

- NAME** : **Internal Sales and Up-Selling**
- PURPOSE** : To show the opportunities of enhancing the sales of our guests already in the hotel and henceforth increasing revenue, bottom line, employee satisfaction and guest satisfaction.
- CONTENT** : This module shows the many ways and opportunities how to increase sales. It addresses areas such as product knowledge, different ways of asking questions, how to identify guests needs and requirements. It also shows the opportunities for additional sales in almost all areas of the hotel. Role plays with Digital Camera help to identify the most successful methods to improve sales.
- Why is up-selling important and what are the rewards:
 - For the guest
 - For the hotel department
 - For the employee
 - Demonstration of potential Financial Impact of successful Up-selling
 - In which areas of the hotel is most effective.
 - What is the cycle of a guests stay and at which stages are up-selling opportunities
 - Which methods are applied to turn an opportunity into a successful sales
 - Promotional material, internal promotion,
 - Personal Approach
 - Third party suggestions – external promotion
 - Do's and Don'ts when up-selling
 - Communication basics
 - Listen
 - Question
 - Suggestion – Show – Explain
 - Verify need – Create Demand
 - Sell Product and / or service
 - Follow-up / Verify Guest Satisfaction
 - Create Platform for Sales during next visit
 - Training with Digital Camera to
 - Establish the most effective methods for the hotel
 - Analyse performance
 - Correct and Fine Tune application