

Marketing and promotions

Upselling

Upselling is

Many guests book online nowadays so at check-in the receptionist has a good opportunity to sell additional products and services. The reasons for this include:

- Guests may not be aware of the variety of room options when the reservation was made
- If the booking was made by a travel agent they may not have explained the value of the upgraded room types
- The guest's needs might have changed if the booking was made some time ago. Business customers, for example, might require additional services such as ICT facilities or additional conference rooms
- Some guests can be encouraged to impulse buy, for examples a couple on a romantic break might be encouraged to order a chocolates & champagne package in the room

Potential upsell opportunities include:

- Special room types, such as family rooms, bedroom suites,
- Rooms or suites with special features such as free Wi-Fi, power showers
- Rooms with special views or balcony provided
- Special "exclusive" floors such as executive level floors.
- Packages that include additional amenities such as late check-out, access to leisure facilities/spa treatments
- Offering additional rooms at registration for a reduced rate. Such as offering a family of four a second room
- Offering evening meal at registration for a reduced rate

In pairs try to think of ways the receptionist could upsell different products to a guest who is checking in to a hotel. Write your ideas in the boxes below.



Sample Scenarios

Read the scenarios below and in groups consider the different ways products can be upsold to potential customers.

1. The manager of a hotel has received an enquiry about a booking for a Christmas party for the staff who work in the local bank

2. A couple have sent an email enquiring about a romantic break in a five star hotel

3. A business firm would like to book a conference room for 10 people

4. A family of 2 adults and 2 children want to book a one week holiday in the hotel

Marketing and promotions – Teacher booklet

Learning intentions – how to recognise selling opportunities for staff in hospitality outlets

Upselling

Upselling is persuading a customer to buy something additional or more expensive. A receptionist can play a key role in upselling products within a hotel.

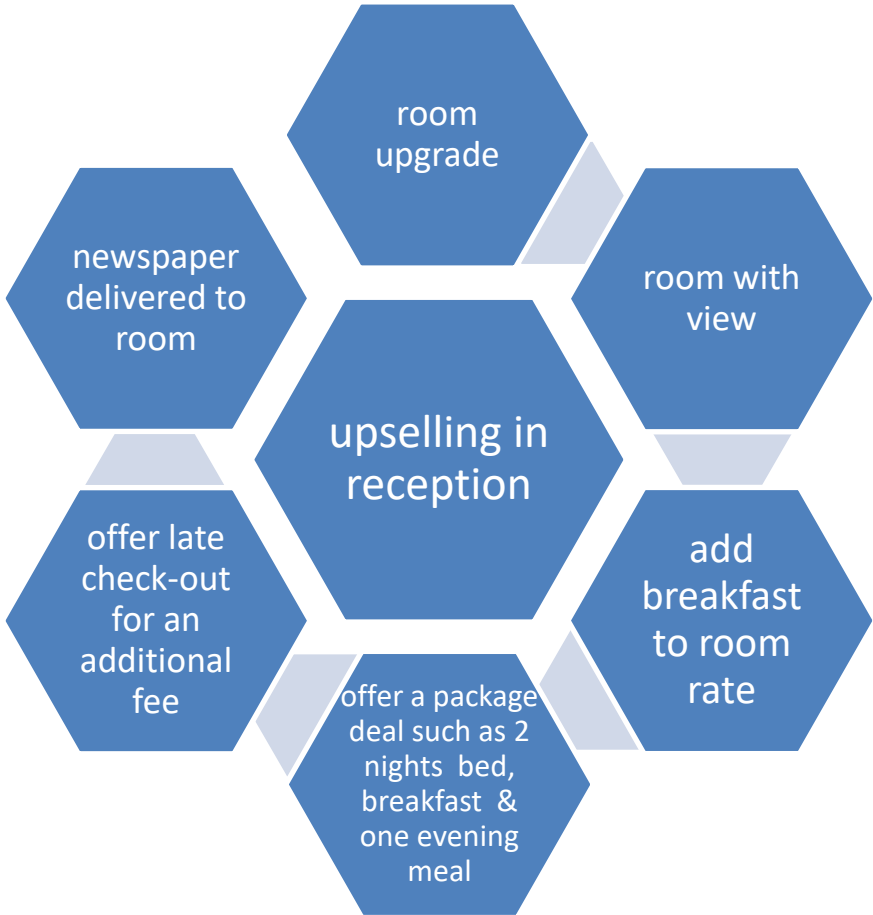
Many guests book online nowadays so at check-in the receptionist has a good opportunity to sell additional products and services. The reasons for this include:

- Guests may not be aware of the variety of room options when the reservation was made
- If the booking was made by a travel agent they may not have explained the value of the upgraded room types
- The guest's needs might have changed if the booking was made some time ago. Business customers, for example, might require additional services such as ICT facilities or additional conference rooms
- Some guests can be encouraged to impulse buy for examples a couple on a romantic break might be encouraged to order a chocolates & champagne package in the room

Potential upsell opportunities include:

- Special room types, such as family rooms, bedroom suites
- Rooms or suites with special features such as free wifi, power showers
- Rooms with special views or balcony provided
- Special "exclusive" floors such as executive level floors.
- Packages that include additional amenities such as late check-out, access to leisure facilities/spa treatments
- Offering additional rooms at registration for a reduced rate. Such as offering a family of four a second room
- Offering evening meal at registration for a reduced rate

In pairs try to think of ways the receptionist could upsell different products within each department of a hotel



Sample Scenarios

Read the scenarios below and in groups consider the different ways products can be upsold to potential customers.

1. The manager of a hotel has received an enquiry about a booking for a Christmas party for the staff who work in the local bank
 - Size of room
 - Types of menus
 - Entertainment
 - Room/table decorations
 - Overnight accommodation at special rate
 - Drinks packages

2. A couple have sent an email enquiring about a romantic break in a five star hotel
 - Room upgrade to suite
 - Flowers/chocolates/champagne in room
 - Spa package
 - Romantic dinner rate

3. A business firm would like to book a conference room for 10 people
 - Business room rate for delegates
 - Provision of business package – video conferencing, access to ICT facilities, stationary
 - Tea & coffee/scones/biscuits for arrival of guests or at designated break time
 - Provision of lunch/dinner
 - Additional rooms for meetings/interviews

4. A family of 2 adults and 2 children want to book a one week holiday in the hotel
 - Additional room at reduced rate
 - Games/bike hire facilities
 - Children's meals
 - Packed lunch facility
 - Children's entertainment club
 - Evening entertainment in lounge
 - Child minding

Bibliography

<http://www.hospitalitynet.org/news/4063318.html>

<http://www.welcome-anywhere.co.uk/get-hotel-front-desk-staff-upselling-effectively/>

Bowie, D and Buttle, B (2013) Hospitality Marketing Principles and Practice, New York, Butterworth-Heinemann.