

Appendix Q

HOSPITALITY, LODGING, AND TOURISM YOUTH APPRENTICESHIP

MARKETING AND SALES I UNIT 9

Unit 9: ALL Pathways

Marketing and Sales I Unit

Competency

1. Assist to sell products & services using effective sales techniques

Performance Standard Condition

Competence will be demonstrated

- at the worksite and classroom
- While assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Become familiar with marketing materials, brochures, and any applicable publications and information to assist the customer
- Greet and assist guests
- Use effective sales techniques with customers such as listening to the emotional side, focusing on customer needs, focus on customer priorities and using “you” language
- Respond to dissatisfied guests
- Assist guests by telephone
- Construct or assemble displays and display components
- Stock and maintain displays
- Change or rotate window displays, interior display areas, and signage to reflect changes in inventory or promotion

Learning Objectives

- Define marketing
- Define sales
- Explain the difference between marketing and sales
- Identify the elements of marketing
- Research & list effective sales techniques
- Identify the steps of the selling process
- Name methods for making the initial approach in retail sales
- Explain the business ethics of selling
- Explain the use of technology in selling
- Identify selling regulations
- Identify product information in the use of selling
- Describe ways to determine customer needs
- List common objections to purchasing
- Explain how to address customer objections
- Explain how a theme might determine the types of products/services/events available
- Explain how retail displays are used in marketing retail items
- Describe types of display arrangements

Comments:

Unit 9: ALL Pathways

Marketing and Sales I Unit

Competency

2. Prevent unnecessary losses

Performance Standard Condition

Competence will be demonstrated

- at the worksite and classroom

Performance Standard Criteria

Performance will be successful when the learner:

- Observe customers as they shop
- Monitor video surveillance while working
- Respond to alarms as they occur
- Attach anti-theft devices as applicable
- Monitor dressing areas for items in and out if applicable

Learning Objectives

- Describe the problem of retail theft
- List common measures to deter retail theft
- Discuss other types of potential losses other than theft

Comments:

Unit 9: ALL Pathways

Marketing and Sales I Unit

Competency

3. Reserve requested products or services

Performance Standard Condition

Competence will be demonstrated

- at the worksite and classroom

Performance Standard Criteria

Performance will be successful when the learner:

- Reserve service
- Record sale
- Obtain required deposits if applicable
- Provide customer with sales order copy, brochures, and any applicable publications containing service information
- Secure services or merchandise

Learning Objectives

- Describe the use & importance of a contract to reserve services
- Explain the role of deposits for securing services
- List types of merchandise that may be available at a venue

Comments:

Unit 9: ALL Pathways

Marketing and Sales I Unit

Competency

4. Assist to determine quote and pricing for product or service requested

Performance Standard Condition

Competence will be demonstrated

- at the worksite and classroom
- While assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Prepare product or service according to customer requirements
- Plan, describe, arrange, and sell packages and promotional incentives
- Identify an opportunity to sell up to greater experiences
- Evaluate and select providers of services according to customer requirements

Learning Objectives

- Describe how marketing services are planned and arranged for different purposes (e.g., promotional, new service or product, etc.)
- Describe the importance of suggestive selling and upgrading
- Describe group and event sales
- Explain methods to use to help a customer plan and decide on a product or service
- Generalize the effects that supply and demand have on products & services
- Identify economic, social, and health/safety factors influencing product & service decisions
- Identify key information to aid in targeting or modifying products for your audience

Comments:

Unit 9: ALL Pathways

Marketing and Sales I Unit

Competency

5. Complete/run all required sales reports

Performance Standard Condition

Competence will be demonstrated

- at the worksite and classroom

Performance Standard Criteria

Performance will be successful when the learner:

- Keep records pertaining to purchases, sales, and requisitions
- Enter records into databases
- Retrieve records
- Produce reports
- Present reports and results

Learning Objectives

- Explain the systems used to track & monitor sales operations
- Describe common marketing reports & how they are used

Comments:

Unit 9: ALL Pathways

Marketing and Sales I Unit

Competency

6. Process payments & advance deposits

Performance Standard Condition

Competence will be demonstrated

- at the worksite and classroom

Performance Standard Criteria

Performance will be successful when the learner:

- Accept cash/check payments
- Accept a credit card/debit card transaction
- Complete/run all required reports
- Balance transactions

Learning Objectives

- Explain how to obtain a credit check report
- Describe the importance of the credit check in meeting/event planning
- Describe how to process cash and credit/debit cards using a POS and cash register
- Describe how to identify appropriate cash, checks and forms of identification
- Describe end of shift audit procedures
- Demonstrate use of cash sheets to record cash collected
- Demonstrate use of cash sheets to record cash paid out

