

Tour Operation

Level- III

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Acronym

NPS.....	Net Promoter Score
CSAT.....	Customer Satisfaction Score
CES.....	Customer Effort Score.
MPR.....	marketing public relation
ROI.....	Return on investment
ROAS.....	Return on ad spend
CPL.....	Cost per lead
CPA.....	Cost per acquisition
FAQ.....	frequently asked question
WOW.....	web oracle- web
CEO.....	center executive officer
DVD.....	digital video disk

Introduction to the Module

In tour operation filed; trainees need to acquire a knowledge, skill, and attitude to identify customer needs, and response appropriately, develop tourism product and services knowledge, and develop tourism marketing knowledge, Promote tourism products and services, Produce Brochure and apply selling skills.,

This module is designed to meet the industry requirement under the tour operation occupational standard, particularly for the unit of competency: Promote Tourism Products and Services

This module covers the units:

- Tourism Product And Services Knowledge
- Tourism Marketing Knowledge
- Individual Customer Need In Tourism Products And Services
- Promote Tourism Products And Services
- Brochure Development
- Selling Skills

Learning Objective of the Module

- Develop tourism product and services knowledge.
- Develop tourism market knowledge
- Identify individual customer needs
- Promote tourism products and services
- Produce Brochure
- Apply selling skills

Module Instruction

For effective use this modules trainees are expected to follow the following module instruction:

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1. Read the information written in each unit
2. Accomplish the Self-checks at the end of each unit
3. Perform Operation Sheets which were provided at the end of units
4. Do the “LAP test” given at the end of each unit and
5. Read the identified reference book for Examples and exercise

Unit One: Tourism Product and Services Knowledge

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- 1.1 develop tourism product and service knowledge
- 1.2 Techniques to gain product and service knowledge.
- 1.3 Customer feedback to product and service knowledge
- 1.4 Product and service knowledge with internal personnel
- 1.5 Contribution to change to product, service and service standard to meet customer

This guide will also assist you to attain the learning outcomes stated in the cover page.

Specifically, upon completion of this learning guide, you will be able to

- Identify Opportunities to develop tourism product and service knowledge
- Apply Techniques to gain product and service knowledge.
- use Customer feedback to product and service knowledge
- explore Product and service knowledge with internal personnel

4.1 1.1 develop tourism product and service knowledge

1.1.1 Definition of Tourism Products.

According to Burkat and Medlik tourism products to an array of integrated products, which consist of objects and attractions, transportation, accommodation and entertainment, where each element of the tourism product is prepared by individual companies and are offered separately to consumers (tourist/tourist). **Economist M. Sinclair and Mike Stabler** define the tourism product as a “composite product involving transport, accommodation, catering, natural resources, entertainment and other facilities and services, such as shops and banks, travel agents and tour operators.”

According to Suswantoro (2007:75) on substantially the understanding of tourism products “is obtained and the overall service felt or enjoyed by tourists since he left his residence to the tourist destination of his choice and to return home where she originally departed”.

1.1.2 Types of Tourism Products

Tourism products can be categorized into five: these are

- **Natural Tourism Product**
- **Man-Made Tourism Product**
- **Symbiotic Tourism Product**
- **Event Based Tourism**
- **Site Based Tourism Product**

Natural Tourism Product

These are the products connected to the natural environment. Natural environment that constitutes natural resources which is related to area, climate and its settings, and the landscapes. These natural resources are the most important elements in a destination’s attraction. Such as countryside, climate, natural beauty, water, flora and fauna, wildlife, beaches, deserts, islands or any scenic attraction. Some examples of natural tourism products in Ethiopia are national parks, wildlife sanctuaries, lakes, landscapes, and climate.

Man-Made Tourism Product

Something which is not natural, found in the destinations to attract the tourists. These are man-made creations. As per the tourism point of view they are made for pleasure, leisure or business. Man-made tourism products are further divided into three subtypes:

1. **Cultural** aspects include those man-made products which depict the culture of the people, civilization and are related to history. Such as
 - A. Sites and areas of archaeological interest
 - B. Historical buildings and monuments
 - C. Places of historical significance l museums and art galleries
 - D. Political and educational institutions
 - E. Religious institutions

2. **Traditional** aspects are related to traditions. Basically, it reflects the activities, beliefs and life of people of any particular region. Such as
 - A. Fairs and festivals
 - B. Arts and handicrafts
 - C. Dance
 - D. Music
 - E. Folklore l native life and customs

3. **Entertaining** aspects are those which provides some amusements, thrills or enjoyable feel to the tourists. These include:
 - A. Amusement and recreation parks
 - B. Sporting events
 - C. Zoos and oceanariums
 - D. Cinemas and theatres
 - E. Night life l cuisines

Examples of Man-made tourism products are Ajanta and Ellora cave-Maharashtra (Cultural), Surajkund Craft Mela-Haryana (Traditional), Essel World-Mumbai, etc

Symbiotic Tourism Product

This type of tourism product do not fall in any particular category because they are a blend of nature and man but the core attraction is nature. These are the natural resource that has been converted into a tourism product by maintaining and managing them.

In other words man has taken initiative to preserve the natural aspects of earth and also managed in a way to provide best possible services to the tourists who come for the visit, for example,

accommodation, parking facilities, etc. Some examples are National Park or Wildlife Sanctuaries, Flower Festival, Marine Park, Aero and Water Sports, Botanical Garden etc.

Event Based Tourism

Product here event is the main source of attraction. Tourist comes to observe and participate in the events. Events are temporary in nature and are often mounted in order to increase the number of tourists to a particular destination.

Some events are for a short time scale while other last for longer days. Sometimes events are mounted in those places where the tourist's eye usually don't reach such as unusual exhibitions.

Some examples of event-based tourism product include Camel Polo at Jaisalmer- Rajasthan, Kite flying in Ahmedabad-Gujarat, where tourists also participate and observes. In Snake boat race- Kerela, one can enjoy witnessing it. Short time scale event includes Republic day parade-New Delhi and long days event include Khajuraho dance festival-Madhya Pradesh.



Camel Polo at Jaisalmer, desert festival



Agaw Horse racing, Ethiopia

Site Based Tourism Product

It is a particular site or a place, permanent in nature which is the main source of attraction for the tourists. In India examples are like Taj Mahal, Beaches of Goa, Sunset at Kanyakumari, Temples of Khajuraho, etc.

1.1.3 Characteristics of Tourism Products

The Following are the main characteristics of tourism products:

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- Intangibility
- Inseparability
- Perishability
- Heterogeneity
- Essentially of Users Presence
- Complexity in Marketing
- Absence of Ownership

Intangibility

Tourism products are actually the services that are being sold to the tourists, and it's not the goods. Services can't be seen, smelled, felt or touched, it can only be experienced. What can be seen is their effect. For example, a guide's comments can be heard. A travel agents books a ticket from place A to B. The ticket is just a piece of paper, an entry pass for using the service. An airline provides the service of transportation, comfort and leisure. A thorough evaluation of the service before buying it is therefore impossible and leads customers to use other cues to help them assess the service like the interior of the restaurant, the appearance of the hotel entrance or the behavior of the receptionist.

Inseparability

A service of a tourism product cannot be separated from the provider of the service. For most services, the producer and the seller are the same people. Services are manufactured and consumed at the same time. In the case of products, consumption takes place after production and often far away from the factory.

In the case of tourism products for example a guide has to be present to explain the attraction. A pilot has to be present to fly a plane. Both service providers and the service user have to be physically present for mutually satisfying the exchange of service. The visitor to a national park cannot experience counter service if the receptionist is not present, nor can the receptionist render the service if the visitor is absent.

Perishability

The tourism product is highly perishable, which means it cannot be stored. For example, a hotel room or an airplane seat that is not sold on a particular day, is a lost sale. If the tourists don't visit a particular place, the opportunity is lost. If the opportunity is lost, the moment is lost. This adversely affects the tourism business.

The demand has to be managed by the marketer in such a way as to ensure that as little capacity as possible is lost. The problem is unique for the tourism industry. Due to these reason sometimes heavy discount is offered by hotels or transport generating organization.

Heterogeneity

Services offered by most people are never the same. There is some degree of variability present in almost all types of services. This may be due to the extensive involvement of people in the production of service. This issue is not present when a machine dominates. Depending on the mood, behavior, working style, efficiency and knowledge of the people variability exist.

For example, all air hostesses cannot provide the same quality service like the other. Yet again the same individual air hostess may not perform the same uniform service both in the morning as well as in the evening.

Even the tour package and the aircraft can't be consistent of equal standards because an aircraft can de-shape the travelling pleasure into a nightmare and a holiday seaside is ruined by the prolonged rainy spell.

Another reason for variability of service is the involvement of customers in the process of product delivery and consumption system. For example, a musician performing at a program may not perform with uniformity. His performance will depend on the response and appreciation of the audience. Hence service varies from person to person, time to time and from situation to situation.

In travel and tourism businesses, service quality depends on uncontrollable factors and there is no sure way of knowing whether the service delivered matched what was planned or promoted, or what was expected by the customer.

Essentially of Users Presence

Presence of the user is necessary to avail the service. The customer or the guest has to be personally present on the spot. It can't be brought to the user. As in the case of other tangible goods, the buyer can avail the service from anywhere or from his home. But in the case of tourism products, it is not at all possible. The tourist has to go to the tourist attraction to experience the tour.

However the marketers here need an in-depth study of users behavior, tastes, preferences, likes and dislikes so that expectations and realities coincide and satisfaction is made possible.

Complexity in Marketing

Tourism product involves complexity in marketing. It requires a lot of effort to convince a buyer. As in the case of travel agents. In order to sell their tour package they need to convince the customer by introducing various facilities, discounts and services. Product demonstration is bit difficult in the case of tourism product.

Absence of Ownership

As in the case of tangible goods like television. As soon as we buy it, we become the owner of it. But this is not the case with tourism products. A tourism product when sold to the customer or tourist, he can only avail the service but can't be its owner. For example, while buying a hotel room, while buying a seat in an aircraft or a luxurious train, you can only take the facilities of the service for a certain time. You can't be its owner for lifelong.

1.2 Research Techniques tourism product and service.

What is Media Research?

Media Research is the study of the effects of the different mass media on social, psychological and physical aspects. Research segments the people based on what television programs they watch, radio they listen, media they access and magazines they read.

It includes achievements and effects of media and a study about the development of media. Newspapers, magazines, radio, TV, Cinema or other mass media analysis and collection of information's. It helps to understand the ways in which media can meet the needs of the audience. Whether it can provide information and entertainment to more and different types of people. New technological improvements that helps to improve or enhance the medium. Thus in order to deal with social and political issues insightfully, management and regulation of media is needed. Unbiased evaluation of data can be achieved through media research.

In Media Research, We need to understand:

1. The nature of medium being used
2. The working of the medium
3. Technologies involved in it
4. Difference and similarities between it and other media vehicles
5. Functions and services provided by it
6. Cost associated and access to new medium
7. Effectiveness and how it can be improved

Media research example

An example can be time a person spends with a particular medium like a TV channel, radio station or social media platform. The effectiveness in terms of time spent, interactions etc. are measured. It also includes the costs associated with each channel and ROI provided.

1.3 Customer feedback to product and service knowledge

Customer service feedback is a **comment or criticism of your customer support service.**

Examples of this include direct interactions with your customer support team as well as the FAQs

and knowledge articles on your site. Marketing and sales feedback. This feedback is a comment or criticism on your marketing materials.

1.3.1 Types of Customer Feedback

1. Customer Loyalty Metrics
2. Customer Satisfaction Feedback
3. Sales Feedback
4. Customer Service or Support Feedback
5. Customer Preference Feedback
6. Demographic Information

All customer feedback is valuable. The type of feedback you collect, however, may vary based on what you're wanting to learn from your customers. Here are six types of customer feedback you may want to ask for.

Customer loyalty metrics

Customer loyalty metrics tell you how loyal your customers are to your brand and how likely they are to promote and advocate for it. Collect this type of feedback through Net Promoter Score (NPS) surveys and similar measures.

What is Net Promoter Score (NPS)?

NPS stands for Net Promoter Score. It's a customer satisfaction benchmark that measures how likely your customers are to recommend your business to a friend.

NPS is a typical benchmark that companies use to measure, evaluate and improve customer loyalty. NPS is different from other benchmarks, such as customer satisfaction score or customer effort score, in that it measures a customer's overall sentiment about a brand, versus their perception of a singular interaction or purchase

Note: You can also gather NPS results from your employees to understand their satisfaction and happiness working for your company.

