

# MODULE THREE

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## SELLING SKILLS





## What you will learn in this module:

- What selling is all about?
- Understand the environment that you sell in.
- How to look for sales opportunities?
- How to present the products to the passengers?
- What are the steps in the sales process?
- How to handle difficult situations?

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## SELLING PROCESS

### 1. INTRODUCTION

Selling and buying has been around for as long as mankind exists. Products or services were offered to meet a need identified. Selling has gone from travelling sales people to knock on doors to influencing people to where we are today.

Today it is all about emotional intelligence, understanding and respecting your customers/passengers and building a relationship with them. We are all tired of the different gimmicks and tricks that companies use to get us to buy their products.

Ultimately we will buy something if we have a need for it, if we have rapport with the person selling it, if we feel that the person has our best interest at heart and if the product meets our needs.

In this module we are going to explore all these elements and look at ways in which we can use the information and skills to increase our In-flight sales.

The module will be broken up into 9 sub-modules for ease of dealing with the content. The sub-modules are:

- 6.1. The Context – the environment that we sell in.
- 6.2. The Passengers – what we need to know about them.
- 6.3. Ourselves – what we must know and be able to do.
- 6.4. The Sales Steps – An overview.
- 6.5. Sales Awareness – looking for sales opportunities.

**"Everyone lives by  
selling something."  
ROBERT LOUIS  
STEVENSON**

- 6.6. Questioning – Establish and confirm the need.
- 6.7. Product Knowledge – how we use it in sales.
- 6.8. The Close – concluding the deal.
- 6.9. Dealing with the Difficult Stuff.

At the end of all these sub-modules you will know exactly how to successfully perform In-flight sales.

Let's start off by defining what selling is.

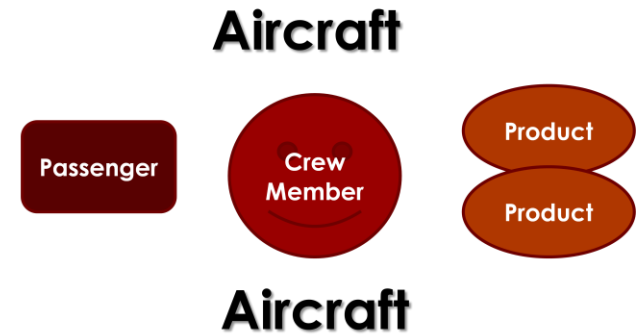
## 2. WHAT IS SELLING?

Selling is about creating additional opportunities for and delivering an additional service to your passenger. It is a natural extension of the services that you already offer. It is a win-win situation.

We make the incorrect assumption that passengers do not want to buy. Sales success starts by changing the assumption to...they want to buy and I need to assist them to select the right product.

Selling is best explained by the following diagram:

**Sales environment** – any sales happen within a



specific environment with certain benefits and barriers. In your case the aircraft is the environment

**Potential buyer** – any sales situation has a potential buyer. In your case it is the passenger.

**Sales person** – this is the contact between the potential buyer and the product. This is you, the crew member.

**Products** – these are the items that the potential buyer is interested in. These are the items in your duty-free trolley and catalogue.

In dealing with sales techniques we need to spend time on each of the above elements. We will be dealing with each of these in a sub-module.

**GOOD LUCK AS YOU WORK THROUGH THE SUB-MODULES!!!**

**You've got to enjoy what you are doing. Otherwise your passengers won't have fun buying from you.**

Do you have any queries?  
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