Comments:

Unit 9: ALL Pathways

Marketing and Sales I Unit

Competency

7. Process reservation changes/cancellations

Performance Standard Condition

Competence will be demonstrated

- at the worksite and classroom

Performance Standard Criteria

Performance will be successful when the learner:

- Obtain change or cancellation information
- Assess cancellation costs or change fees; invoice if needed
- Update master schedule or calendar
- Update meeting/event orders

Learning Objectives

- Explain the purpose of cancellation and change fees
- Describe the need for updating schedules and meeting/event orders

Comments:

Unit 9: ALL Pathways

Marketing and Sales I Unit

Competency

8. Assist to develop promotional materials

Performance Standard Condition

Competence will be demonstrated

- at the worksite and classroom
- While assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Identify networking opportunities and collaborative promotional efforts
- Develop promotional materials such as advertisements, coupons, brochures and web-based designs
- Identify key information elements to aid in targeting or modifying the service for a specific audience
- Create promotional message to target various markets
- Identify the optimum cost effective media – online and offline - to reach the target markets

Learning Objectives

- Explain the role of marketing in the hospitality, lodging, and tourism industry
- Analyze product information to identify product features and benefits
- Explain the role of promotion as a marketing function
- Explain types of promotion
- Give examples of promotional messages that target your intended audience
- Describe the goal of product presentation
- Discuss the elements of the promotion mix
- Define public relations
- Explain how promotional material usage is tracked

Comments:

Unit 9: ALL Pathways

Marketing and Sales I Unit

Competency

9. Assist to prepare and plan advertisements

Performance Standard Condition

Competence will be demonstrated

- at the worksite and classroom
- While assisting a worksite professional

Performance Standard Criteria

Performance will be successful when the learner:

- Plan advertising campaigns to sell services
- Determine advertising medium to be used
- Estimate the cost of advertising space or time
- Prepare sample advertisements within the selected medium for presentation
- Purchase advertising materials, space, and time as required to promote service
- Identify key information elements to aid in targeting or modifying the service for a specific audience

Learning Objectives

- Compare & contrast various forms of advertisements
- Compare & contrast various types of media for advertisements
- Research appealing methods of presentation for your type of product or service
- List factors that should be taken into account when designing an advertisement
- What are elements of a good advertisement
- Give examples of how to modify advertisements depending on the audience
- Explain how specific types of advertising will help promote services in the most effective way possible
- Explain the bidding and contract approval process with media agencies
- List options for advertisement artwork
- Identify the parts of a print advertisement

Comments:

Unit 9: ALL Pathways

Marketing and Sales I Unit

Competency

10. Send direct mailings

Performance Standard Condition

Competence will be demonstrated

- at the worksite and classroom

Performance Standard Criteria

Performance will be successful when the learner:

- Obtain direct mailing marketing list
- Prepare mailing labels from list
- Prepare mailer packets
- Pre-sort marketing mailers if required for bulk mailing
- Submit mailings to be delivered

Learning Objectives

- Define direct marketing
- List common channels to direct marketing
- Describe how marketing lists are obtained based on target audience factors
- Describe the bulk mailing process
- Explain how to sort bulk mail
- Discuss the environmental & societal impact of bulk mail marketing

Comments:

Unit 9: ALL Pathways

Marketing and Sales I Unit

Competency

11. Perform telemarketing

Performance Standard Condition

Competence will be demonstrated

- at the worksite and classroom

Performance Standard Criteria

Performance will be successful when the learner:

- Obtain telemarketing phone list or program
- Follow script for calls answered
- Document customer responses as required

Learning Objectives

- Describe how telemarketing lists are obtained based on audience factors
- Describe the use of technology in telemarketing activities
- Discuss the importance of scripts when telemarketing
- Explain the use of customer response documentation for monitoring telemarketing effectiveness
- Discuss the negative perceptions & criticisms of telemarketing
- List the main regulations covering telemarketing

Comments:

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Competency

12. Maintain media schedules and files

Performance Standard Condition

Competence will be demonstrated

- at the worksite and classroom

Performance Standard Criteria

Performance will be successful when the learner:

- Keep files for marketing media forms such as mail, telemarketing, web-based, radio, television, etc
- File updated bulletins and announcements as applicable
- Maintain cost sheets for various media services
- Monitor media schedule for upcoming promotions and new product/service announcements

Learning Objectives

- Compare & contrast costs and effectiveness of different forms of media marketing
- Discuss factors considered when choosing one or more types of media to promote a product or service
- Review media contracts
- Identify the importance of an up-to-date media library

Comments: