

<b>UNIT TITLE:</b> PROMOTE PRODUCTS AND SERVICES TO CUSTOMERS		<b>NOMINAL HOURS:</b> 25
<b>UNIT NUMBER:</b> D2.TCC.CL1.08		
<b>UNIT DESCRIPTOR:</b> This unit deals with skills and knowledge required to enable the development of product and service knowledge and selling skills, and the use of these skills to encourage customers to make purchases that meet identified need within the hotel and travel industries workplace context.		
<b>ELEMENTS AND PERFORMANCE CRITERIA</b>	<b>UNIT VARIABLE AND ASSESSMENT GUIDE</b>	
<p><b>Element 1: Develop product and service knowledge</b></p> <p><b>1.1</b> Identify <i>opportunities to develop product and service knowledge</i></p> <p><b>1.2</b> Describe the <i>benefits</i> of staff having high levels of <i>product and service knowledge</i></p> <p><b>1.3</b> Apply <i>formal and informal research techniques</i> to gain product and service knowledge</p> <p><b>1.4</b> Seek <i>customer feedback</i> to supplement product and service knowledge</p> <p><b>1.5</b> <i>Share product and service knowledge</i> with other relevant internal personnel</p> <p><b>1.6</b> <i>Initiate action to identify changes</i> in customer preferences, needs, wants and expectations</p> <p><b>1.7</b> <i>Contribute to changes to products, services and service standards</i> to meet identified customer needs</p>	<p><b>Unit Variables</b></p> <p>The Unit Variables provide advice to interpret the scope and context of this unit of competence, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment.</p> <p>This unit applies to all industry sectors that promote products and services to customers within the labor divisions of the hotel and travel industries and may include:</p> <ol style="list-style-type: none"> <li>1. Front Office</li> <li>2. Housekeeping</li> <li>3. Food and Beverage Service</li> <li>4. Food Production</li> <li>5. Travel Agencies</li> <li>6. Tour Operation</li> </ol> <p><i>Opportunities to develop product and service knowledge</i> may be related to:</p> <ul style="list-style-type: none"> <li>• personal experience</li> <li>• reading informational brochures and other materials provided by suppliers and manufacturers</li> <li>• reading product labels</li> <li>• attending product launches</li> </ul>	

