

Promote additional services or products to customers

Overview

Services or products are continually changing in organisations to keep up with customers' expectations. By offering new or improved services or products your organisation can increase customer satisfaction. Many organisations must promote these to be able to survive in a competitive world.

This standard is about your need to keep pace with new developments and to encourage your customers to take an interest in them both face to face and through media such as social networking sites. Customers expect more and more services or products to be offered to meet their own growing expectations; from offering dinner reservations at check-in to providing a coffee and liqueurs service at the end of a meal. They need to be made aware of what is available from your organisation.

When you have completed this standard you will have demonstrated your understanding of and your ability to:

- promote additional services or products to customers

Promote additional services or products to customers

Performance criteria

You must be able to:

Identify additional services or products that are available

1. Update and develop your knowledge of your organisation's services or products
2. Check with others when you are unsure about new service or product details
3. Identify appropriate services or products that may interest your customer
4. Spot opportunities for offering your customer additional services or products that will improve their customer experience

Inform customers about additional services or products

5. Choose the best time to inform your customer about additional services or products
6. Choose the best method of communication to introduce your customer to additional services or products
7. Give your customer accurate and sufficient information to enable them to make a decision about the additional services or products
8. Give your customer time to ask questions about the additional services or products

Gain customer commitment to using additional services or products

9. Close the conversation if your customer shows no interest
10. Give information to move the situation forward when your customer shows interest
11. Secure customer agreement and check customer understanding of the delivery of the service or product
12. Ensure prompt delivery of the additional services or products to your customer
13. Refer your customer to others or to alternative sources of information, if the additional services or products are not your responsibility

Promote additional services or products to customers

Knowledge and understanding

You need to know and understand:

1. Your organisation's procedures and systems for encouraging the use of additional services or products
2. Your organisation's policy on using social media and networking sites to promote additional products and services
3. How additional services or products will benefit your customers
4. How your customer's use of additional services or products will benefit your organisation
5. The main factors that influence customers to use your services or products
6. How to introduce additional services or products to customers, outlining their benefits, overcoming reservations and agreeing to provide the additional services or products
7. How to give appropriate, balanced information to customers about services or products

Promote additional services or products to customers

Developed by	People 1st
Version Number	2
Date Approved	February 2016
Indicative Review Date	March 2021
Validity	Current
Status	Tailored
Originating Organisation	Institute of Customer Service
Original URN	Unit A5
Relevant Occupations	Team Member; Waiter/Waitress; Bar Staff; Receptionist
Suite	Hospitality - Generics
Keywords	promote, additional services, products, customers, upselling, selling, sales