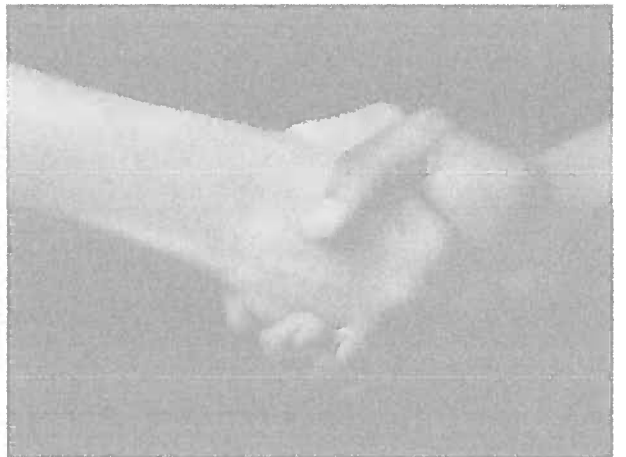




guest care track

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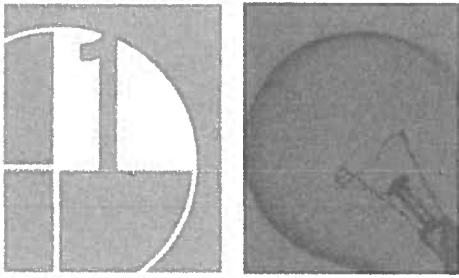
## **up-selling & cross-selling**

[ participant guide ]

**intended outcome** This workshop is designed to focus the Guest Care team on the importance of up-selling and cross-selling services. The module covers the role of the Guest Care team in up- and cross-selling, including sample scripts.

up-selling & cross-selling

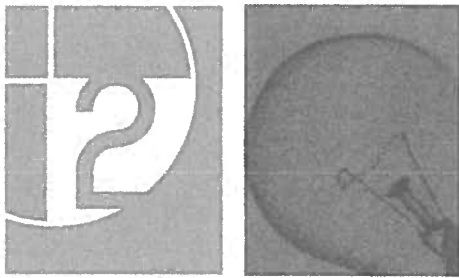




**Imagine you were just given a budget of \$500 for clothing for this season. Where would you spend your budget? Would one store get all your business? Or, would you spend the money in several stores?**

[Empty rectangular box for notes]

up-selling & cross-selling



## Why Cross-Selling and Up-Selling?

### More Services Experienced=More Loyalty

Some guests are only interested in a haircut. Other guests regularly receive a cut, color and the occasional manicure. Still others regularly experience everything—from cuts to waxing to massage.

By offering guests the opportunity to experience more services with us, we increase their loyalty and build a deeper relationship with the guest.

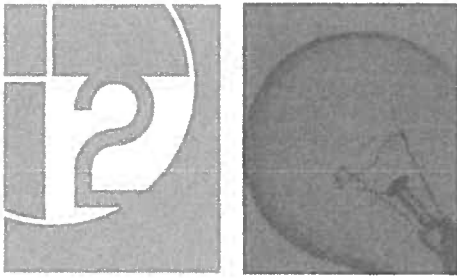
The more loyal the guest, the more value the guest contributes to our business.

Service	# of Visits Per Year*	Average Price of Service	Annual Service Value of the Guest
Color	6	\$75	\$450
Cut	6	\$50	\$300
Manicure	6	\$35	\$210
Pedicure	6	\$45	\$270
Facial	6	\$45	\$270
Massage	6	\$90	\$540

\*the "# of Visits Per Year" column reflects the average number of visits by a guest in a year. With a strong emphasis on pre-booking, confirmation calls and re-booking calls, the frequency of visits may be higher.

up-selling & cross-selling





## The Up-Selling and Cross-Selling Opportunity

When you cross-sell a guest who receives a cut to include color, the annual service value of the guest increases from \$300 to \$750.

When you cross-sell a cut and color guest to include manicures, the annual service value of the guest increases from \$750 to \$960.

When you cross-sell a manicure guest to become a manicure and pedicure guest, the annual service value of the guest increases from \$210 to \$480 per year.

When you cross-sell a manicure/pedicure guest to become a manicure, pedicure and facial guest, the annual service value of the guest increases from \$480 to \$750 per year.

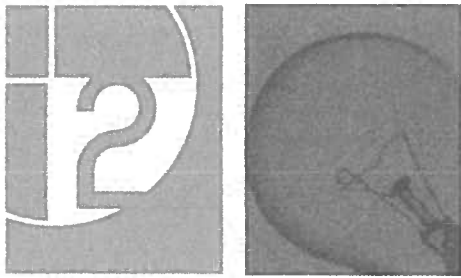
When you cross-sell a facial guest to become a facial and massage guest, you increase the service value of the guest from \$270 to \$810 per year.

A guest that regularly experiences all services has the potential annual service value of \$2,040\*.

*\*based on average service prices found on previous page*

up-selling & cross-selling





# The Up-Selling and Cross-Selling Opportunity

## Increasing Loyalty through Up-Selling and Cross-Selling

**Up-selling** is the process of encouraging a guest to reserve a more intensive or luxurious service. For example, by up-selling, a guest who requests a reservation for a 60-minute massage is encouraged to reserve a 90-minute reservation.

