

FINANCIAL & COMMERCIAL MASTERY — MODULE 12

# Upsell & Cross-Sell Script Builder

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Write professional scripts for reception and therapy teams.

Name:

Date:

Write scripts that feel like care, not commerce. Practise with your team.

## Reception Upsell Scripts

### SCRIPT 1

Original booking:

Recommended upgrade:

Script:

### SCRIPT 2

Original booking:

Recommended upgrade:

Script:

### SCRIPT 3

Original booking:

Recommended upgrade:

Script:

## Cross-Sell Matrix

Treatment	Recommended Add-On	Recommended Retail	Script Prompt

## Role-Play Scorecard

Criteria	1	2	3	4	5
Natural and confident delivery					
Listened to guest needs first					
Recommendation felt personalised					
Didn't feel pushy or scripted					
Successfully communicated the benefit					