

Sales skills for the hospitality industry

An introductory program specifically targeted for wait staff and those selling food and beverage products including restaurant and cafes.



Opportunities for increasing sales come along all the time in your restaurant or cafe and unless you and your staff take advantage of them you are not making the best of the opportunities to you're your business. This workshop provides opportunities to make more sales at the same time as increasing customer satisfaction,

This is a highly interactive workshop providing opportunities to explore sales opportunities and consequently grow your business.

Business impact

Staff attending this program will take back to your business:

- √ *improved engagement with customers who visit your establishment*
- √ *practical sales techniques and communication skills*
- √ *increased sales performance*

Topics include:

- ▶ Essential skills of a hospitality professional
- ▶ The wait staff as ambassadors for your business
- ▶ Know your customer base
- ▶ What customers expect
- ▶ Managing the customer experience from beginning to end
- ▶ Recognising and responding to sales opportunities
- ▶ What's for sale anyway – food, service, experiences
- ▶ What's to eat – describing menu items to engage and delight
- ▶ Using features and benefits to sell menu choices and dining experiences
- ▶ Up-selling, cross selling and even down-selling
- ▶ Practical workshop – practice your sales skills
- ▶ Stimulating repeat business – something to take away!

To book this workshop or for more details of how Learning Insight can support your organisation contact:

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