Unit 12: ALL Pathways
Marketing and Sales II Unit

Competency
1. Survey customer, employee, and competitor perceptions of product/service

Performance Standard Condition
Competence will be demonstrated
• at the worksite and classroom

Performance Standard Criteria
Performance will be successful when the learner:
• Obtain feedback and data from previous, current and potential customers
• Read trade publications to keep abreast of standards and trends

Learning Objectives
• Describe the purpose of marketing research
• Explain why market evaluation is important
• Identify methods of conducting marketing research
• Discuss trends and limitations in marketing research
• Define qualitative marketing research
• List types of qualitative marketing research
• Compare advantages & disadvantages of qualitative marketing research
• Identify reasons customers would be interested in your hospitality & tourism product/service
• Generalize the effects that supply and demand have on the hospitality and tourism industry

Comments:
Unit 12: ALL Pathways  
Marketing and Sales II Unit

Competency  
2. Identify and quantify the need for your product/service in the marketplace

Performance Standard Condition  
Competence will be demonstrated  
• at the worksite and classroom

Performance Standard Criteria  
Performance will be successful when the learner:  
• Compare your product/service to similar ones  
• Identify unique aspects of your product/service  
• Compare demand and cost considerations for product/service delivery  
• List selling points specific to the services at your company  
• List the groups or demographics of the groups to be targeted

Learning Objectives  
• Explain the components of a marketing plan  
• Discuss barriers to marketing planning  
• Explain the importance of a marketing plan for a hospitality, lodging, and tourism facility  
• Describe the use of market segmentation to design marketing plans  
• Define factors related to customer purchasing behaviors  
• Explain how market trends, growth, market size, market share, & market competition are analyzed to determine need  
• Explain how market segment, market target, market forecast and market position are determined  
• Define direct & indirect competition  
• List key trends affecting the hospitality industry

Comments:
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Competency

3. Research target demographics

Performance Standard Condition

Competence will be demonstrated
- at the worksite and classroom

Performance Standard Criteria

Performance will be successful when the learner:
- Study demographic reports
- List common customer preferences and limitations related to the product/service
- Determine a market segment for a particular product/service

Learning Objectives
- Explain the objectives of defining a demographic profile
- List the four types of marketing demographics
- Discuss the drawbacks of demographic profiling
- Define market segment
- Give examples of how culture is relevant to the hospitality and tourism industry
- Articulate the relevance of geography to hospitality and tourism including natural resources, climate, landforms and time zones
- Apply the concepts of weather and climate to hospitality situations
- Name sub-sector determinants related to demographics and psychographics

Comments:
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Competency

4. Research the objectives and needs of target customers

Performance Standard Condition

Competence will be demonstrated
• at the worksite and classroom

Performance Standard Criteria

Performance will be successful when the learner:
• Study the objectives, policies and needs of target customers
• Analyze details of targeted customers to assess their growth potential
• Study consumer preference reports to create a desirable experience & attitude
• Cooperate with advertising teams, sales managers, and designers, to plan advertising strategies that will entice people to purchase service

Learning Objectives
• Identify key information to aid in targeting or modifying products for your audience
• Describe the potential individual, group, cultural, and situational factors that influence a consumer's decision to buy
• Research discretionary factors that influence hospitality & tourism decisions to create customer options
• Identify key information to aid in targeting or modifying products for your audience
• Identify economic, social, and health/safety factors influencing travel decisions

Comments:
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Competency
5. Prepare a list of prospective customers

Performance Standard Condition

   Competence will be demonstrated
   • at the worksite and classroom

Performance Standard Criteria

   Performance will be successful when the learner:
   • Obtain referrals from previous customers
   • Prepare a list of prospective customers
   • Identify sources for prospective customers

Learning Objectives

   • Describe how a target market defines a prospective customer list
   • List sources of customer potential customer information
   • Describe various methods to introduce a product/service to prospective customers
   • Explain ways to turn a prospective customer into a regular or repeat customer

Comments:
Unit 12: ALL Pathways
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Competency

6. **Research places to sell services**

Performance Standard Condition

*Competence will be demonstrated*
- at the worksite and classroom

Performance Standard Criteria

*Performance will be successful when the learner:*
- Define locations for target market appeal
- Cooperate with advertising teams, sales managers, and designers, to plan advertising strategies that will entice people to purchase service

Learning Objectives

- Describe the factors to consider when finding locations for selling or placing a product/service
- Compare/contrast different marketing packets/materials
- Detail types of marketing materials for your facility
- Describe how to identify new advertising markets and how to serve them
- Explain the use of the sale presentation
- Describe collaboration with other entities to provide an inclusive product or service

Comments:
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Competency

7. Assist to forecast sales using sales history, popularity indices, and production sheets

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:**
- Study reports that project how much of this specific service will be sold within a certain period of time
- Forecast sales using sales history, popularity indices, and production sheets

Learning Objectives

- Explain the purpose of the sales history, popularity index & production sheet
- Explain how to analyze and evaluate sales histories, popularity indices, and production sheets Review examples of sales histories, popularity indices and production sheets
- Explain how to forecast sales using marketing information
- Define quantitative marketing research
- List types of quantitative marketing research
- Compare advantages & disadvantages of quantitative marketing research

Comments:
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Competency

8. Assist to test different ways to present a specific product/service

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:
- Test different ways of presenting this specific product/service to find their most 'easy-to-sell' form
- Suggest strategies for capturing a larger market share
- Suggest methods to convince customers to return and refer others to the facility
- Develop relationships with target organizations to develop strategies that will promote your services
- Assist with promotions
- Consult with staff to arrange promotional campaigns

Learning Objectives
- Describe how to highlight key hospitality & tourism product/service features
- Explain the hospitality product as the key element in the marketing mix
- Differentiate among product, product item, product line, product mix and product bundling as they apply to the hospitality industry
- Describe factors used to position hospitality services
- Analyze common product mix decisions that marketers make
- Describe the ways to incorporate a loyalty program into the marketing plan
- List ways to entice the customer to return
- Detail ways to set-up a marketing partnership
- Describe the process to create a tourism experience package with other businesses
- List methods used to test a specific product/service

Comments:
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Competency

9. Assist to develop a new/revised marketing strategy for a specific product/service

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:**
- Collect marketing information from customers
- Collect marketing information from other sources such as staff, vendors, Internet, competitors
- Compare demand and cost considerations for product delivery
- Construct a sample pricing policy
- Compare product features and pricing of services offered at other like facilities
- Develop a new or unique strategy for a specific product/service

Learning Objectives

- Explain the nature and scope of the pricing function
- Explain the business ethics in pricing
- Discuss the legal considerations for pricing
- List factors affecting pricing
- Compare and contrast pricing policies such as penetration, skimming, and neutral pricing
- List methods to announce a new service to the public
- List ways to communicate a new service to current customers

Comments:
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Competency

10. Research customer satisfaction, market size & growth, buying cycles to evaluate marketing

Performance Standard Condition

**Competence will be demonstrated**
- at the worksite and classroom

Performance Standard Criteria

**Performance will be successful when the learner:**
- Examine applicable market and sales reports
- Note trends, patterns and changes
- Report to management any noted findings

Learning Objectives

- Explain why market evaluation is important
- Define market size and buying cycles
- Describe different methods for determining customer satisfaction
- List the information and reports needed to determine customer satisfaction, market size & growth, and buying cycles
- Discuss common trends and patterns in satisfaction, market size & buying cycles as they relate to the hospitality industry

Comments:
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Competency

11. Assist to audit services to ensure service is as described and advertised

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:**
- Develop audit tool in order to evaluate an advertised service
- Use tool to inspect product or service
- Compare audit findings to advertised claims
- Report discrepancies to management

Learning Objectives
- List key elements to inspect when auditing a product or service
- Compare and contrast different methods for evaluating/auditing a product/service

Comments:
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Competency
12. Assist to evaluate customer complaints regarding services, products, or personnel

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:**
- Obtain customer complaint information
- Record pertinent factual information regarding complaint
- Investigate potential causes of complaint
- Determine action to be taken with worksite professional
- Document action taken
- Monitor corrective action for future recurrences

Learning Objectives
- Explain the importance of follow up after customer complaints
- Evaluate service reputation
- List common steps to follow when determining the cause of a complaint
- Discuss the use complaint information in making product or service improvement

Comments: