Title	Demonstrate knowledge of relationship building, and selling tools, used in the travel industry

Level	4	Credits	6

Purpose	People credited with this unit standard are able to, in the travel industry, demonstrate knowledge of: customers in terms of relationship building, and business growth; and communication skills, and selling tools used.

Classification	Tourism > Travel

Available grade	Achieved

Guidance Information

1 Definitions
CRM/TMS refers to a client relationship management system or travel management system used in the travel industry capable of managing client, booking, and financial details and interfacing with a computer reservation system. Examples may include but are not limited to – Sabre Agency Manager (SAM), CrossCheck Travel (CCT), Tramada.
Cross-selling refers to the process of selling an additional product or service such as a tour, a spa appointment, food & beverages.
Extrinsic factors refer to variables that facilitate or enable people to travel.
Intrinsic factors refer to emotions and the reasons for behaviour. In the travel industry, it is understanding what motivates people to travel.
Suppliers may include but are not limited to – wholesalers or direct suppliers.
Upselling refers to the process of selling an upgraded version of a product, for example, a different flight, tour or accommodation,

2 Evidence for this unit standard may be obtained in a travel industry workplace or a simulated environment that closely reflects workplace conditions, policies, and procedures.

3 This unit standard can be assessed by practical demonstration of relationship building and selling tools, and their applications in the travel industry.

Outcomes and performance criteria

Outcome 1

Demonstrate knowledge of customers in terms of relationship building, and business growth in the travel industry.

Performance criteria

1.1   Specialist travel products are identified and described in accordance with supplier information.

        Range   evidence of two specialist travel products is required.

1.2   Extrinsic and intrinsic factors that influence customers are identified and explained in terms of the impact on the customer's decision-making process.

        Range   evidence of two extrinsic factors and two intrinsic factors is required.

1.3   Opportunities for sourcing customers are identified and evaluated in terms of their contribution to business growth.

        Range   evidence of two opportunities is required.

1.4   The importance of existing customers is outlined in terms of business value.

1.5   Stages of the customer life cycle are identified and presented in terms of business growth and operations.

1.6   The purpose of a CRM/TMS is outlined in terms of managing business operations.

1.7   The importance of understanding and achieving sales targets is explained in terms of contributing to business operations.

Outcome 2

Demonstrate knowledge of communication skills, and selling tools used in the travel industry.

Performance criteria

2.1   The necessary qualities required of a travel professional are outlined in terms of contributing to profitable business outcomes.

        Range   evidence of three qualities is required.

2.2   Selling tools are identified and evaluated in terms of how they contribute to securing the sale.

        Range   evidence of three selling tools is required.

2.3   Opportunities for upselling and cross selling are identified in terms of maximising sales.

        Range   evidence is required for two opportunities for upselling, and two opportunities for cross selling.

2.4   Communication and interpersonal skills are identified in terms of how they are used and applied as effective sales techniques during the sales process.

       Range   evidence of two communication skills and two interpersonal skills is required.

2.5   Methods of communication and appropriate communication etiquette are identified and matched to internal and external customers.

       Range   internal and external customers include but are not limited to – customers, suppliers, staff;
evidence of communication with one internal and one external customer is required.

2.6   Support services available to the customer after departure, and follow-up methods upon their return are identified and explained in terms of personal and organisational benefits.

Planned review date	31 December 2025

Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	12 December 2013	31 December 2022
Rollover	2	16 February 2017	31 December 2022
Review	3	26 November 2020	N/A

Consent and Moderation Requirements (CMR) reference	0112

This CMR can be accessed at http://www.nzqa.govt.nz/framework/search/index.do.

Comments on this unit standard

Please contact ServiceIQ qualifications@ServiceIQ.org.nz if you wish to suggest changes to the content of this unit standard.