

## 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?

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
<b>Examples of product knowledge</b>		
<b>Brands</b>	Size, type, quality	Which bottle of champagne is the best quality  Do Bollinger do a Rose champagne?
<b>Items on offer/ menu</b>	Look. Taste, cost, ingredients	Is that gluten free?
<b>Payment options</b>	What types of credit card accepted, tap and go, cash, apple pay	
<b>Management and staffing</b>	Roles, responsibilities	
Operational matters		
Local information		
Transport		
Shopping/ theatre		