How to Calculate NPS

- Survey your customers and ask them, "On a scale of 0 to 10, how likely are you to recommend us to a friend?"

- Categorize respondents according to their score: Scores 0-6 are Detractors, scores 7-8 are Passives, and scores 9-10 are Promoters.
- Disregarding the Passives, subtract the percentage of Detractor responses from the percentage of Promoter responses to determine your Net Promoter Score. This score can range from -100 to 100.

To calculate your NPS, you first have to survey your customers. The NPS is the typical answer to the question "On a scale of 0 to 10, how likely are you to recommend to a friend?" The responses to this question can be categorized into three groups:

NPS Promoter

Customers who answer the question with 9-10. As you might be able to infer from the names of these groups, **promoters** are enthusiastic, loyal customers who will tell their friends about your business and bring in new customers.

NPS Passive

Customers who answer the question with 7-8. **Passives** are indifferent and could become promoters — or they could switch to your competition.

NPS Detractor

Customers who answer the question with 0-6. **Detractors** are unhappy customers, and not only are you at risk of losing them, but they could also do damage to your brand by sharing their bad experiences with other people.

To calculate Net Promoter Score, **subtract the percentage of detractors (customers who wouldn't recommend you) from the percentage of promoters (customers who would recommend you).**

1.3.2 Customer satisfaction feedback

It examines how satisfied your customers are with your products, services, and other interactions with your brand. This type of feedback looks at both functional and emotional metrics, e.g. answers to questions like "How did you use...?" **and** "How did you feel about...?" Collect this type of feedback through comment boxes, pop-up forms, and post-purchase forms. What are customer satisfaction surveys?

Customer satisfaction surveys measure a business' customer satisfaction score, or CSAT, which is a basic measure of how happy or unhappy the customer was with an experience with a product or service, or with specific interaction with the customer service team.

Why Customer Satisfaction Surveys Are Important

New companies are starting up every day, and competition is in abundance. One of the differentiating factors is what your consumers think about you. Big companies like Apple are thriving on considering their customers' needs, and adding new and requested innovative features to their products.

Customers share good experiences with an average of 9 people and poor experiences with about 16 (nearly two times more) people so you must figure out customer issues and try your best to solve them before they go viral on Yelp or social media.

There are so many benefits of asking for feedback on customer satisfaction:

1. Customer feedback provides insights to improve the product and overall customer experience.

It's imperative to find out what your customers think about your product because they can tell you what it needs for improvement.

We asked one of HubSpot's Market Research managers, Amy Maret, to give her thoughts on the importance of survey feedback, as she stated, "Conducting regular customer satisfaction surveys allow businesses to keep a finger on the pulse of their most important relationship - their relationship with their customers! We see over and over that having an exceptional customer experience is absolutely critical to a business' success, so being able to see in real-time how your customers are feeling, diagnose potential issues, and act quickly as soon as satisfaction starts trending down, is a huge advantage to any organization."

Satisfaction surveys provide valuable information that can lead to product innovation upon analysis. Listening to the customer keeps them happy and improves their experience as they continue to do business with you.

2. Customer feedback can improve customer retention.

If your customer is unhappy, you can listen to them, work toward making the product more customer-friendly, and develop a deeper bond with them.

Maret continues on to say, "Customer satisfaction surveys can (and should) go beyond just measuring the KPI of satisfaction to identifying the factors that have the biggest impact on customer satisfaction. That way, as soon as the business sees unsatisfied customers in their

survey, they can go deeper into what exactly is causing that dissatisfaction, and address those problems directly - which we know from our research leads directly to happier customers that are less likely to churn.”

In situations where a customer faces a problem with your product and gets it solved instantly, the customer becomes more loyal to your brand and is likely to stick around for long.

3. Customer feedback identifies happy customers who can become advocates.

When you offer customers an experience that exceeds their expectations, you increase your chances of gaining customer advocates.

When you receive feedback from delighted customers, you can use their satisfaction and implement it into part of your marketing strategy and incentivize them to spread more good word of your business to those around them or online.

After all, customers are likely to recommend or refer your product/service to their friends or relatives, and this is a great way to stand out from your competition. Referrals are a free and effective way of marketing thanks to word of mouth, and according to the Wharton School of Business, referred customers cost less to acquire, too.

