



tourism
northernireland

VIC Training - Upselling

Insight Mystery Shopping
Lara Goodall Consulting

March 2018

Workshop Objectives

- Northern Ireland going strong
- Who are your customers?
- Embracing your impact on the customer experience
- Identifying customer needs
- Selling skills
- Recommendations & unique experience
- Maximising customer spend & sales opportunities

Rate Yourself....Where do you sit?



Star sales person / relishes the challenge



Fancies him/herself in this role – not bad at all!!



Can fulfill a sales role, if required but happy for other people to do this.



Significant anxiety / lack of any real confidence in the sales role



Morbid fear / sleepless nights in the lead-up to a sales meeting

Northern Ireland tourism going strong

2016

4.6 million visitors

£850 million for economy

£2.3m spent by visitors per day

61,500 jobs

Jan- June 17

2.3 million visitors

£417 million for economy

£2.3m spent by visitors per day

7% increase visitors from OOS

**17% increase in OOS visitor
spend**

4% increase in business visitors

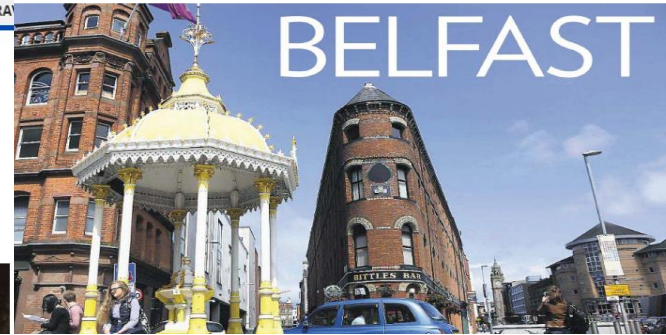
Belfast and the north coast are world's number one region to visit' says Lonely Planet



Home > Life > Travel

Watch: Lonely Planet travel writer explains why Northern Ireland tops must-see 2018 locations

Watch: Belfast and the Causeway Coast named best region to visit in 2018 source: Lonely Planet



BELFAST

THE IRISH TIMES

Mon, Jan 15, 2018

NEWS SPORT BUSINESS OPINION LIFE & STYLE CULTURE

Companies > Transport & Tourism | Financial Services | Agribusiness & Food | Energy &

Belfast hotels in UK occupancy rate top-three, says PwC

Average daily room use in Belfast jumps 14.1% compared to average increase of 4.7%

Wed, Sep 20, 2017, 05:00

Francesca McDonnell in Belfast



Hotelier Howard Hastings at Belfast's Europa Hotel: The city boasts some of the top performing hotels in the UK according to a new report. Photograph: Dara Mac Dónail

Sign in Search

Sport Culture Lifestyle More

Media Society Law Scotland Wales Northern Ireland

Belfast and Causeway coast named world's best region for tourism

Lonely Planet praises Northern Ireland's transformation from the troubles to a destination with high-grade attractions



METRO NEWS... BUT NOT AS YOU KNOW IT 87.1M SHARES

HOME NEWS SPORT ENTERTAINMENT MORE TRENDING NUTSHELL

13 reasons every foodie should visit Northern Ireland

Hayley Lewis Wednesday 12 Oct 2016 10:44 am



(Picture: Hayley Lewis - @aloveplanet)

Food has become a huge part of our travel experience, and many of us factor this in when planning a trip away.

When booking a foodie holiday, your first thoughts might be France or Italy for delicious cuisine. However Northern Ireland is giving them a run for their money, with superb restaurants, impressive natural resources and a variety of new producers emerging.



County Down, Northern Ireland (Picture: Hayley Lewis - @aloveplanet)

Home of Thrones



Game of Thrones Set – A Tourist Attraction?



Our track record...

VIC (only)	2016 Summer	2017 Summer
Highest	100%	100%
Average	90%	85%
Lowest	50%	40%

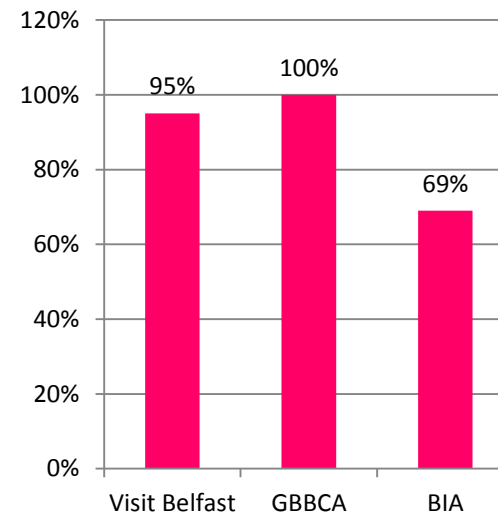
Our track record...

VIC & Trade	2016 Summer	2017 Summer
Highest	100%	95%
Average	84%	74%
Lowest	67%	44%

Maximising Customer Spend

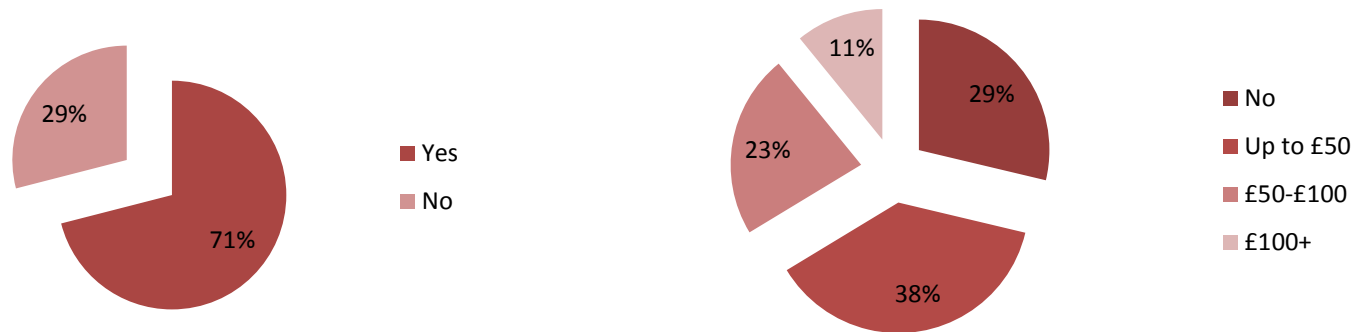
VIC impact on spend

- Based on Visit Belfast visitor satisfaction surveys
- Encourage repeat visit?
- Visit Belfast – 95% yes
- GBBCA – 100% yes
- BIA – 69% yes



VIC impact on spend

- Increased spend?



- Over 2/3rds said there was a positive influence to spend more than they had planned.
- Airport VIC locations similar results

VIC impact on spend

- VIC interaction resulted in a visit to somewhere they hadn't planned?



Overall Network research in 2010 showed 55% of visitors went onto visit an attraction they hadn't planned to as a result of interaction with VIC staff

Sales Opportunities

- Ticket sales
 - Local festivals
 - Attractions
 - Tours
 - Transport
 - Concerts
- Local crafts/artisans/souvenir



Your impact on the VIC

- Selling 1 craft or gift item priced at £19.99 in the centre each week equates to £1,039 per annum



Embracing your impact on the customer experience

Do you think you have an impact
on the customer journey?

Customer Journey - Planning

Travel planning is dominated by digital resources



travel review sites

69%



online travel agencies

57%



travel operator sites

56%



family & friends

43%



magazines & brochures

30%



social media

24%



high street travel agency

18%

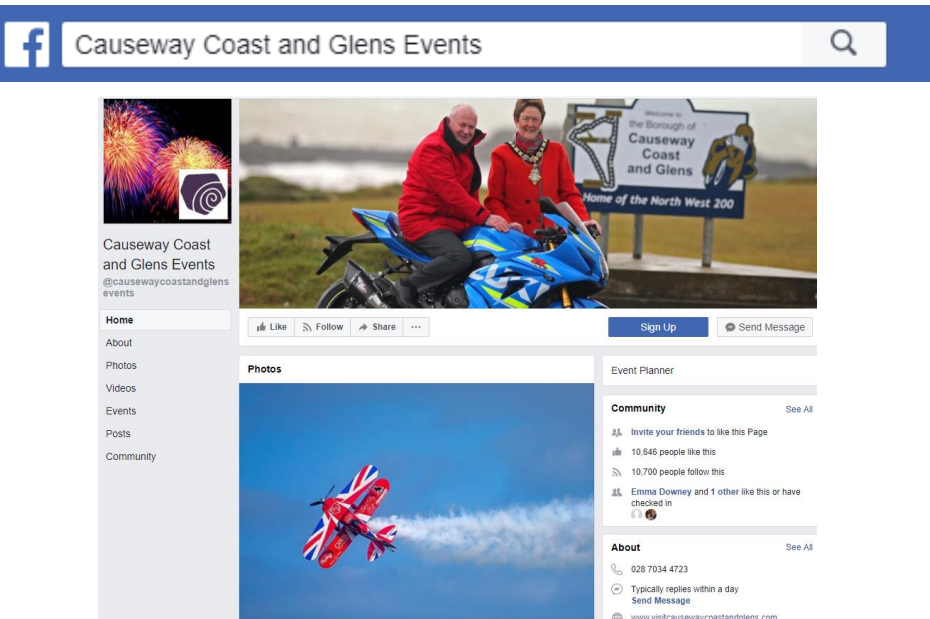
Tripadvisor, TripBarometer (2013)

- But equally, almost 30% of visitors prefer to use maps, books and more traditional methods for planning purposes

- Dreaming/Planning/Booking
 - website up to date
 - www.discovernorthernireland.com
 - social media presence
 - sample itineraries
 - images
 - Videos (youtube discovernorthernireland)
 - processes in place for email enquiries
 - Monitor review sites and respond to questions

- Experiencing
 - make the customer the centre of the experience
 - Post relevant events on your website & social media – festivals, events, exhibitions
 - Promote your online presence at offline touch-points – posters, brochures ,clothing,
 - Respond quickly to online enquiries

Promote events



The image shows a screenshot of the Facebook page for 'Causeway Coast and Glens Events'. The page header includes the Facebook logo and the name of the page. Below the header is a cover photo of a man and a woman in red jackets sitting on a blue motorcycle in front of a sign that reads 'Welcome to the Borough of Causeway Coast and Glens Home of the North West 200'. The page layout includes a left-hand navigation menu with options like 'Home', 'About', 'Photos', 'Videos', 'Events', 'Posts', and 'Community'. The main content area features a 'Photos' section with a red and white biplane flying in a blue sky, and a 'Community' section with engagement statistics such as '10,646 people like this' and '10,700 people follow this'. There are also buttons for 'Like', 'Follow', 'Share', 'Sign Up', and 'Send Message'.

