



CATAPULT

SITTTSL005

Sell tourism products and services

Table of Contents (Extract)

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<https://catapultlearning.com.au/product/SITTTSL005/>

Trainer/assessor guide

SITTTSL005

Sell tourism products and services

Welcome to this unit of study

This unit describes the performance outcomes, skills and knowledge required to proactively sell tourism, travel, hospitality or event products. It requires the ability to identify specific customer needs, suggest a range of products to meet those needs, provide current and accurate product information and close the sale. The unit only covers sales skills and not related product and destination knowledge which is covered in other units.

The product can include any international or domestic product sold by any tourism, travel, hospitality, or event organisation.

The organisation could be a principal (the supplier) or an agent selling products on behalf of the principal. The sale may be made for a single product or multiple products making up a complete package or itinerary.

This unit applies to frontline sales or operations personnel who operate with some level of independence and under limited supervision. This includes travel consultants, inbound tour coordinators, visitor information officers, account managers for professional conference organisers, event coordinators, tour guides, restaurant managers, banquet coordinators or managers, resort activities coordinators, tour desk officers, reservations sales agents, and owner-operators of tourism organisations.

It may be undertaken as:

- » part of a formal qualification nationally recognised through the Australian Qualifications Framework (AQF)
- » a stand alone unit
- » part of a formal skill set

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About this trainer/assessor guide

Learning resource

The learning resource is divided into the following topics:

- » Identify customer product needs
- » Suggest products that meet customer needs
- » Provide specific product information and advice
- » Sell the product
- » Follow up sales opportunities

Each topic provides information to help you gain the skills and knowledge required to perform the work tasks to which they refer. Read the information and practise the skills described. You should also take the opportunity to undertake additional independent research. Your trainer/assessor may also provide supplementary information including interpretation of the contents of this resource.

At the end of each topic is:

- » a set of true or false questions
- » a set of multiple choice questions

These questions provide an opportunity to check your understanding and progress. They are self-marking and do not form part of the assessment for the unit.

Assessment workbook

To have this unit recognised as a formal qualification you need to have your skills and knowledge assessed. The assessment workbook provides:

- » information on competency-based assessment
- » instructions on how you will be assessed
- » assessment tools to assess your competence
- » instructions on how to complete the assessment tasks within each assessment tool

To be assessed as competent you need to provide evidence that you have the skills and knowledge to undertake the requirements of this unit. This assessment of competency is made by a qualified trainer/assessor from a registered training organisation. You must complete all the assessments as directed by your trainer/assessor to the required standard. It is not necessary to work through the guide in the order in which it is written. However this is at the discretion of your trainer/assessor.

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