Unit 202: Understand business success

# Worksheet 13: Know the contribution that people make to a business

Explain the **importance of product knowledge** to successfully contribute to a business: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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In order to talk about, recommend or upsell staff need to fully understand each of the products and services available. Why is it important that they know?

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| **Knowledge** | **Why is it important?** |
| What are the high profit items |  |
| What’s not included, but may be relevant to offer to the customer |  |
| What are the ingredients in a dish |  |
| What does it taste like |  |
| What are the best accompaniments to a dish |  |

Using the table complete the blank boxes outlined in blue giving examples as appropriate

|  |  |  |
| --- | --- | --- |
| **Product knowledge refers to knowledge about:** | **Product sold, Service provided, Venue, Policies of business** | **Give an example of when this would be used** |
| Procedures used within the business | Operating procedure or protocols within the business  Local attractions, services, facilities, events or infrastructure | Guest asks what time is check out tomorrow  Guest asks do you have a swimming pool |
| **Examples of product knowledge** | | |
| **Brands** | Size, type, quality | Which bottle of champagne is the best quality  Do Bollinger do a Rose champagne? |
| **Items on offer/ menu** | Look. Taste, cost, ingredients | Is that gluten free? |
| **Payment options** | What types of credit card accepted, tap and go, cash, apple pay |  |
| **Management and staffing** | Roles, responsibilities |  |
| Operational matters |  |  |
| Local information |  |  |
| Transport |  |  |
| Shopping/ theatre |  |  |