Causeway Council @CausewayCouncil · Feb 7
The Playful Museums Festival is returning this month offering free fun activities for children. Through storytelling, music and arts and crafts, they can explore the world of museums in an interactive and educational way. See more:bit.ly/2BKf28e



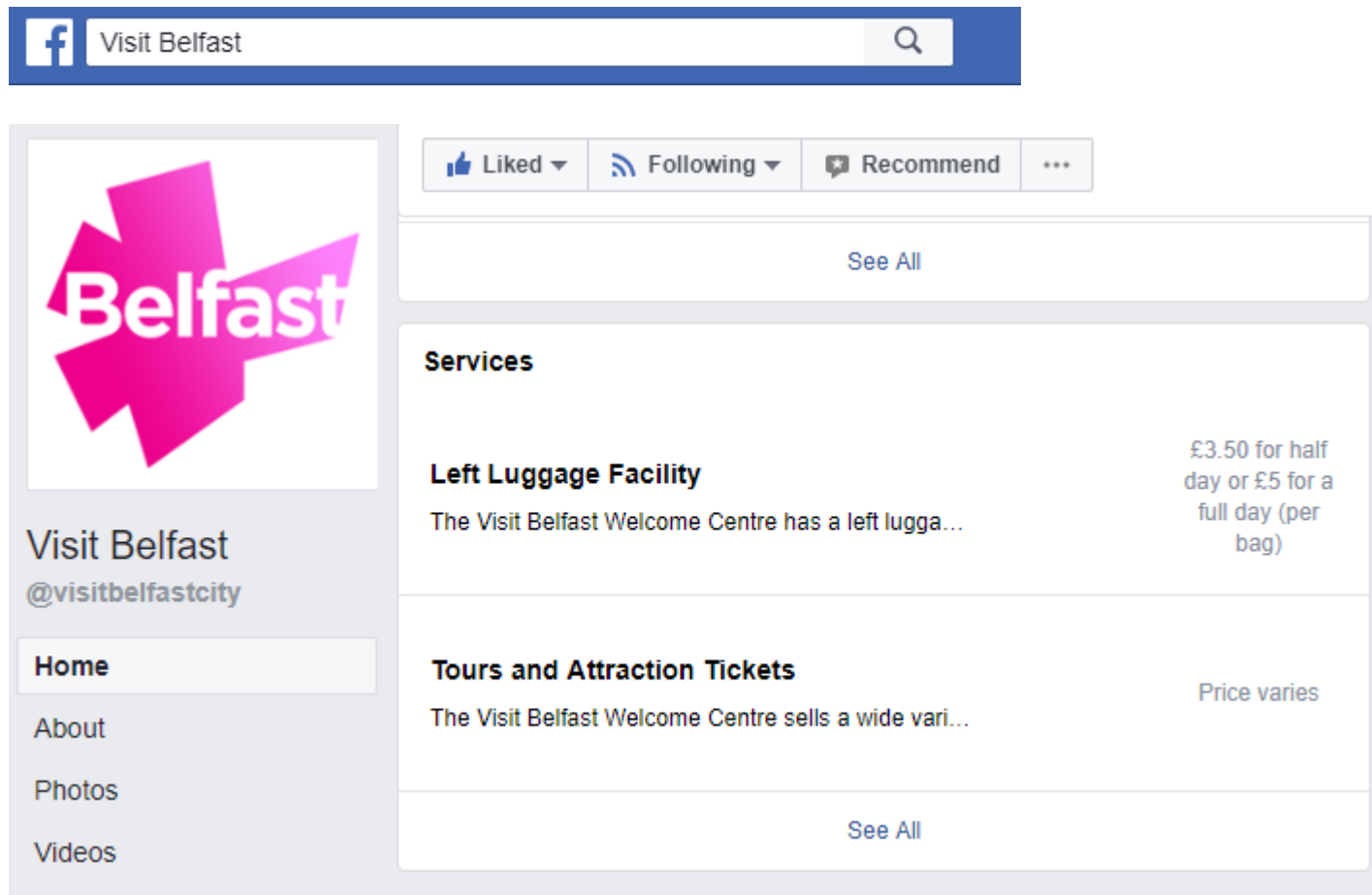
Comment icon, Retweet icon, Like icon (1)

Visit Belfast @VisitBelfast · 1h
Take a look at our Top 10 Free Things to do in Belfast guide! >> bit.ly/2o4hR0



Comment icon, Retweet icon (4), Like icon (7)

Promote your services



The screenshot shows the Facebook profile for Visit Belfast. The profile picture is a pink stylized map of Belfast with the word "Belfast" written across it. The page name is "Visit Belfast" with the handle "@visitbelfastcity". The navigation menu includes Home, About, Photos, and Videos. The main content area features a "Services" section with two items:

- Left Luggage Facility**: The Visit Belfast Welcome Centre has a left luggage... £3.50 for half day or £5 for a full day (per bag)
- Tours and Attraction Tickets**: The Visit Belfast Welcome Centre sells a wide vari... Price varies

There are "See All" links for both the services and the main content area. The top navigation bar includes "Liked", "Following", "Recommend", and a search icon.

Promotion of Services

Ballycastle VIC - Promotion of services

- Collect your Game of Thrones Itinerary
- Buy your tickets
- Promotion of opening hours.



- Sharing
 - Ask customers to share their experiences off and online
 - Direct them to specific sites eg Facebook, TripAdvisor
 - Prompt them with hashtags when sharing photos/videos
 - Incentivise posting with competitions
 - Post/share photos of people enjoying themselves (with permission)
 - Post/share photos of celebrities visiting the area
 - Keep in touch with visitors to encourage a return visit

Celebs dropping by...



heartofccag @heartofccag · Mar 28
Malachy Cush dropped by 2day while filming for IrishTV, looking forward to seeing the completed programme of area

👍 2 ⭐ 2

TripAdvisor & Reviews - VIC

“a must visit”



Review of Ballycastle Visitor Information Centre



1 photo

Ballycastle Visitor Information Centre

📍 14 Bayview Road | Portnagree House Harbour and Marina
Visitor Centre, Ballycastle BT54 6BT, Northern Ireland
☎ +44 28 2076 2024 🌐 Website ✉ E-mail
🔗 Improve this listing

Ranked #11 of 25 things to do in Ballycastle

🌟🌟🌟🌟🌟 8 Reviews

Type: Visitor Centres, Traveller Resources

[More attraction details](#)



Elaine K

📄 1



Reviewed 13 November 2017

Siobhan was excellent

Met by Siobhan who was extremely helpful. Took the trouble to find out hour interests and then recommended places to see. Really friendly, lots of useful leaflets. Nothing was too much trouble. Thanks again Siobhan.

