

# The Modern Art of F&B Up-selling

25<sup>TH</sup>  
FEB  
1 DAY



Fees: RM1,500 / pax @ KLCC

A small shift in service behaviour can produce a disproportionate commercial impact in today's competitive Food and Beverage (F&B) landscape. Maximising revenue per guest is essential for profitability. Traditional, transactional up-selling techniques often feel pushy, and this has led to hesitancy among service staff and missed opportunities for the business.

This **1-day** compressed training workshop distils the most critical elements of effective F&B up-selling into a focused, practical learning experience. The programme reframes up-selling as a consultative, guest-centric service skill, where recommendations are driven by understanding guest needs, preferences, and dining occasions, rather than sales pressure.

Participants are equipped with the essential mindset, and contemporary recommendation language required to make confident, authentic suggestions that guests value. Designed for immediate application, this programme enables F&B professionals to increase average spend per guest while enhancing trust, satisfaction, and repeat business, all within a single day.

**Who should attend:** *Restaurant owners, F&B Managers, Restaurant / Outlet Manager, Catering / Banquet Supervisors, Captains, F&B Purchasing, Cost Control, Inventory Officers, etc.*

**Learning Objectives** - By the end of this workshop, participants will be able to:

- Shift their mindset from transactional selling to experiential value-building.
- Master menu knowledge to articulate compelling stories about F&B offerings.
- Apply sophisticated verbal techniques to make seamless recommendations.
- Identify guest types and occasions to tailor suggestions effectively.
- Utilise modern technology to guide guest choices and up-sell or cross-sell.
- Handle objections gracefully and maintain a positive guest relationship.

**Optional:**  
Participants are encouraged to bring their outlet's menu.

Topic 1 - The Philosophy of Guest-Centric Selling

Topic 2 - Menu Mastery & The Art of Storytelling

Topic 3 - Identifying Guest Types & Occasions

Topic 4 - The Power of Suggestion

Topic 5 - Building the Check

Topic 6 - Tech-Enabled Selling

Topic 7 - Practical Pairing

Topic 8 - Handling Objections

**Trainer Profile: Gurcharan Singh** is a seasoned Hospitality professional with over 27 years of industry experience and seven years in academia, bringing a rare blend of practitioner insight and academic rigour. A HRDF-accredited trainer Accredited HRDF certified trainer (TTT/10867) and holder of an MBA in Tourism & Hospitality as well as the Cambridge International Diploma in Teaching & Training, he has built a distinguished career as an entrepreneur, educator, trade advocate, and former hotelier. Gurcharan is deeply committed to talent development from education to industry leadership, and takes pride in seeing his learners excel within the Hospitality and F&B industry.

Tick where applicable, and **click** the underlined course titles to view the full programme details.

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> <b><u>The Modern Art of F&amp;B Up-selling</u></b> (1-day)<br>25 Feb <b>or</b> 25 Mar 26<br>RM1,500 / pax | <input type="checkbox"/> <b><u>Professional Event Management Masterclass</u></b><br>11 & 12 Mar (2-days)<br>RM2,500 / pax - <i>Online</i> | <input type="checkbox"/> <b><u>Restaurant P&amp;L Decoded - Driving Profitability in F&amp;B</u></b><br>11 <b>or</b> 18 Mar (1-day)<br>RM1,500 / pax |
| <input type="checkbox"/> <b><u>Front Office Mastery. Redefining CeX</u></b><br>30 & 31 Mar (2-days)<br>RM 2,000 / pax              | <input type="checkbox"/> <b><u>Mastering the Art of Mixology</u></b><br>1 & 2 Apr (2-days)<br>RM 2,500 / pax                              | <input type="checkbox"/> <b><u>Revenue Management for Restaurants, Catering &amp; Events</u></b><br>25 & 26 Mar (2-days)<br>RM 2,500 / pax           |

## REGISTRATION

### Company / Individual Information

Company / Individual Name:	
Contact Person:	Email Address:
Designation:	Contact No:

### Mode of Payment

- HRD Corp SBL-Khas     Self-pay Individuals

### Programme Fees

<input type="checkbox"/> 1 pax - Normal Rate - As shown above	No of pax:
<input type="checkbox"/> 20% Off Early-bird Rate - 14 days before above intake date	No of pax:
<input type="checkbox"/> 30% Group rate - Min 3 pax / programmes	No of pax:

**Fee Guide / Pax -** Normal fee RM 2,500.00 | 20% off = RM2,000.00 | 30% off = RM1,750.00 / pax.  
 Normal fee RM 2,000.00 | 20% off = RM1,600.00 | 30% off = RM1,400.00 / pax.  
 Normal fee RM 1,500.00 | 20% off = RM1,200.00 | 30% off = RM1,050.00 / pax.

Total no of programme(s) \_\_\_\_\_ Total no of pax \_\_\_\_\_ Total amount RM \_\_\_\_\_  
 Registration includes certificate and notes for each pax, refreshments and lunch for all days. Venue TBA.

### Participant Details

Name:	NRIC No:
Name:	NRIC No:
Name:	NRIC No:

### Payment & Cancellation Policy

This cancellation policy does not apply to registration under HRD Corp SBL KHAS.  
 For self-pay individual, payment must be made 7 DAYS prior to the course commencement.  
 All enrolment form received is considered a confirmation, and all payments made payable to:

- Professionals Asia Consultancy (202103127752)
- Maybank Account No: 562348583958

Should a participant is unable to attend, a replacement is allowed.  
 Cancellation 7 days prior to the programme commencement, 20% of programme fee is charged.  
 Please ensure that cancellation is emailed to [admin@professionals.asia](mailto:admin@professionals.asia)  
 Professionals Asia Consultancy (PAC) reserves the rights to change the terms and conditions or cancel and postpone the programme dates without prior notice.  
 For further details please contact Admin at +6012-6968242.

Company Stamp (for SBL-Khas only)

  
  
  

Signature: \_\_\_\_\_  
 Name:  
 Date: