

# THE ART OF UPSELLING

One of the most important parts of your job as a cashier is to upsell. Upselling means adding value to a sale that the guest is already willing to make. It increases the value of the overall experience of the guest, increases store revenue, and creates a personal connection with the guest that could ensure their return to Fuzzy's. There are many missed opportunities, as cashiers often commit errors during the course of each encounter with guests. Here are 9 simple skills used in the "Art of Upselling."

1. **Engage the guest** – Sounds pretty basic, right? But so many cashiers simply nod and smile, rather than chatting the guest up. Fuzzy's menu is pretty simple, but there are SO many options. No doubt you will see the "deer in headlights look" from guests as they look at our menu board. Talking to the guest makes them feel more comfortable, and will allow you to learn what things the guest is interested in. Feel free to be playful, and say things like, "I know the menu board looks a little scary, but don't worry, we'll get through this together." This will help you turn a little sale into a bigger sale.
2. **Know the menu** – The more you know about our products, the more you will know about how different products can add value to the product your guest is buying. Let the guest know how these things can make the product they want, better.
3. **Notice what the guest orders, talks about or asks questions about, and use it as a springboard to suggest other items** – Being attentive means paying attention to what the guest seems interested in. Let's say your guest orders a ground beef taco. Ask if he or she has tried all our beef options, such as our special ground beef, shredded brisket, or fajita beef. See the step above – knowing the menu is very helpful here. Our special ground beef is seasoned very specifically, but has likenesses with our shredded brisket and fajita beef. Tell them how each beef is seasoned, compare them to one another, and see if you can interest the guest in one or more of them.
4. **Don't decide what a guest can afford** – Let them decide. Many cashiers hesitate to recommend one more item to a guest already ordering a lot of food, fearing that the bill will freak the guest out. Guess what? Not your problem! The guest is their own person, who knows the state of their financial situation better than you do. Don't choose how much the guest is able to afford. If they can't afford an item, they will let you know.

5. **“Accessorize”** – This is the surest upsell. Never let a guest buy a taco without suggesting chips and salsa, or queso. Think about the things you would want if you were the guest making the purchase. Put yourself in their shoes and think: If you were buying this, what would YOU buy with it? You are a guest too, and your opinion is valid and worth as much as anyone else’s.
6. **Be specific** – Guests will not agree to buy some unknown thing. If a guest orders a taco, don’t say “Can I get you anything else with that?” Instead, choose the most likely menu item you think the guest might want and say, “How about an ice cold Beer with that?”
7. **Put the items in the guest’s hands** – Don’t just point at stuff. If possible, always hand the items to guest. This is a fantastic way to sell souvenir cups, retail fuzzy dust or butt burning sauces, or even t-shirts. Once it is in their hands, it is psychologically harder for the guest to walk out without it.
8. **Close the Deal** – Okay, so you’ve got the guest in the palm of your hand. They’ve picked up a taco you recommended in addition to the taco they came in for. You’ve offered them chips and queso, and they agreed it was a good idea. If they are still looking lingeringly at the menu board, continue to answer any questions they may have but when they are finally ready, don’t hesitate to wrap up the sale. Many people second guess their decisions if given too much time to think, so close the deal NOW. Repeat their order back to them in full and move right to the payment.
9. **Assure the guest that they have made good choices** – This is perhaps the single most important part of this upselling method. It is very important that you reinforce YOUR guest’s purchase at the end of the sale. Say something like, “Wow, I wish I were eating what you are about to!” Or, “You made the right call getting the fajita beef, let me know what you think!” At the very least you’ll help avoid their sending food back if they had any second thoughts after buying it. At best, you’ll form a bond with your guest and possibly win a regular.

## Remember:

A successful “upsell” is one the guest never regrets, because the cashier nailed it. The guest then becomes a regular for life, and looks forward to possibly having you take their order again. The point is to “upsell” for the guest’s ultimate satisfaction, not just make a minor bump in the daily sales. Seek a long-term relationship, so that the guest always has someone in the restaurant that can “filter” and make suggestions from the otherwise overwhelming amount of food items we offer.

# UPSELLING EXAMPLES

Upselling is truly an “art.” It takes a lot of practice, and confidence to be able to spark up a conversation with a random guest, and then work more expensive food options into the conversation. The following are some examples of conversation pieces about each food item category you can use to “get the ball rolling” for your practice. Take a look at them, perhaps pick a few favorites, and give them a try. Make them your own! You might even want to give a few of the recommendations listed a try yourself! With a little bit of practice, we are sure you will begin having fun with the “art of upselling,” and pretty soon you will be making up upselling examples of your own.

