

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 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	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 to buy tickets	Guest looking to book theatre tickets
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