[Ask Elaine K about Ballycastle Visitor Information Centre](#)

👍 Thank Elaine K

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC

CarolineCareyVICs, Manager at Ballycastle Visitor Information Centre, responded to this review

Responded 15 November 2017

Thank-you for taking the time to do a review of Ballycastle Visitor Information Centre.

I will certainly pass along your positive comments to Siobhan and the team.

Glad to hear she was able to enhance your visit to the area.

[Report response as inappropriate](#)

This response is the subjective opinion of the management representative and not of TripAdvisor LLC

Larne Visitor Information Centre

🌟🌟🌟🌟 26 Reviews | #6 of 35 things to do in Larne | Visitor Centres, Traveller Resources
📍 Narrow Gauge Road, Larne BT40 1XB, Northern Ireland | ☎ +44 28 2826 2495 | 🌐 + Add website | ✉ Email

📄 Save

Review Highlights

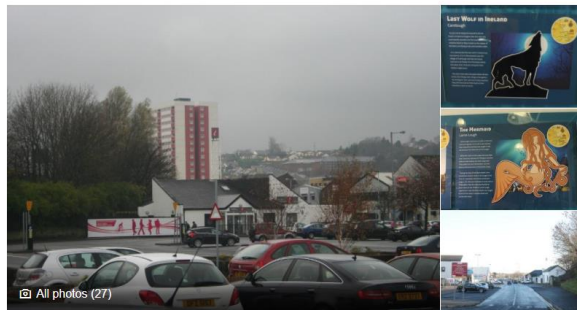
“helpful for locals and visitors alike”
I called in as I was looking for information on behalf of a friend who was planning a visit and... read more

🌟🌟🌟🌟🌟 Reviewed 11 December 2017
Lamedoll, Lame

“Very helpful”
If arriving in Larne, or passing through this part of County Antrim, make sure you drop in here so... read more

🌟🌟🌟🌟🌟 Reviewed 3 October 2017
kerrybigbuzz, Sydney, Australia | 📱 via mobile

[Read all 26 reviews](#)



📷 All photos (27)

Overview | Reviews | Location | Q&A





“Disappointed by the lack of zebras”

●○○○○○ Reviewed 12 March 2015

I was told to check out the zebras crossing Abbey Road whilst in London but didn't see any. Perhaps you have to come at night to see them. There were lots of people there looking for them but didn't see a single one! I'd recommend London Zoo at Regent's Park over Abbey Road for zebras.

Was this review helpful? 9



tomgreene
Honolulu, Hawaii
Level 3 Contributor

“Beach is too sandy. But clear water.”

●●●○○○ Reviewed August 31, 2012

It's a great beach, just too sandy. Very nice for swimming. Water was so clean and crystal clear. Overall nice experience on Tumon Beach. Recommend travelers to visit anyways.



“Piece of rusted Iron”

●●●○○○ Reviewed May 17, 2015

Trip Advisor Forums



About Belfast Hotels Holiday Rentals Flights Restaurants Things to do

Europe > United Kingdom (UK) > Northern Ireland > Belfast > Belfast Travel Forum

Browse all 4,039 Belfast topics »



Travel from Dublin to Belfast by train

Watch this Topic

Browse forums ▾ All | Northern Ireland forums | Belfast forum

Bikegr1
Modesto, California

1 post

Travel from Dublin to Belfast by train

26 Feb 2018, 06:46

Save Topic

We (4 of us) will be visiting on our way to Scotland in October. I am wondering how safe it is to go to Belfast, and how safe it would be for Americans to travel from Dublin to Belfast by train. I have heard different things - good and bad.

Thank you!

1. Re: Travel from Dublin to Belfast by train

26 Feb 2018, 07:13

Save Reply

Safe? To travel on the train from Dublin to Belfast? Of course it's safe, what on earth do you think will happen to you? Bands of brigands holding up the train? What on earth have you been reading for god's sake? Throw it away.

2. Re: Travel from Dublin to Belfast by train

26 Feb 2018, 07:25

Save Reply

"I have heard different things - good and bad"

What have you heard please and where or from whom?

Why do you think people will target Americans? How would they know and why they would care? I must admit I'm mystified. In both places tourists are a familiar sight and, assuming they behave appropriately they are made very welcome.

3. Re: Travel from Dublin to Belfast by train

26 Feb 2018, 07:26

Save Reply

Are you having a laugh, Its been 20 years since we signed the good Friday agreement!

Belfast is one of the safest cities in the world. Yes you are right the Enterprise train can be dangerous for yanks,they have too much craic and spill their tea. STOP living in the past.

The coach service to the city is more frequent,quicker and cheaper.

aircoach.ie/timetables/route-705-x-belfast-d...

[www.dublincoach.ie/...](http://www.dublincoach.ie/)

5. Re: Travel from Dublin to Belfast by train

26 Feb 2018, 08:28

-:- Message from TripAdvisor staff -:-

This post was determined to be inappropriate by the TripAdvisor community and has been removed.

