



How to Use This Syllabus



This Quick-Start Upsell Syllabus is designed for fast implementation and real-world use. Each week focuses on one key skill area, combining discussion, role-play, and on-the-floor application.

Program Rhythm

Weekly Review: Begin each week with a 15-minute huddle to outline objectives and introduce one new upsell focus.

Daily Practice: Reinforce learning through brief drills or live-service observation. Managers should model phrasing, not just assign it.

End-of-Week Debrief: Close each week with a 10-minute reflection on what worked, where staff felt confident, and what to reinforce next shift.

Using the Materials

Syllabus: Serves as your roadmap. Use the weekly objectives and sample scripts to guide pre-shift focus and coaching.

Role-Play Packet: Provides hands-on practice scenarios that mirror real service challenges.

Script Library: Offers phrasing references for staff who want to review or personalize their delivery.

Coaching & KPI Rubric: Tracks attach-rate progress and identifies development needs for future sessions.

Week 1 – Mindset, Menu Familiarity & Guest Connection

Objective

Shift staff perception of upselling from “sales” to “hospitality” while building fluency in menu knowledge and confidence in guest interaction.

Key Focus Areas:

- Upselling as guest care, not pressure.
- Menu confidence and descriptive language.
- First impressions and body language.

Activities:

- 30-minute orientation: define upselling and discuss how it supports the guest experience.
- Menu walkthrough and tasting: review 3–5 items per day, focusing on pairings and sensory language.
- Role-play: greeting and initial recommendation practice with different guest types (rushed vs. relaxed).

Sample Script:

Guest: “I’m not sure what to start with.”

Server: “If you’re looking for something light, our roasted beet salad is a great choice — fresh, colorful, and quick to prepare. Would you like me to start one for you?”

Manager Tip:

Keep the tone positive and curious. Reinforce that every recommendation should make the guest’s experience better, not the bill higher.



Quick Reference: “The Three C’s of Upselling”

1. Confidence – Know the menu and believe in what you offer.
2. Clarity – Keep phrasing short, specific, and guest-friendly.
3. Care – Lead with hospitality, not sales language.

Trainer Tip: Ask each team member which item they’re most proud to serve this week.



Week 2 – Core Upsell Techniques & Real-Time Practice

Objective

Develop comfort in making natural, two-choice offers and delivering them with timing that fits the flow of service.



Key Focus Areas:

- “Two-choice” method (two clear, appealing options).
- Upsell timing (order, payment, dessert).
- Listening for guest cues and adapting language.

Activities:

- 45-minute workshop: script drills for combos, drinks, and desserts.
- Partner practice: 3 upsell rounds (meal upgrade, impulse dessert, limited-time special).
- On-the-floor observation: managers note upsell moments in live service.

Sample Script:

Guest: “Just a burger, please.”

Server: “Would you like to make it a combo with fries and a drink, or try our new sweet potato fries? Both are guest favorites.”

Manager Tip:

Coach staff to practice pacing — quick phrasing, confident delivery, and a warm close (“No problem at all!” when declined).

Coaching Cue: “Two Choices, One Smile”

Give two genuine options—never more, never less.
Example: “Would you like to add our house salad or try the soup of the day?”

Mini Challenge: Track who can deliver a full upsell in under 7 seconds while keeping tone warm.



Week 3 – Handling Refusals, Menu Engineering & Coaching Feedback

Objective

Build staff resilience through objection handling and teach the value behind what they recommend — focusing on high-margin and guest-loved items.

Key Focus Areas:

- Polite persistence and positive recovery phrasing.
- Identifying high-margin items and pairing suggestions.
- Integrating upsell tracking and feedback loops.

Activities:

- 60-minute “menu mapping” session: highlight top-margin and seasonal items.
- Refusal role-plays: practice pivot responses using LAER (Listen, Acknowledge, Explore, Respond).
- Coaching review: share one “successful pivot” story per shift.

Sample Script:

Guest: “No dessert for me, thanks.”

Server: “Totally fine! If you’d like, I can box up a slice of our warm apple crumble to enjoy later — it travels perfectly.”

Manager Tip:

Reinforce that success is measured by guest comfort and engagement, not only conversions.



Quick Framework:

LAER (Listen → Acknowledge → Explore → Respond)

Use this to stay calm and keep the conversation positive when guests decline.

Reflection Prompt:

“What’s one guest ‘no’ you turned into a positive moment this week?”



Week 4 – Guest Typing, Advanced Scenarios & Table Management

Objective

Adapt upselling to different guest types and maintain professionalism under pressure, even during delays or complex service moments.



Key Focus Areas:

- Reading guest context and emotion.
- Upselling during “windows” of downtime.
- Maintaining composure and confidence under pressure.

Activities:

- 90-minute group workshop: identify guest types (family, solo, celebration) and match communication styles.
- Live simulation: handle multi-course delays or large-table pacing while inserting natural upsells.
- Roundtable reflection: identify one moment of regained guest trust.

Sample Script:

Guest: “We’ve been waiting quite a while.”

Server: “Thank you for your patience. The kitchen’s finishing your entrées now. While we wait, would you like a flatbread or small salad to share?”

Manager Tip:

Confidence and calm tone matter more than perfect timing. Practice maintaining rhythm and composure before service.

Spotlight: Reading the Room

Family Guests:

Be efficient and friendly. Focus on comfort and convenience. Try offering shareables, fruit cups, or kid-friendly drinks.

Solo Diners:

Offer convenience and calm. Recommend quick bites, a to-go dessert, or a premium coffee upgrade.

Celebration Tables:

Make it feel special. Feature desserts, champagne splits, or small celebratory upgrades.

Trainer Tip:

Confidence under pressure shows professionalism. Practice calm tone and steady pacing before every shift.





Manager Notes & Next Steps

As the four-week program wraps up, the focus shifts from structured lessons to reinforcement and consistency. Managers play a key role in keeping momentum strong, connecting daily practice to measurable outcomes, and guiding staff toward long-term habits that feel natural in service.

- Conduct one brief check-in per week to review attach rates and guest feedback.
- Encourage journaling or shift debriefs for self-assessment.
- Use printed versions for note-taking and observation.
- When staff demonstrate consistency, transition to the full 8-Week Upsell Training Program for deeper coaching, metrics, and advanced scenarios.

This quick-start program is designed to help managers build confident, guest-focused upselling habits in just four weeks.

The structure works best when applied consistently — short, focused practice each shift leads to lasting behavioral change.

As the team's confidence grows, upselling becomes second nature, woven into every conversation and service moment.

That's how good hospitality turns into measurable results — one genuine recommendation at a time.