**Cross-selling** is the process of offering additional services to add on to a service currently being requested. When a guest requests a reservation for a facial, offering a pedicure along with the facial is an example of cross-selling.

## The Guest Care Team's Role in Up-Selling and Cross-Selling Services

### During booking:

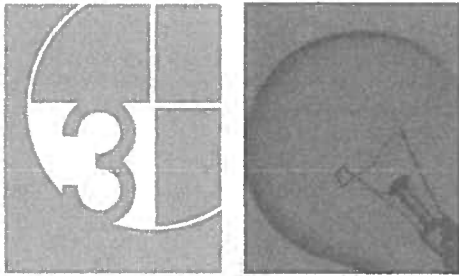
- Up-sell services-offering an enhanced service
- Offer add-on services-offering an additional service

### Communicate Openings:

- **Re-book Calls:** calling guests who have not re-booked since their last appointment and filling available appointments in the book
- **Waiting List Calls:** calling guests who request to be notified of upcoming service openings
- **Chalkboard Program:** displaying available services and appointment times in the guest check-in area
- **Text Message Updates:** using text messaging to notify guests of available appointments
- **Service Opening emails:** using email to notify guests of available appointments

up-selling & cross-selling





# The Up-Sell and Cross-Sell Conversation

## **Cross-sell Cut to include Color:**

“John has a color appointment available at the time of your cut appointment. Would you like me to reserve this for you?”

## **Cross-sell a manicure to include a pedicure:**

“Have you experienced our Essential Pedicure? Susan has an opening right after your manicure, would you like me to reserve this opening for you?”

## **Cross-sell a cut to include a facial:**

**When the guest calls for a cut appointment, you notice that their last facial was 5 weeks ago.**

“I see it has been 5 weeks since your facial. We have a facial reservation available right before your cut reservation. Would you like me to reserve this for you?”

## **Cross-sell a facial to include a massage:**

“Our Serenity experience includes a massage with your facial. Would you like me to see if we have an opening for you to experience both services?”

## **Re-Book Calls:**

“Hi Mrs. Weston, this is Sarah from Salon Blue. How are you? We noticed it has been five weeks since your haircut with David. David has a few cancellations next week in his schedule. Would you like me to reserve one for you?”

## **Waiting List:**

**The guest requests a reservation for next week. The service provider has no openings for two weeks:**

“I am sorry, Mrs. Weston, David’s schedule is completely full until July 17th. I have an opening with Julie next week. Or, I can reserve the appointment for you on the 17th and put your name on a waiting list. If any openings become available before then, I will call you. Which would you prefer?”

## **Chalkboard Program:**

**Using a chalkboard or similar visual tool, write the available services and service times. Display the board in a place where guests checking in will be able to view the openings.**

“We have a manicure appointment that rescheduled right after your haircut. Do you have time to experience a manicure today?”

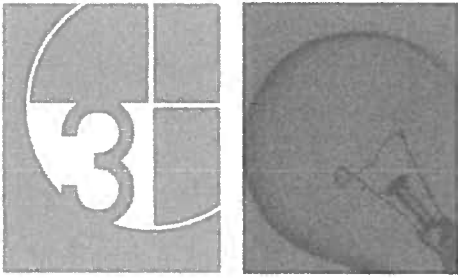
## **For guests who request to be put on a waiting list for available service openings:**

### **Sample Text Message Update:**

“Facial opening today at 2:00 pm. We will be happy to reserve for you. Call (salon number).”

### **Sample openings Email:**

“Hello Mrs. Weston, We have two openings for facials today at 2:00 pm and 4:30 pm. Would you like for us to reserve one of these appointments for you?”



## The Up-Sell and Cross-Sell Conversation

**Choose two services from our Service Menu. Write a script for how you would offer this service to a guest that:**

1. Has never experienced the service
2. Has not booked the service recently

**Share your script with a partner. Does the language convey guest care? Are you comfortable with the script?**





# Up-Sell/Cross-Sell Opportunity Tracking Form

Openings this week:

Openings next week:

Day of the week	Type of Appointment Booking					Total Appointments Booked
	Up-selling/ Cross-selling Appointments	Re-Book Call Appointments	Confirmation Call Appointments	Waiting List Appointments	Guest Call Appointments	
Monday						
Tuesday						
Wednesday						
Thursday						
Friday						
Saturday						
Sunday						

up-selling & cross-selling

# Recommended inyu training™ workshops that complement this program:

**Role of the Guest Care Coordinator** – job descriptions and a complete training plan

**Greetings and Tours** – how to create a positive first impression and give tours that increase service business

**Speaking the Language** – how to use luxury language in guest interactions

**Putting the Care in Guest Care** – techniques and scripts for creating high care culture

**Optimizing Service Productivity** – systems for maximizing productivity of the book

**Pre-Booking** – engaging your team in pre-booking including scripts

**Effective Scripting** – scripts for building business including up-selling, cross-selling, greetings and guest challenges

**Retail 101** – a simple 3-step model for educating the guest on take-home products

**Effective Inventory Management** – from checking in to re-ordering, best practices in basic inventory management

**Excuse the Excuses** – how to offer caring solutions instead of excuses to unhappy guests

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up-selling & cross-selling



**notes:**



**role of the guest care coordinator**