To review the TripAdvisor Forums Posting Guidelines, please follow this link: http://www.tripadvisor.com/pages/forums_posting_guidelines.html

Our staff may also remove posts that do not follow our posting guidelines, and we reserve the right to remove any post for any reason. Thanks for being a part of the TripAdvisor travel community!

Removed on: 27 February 2018, 18:35



Competitions



The Gobbins @TheGobbins · 15 Aug 2017

Have you taken a photo at The Gobbins that you're particularly proud of? We've something very exciting coming up for you! #TheGobbins2017



8 23

Visit Derry
@VisitDerryCity

- Home
- About
- ShortStack
- Photos
- Videos
- Instagram feed
- Reviews
- Posts
- Events
- Notes
- Community

Create a Page

Like Follow Recommend ...



Visit Derry

February 15 at 10:00pm · €

"Aye fair do's, Derry is class"

COMPETITION TIME

Missing Derry Girls on Channel 4? We have the perfect way to fill that void by the end of the first season.... See More

POST DERRY GIRLS BLUES?

WE ARE OFFERING THE CHANCE TO WIN A TWO DAY 'DERRY GIRLS EXPERIENCE' WITH A TWO NIGHT STAY IN BISHOP'S GATE HOTEL

"Stall The Ball!"

Being an Individual On My Own!



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Key to this... Itineraries

Itineraries/Top 10



[Rooms](#) [Restaurant & Bar](#) [Cinema](#) [S](#)



The Top Ten

Experiences



[ROOMS](#) [DINING](#) [BAR](#) [WEDDINGS](#) [MEETINGS & EVENTS](#) [SEE & DO](#) [NEWS & WHAT'S ON](#) [CONTACT](#)

UNCATEGORIZED

10 Things to do on the Causeway Coast in Northern Ireland when it Rains!

July 17, 2017



[HOME](#) [ACCOMMODATION](#) [WEDDINGS](#) [SPA](#) [EVENTS](#) [RESTAURANTS](#) [BARS](#) [FORMALS](#) [GOLF](#) [- offers -](#)

Christmas | reservations@galgorm.com | [VOUCHERS](#)

[BOOK TO:](#) [STAY](#) [SPA](#) [DINE](#)

10 places to go in your car

- > The Bushmills Whiskey Distillery
- > The stunning Causeway Coastal Route, stopping off at the Giants Causeway & the Carrick-a-Rede rope bridge
 - > The Antrim Glens
 - > The Ulster American Folk Park
 - > The Ulster Folk & Transport Museum
 - > Glenarm Castle and walled gardens
 - > Portstewart Strand beach
 - > Castle Ward Estate
 - > The Ecos Centre
- > Castlewellsan and Tollymore Forest Park



Itineraries



† GAME OF THRONES itinerary

This three-day itinerary brings you right into the bloody heart of the Seven Kingdoms. Along the route, we'll pass through the most memorable locations from the show, where the wicked Lannisters, honourable Starks and all the rest play out their parts.

So sharpen your sword, tighten your shield-strap and set forth on a journey into the real world Westeros.

DAY 2

We travel from this small seaside town to explore several more Game of Thrones settings. First up, Ballintoy Harbour. This sleepy little port was transformed into the rugged Iron Islands for Theon's homecoming scene. Most recently, it's where Lady Melisandre was back to doing what she does best: playing with fire. Her unfortunate victim in season four was Stannis's brother-in-law, Lord Florent. Slightly east from here is Murlough Bay: the setting for Theon's unconventional horseback ride with his sister Yara, and the scene where Davos is rescued after the Battle of Blackwater. A quick trip back to Ballycastle and then it's off to one of Northern Ireland's iconic sites: the Dark Hedges, an atmospheric avenue of beech trees (complete with resident ghost, according to the locals). This stretch of road was used to depict the Kingsroad, which was usually plagued by bandits and thieves. Thankfully, it's quite safe in real life, so take your time and take lots of pictures. It's a magical spot.

Suggested Detour

No visit to the Causeway Coast and Glens would be complete without a visit to the UNESCO World Heritage

The Cushendun Caves



DAY 1

Leaving Belfast and heading north, Cairncastle is your destination and we're right back to the very first episode. It was here that Ned Stark took his longsword Ice and struck off the head of a Night's Watch deserter, as John, Bran, Rob and Theon looked on. Heading west from Cairncastle, the Shillanavogy Valley is your next stop. This was where the ferocious Dothraki hoard set up camp, and the verdant, green valley was seamlessly transformed into the swaying grasslands of Vaes Dothrak. The journey continues to Glenariff Forest Park taking you to the Fight practice ground at Runestone, seat of House Royce in the Vale of Arryn which is located east of the Eyrie, on the coast of the Narrow Sea. You will recall that Robin Arryn has been sent to Runestone, where Royce's men are training him to use a sword under the watchful eye of Littlefinger, Sansa Stark and Yohn Royce.

Head north east towards Antrim's stunning coastline: the Cushendun Caves are calling. Davos Seaworth acted against his better judgment when he escorted Lady Melisandre on her quest to assassinate Renly Baratheon. The Cushendun Caves were used for the unforgettable scene where Melisandre gave birth to the monstrous "shadow baby" that was Renly's undoing.

And so the day is done. All that's left to do is to find a good inn for the night and treat yourself to a hearty fagon of mead. Or a local beer, your choice. The nearby coastal town of Ballycastle is the perfect place to rest up and prepare for day two.

Hussenden Temple



DAY 3

Begin your journey towards Portstewart Strand, one

Belfast

Visit Belfast

The Official Visitor Website



Top 10 Visitor Attractions in Belfast - Things to do in Belfast - Visit ...

