

UNIT 273 (LEVEL 2 UNIT, 6 CREDITS)

PROMOTE ADDITIONAL SERVICES OR PRODUCTS TO CUSTOMERS

Services or products are continually changing to keep up with customers' expectations. By offering new or improved services or products organisation's can increase customer satisfaction. This unit is about the need to keep pace with new developments and how you can encourage customers to take an interest in them.

This unit has four learning outcomes:

1. Identify additional services or products that are available
2. Inform customers about additional services or products
3. Gain customer commitment to using additional services or products
4. Understand how to promote additional services or products to customers.

UNIT 273 (2GEN6)

PROMOTE ADDITIONAL SERVICES OR PRODUCTS TO CUSTOMERS

Evidence

This space is to record your evidence for this unit. The criteria that you should be able to record are within the learning outcomes.

No	Method	Summary of evidence, or portfolio reference	Assessor initials
1			
2			
3			
4			

Photocopy if required

What you must do

You must show that you can perform consistently to the same standard. This will be assessed by your assessor using various methods which must include observation of your performance.

(OUTCOME 1)

Circled numbers
must be observed

	1	2	3	4
1 Update and develop your knowledge of your organisation's services or products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2 Check with others when you are unsure about new service or product details	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3 Identify appropriate services or products that may interest the customer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4 Spot opportunities for offering the customer additional services or products that will improve the customer experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(OUTCOME 2)

Circled numbers
must be observed

	1	2	3	4
5 Choose the best time to inform the customer about additional services or products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6 Choose the best method of communication to introduce the customer to additional services or products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7 Give the customer accurate and sufficient information to enable them to make a decision about the additional services or products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8 Give the customer time to ask questions about the additional services or products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(OUTCOME 3)

Circled numbers
must be observed

	1	2	3	4
9 Close the conversation if the customer shows no interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10 Give information to move the situation forward when the customer shows interest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11 Secure customer agreement and check customer understanding of the delivery of the service or product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12 Take action to ensure prompt delivery of the additional services or products to the customer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13 Refer the customer to others or to alternative sources of information if the additional services or products are not their responsibility.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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What you must cover

Your evidence should be collected when carrying out a real job, whether paid or voluntary, and when dealing with real customers, whether internal or external to the organisation. However, for this unit, evidence collected in a realistic working environment or a work placement is permissible. Simulation is not allowed for any performance evidence within this unit.

1 2 3 4

Additional services

You must provide evidence that the additional services or products offered include:

- | | | |
|---|---|---------|
| 1 | use of services or products that are new to your customer | ● ● ● ● |
| 2 | additional use of services or products that your customer has used before | ● ● ● ● |

Identifying what the customer wants

You must provide evidence that shows you:

- | | | |
|---|--|---------|
| 1 | identify what your customer wants by seeking information directly | ● ● ● ● |
| 2 | identify what your customer wants from spontaneous customer comments | ● ● ● ● |

What you must know

Evidence for this section can be collected in a variety of ways. Your assessor will discuss with you how to collect and record this information.

(OUTCOME 4)

To understand how to promote additional services or products to customers you need to:

- | | |
|----|---|
| K1 | Describe the organisation's procedures and systems for encouraging the use of additional services or products |
| K2 | Explain how additional services or products will benefit customers |
| K3 | Explain how customers' use of additional services or products will benefit the organisation |
| K4 | Identify the main factors that influence customers to use services or products |
| K5 | Explain how to introduce additional services or products to customers outlining their benefits, overcoming reservations and agreeing to provide the additional services or products |
| K6 | State how to give appropriate, balanced information to customers about services or products. |

