

FINANCIAL & COMMERCIAL MASTERY

MODULE 12

Sales Techniques & Upselling Mastery

Selling isn't a dirty word. It's how you help guests get more of what they came for.

MODULE OVERVIEW

What You'll Learn

Lesson 1

Consultative Selling in Spa

Lesson 2

Upselling & Cross-Selling Frameworks

LESSON 1

Consultative Selling in Spa

- The consultation as the most powerful sales moment
- Listening for needs: what guests say vs what they mean
- Recommending upgrades that feel like care, not commerce
- Building confidence in your reception and therapy teams

Upselling & Cross-Selling Frameworks

- The 'before, during, after' upsell model
- Reception upselling: timing, scripts, and confidence
- Therapist cross-selling: linking treatments to outcomes
- Measuring and rewarding sales performance ethically

KEY CONCEPT



The best upsell doesn't feel like a sell. It feels like someone who genuinely knows what you need suggesting something perfect.

PRACTICAL EXERCISE

Apply What You've Learned

Write three reception upsell scripts for your top treatments. Design a cross-sell matrix linking every treatment to at least one add-on. Role-play five sales scenarios with your team and score the conversations.

LEARNING OUTCOMES

By completing this module, you will be able to:

1. Apply consultative selling techniques at every guest touchpoint
2. Design and implement upsell scripts for reception and therapy teams
3. Build a cross-sell matrix that links treatments to add-ons and retail
4. Measure sales performance with ethical incentive structures

Required Submissions

Sales Scripts Portfolio

Reception and therapist scripts for the top five upsell opportunities.

Cross-Sell Matrix

Complete treatment-to-addon mapping with projected revenue impact.

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Module 12 Complete

Next: Module 13