region:-
<b>Contact:</b>	Dublin Region: <a href="mailto:management.development@failteireland.ie">management.development@failteireland.ie</a>
	North West Region: <a href="mailto:jackie.burns@failteireland.ie">jackie.burns@failteireland.ie</a>
	West & mid-West Region: <a href="mailto:agnes.odonnell@failteireland.ie">agnes.odonnell@failteireland.ie</a>
	South West Region: <a href="mailto:carmel.barry@failteireland.ie">carmel.barry@failteireland.ie</a>
	South East Region: <a href="mailto:deirdre.omahoney@failteireland.ie">deirdre.omahoney@failteireland.ie</a>
	East Midlands Region: <a href="mailto:damien.brennan@failteireland.ie">damien.brennan@failteireland.ie</a>