

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.

COMMERCIAL LEADERSHIP PROGRAMME

Spa Director & Spa Manager Development

Module Overview

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

LESSON	TOPIC
Lesson 1	Consultative Selling in Spa
Lesson 2	Upselling & Cross-Selling Frameworks

Lesson 1: Consultative Selling in Spa

The consultation is the most powerful sales moment in spa, and most operations waste it. A guest arrives, fills in a consultation form, a therapist glances at it, and the treatment begins. That's not a consultation — that's admin.

A real consultation is a conversation. Listen for needs: when a guest says 'I've been so stressed,' they're telling you they need more than a massage — they need a journey. When they say 'my skin's been dull lately,' they're opening the door to a treatment upgrade, an add-on, and a retail recommendation.

The skill is listening for what guests mean, not just what they say. Then recommending — not offering, recommending — the experience that meets their actual need. This feels like care, not commerce, because it is care.

KEY POINTS

- Transform consultations from admin into sales conversations
- Listen for what guests mean, not just what they say
- Recommend upgrades that feel like care, not commerce
- Build confidence in reception and therapy teams

Lesson 2: Upselling & Cross-Selling Frameworks

The 'before, during, after' model structures upselling across the entire guest journey. Before: reception recommends an upgrade at booking or check-in. During: the therapist suggests an add-on based on what they find during treatment. After: offer rebooking, retail, and the next experience.

Reception upselling requires scripts and confidence. 'I can see you've booked our Classic Facial. We also have our Signature Facial which includes [benefit]. Would you like me to upgrade you?' Simple. Professional. No pressure.

Measure and reward ethically. Track upsell conversion rates and average spend per therapist. Reward with recognition, development opportunities, and modest incentives — never pressure-based targets that compromise guest experience.

KEY POINTS

- Apply the before/during/after upsell model
- Train reception with professional upsell scripts
- Build a cross-sell matrix linking treatments to add-ons
- Measure and reward 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

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

YOUR NOTES

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

SELF - A S S E S S M E N T

Rate your confidence in each outcome (1 = Not yet confident, 5 = Fully confident):

Outcome	1	2	3	4	5
Apply consultative selling techniques at every guest touchpoint					
Design and implement upsell scripts for reception and therapy teams					
Build a cross-sell matrix that links treatments to add-ons and retail					
Measure sales performance with ethical incentive structures					

Assessment

Complete the following submissions to demonstrate your learning:

Submission 1: Sales Scripts Portfolio

Reception and therapist scripts for the top five upsell opportunities.

Submission 2: Cross-Sell Matrix

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

MODULE COMPLETION

Name:	
Date:	
Assessor:	