Knowledge Test

Complete the questions in this test and return the completed document to your supervisor.

1. Explain in your own words what client ‘needs’ may be.

Click or tap here to enter text.

1. Explain in your own words what client ‘wants’ may be.

Click or tap here to enter text.

1. Why is it important to establish and build a rapport with customers?

Click or tap here to enter text.

1. List at least two (2) benefits you feel a family of four (2 adults, 2 children –aged 5 years and 13 years) would get from the following tourism accommodation product features.

|  |  |
| --- | --- |
| **Product features** | **Benefits** |
| **Self-contained Apartment**2 bedroom, 2 bathrooms, cooking facilities,laundry facilities, TV including FOXTEL,spa bath in main bathroom, close to main swimming pool | Click or tap here to enter text. |
| **Little Dolphins Club and Play****Centre**(ages 5-12 years inclusive only).Art and craft, sporting activities, resortexcursions and special mealtimes just for little dolphins | Click or tap here to enter text. |
| **Sharkies Club****(**13-17 years inclusive)Sporting activities, resort excursions, bush walks, after dark discos just for Sharkies club members, dine together at special mealtimes, video arcade games, Internet access in sharkies I.T. Centre. | Click or tap here to enter text. |
| **Child minding**Available in your room after 6pm until late. | Click or tap here to enter text. |

1. Why is it important to use product features and their relative benefits when selling tourism products?

Click or tap here to enter text.

1. When selling tourism products it is extremely important to know your product, list four (4) ways you can develop and update your product knowledge.

Click or tap here to enter text.

1. In terms of sales, why might Bunjappy choose to sell a preferred product?

Click or tap here to enter text.

1. Why is it important to understand the product booking conditions/conditions of sale when selling tourism products? Give two (2) examples of these conditions.

Click or tap here to enter text.

1. What is meant by the terms ‘up-sell’ and ‘add-on’ sell?

Click or tap here to enter text.

1. List the products you could ‘up-sell’ and ‘add-on’ sell to the following product sale.

|  |  |  |
| --- | --- | --- |
| **Product** | **Up-sell** | **Add-sell** |
| Economy Class Airfare Brisbane to Perth | Click or tap here to enter text. | Click or tap here to enter text. |
| Airfare and Accommodation from Sydney to Surfers Paradise at Indy Time | Click or tap here to enter text. | Click or tap here to enter text. |
| Small Car Hire, manual, with100klms  | Click or tap here to enter text. | Click or tap here to enter text. |
| Standard Room at The GrandMercure Broadbeach | Click or tap here to enter text. | Click or tap here to enter text. |

1. Why is it important to sell travel insurance to your client? At what stage during the sale should you offer insurance?

Click or tap here to enter text.

1. When selling tourism products questioning techniques are very important. What is meant by the ‘OPEN’ and ‘CLOSED’ questions? Give an example of each.

Click or tap here to enter text.

1. Explain why fees can be charged by Tourism Operators/Agents for sales and product co-ordination.

Click or tap here to enter text.

1. Why should these fees be disclosed to the customer? Give two (2) examples of these fees.

Click or tap here to enter text.

1. List two (2) techniques you could use to close a sale.

Click or tap here to enter text.

1. Name two (2) ways you could overcome customer objections/questions in relation to a product.

Click or tap here to enter text.

1. One responsibility of Bunjappy travel consultants/agents is to ensure the scope and depth of information is appropriate to our customer needs. What type of specific needs may the following travellers have?

|  |  |
| --- | --- |
| ‘Business Traveller’ | Click or tap here to enter text. |
| ‘Family with young children’ | Click or tap here to enter text. |

1. List two (2) follow up opportunities and two after sales service ideas that you could use in Bunjappy’s Travel Service.

Click or tap here to enter text.

1. Great customer service skills are essential to our booking agents. Describe three (3) techniques you could use to enhance the quality of your service?

Click or tap here to enter text.

1. Work out the total fees you are charging the following customers for the Services listed below.

Use the fee schedule below to work out the fees:

Domestic booking fee $25 per person

Visa card payment 2% surcharge

American Express payment 3% surcharge

Amendment fee $50 per booking

Travel: Brisbane to Perth flight (one way - 3 people)

Cost - $986 per person

1. Customer pays by American Express - Total cost: Click or tap here to enter text.
2. Customer pays by Visa Card - Total cost: Click or tap here to enter text.
3. Customer pays cash - Total cost: Click or tap here to enter text.
4. What are some of the key cultural needs of a common inbound group to Australia and how would this affect your choice of tourism products?

Click or tap here to enter text.

1. Briefly describe Australia’s requirements under the ‘Anti child sex tourism legislation’.

Click or tap here to enter text.

1. Briefly explain what is covered by the Queensland Tourism Services Act (2003).

Click or tap here to enter text.