<p><b>Element 2: Develop market knowledge</b></p> <p>2.1 Explain the <i>concept of target markets</i></p> <p>2.2 Define the <i>concept of niche markets</i></p> <p>2.3 Describe how <i>promotions and offers may vary</i> to suit differing target markets</p> <p>2.4 Identify <i>sources of information about enterprise-specific target markets</i></p> <p>2.5 Describe the <i>demographic characteristics</i> of enterprise target markets</p> <p>2.6 Explain the <i>benefits of using target markets</i> within an organisation</p> <p><b>Element 3: Promote products and services</b></p> <p>3.1 Describe <i>promotional initiatives</i> that may be used to promote products</p> <p>3.2 Demonstrate how to develop and produce a <i>static in-house promotion</i></p> <p>3.3 <i>Verbally promote products and/or services</i> to customers</p> <p>3.4 <i>Demonstrate products and/or services</i> to customers</p> <p><b>Element 4: Apply selling skills</b></p> <p>4.1 <i>Approach the customer</i> in a sales environment</p> <p>4.2 <i>Gather information</i> about customer needs, wants and preferences</p> <p>4.3 Demonstrate <i>selling skills</i></p> <p>4.4 Overcome <i>buying objections</i></p>	<ul style="list-style-type: none"> <li>• visiting suppliers, distributors and manufacturers</li> <li>• talking to sales representatives.</li> </ul> <p><i>Benefits</i> of sales staff having high levels of product and service knowledge will include:</p> <ul style="list-style-type: none"> <li>• being able to provide professional assistance to customers</li> <li>• being able to distinguish between alternatives</li> <li>• meeting customer expectations</li> <li>• maximizing selling opportunities</li> <li>• being better able to meet and overcome buying objections.</li> </ul> <p><i>Product and service knowledge</i> may relate to:</p> <ul style="list-style-type: none"> <li>• tours and transport</li> <li>• conferences and conventions</li> <li>• function and entertainment facilities</li> <li>• shopping and restaurant facilities</li> <li>• food and beverage</li> <li>• retail shops in properties, such as bottle shops, gift shops, foyer shops, souvenir shops.</li> </ul> <p><i>Formal and informal research techniques</i> may include:</p> <ul style="list-style-type: none"> <li>• discussions with colleagues, management and customers</li> <li>• reading internal enterprise material about products and services</li> <li>• becoming familiar with customer comments, including complaints</li> <li>• reading and researching product data and information provided by suppliers</li> <li>• conducting internal testing to determine quality and differentials</li> <li>• general media research</li> <li>• developing, distributing and analyzing the responses to questionnaires</li> <li>• reading surveys and ratings undertaken by third parties.</li> </ul>
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<p><b>4.5</b> <i>Maximize sales opportunities</i> within a buying situation</p> <p><b>4.6</b> <i>Close the sale</i></p>	<p><i>Customer feedback</i> should include:</p> <ul style="list-style-type: none"> <li>• developing, distributing and analyzing the responses to questionnaires</li> <li>• talking to customers and actively seeking their opinion and thoughts on products and services</li> <li>• checking internal buying patterns and trends.</li> </ul> <p><i>Share product and service knowledge</i> should relate to:</p> <ul style="list-style-type: none"> <li>• conducting internal staff meetings to share information</li> <li>• developing paper-based information and data sheets for staff to use</li> <li>• conducting internal product and service demonstrations</li> <li>• conducting taste testing of food and beverages</li> <li>• allowing staff to experience services provided by the organization.</li> </ul> <p><i>Initiate action to identify consumer changes</i> may include:</p> <ul style="list-style-type: none"> <li>• undertaking market research activities</li> <li>• engaging the services of an external market research company</li> <li>• tracking trends and changes in internal sales patterns within the enterprise, with reference to customer databases and/or sales histories, stock usage figures</li> <li>• initiating customer focus groups or similar</li> <li>• participating in industry-wide surveys</li> <li>• obtaining, reading and understanding wider industry market research on changes in customer preferences.</li> </ul> <p><i>Contribute to changes to products, services and service standards</i> may involve:</p> <ul style="list-style-type: none"> <li>• suggesting evidence-based reasons for change</li> <li>• preparing presentations to support personal recommendations for change</li> <li>• ensuring all suggestions for change are supported by a formal rationale and are fully costed</li> <li>• developing an action plan for implementation of recommended changes</li> </ul>
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- participating in group activities designed to identify and develop relevant changes
  - critiquing suggestions made by others.
- Concept of target markets* may relate to:
- identification of the target markets used by the host enterprise
  - identifying points of differentiation between established target markets
  - describing why the established target markets were chosen
  - explaining how the host enterprise tailors its products and/or services to meet the identified needs of its target markets
  - identifying relevant products and/or services as they apply to each of the host enterprise's designated target markets
  - analyzing market research that was used as the basis for target market development.
- Concept of niche markets* should include:
- definition of niche markets
  - benefits of identifying and establishing niche markets
  - identifying the niche markets that the host enterprise has created and/or established
  - identifying how the host enterprise meets the identified needs of their niche markets explaining how these offerings differ from what is offered to other target markets.
- Describe how promotions and offers may vary* may relate to:
- consideration of the marketing mix, such as price, place, product, promotion
  - identifying the development and research process that underpins offers made to different target markets
  - identifying the monitoring process, and relevant key performance indicators, that determines whether or not promotions are being effective or not.

*Sources of information about enterprise-specific target markets* may include:

- internal, historic records, such as sales records, purchase histories, customer databases, stock records, customer accounts
- customer market research
- information from support businesses, such as suppliers, distributors, agents, associates, head office, manufacturers, the wholesale sector, marketing companies
- customer feedback, including paper-based, electronic/online, verbal feedback, customer complaints and comments.

*Demographic characteristics* may relate to:

- age
- gender
- marital status, including details of family
- identification of the nature and size of the buying unit, such as company, individual, agent, wholesale, retail, government, domestic, international
- earning level and/or level of disposable income
- access to credit
- ethnicity, language spoken
- geographic location
- employment, such as type, status
- transport used
- media used
- preferred buying/payment option.

*Benefits of using target markets* may relate to:

- being better able to meet identified need

- faster and more profitable sales
  - more satisfied customers
  - less waste
  - ability to become established as a specialist supplier
  - being able to get to know the target better as the level of interaction with them builds
  - reducing the likelihood of competitors entering into the marketplace.
- Promotional initiatives* may relate to:
- media campaigns
  - internal promotions, including static displays, demonstrations, tastings, videos, competitions, celebrity appearances, 'specials', packages, events.
- Static in-house promotions* may include:
- window displays
  - table and counter displays
  - advertising material that promotes nominated products and/or services
  - pricing tickets
  - informational and other print-based materials
  - use of actual product
  - use of appropriate props to support, extend and highlight the product/service being promoted
  - integration with external media and other campaigns.
- Verbally promoting products and/or services* must include:
- honesty and accuracy in descriptions
  - adherence to enterprise policies and procedures governing selling
  - using appropriate questioning and listening techniques

- using descriptive phrases
  - selling the benefits and not the features
  - comparison of products and services
  - making suggestions and recommendations
  - meeting identified customer need.
- Demonstrate products and/or services* may involve:
- showing the customer
  - involving the customer
  - being active maintaining security and safety throughout the demonstration
  - adhering to relevant enterprise policies and procedures
  - complying with any relevant host-country legislation.
- Approach the customer* may include:
- determining and applying appropriate timing of the approach
  - greeting and welcoming the customer
  - identifying self and making an offer of assistance
  - identifying and applying the preferred sales approach, given the factors that apply at the time
  - creating and conveying a positive impression to arouse and/or sustain customer interest
  - responding to observed customer buying behavior.
- Gather information* relevant to the sale may include:
- applying questioning techniques to determine customer buying motives
  - using listening skills to determine customer requirements
  - interpreting and clarifying nonverbal customer communication cues
  - identifying customers by name where possible and appropriate
  - directing customer to specific merchandise.

