

Level 1 International Introductory Award in Hospitality Selling Qualification Specification

Summary

This qualification offers learners an introduction to sales and the basic principles of sales techniques in the hospitality industry.

Learning Outcomes

To be successful in this qualification a learner must have the knowledge to be able to:

- Explain the differences between sales and marketing and how they are dependent on each other within the hospitality industry.
- Demonstrate an understanding of the importance of sales to the hospitality organisation.
- Understand how to communicate effectively within a hospitality sales setting.
- Identify how consumer behaviour affects the selling process and exploiting selling opportunities in the hospitality industry.
- Describe a range of basic selling techniques appropriate to a range of hospitality organisations.

Expectation of Successful candidates

The qualification is a knowledge-based qualification. Successful learners will have knowledge of sales and the principles of basic sales techniques within hospitality. The qualification does not develop or assess actual competence in sales activities.

Successful learners will need to practice real-life situations in context under close supervision in the workplace. There should be no assumption of actual competence on completion of this qualification.

A statement from City & Guilds has been added into the delegate pack (page 7) for the qualification to ensure that it is clear what the candidates can expect from the qualification.

Content

Content

Section One – The Theory of Selling

Aims

At the end of this section learners should be able to:

- Describe the difference between marketing and sales in the hospitality industry.
- Demonstrate an understanding of the benefits of the selling function to the hospitality organisation.
- Explain the links between sales, customer service and profitability within the hospitality industry.

Indicative Content

- 1.1 Provide an overview of the function of marketing and its relationships with sales within the hospitality industry, including its role in meeting customer needs and expectations and how the function of marketing drives the approach to sales.
- 1.2 Describe the function and process of selling within the hospitality industry and show how it supports marketing through providing customers with a way to purchase products and services, through a variety of different methods.
- 1.3 Explain the links between hospitality customer service, selling and profitability and consider how strong customer service acts as a selling tool and aids profitability.
- 1.4 Describe the different stages in the selling cycle – Pre-sale, Sale and Post-Sale.

Section Two – Understanding the Hospitality Customer

Aims

At the end of this section learners should be able to:

- Explain the stages a hospitality customer goes through in order to make a buying decision within the hospitality industry.
- Demonstrate an understanding of hospitality customer requirements in a variety of selling situations.
- Use a range of different question techniques to understand customer needs.

Indicative Content:

- 2.1 Explain the process a customer goes through in order to make a buying decision; recognition of the need; information search; evaluating alternatives; making the purchase decision; post-purchase feelings.
- 2.2 Recognise the difference between features and benefits in hospitality selling situations.
- 2.3 Describe the different motives that people have for buying hospitality services and associated products.
- 2.4 Explain different ways of asking questions to help understand the hospitality customer needs: open, closed, soft, hard fact, information seeking and evaluative questions.

Section Three – Developing Basic Selling Techniques

Aims

At the end of this section learners should be able to:

- Demonstrate an understanding of the importance of selling within the hospitality industry.
- Realise the importance of being proactive within a hospitality selling role.
- Describe hospitality service and product benefits to customers.
- Handle selling objections within hospitality situations.
- Explain how to close a sale within hospitality situations.

Indicative Content

- 3.1 Recognise the importance of looking for selling opportunities in every hospitality customer situation.
- 3.2 Explain the difference between proactive and reactive selling, selling add-on's; descriptive selling; up-selling; cross-selling and substitute selling within hospitality organisations.
- 3.3 Describe how to sensitively, sympathetically and constructively handle customer objections raised by hospitality customers, about products and services that you are selling.
- 3.4 Identify different methods for a hospitality customer to use to confirm that they are making their booking.

Section Four – Effective Communication in Selling Situations

Aims

At the end of this section learners should be able to:

- Demonstrate an understanding of the importance of using effective communications in hospitality selling situations.
- Explain how to recognise a hospitality customer's response in selling situations.
- Identify the most appropriate questioning and listening techniques within hospitality selling.
- Explain how to handle difficult communication in hospitality situations.

Indicative Content

- 4.1 Explain the different forms of verbal and non-verbal communications appropriate to the selling function, within the hospitality industry.
- 4.2 Describe how to use your voice effectively in selling situations – pitch, tone and speed.
- 4.3 Explain the different forms of non-verbal communications including: gestures, hand signals, posture and facial expressions.
- 4.4 Recognise the importance of listening, and how to show the customer that you are listening to them and their needs.
- 4.5 Recognise the verbal and non-verbal messages sent by the customer and how to respond to them effectively in order to deal with queries and close sales.

Assessment

Assessment will determine whether learners have achieved the standard required to obtain a City & Guilds International Introductory Award in Hospitality Selling.

Learners will undertake a one-hour test that has 40 Multiple choice (two answer) questions. The learner will need to select the correct answers and the pass mark is 80%. The test will be marked by City & Guilds.

Particular Assessment Requirements

It is important that particular assessment requirements of learners are recognised and provision made for these. Information on the assessment of learners with particular assessment requirements has been provided by City & Guilds and can be accessed on the City & Guilds website in the following document:

- Access to Assessment – candidates with particular requirements.

Delivery Advice

The total guided learning hours for this qualification are 7 and it is expected that learners will spend this time in a classroom based learning environment.