## Starters & Soups

- “If you really like our Queso, you gotta try it with either ground beef, or chorizo in it. People ask for it all the time, and I finally tried it yesterday. CRAZY good.”
- As far as chips go, my absolute favorite is our guacamole. It’s made fresh from scratch every day, and I swear it is the best in town. And I am not just saying that because I work here. Take my word for it, you gotta try it.”
- “I love our Baja Tortilla soup, though I have to say, I like mine with our shredded chicken inside. It just makes the soup taste so much better. Want to add it in yours?”
- “You know, of you want to know a Fuzzy’s secret . . . one of the best things we have on our menu, is the pork and beans. I swear! It’s so good, we renamed it to the Drunken Pig to entice more people to try it. Wanna give it a try?”

## Nachos

- “I LOVE our nachos. They are made a little differently than anywhere else, and people really seem to love them too. But me personally, I like to add jalapenos and salsa for a little more spice. Want to try that? I can put them on the side for you if you are going to share them . . .”
- “Our Special Ground Beef Nachos are probably the most popular, but I like to make them even better by adding a scoop of sour cream and guac right on the top!”

## Quesadillas

- “Whenever I get one of our quesadillas, I always get the chicken. Now don’t get me wrong, the shredded chicken is delicious, but I always get the fajita chicken. I order it almost . . . everyday. I’d get that if I were you.”
- “People really seem to like our quesadillas. They come with Pico de Gallo and Sour Cream on the side, but personally, I like to dip mine in guacamole and queso. Does that sound good to you?”

## Tacos

- “We are definitely well known for our tacos. My personal favorite is our fajita meat. The seasoning on the meat is SO GOOD. I get them every time.”
- “I always eat our tacos. But although I do like the butt burnin’ sauce we have on the tables, my favorite thing to do is put our salsa on them. Would you like a little side it for YOUR tacos?”
- “If you are in the mood for shrimp, I would definitely suggest that you go for the California Heat Taco. You choose either grilled or Temp shrimp and then enjoy the unique and delicious combination of fresh avocado slices, pico, feta, and the best part, the Siracha-Lime sauce.”

## Salads

- “When we say Big salad, we MEAN IT. You might want to order a second dressing before you even get started!”
- “We sell A LOT of salads. Especially if people are dieting. They really are good, and filling especially for lunch. I recommend the Fajita chicken for typical grilled chicken salad, or if you really want to try something healthy and delicious, the grilled shrimp is VERY popular.”

## Burritos

- “Our Burritos are a full meal! Sometimes I get the fajita meat, and I am good to go all the way to dinner! Or, if I’m not starving, I get the temp shrimp. Either of those sound good to you?”
- “Are you really hungry? Cause if you are, you should try the burrito, on a plate, smothered in one of our enchilada sauces or queso, with melted cheese on top. It’s a big plate, but WOW. You’ll never want it any other way.”

# Mexican Plates

- “Nothing goes better with a dinner than chips and queso!”
- “If you are going to order 2 tacos, I highly recommend getting the Taco Plate. It comes with 2 tacos and 2 sides, which if you break down the price, you pretty much get a side for free. It’s a really good deal.”
- “Our fajita plate is pretty good size. Are you going to share it? If so, you might want to order a few extra tortillas. It comes with 3, but no one likes odd numbers if you’re sharing, right?”
- “If you are looking for a great fajita plate, you gotta try the shrimp fajitas. Or, what we can do it get you a combo fajita plate with shrimp and chicken or beef. I’m telling you, it’s the best.”
- “Just so you know, we give you butt burnin sauce in all of our to-go orders, but for breakfast I always like to offer a little side of salsa it goes perfect with eggs.”
- “Our breakfast burritos are absolutely amazing. My favorite thing to do is add refried beans to it. It keeps it so warm the whole time. You need to try it.”

# Breakfast Favorites

## Tacos/Burritos

- “Just so you know, we give you butt burnin sauce in all of our to-go orders, but for breakfast I always like to offer a little side of salsa it goes perfect with eggs.”
- “Our breakfast burritos are absolutely amazing. My favorite thing to do is add refried beans to it. It keeps it so warm the whole time. You need to try it.”

## Plates

- “Our breakfast plates are some of the best things on our menu. My favorite is the Huevos Rancheros, but even though it comes smothered with salsa and a side of verde sauce, my favorite thing to do is add a side of guacamole, and a put that on each bite. Our guacamole was JUST made. You should really try it.”
- “One of the most popular plates is our Chilaquiles. You get your choice of chicken or beef, but what I do is have the kitchen grill up some fajita beef, and chop it up in the eggs instead of the ground beef. It’s amazing.
- “The best breakfast thing we have is our “Big Fuzz” Breakfast burrito. Three fried eggs, bacon, jalapenos, potatoes, and cheese!”