*Selling skills* may relate to:

- matching customer needs to appropriate products and services
- communicating knowledge of products' features and benefits clearly to customers
- describing product and/or service use and safety requirements to customers
- involving product or service specialist as required
- answering routine customer questions about products and services accurately and honestly, or refer to more experienced sales staff.

*Buying objections* may involve:

- identifying and accepting customer objections
- categorizing objections into price, time and product/service characteristics
- offering solutions according to enterprise policies
- applying problem-solving to overcome customer objections
- using the 'feel-felt-found' approach.

*Maximizing sales opportunities* must include:

- recognizing opportunities for making additional sales
- advising customer of complementary products or services, according to customer's identified need
- demonstrating the ability to make 'add on' sales, to 'up-sell', to use 'suggestive selling' techniques and to use the 'ABC' approach to maximizing sales
- demonstrating the ability to be an order maker and not just an order taker
- complying with enterprise policies in relation to selling.

*Close the sale* must include:

- monitoring, identifying and responding appropriately to customer buying signals
- encouraging customer to make purchase decisions through the use of appropriate and acceptable verbal and non-verbal prompts

- congratulating the customer on their selection
- thanking the customer for their business
- encouraging the customer to return to make further purchases.

#### **Assessment Guide**

The following skills and knowledge must be assessed as part of this unit:

- knowledge of the enterprise's policies and procedures in regard to promoting and selling products and/or services
- knowledge of the principles of promotion and selling
- ability to research
- knowledge of communication, negotiation, inter-personal and rapport building skills
- knowledge of product and service knowledge
- knowledge of target markets for the host enterprise
- knowledge of compliance with legal issues of the host country in relation to the promotion and sale of products and services
- knowledge of differing customer preferences, needs and wants
- ability to meet and overcome buying objections
- ability to make suggestions and recommendations in-line with identified customer wants, needs and preferences
- ability to apply a variety of acceptable sales techniques that will achieve a win-win situation without putting pressure on the customer.

#### **Linkages To Other Units**

- Access and retrieve computer-based data
- Develop and update local knowledge
- Maintain hospitality industry knowledge

- Manage and resolve conflict situations
- Promote hospitality products and services
- Receive and resolve customer complaints
- Provide advice to patrons on food and beverage services
- Gather and present product information
- Maintain a paper-based filing and retrieval system
- Process a financial transaction for services rendered
- Process transactions for purchase of goods and services
- Process financial transactions
- Plan and implement sales activities or campaigns
- Prepare and deliver a presentation
- Create promotional display stand
- Maintain product information inventory
- Plan and implement sales activities
- Source and present information.

**Critical Aspects of Assessment**

Evidence of the following is essential:

- demonstrated ability to develop product and/or service knowledge for a nominated range of items and be able to apply such knowledge in a sales situation
- demonstrated ability to develop knowledge about the target markets established by the host enterprise and apply that knowledge in a nominated sales or promotion situation
- demonstrated ability to promote a nominated product and/or service internally within the host enterprise

- demonstrated ability to promote a nominated product and/or service externally using a designated medium and within a given budget
- demonstrated ability to effectively sell a nominated range of products and/or services to a specified target group.

**Context of Assessment**

This unit may be assessed on or off the job

- assessment should include practical demonstration either in the workplace or through a simulation activity, supported by a range of methods to assess underpinning knowledge
- assessment must relate to the individual's work area or area of responsibility.

**Resource Implications**

Training and assessment to include access to a real or simulated workplace; and access to workplace standards, procedures, policies, guidelines, tools and equipment.

**Assessment Methods**

The following methods may be used to assess competency for this unit:

- case studies
- observation of practical candidate performance
- oral and written questions
- portfolio evidence
- problem solving
- role plays
- third party reports completed by a supervisor
- project and assignment work.

**Key Competencies in this Unit**

*Level 1 = competence to undertake tasks effectively*

*Level 2 = competence to manage tasks*

*Level 3 = competence to use concepts for evaluating*

<b>Key Competencies</b>	<b>Level</b>	<b>Examples</b>
Collecting, organizing and analyzing information	1	Research, gather and assimilate product and service information
Communicating ideas and information	2	Provide product and service information to customers
Planning and organizing activities	2	Prepare sales approaches
Working with others and in teams	1	Include sales specialists in the selling process
Using mathematical ideas and techniques	1	Calculate selling prices for customers as part of the selling/negotiation process
Solving problems	2	Overcome buying objections
Using technology	1	Use technology to research and obtain product and service information