



How to Make More and Work Less by adding huge value to your guests (and your bank account)

By Yvonne Halling

Have you ever wondered if there's a better way to make more and work less in your B&B, guest house or Inn while adding great value to your guests and your bank account?

Many B&B owners, guest house owners and innkeepers are focused only on getting more guests or getting more direct bookings or reducing their reliance on the online travel agents, or even looking for a way to charge more, when in fact there's an easier way to add enormous value to your guests (and your bank account) while not doing a heck of a lot more work.

And so few people are doing it!

In fact, I would even go as far to say that NOT doing this is really not being of service to your guests and will mean their experience with you will not be as good as they had hoped.

So, here's what it is..

I call it "upselling"

When your guest has booked a room with you, trust has been established. They've parted with some money and committed to coming to stay with you. This is a huge opportunity for you to add value to their stay, by offering them more of your products and services that you've created especially with them in mind.

What could you offer?

I'll get to that in a minute. But first, I want you to think about this.

If you've tried this already and it hasn't worked, it could be the way in which you're offering them.

You have to bear in mind that people buy from people they know, like and trust so ask yourself, which bit of that triad is missing?



They've booked a room with you, so some degree of trust has been established, but did you bombard them with more offers before they even paid their deposit?

In my experience, this doesn't work so well.

There's more trust and likeability needed first.

The very best way to offer your extras or upsells is to build even more emotional connection with them beforehand

So let's dive into 50 ideas where you could add enormous value to your guests (and your bank) account without doing a lot more work.

This list is taken from one of my private programs, and consists of things that I and my clients have done. I'm sure you'll be able to think of more, once you let your creative juices flow ;)

Here we go...

50 Ideas for Upselling

Just pick two that work for you!

Food & Drink (I recommend you find a way to introduce something around food and drink)

- Dinner – basic (sourced locally but not cooked by you)
- Gourmet Dinner (sourced locally but not cooked by you)
- Champagne & Chocolates on arrival (in room)
- Champagne, Chocolates, and flowers on arrival (in room)
- Champagne or sparkling wine aperitif and cheese (in room)
- Welcome cheese and wine platter (in room)
- Cakes, pastries, specialty of your area on arrival (sourced locally but not cooked by you)
- Picnic basket (sourced locally)
- Gourmet picnic basket with wine/champagne (sourced locally)
- Gourmet breakfast with champagne/sparkling wine served in their room
- Cyclists picnic lunch
- Walkers picnic lunch
- Skiers picnic lunch
- Anybody's picnic lunch (it can be the same picnic but give it a name, so it speaks to the buyer)
- Children's picnic lunch
- Children's welcome tea (not cooked by you)
- Dog's welcome tea
- Dog's gourmet welcome tea



- Dog's gourmet breakfast Packages

Turn anything you are doing into 2 or 3 things and bundle it together with an inclusive price tag such as:

- Welcome Romantic Stay
- Welcome Family Stay
- Welcome anything stay

Books

- Hard covers written by you or someone else who will pay you a commission
- Books – eBooks for reading on Kindles or other tablets
- Recipe books – written by you or by someone local who will pay you a commission
- Specialty books such as - specialty plants, flowers or trees local specialty guides – railways, tramways, Indian trails, pine trails, oaks trails
- Best dogs hiking guides
- Cycling guides
- Quilting guide
- Gardening guide
- Herb gardens guide
- Organic gardening guide
- Snow-shoeing area guides
- Pottery guides
- anything on your "how to" expertise

Clothing

- Outdoor wear
- Underwear/indoor wear (if you offer yoga classes)
- Dog wear & dogs' accessories
- Children's' wear
- Boots
- Slippers
- Dressing gowns/robes
- Your sheets
- Your towels

Your handiwork/local handiwork

- Toiletries & cosmetics locally handmade/eco-friendly/organic natural/chemical free
- Jams and preserves



- Sweets and chocolate – handmade/locally sourced
- Speciality biscuits – handmade/locally sourced
- Speciality/locally produced alcohol (if you can)
- Honey
- Local syrup
- Locally grown specialties such as nuts/dried fruits

What else can you think of?

Don't get overwhelmed, just pick two for now.

So now at least you have some ideas on how you could do this.

The most important element is to ensure that you feel good about what you're offering, and be sure to have fun with this!

Yvonne 😊



Yvonne Halling is an award-winning consultant, coach and mentor for independent hospitality businesses worldwide. She helps owners to design a business model that supports their lifestyle, giving them peace, freedom and fun.

Book your complimentary 15 minute call with her to discuss your needs here:
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