

<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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### Explanatory notes

#### Definitions

*Suggestion 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.

*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 evidence requirements

#### Outcome 1

Demonstrate knowledge of the sales function within a tourism workplace.

#### Evidence requirements

- 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 'sales person' 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 suggestion 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 product 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 product 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 2021
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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	N/A

<b>Consent and Moderation Requirements (CMR) reference</b>	0078
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

**Please note**

Providers must be granted consent to assess against standards (accredited) by NZQA, before they can report credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be granted consent to assess against standards by NZQA before they can register credits from assessment against unit standards.

Providers and Industry Training Organisations, which have been granted consent and which are assessing against unit standards must engage with the moderation system that applies to those standards.

Requirements for consent to assess and an outline of the moderation system that applies to this standard are outlined in the Consent and Moderation Requirements (CMRs). The CMR also includes useful information about special requirements for organisations wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

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**Comments on this unit standard**

Please contact ServicIQ [qualifications@ServicIQ.org.nz](mailto:qualifications@ServicIQ.org.nz) if you wish to suggest changes to the content of this unit standard.