See our **Top 10*** below or view all visitor attractions. 1. Titanic Belfast. Recently named the World's Leading Tourist Attraction, Titanic Belfast is a state-of-the-art interactive exhibition. You'll uncover the true story of the Titanic from her conception in Belfast in the early 1900s, through her construction and launch, to her famous ...

blog.visitbelfast.com/things-to-.../top-10-visitor-attractions-in-Belfast



Top 10 Free Things To Do In Belfast

Top 10 Free Things To Do In Belfast. You don't have to break the bank to enjoy Belfast. Here are our **top 10** fantastic free activities and attractions for you and your family to enjoy. View our Things To Do section for more attractions.

blog.visitbelfast.com/things-to-.../top-10-free-things-to-do-in-belfast



Top 10 Museums - Summer in Belfast - Visit Belfast Blog

Visit Belfast this summer and explore the city's famous landmarks, award-winning visitor attractions, traditional pubs and restaurants.

blog.visitbelfast.com/summer-in-.../Top-10-Museums-in-Belfast



Things To Do in Belfast - Visit Belfast

We've got the top things to do in Belfast including visitor attractions, events, family days out, tours, restaurants, bars, clubs, entertainment and shopping. ... Quirky Tours of Belfast. Discover a city of hidden gems and cultural quirks with our **top 10** quirky and unique tours in Belfast and beyond. Read more > ...

visitbelfast.com/things-to-do



Top 10 Events in Belfast This Bank Holiday Weekend - Summer in ...

Visit Belfast this summer and explore the city's famous landmarks, award-winning visitor attractions, traditional pubs and restaurants.

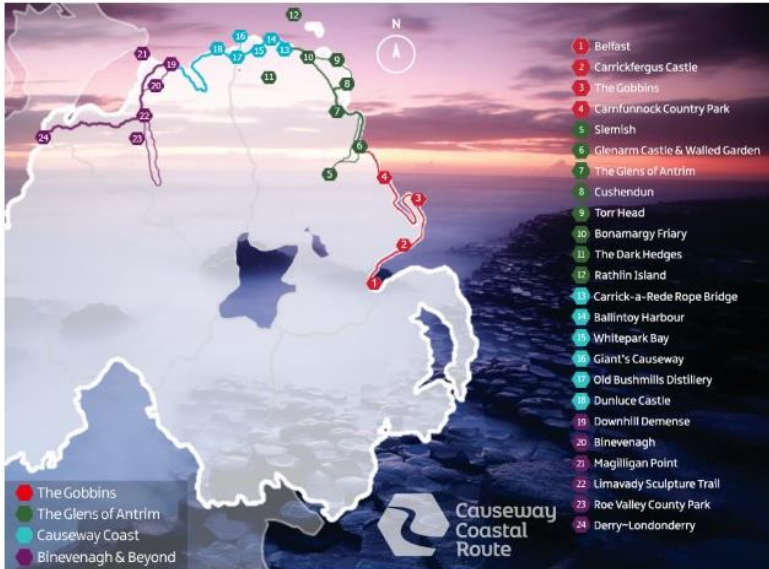
blog.visitbelfast.com/.../Top-10-Events-in-Belfast-This-Bank-Holiday-Weekend-22-25-May

Itinerary ideas

- Top 10....
 - Local
 - Days out
 - Family
 - Free things
 - Walks
 - Rainy day
 - In the car
 - Art
 - Heritage

Itinerary/Linked Up approach

Embark on the Causeway Coastal Route: One of the greatest drives on earth.





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Exercise

Work in groups with representatives from other areas. Identify 1 gem from your area that would create a unique experience for your visitors



Recommendations & Unique Experience

Unique experience

- Tailored for the visitors needs
- Mix of attractions, events, eateries, walks, roadtrips
- Local and further afield
- Itineraries/Top 10
- Hidden gems
- Insider information
- Passion

Your impact on the local area

- Suggestions:
 - Go for lunch
 - Visit an attraction
 - Pick up souvenirs
 - Book a tour
 - Stay an extra night
 - Come back again

Recommendations – how to do it

- Don't feel comfortable making a recommendation?
- Ask questions
- Listen
- Give options
- Cluster suggestions

Recommendations – mystery visit

- Query – I want some suggestions for where to have coffee and lunch.
- Response - She explained she could not recommend any but happily and diligently made many suggestions and marked their location on the map. She highlighted benefits of each and made suggestions...if you like seafood you might like this restaurant etc....
- We left armed with enough information to make an informed choice of where we would like to visit but without an actual recommendation!

Customer centric



Exercise

Mystery Shopping Case Studies

Work in groups to identify:


- The best practice in each of your case studies; and
- Areas where there was room for improvement

Identifying a customers needs

Identifying customer needs

- No assumptions
- Questions
 - Who?
 - How long?
 - When?
 - Local? Further afield?
 - Interests?
 - Budget?

Selling skills



“Sales are contingent upon the attitude of the salesperson, not the attitude of the customer.”



STUDIES SHOW THAT
**82% OF
SELLERS**
ARE OUT-OF-SYNC
WITH THE BUYER



Effective sales people

V

Ineffective sales people

.....What' s the difference??


What makes a good salesperson?

Effective Sales People....

- Think about how to sell and of the individual opportunities in each scenario
- Seek to take control of the sales exchange from the outset.
- Establish immediate credibility by positioning themselves / their business as being expert in their field.
- Identify the specific needs of the potential customer that they are talking to in order that they can tailor their sales pitch accordingly.

Effective Sales People cont....

- Articulate clearly what differentiates the product / service and what are the features and benefits.
- Deal with possible objections / concerns on the part of the customer.
- Take time to understand the customer in front of them.
- Aren't afraid to close the sale.

