Unit 202: Understand business success

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

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

Product knowledge can be defined as an organised body of information about products and services offered to customers or guests, which can be utilised to influence their buying decision, contributing to the overall guest satisfaction.

**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?**

|  |  |
| --- | --- |
| **Knowledge** | **Why is it important?** |
| What are the high profit items | These products have higher margins therefore more profit. They contribute to a mix of product prices. |
| What’s not included, but may be relevant to offer to the customer | Upselling opportunity. Room rate does not include breakfast. Ask customer do they want to have breakfast in the morning. |
| What are the ingredients in a dish | Knowing product ingredients for health and safety reasons i.e. Allergens, alcohol, etc. |
| What does it taste like | If you know how good it tastes this is an opportunity to sell, or if a guest has a preference for something sweet you can offer it based on knowledge. |
| What are the best accompaniments to a dish | ‘In particular, red wine goes well with that… ‘(great way to upsell) and provide good guest service. |

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 businessLocal attractions, services, facilities, events or infrastructure | Guest asks what time is check out tomorrowGuest asks do you have a swimming pool |
| **Examples of product knowledge** |
| **Brands** | Size, type, quality | Which bottle of champagne is the best qualityDo 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 | When paying a bill |
| **Management and staffing** | Roles, responsibilities | When a guest is looking to book room service, or make a complaint |
| Operational matters | What department can help, how to contact them, times of opening, choices of food and drink | Guest asking what time is dinner served from |
| Local information | Attractions, medical facilities, museums, police station | Guest with a tooth ache |
| Transport | Transport options, prices, number to contact, directions to stations, airport | Guest going to the airport |
| Shopping/ theatre | Location, directions, transport routes, where top by tickets | Guest looking to book theatre tickets |