

F&B Upsell Script Pack

For hotel and resort service teams · Print double-sided, or cut to a pocket card

The four habits

Everything below rests on these. Teach one per week, on shift, rather than all four in a workshop.

1. Never ask a yes/no question	A yes/no question hands the guest an easy exit. Offer a choice between two options you are happy with either way.
2. Recommend as yourself	“The chef recommends” sounds scripted. “My favourite is the sea bass, because...” sounds like a person, and guests trust people.
3. Nod while you recommend	A slight nod while naming a dish measurably increases agreement. Costs nothing, takes a minute to teach.
4. Watch the glass, not the clock	An empty glass sitting two minutes is a decision being made without you.

Swap these sentences

Instead of	Say
“Would you like a drink?”	“Can I start you with something from the bar, or would you prefer the wine list?”
“Do you want any water?”	“Sparkling or still to start?”
“Any dessert for you?”	“The pavlova or the chocolate tart — which are you having?”
“Was everything okay?”	“How was the sea bass?”

The scripts, by phase

Replace the bracketed items with dishes from tonight's menu. Generic scripts get half-used; specific ones get used.

Phase 1 — Arrival

The first sentence sets the size of the check. Handing over menus in silence starts it at zero.

"Welcome. While you settle in, I recommend our signature [cocktail] — it is very refreshing after the heat today. Shall I bring two over, or would you prefer the wine list?"

Phase 2 — The order

No main course should leave the pass alone. "For the table" makes a shared cost feel smaller than an individual one.

"Excellent choice on the [main]. The [side] goes perfectly with that sauce — shall I add one for the table to share?"

Phase 3 — Dessert

Never ask whether they want dessert. By this point they are full and the honest answer is no. Assume it, and make it sound light.

"I am not going to let you leave without trying the [dessert]. It is light, not too sweet, and goes beautifully with an espresso. Shall I bring one with two spoons?"

Phase 4 — The check

Ask about a specific dish. "Was everything okay?" gets "fine" and tells you nothing. This is also the moment guests decide what to write in a review.

"How was the [specific dish]?"

Making it stick

One phrase a week. A server given fifteen techniques uses none. Given one sentence for a week, they use it by Wednesday without thinking.

Run it as a game. Whoever uses the phrase of the week most tonight gets a small prize, paid in cash at the end of the shift.

Measure the outcome, not the effort. Dessert attachment rate, sides per main, drinks per cover, average check. All from your POS, none of it gameable.

Coach the manager first. If the duty manager is not listening for the phrase on shift, it decays within a fortnight.

Free to use, copy and print. If you would rather we wrote these against your actual menu and trained the team, that is what we do — optimacx.co/staff-training