



**dusit thani**  
college

---

**IHM1213**  
**Food and Beverage**  
**Service and Operations**

**Lesson 6 Maximizing Sales**

**Arj. Inah Bancoro**



# Scope

- Upselling
- Cross Selling

# Objectives

By the end of the session, the student will be able to:

- Describe upselling
- Describe cross-selling
- Analyze the importance of selling techniques

# Review

- Customer Service
- Types of Guests
- Product Knowledge

# Suggestive Selling



# How to do Suggestive Selling?

## Know your product

- Taste
- Preparation
  - Method / Time
- Presentation
- Value
- Price

## Know your customer

- Observe
- Active listening
- Ask questions



# How to do Suggestive Selling?

- Trigger Questions
- Alternative Questions
- Directive Questions
- Approval Questions



*Grandma says*

*“Good things  
come to those  
who wait”.*





**dusit thani**  
college

---

# Thank you

