

<b>Title</b>	<b>Demonstrate knowledge of the sales function within a tourism workplace</b>		
<b>Level</b>	<b>3</b>	<b>Credits</b>	<b>3</b>

<b>Purpose</b>	People credited with this unit standard are able to demonstrate knowledge of the sales function within a tourism workplace.
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<b>Classification</b>	Tourism > Visitor Services
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<b>Available grade</b>	Achieved
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## Guidance Information

### Definitions

*Cross selling* refers to a practice in sales in which the salesperson seeks to increase the value of the sale by suggesting related lines, special promotions, or seasonal merchandise to complement the original purchase either online or face to face.

*Tourism workplace* refers to any organisation involved in the domestic tourism industry, the inbound tourism industry, or the outbound tourism industry. Tourism workplaces may include but are not limited to – transport operators, accommodation providers, attraction and activity operators, food and beverage establishments, visitor information centres, travel retailers, travel wholesalers.

*Up-selling* refers to a practice in sales aimed at convincing the customer to buy a higher priced item than the one originally enquired about.

*Workplace objectives* incorporate the vision, mission statement, and business objectives of the workplace.

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## Outcomes and performance criteria

### Outcome 1

Demonstrate knowledge of the sales function within a tourism workplace.

### Performance criteria

- 1.1 The purpose of the selling function is described in terms of its contribution to the achievement of workplace objectives.
- 1.2 The role each individual undertakes as a 'salesperson' is described in terms of its impact on the workplace image and success.

- 1.3 Characteristics of effective sellers are described in terms of their impact on sales to tourism workplace customers.

Range characteristics must include but are not limited to – attitude, communication skills, customer service skills, motivation, personality, product knowledge, technical skills.

- 1.4 The concepts of up-selling and cross selling are described in terms of their significance to workplace objectives.

- 1.5 The difference between ‘benefits’ and ‘features’ are identified in terms of the products offered.

Range evidence is required for a minimum of three different products.

- 1.6 Add-ons are identified in terms of features and benefits that may complement the products offered.

Range evidence is required for a minimum of three different products.

<b>Replacement information</b>	This unit standard and unit standard 23763 replaced unit standard 21231.
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<b>Planned review date</b>	31 December 2027
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#### Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	25 January 2008	31 December 2018
Review	2	16 March 2017	31 December 2024
Review	3	27 April 2023	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	0112
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

#### Comments on this unit standard

Please contact Ringa Hora Services Workforce Development Council [qualifications@ringahora.nz](mailto:qualifications@ringahora.nz) if you wish to suggest changes to the content of this unit standard.