



Drive-Thru Upsell Tips and Scripts

Purpose and Use

This guide helps restaurant and quick-service teams improve drive-thru upselling while keeping service quick and friendly. Use these during **pre-shift huddles**, **drive-thru role-play sessions**, or **post-shift reviews** to help employees build confidence and consistency in their approach.

When cooking robots or kitchen automation handle production, your team has more bandwidth to focus on conversation, connection, and upselling, turning every drive-thru moment into a brand-building interaction.

Upselling in the drive-thru requires balance; guests expect fast service, so recommendations must be clear, concise, and delivered with natural confidence.

Drive-Thru Upsell Tips

- **Be Quick and Clear:** Use short, natural phrasing that fits the fast-paced setting.
- **Use Positive Language:** Frame suggestions as benefits or favorites (“Our most popular add-on,” “a guest favorite”).
- **Offer Two Choices:** Present two appealing upsell options to increase acceptance.
- **Listen for Cues:** Adapt suggestions based on guest reactions or order details.
- **Time It Right:** Upsell during order entry and again at the payment window for the best results.

Drive-Thru Upsell Scripts

1. Meal Upgrade “Would you like to make that a combo with fries and a drink for just \$2 more?” If declined: “Would you prefer to add a bottled water or soda with your meal?”

2. Premium Add-On “Our truffle fries are a guest favorite. Would you like to try them instead of regular fries?”

3. Limited-Time Item “We have a limited-time spicy chicken wrap available — can I add one for you to try today?”

4. Dessert Offer (at Payment Window) “Can I tempt you with our fresh-baked chocolate chip cookie to enjoy later?” If declined: “No problem — I’ll have it ready anytime you want.”

Key Points for Servers

- Smile — guests can hear it in your voice.
- Use names or repeat order details to make the exchange feel personal.
- Keep the pace steady to avoid slowing the line.
- Acknowledge refusals gracefully, leaving the door open for next time.

Coaching Application

Supervisors can use these scripts as part of quick micro-coaching sessions or live-practice drills. Pair each example with a timing challenge (e.g., under 7 seconds per upsell) to help employees build muscle memory while maintaining the friendly, confident tone that drives results.

Key Takeaway

Automation may save time in the kitchen, but great upselling still happens one conversation at a time. Clear, friendly drive-thru dialogue connects speed and service; helping your team increase revenue and guest satisfaction together.

ABOUT US

RoboOp365 is a solutions provider and distributor of kitchen and service robotics.

We deliver Robby, a kitchen automation robot that takes on high-volume cooking tasks,

Our solutions help operators reduce labor strain, improve efficiency, and create more resilient operations.

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