

# Sales Workflow Upsell Opportunities

Add the step of the sales and planning workflow and add the opportunity to upsell within the boxes below.

Go to page 3 for examples and ideas!

Example:

**1** *Quoting Resort Options*

*Share 3 options: #1 option right at budget, #2 option on budget or under, #3 option is upsell (share pros and cons with clients)*

**1**

**2**

**3**

**4**







# Upsell Ideas + Thought Starters

Shared by: Michael Boguslavskiy from Caballeros Vacations

## **UPSELL LUXURY OFFERINGS:**

Introduce luxury accommodations or experiences to clients who initially show interest in standard packages.

## **USE CULTURAL EXPERIENCES**

Emphasize the unique culture experiences of an area as upselling points.

## **USE ADVENTURE TOURISM**

Use adventure tourism opportunities in the region as upselling points.

## **PERSONALIZE THEIR EXPERIENCES**

Tailor travel packages to individual client preferences and encourage them to opt for a higher-tier package when there is clear benefit for their overall experience.

## **USE SEASONAL PROMOTIONS**

Utilize seasonal events or festivals in the region as an upselling opportunity.

## **EXCLUSIVE PACKAGES**

Using exclusive or limited-time packages to entice clients to upgrade their travel plans.

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## SAFETY AND CONVENIENCE

Use some clients safety concern as a point to upsell more premium and secure travel options.

## LOCAL PARTNERSHIPS

Collaborate with local businesses or tour operators to offer exclusive deals or experiences.

## EXTENDED STAYS

Encourage travelers to extend their stay for multiple reasons: Flexible travel, more time to experience destination, etc.

## GROUP PACKAGES

Ask for groups! Ask if they have friends or family who would be interested in joining the trip.

## POST-TRIP UPSELLING

Engage with clients post-trip to encourage them to book another, potentially more premium experience for the future.