A woman with long brown hair, wearing a red blazer over a white button-down shirt, is looking towards a man in a light blue shirt. The man is in the foreground, slightly out of focus, and is looking towards the woman. The background is a blurred indoor setting, possibly a conference or office. A large white circular graphic is overlaid on the right side of the image, containing text.

"People like to be persuaded, they just don't like when it's done badly"
- Richard Bandler



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Who are your customers?

Who are your customers?



Know Your Customers

- Who are the typical customers?
- What is their likely spend level?
- What is the likely level of product knowledge?
- What are the key motivators for them?



Questions

- Who they are
- What they do
- Why they buy
- When they buy
- How they buy
- How much money they have
- What makes them feel good about buying
- What they expect of you
- What they think about you
- What they think about the product offering in the area?



Preparation, preparation & preparation



You need to:

- Grab ...and hold the attention of the person / people that you are talking to.
- Assure the person / people that you are talking to that they are experienced in your field.
- Convince them from the outset that the product is worth visiting! Make them interested

How to identify the specific needs of the visitor

- The single most common mistake made in any sales opportunity is to forget to ask questions.
- If you don't understand the specific needs / headaches / hassles of the individual sitting in front of you, you are making **ASSUMPTIONS** – these are frequently:
 - Inaccurate.
 - Incomplete.
 - Plain wrong.
- Asking the right questionsand digesting the information given is a critical selling skill.

Critical to....

Figure out what are the key parts of your service provision that:

- Are essential / deal breakers for a visitor.
- Are desirable.
- Are neither very important nor very unimportant.
- Are not at all important.

Think about **why** your customer needs **you**.



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Exercise


Asking the right questions

You can only have time to ask 3 when the customer is with you. What would those questions be to ensure that you can make the best recommendation?

5 minutes

Objections

- **What are they & how to overcome them?**
 - Price;
 - Need;
 - Loyalty;
 - Timing;
 - Fear of Purchasing Online; and
 - Fear of Change.

- 
- Make sure everything you talk about is customer focused;
 - Think benefits not just features;
 - Assume the sale will be made. Believe your prospect is going to buy until he or she corrects you;
 - Sell the differences. These could be against what the competition are selling or what will happen if they don't buy;
 - Focus all your energy on building customer relationships rather than simply making sales;

- Key points about the product – what makes it special?
- Focus on the how...not the what you say....think body language, expression, eye contact
- Get in the zone

The Pitch: Top Tips

- Empathy....think customer problems
- Manage objections....think of these in advance and practice responses.
- Negotiate....know your price...keep quiet
- Anticipate rejection and know how to deal with it...make it a possible future sale
- Ask for referrals



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Upselling

People don't mind being tempted – if
it's done elegantly.

Preferably by experts who are real
enthusiasts and keen on their
subject.

Klaus Kobjoll

What is Upselling?

- When you can persuade a customer to buy something additional or more expensive.
- Needs to be done elegantly – no room for pushiness!

Tips for Upselling

- Identify which items are most likely to be upsold;
- Identify when are the best times to upsell;
- Do not annoy the customer – don't be pushy. It is important to be elegant and subtle with your upselling techniques;
- Provide useful suggestions - Upselling should seem like good service rather than a sales pitch;
- Make the upsell enticing;

Tips for Upselling

- Upsell to uncertain customers – Give a range of options (at a range of price points) to customers who seem indecisive as they are most open to suggestion;
- Make assumptions as well as suggestions – Offer the more expensive option first;
- Ongoing training – Never stop learning about the product range – both features and benefits and who the product is targeted at.

The Key to Upselling

- Preparation, preparation, preparation!
- Know your product range and what are the best;
- Customers are likely to say no for 2 reasons – they don't want it/need it or its too expensive - Prepare your responses.

- Up-selling is when you call a person's attention to an item of greater quality (and cost)
- Cross-selling is when you inform a guest of a related item that naturally "goes" with the main product
- Suggestive selling, you are acting as a consultant (the most professional technique)

How to make suggestions.....

Recommend: "I think you should think about also getting ..."

Suggest: "You might also want to add ..."

Consult: "I have personal experience with this, and I believe you should ..."

Question: "Have you thought about? ..." "Have you ever tried? ..."
"Do you know about? ..."

Power phrases: "My experience has shown me ..."

Comfort them: "Most guests take ..." "Others usually..."

Ask: "Would you care for? ..." "Would you like? ..."

Up-selling can be a win-win for everyone, but the customer must win first.

Short-term “overselling”, putting your guests in situations where they feel put on the spot or embarrassed into buying more expensive menu items, or where they feel a loss of control with respect to this business transaction will hurt your business.

You have to put the needs of your customer first, the money follows!

A photograph of two women standing at a cafe counter. The woman on the left has blonde hair and is wearing a black top. The woman on the right has brown hair and is wearing a grey top. Both are holding coffee cups. The woman on the right is also holding a smartphone. The background is a blurred cafe interior. A semi-transparent white circle is overlaid on the right side of the image, containing text and a list.

