

	<b>Unit ID: 282</b>
<b>Domain</b>	<b>HOSPITALITY – CORE SKILLS</b>
<b>Title:</b>	<b>Promote products, services and guest relations in a hospitality establishment</b>
<b>Level: 3</b>	<b>Credits: 3</b>

### Purpose

This unit standard specifies the competency required to promote products, services and guest relations in a hospitality establishment. People credited with this unit standard are able to: identify and access information on products and services offered by the establishment; promote appropriate products and services to guests; and promote and maintain guest relations.

### Special Notes

1. Entry information:

Prerequisite:

- Unit 42 *Follow workplace health, safety and hygiene procedures in a hospitality establishment* or demonstrated equivalent knowledge and skills.

2. Assessment evidence may be collected from a real workplace or simulated workplace in which there is a high degree of realism that replicates a commercial workplace setting. Where a simulated workplace is used, candidates must be:

- placed under realistic time pressures
- encounter realistic customer/staff ratios.

While the guest in the assessment activity need not be a paying guest, they must have the expectations of a paying guest. There must be documented evidence of multiple occasions where the candidate has provided services for guests.

In all interactions, customers are to be greeted and treated in a polite, friendly and helpful manner.

3. The conduct of training and assessment activities related to this unit standard is recommended to take place in conjunction with other relevant, technical unit standards in this Domain or Subfield.
4. Verbal communication with customers and/or colleagues and/or service providers must be clear, audible, interactive, appropriate to the audience and situation, and supported by appropriate actions where barriers to communication exist.

5. All inspection, operation and maintenance procedures associated with the use of tools and equipment shall comply with establishment procedures and manufacturer's instructions.
6. Glossary
  - The term *establishment requirements* or procedures refers to any policy, procedure or agreed requirement, either written or oral, that is made known to the worker for use in their work.
  - *Barriers to communication* may include but are not limited to cultural and/or language differences, word choice, voice modulation, not listening actively, deafness and/or not being able to speak, noise levels.
  - *Safe working practices* include day to day observation of safety policies and procedures and legislative requirements.
  - *Specifications* refers to any, or all of the following: manufacturer's specifications and establishment specific requirements.
7. Regulations and legislation relevant to this unit standard include the following:
  - Labour Act No 11 2007 as amended
  - Tobacco Products Control Act No 1 of 2010
  - Financial Intelligence Act No 3 of 2007The Social Security Act 1994
  - Regulations relating to the Health and Safety of employees at work, 1997 and all subsequent amendments to any of the above.

### **Quality Assurance Requirements**

This unit standard and others within this subfield may be awarded by institutions which meet the accreditation requirements set by the Namibia Qualifications Authority and the Namibia Training Authority and which comply with the national assessment and moderation requirements. Details of specific accreditation requirements and the national assessment arrangements are available from the Namibia Qualifications Authority and the Namibia Training Authority. All approved unit standards, qualifications and national assessment arrangements are available on the Namibia Training Authority website [www.nta.com.na](http://www.nta.com.na)

### **Elements and Performance Criteria**

#### **Element 1: Identify and access information on products and services offered by the establishment**

##### **Range**

*Opportunities to access product and service information* include but are not limited to advertisements, promotions, internet, presentations, seminars, workshops, conferences, sales people, trade shows and exhibitions, guest contact, colleagues.

*Product and service information* may include general features, special features, benefits, disadvantages, price, special offers, availability, how to purchase or order.

## **Performance Criteria**

- 1.1 Opportunities to access and update product and service information are identified in line with establishment procedures.
- 1.2 Guest feedback and workplace observation are used to evaluate products, services and promotional initiatives in line with establishment procedures.
- 1.3 Knowledge obtained is shared with colleagues to improve the sales-effectiveness of the team in line with establishment procedures.
- 1.4 Experience gained from the workplace and direct guest feedback is passed on to the appropriate person for consideration in future planning in line with establishment procedures.
- 1.5 Any changes in guest preferences, needs and expectations are identified and recorded in line with establishment procedures.
- 1.6 Ideas for product and/or service adjustments to meet guest needs are suggested to the appropriate person in line with establishment procedures.

## **Element 2: Promote appropriate products and services to guests**

### **Range**

*Guest preferences, interests and needs* may arise because of age, gender, prior knowledge, special needs. Guest preferences, interests and needs may include value for money, prompt service, comfort, new experience.

Guest preferences, interests and needs may be determined through active listening, questioning, observation and recognition of non-verbal signs.

*Selling techniques* may include use of pro-active and positive communication skills during and through serving, helping, recommending and advising, building a rapport with customers, arousing interest.

*Promoting products and services* may include displays, promotions, special offers and deals, menus and specials, word of mouth, up-grading, up-selling.

### **Performance Criteria**

- 2.1 Guest preferences, interest and needs are determined in line with establishment procedures.
- 2.2 Information about products and services is offered to customers in line with establishment procedures.
- 2.3 Communication styles and selling techniques are used to encourage usage and purchase of products and services in line with establishment procedures.

- 2.4 Guests are made aware of possible enhancements to products and services in line with establishment procedures.
- 2.5 Products and services are pro-actively promoted at appropriate opportunities in line with establishment procedures and promotional focus.

**Element 3: Promote and maintain guest relations**

**Range**

*Building guest relations* includes but is not limited to: completing required activities to achieve guest satisfaction; goodwill and trust; and being observant on guest satisfaction or concerns through contact with guest upon completion of tasks.

*Credibility with guests* includes but is not limited to meeting guest expectations for reliability, punctuality, products knowledge, corporate image and quality service.

*Responses to guest inquiries* includes but is not limited to: identifying and dealing with causes of guest dissatisfaction; using inquiries and complaints as opportunities to demonstrate exceptional service; and keeping objective written records of contact with guest, including matters addressed and remedial or other action taken.

**Performance Criteria**

- 3.1 Guest relations are built and maintained in line with establishment procedures.
- 3.2 Strategies are applied to build credibility with guests in line with establishment procedures.
- 3.3 Guest inquiries and complaints are responded to in line with establishment procedures.
- 3.4 Guest confidentiality is maintained in line with establishment procedures and guest requirements.

**Registration Data**

<b>Subfield:</b>	Hospitality and Tourism
<b>Date first registered:</b>	29 March 2007
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<b>Body responsible for review:</b>	Namibia Training Authority