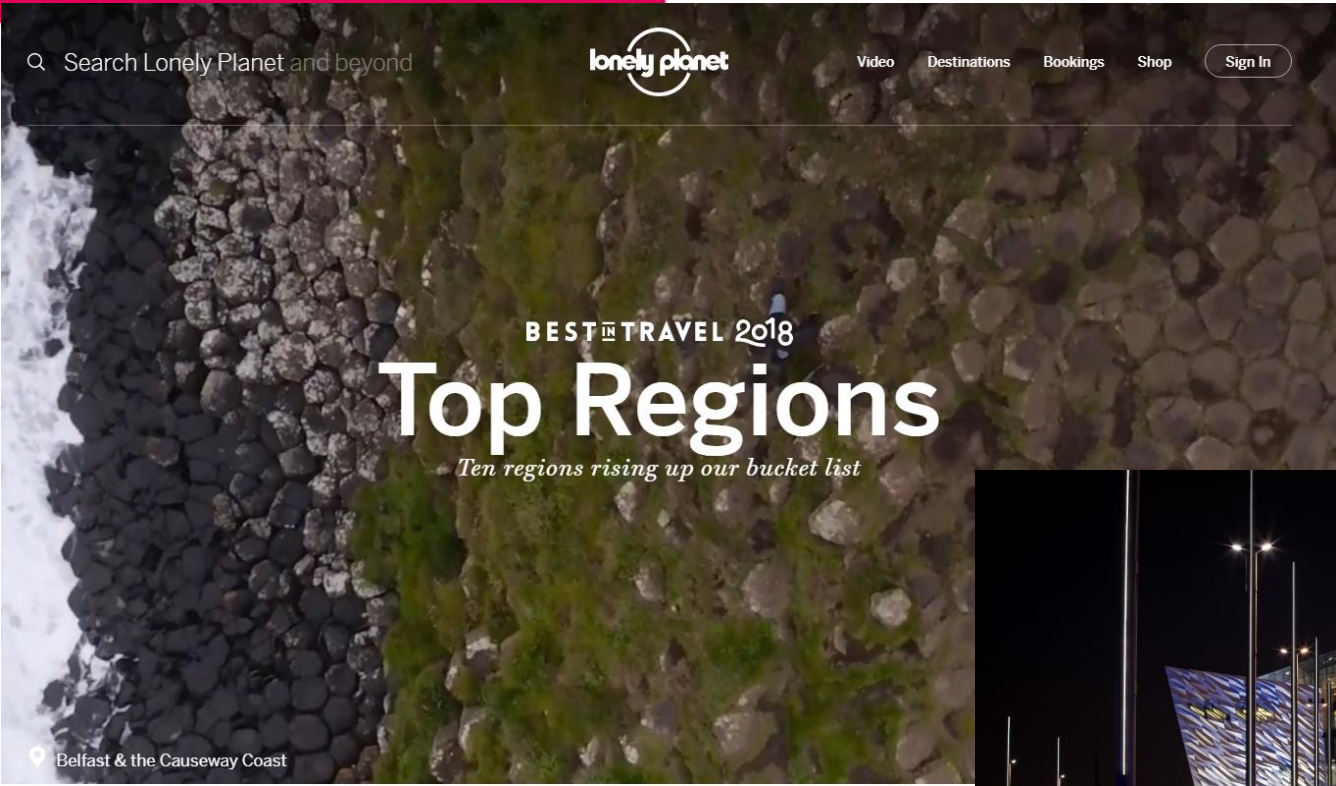
What are we selling

- Local
- Events
- Experiences
- Rest of NI
- A return visit to NI – what you can see the next time

FREE



#DiscoverNI



Search Lonely Planet and beyond

lonely planet

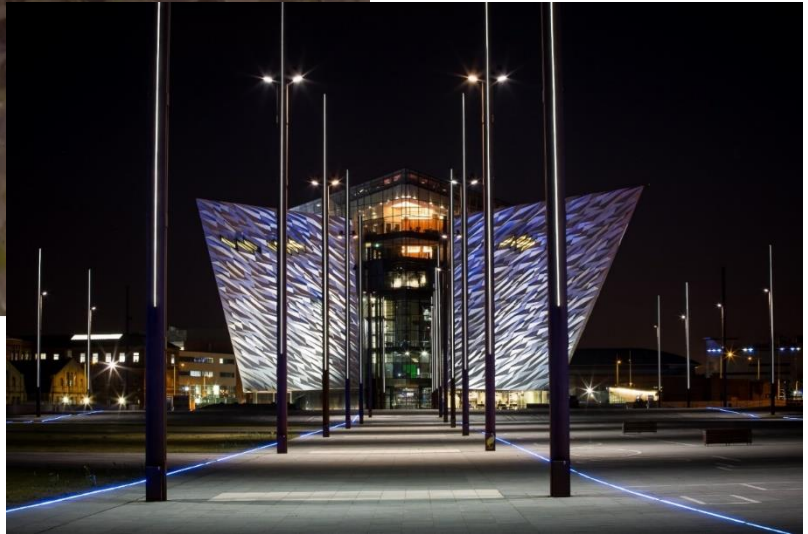
Video Destinations Bookings Shop Sign In

BEST IN TRAVEL 2018

Top Regions

Ten regions rising up our bucket list

Belfast & the Causeway Coast





New attraction







northernireland

Landmark hotels







BACK OUT

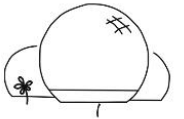
PREVIOUS

NEXT

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CHECK AVAILABILITY

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northernireland

Away a 'wee' walk



Long Line Surf School



TIVOLI BARBER SH

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Kilmore Country House offers a secluded space away from the stress of everyday



What's coming in 2018 and beyond?



The image features a scenic view of a golf course with rolling green hills, a blue sea, and a cliffside in the background. A white flag on a green is visible in the lower-left foreground. Overlaid on the upper half of the image is the logo for 'THE OPEN 148th ROYAL PORTRUSH'. The word 'THE' is in a smaller, serif font above 'OPEN', which is in a large, bold, serif font. The letter 'O' in 'OPEN' contains a silhouette of a golf trophy. Below 'OPEN' is the text '148th ROYAL PORTRUSH' in a smaller, serif font.

THE
OPEN
148th ROYAL PORTRUSH



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Thank You