4. Customer feedback helps inform decisions.

Thanks to customer feedback, you get tangible data to make major decisions. These decisions are not based on your hunches, as you can gather insights into how your customers feel. You should use your customers' opinions to guide your product's future.

But if you don't measure customer satisfaction at all, you'll never know these things.

You'll be not-so blissfully ignorant, and you'll risk these customers running to their friends and talking about what a wreck your customer experience is.

To avoid that type of publicity, let's dive into some specific survey examples and templates to get actionable customer feedback to improve your business.

Customer Satisfaction Survey

Customer satisfaction surveys come in a few common forms, usually executed using a popular "one question" response scale methodology like:

Net Promoter Score® (NPS)

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Customer Satisfaction Score (CSAT)

Customer Effort Score (CES)

Each of these customer satisfaction survey methodologies measures something slightly different, so it's important to consider the specifics if you hope to use this data wisely.

Net Promoter Score

Net Promoter Score is a popular survey methodology, especially for those in the technology space.

It's rare to see a company now that doesn't use the famous question: "How likely is it that you would recommend this company to a friend or colleague?"

While this measures customer satisfaction to an extent, it's more aimed at measuring customer loyalty and referral potential. The way NPS is calculated, you end up with an aggregate score (e.g. an NPS of 38), but you can also easily segment your responses into three categories: detractors, passives, and promoters.

You calculate your Net Promoter Score by subtracting the percentage of Detractors from the percentage of Promoters. In this way, NPS is useful both for aggregate measurement and improvement (e.g. we went from an NPS of 24 to 38 this year), but it's also great for segmenting customers based on their scores.

You can use that knowledge to inform customer marketing campaigns, expedite service to detractors, work on marginally improving the experience of passives, etc.

Customer Satisfaction Score (CSAT)

Customer Satisfaction Score (CSAT) is the most straightforward of the customer satisfaction survey methodologies. It's right there in the name; it measures customer satisfaction, straight up.

Usually, this is with a question such as "how satisfied were you with your experience," and a corresponding survey scale, which can be 1 – 3, 1 – 5, or 1 – 10.

There isn't a universal best practice as to which survey scale to use.

There's some evidence that the ease of the experience is a better indicator of customer loyalty than simple satisfaction. Therefore, the Customer Effort Score (CES) has become very popular recently.

Customer Effort Score (CES)

Instead of asking how satisfied the customer was, you ask them to gauge the ease of their experience. Ask your customers this question with HubSpot's customer feedback tool.

You're still measuring satisfaction, but in this way, you're gauging effort (the assumption being that the easier it is to complete a task, the better the experience). As it turns out, making an experience a low-effort one is one of the greatest ways to reduce frustration and disloyalty.

Customer Satisfaction Question Types & Survey Design

Survey design is important, and forgetting to prioritize it is probably one of the biggest mistakes people make when conducting customer satisfaction surveys.

Just because you're not writing a blog post or an eye-catching infographic doesn't mean your survey still shouldn't be engaging, relevant, and impactful. If the design is wrong, the data won't be useful to answer your questions about your customers.

Without diving too deeply into the esoteric world of advanced survey creation and statistical analysis, know this: How you pose the question affects the data you'll get in return.

There are a few different types of customer satisfaction survey questions.

I'll go through a few of them here and include some pros, cons, and tips for using them.

1. Binary Scale Questions

The first type of survey question is a simple binary distinction:

Was your experience satisfying?

Did our product meet expectations?

Did this article provide the answer you were seeking?

Did you find what you were looking for?

The answer options for all of these are dichotomous: yes/no, thumbs up/thumbs down, etc.

The benefit of this is its simplicity. In addition, most people tend to lengthen survey response scales to find deltas that may not mean that much. As Jared Spool, founder of UIE, said in a talk, "Anytime you're enlarging the scale to see higher-resolution data it's probably a flag that the data means nothing."

This is also a great question for something like a knowledge base, where a binary variable helps you optimize page content. Take, for example, Optimizely's knowledge base and their use of this question: When you're running an A/B test on an ecommerce site, you have a binary variable of conversion: you converted or you didn't. We would often like to experiment similarly on knowledge base pages, but what's the metric? Time on page? Who knows, but if you do a binary scale survey at the end, you can quite easily run a controlled experiment with the same statistical underpinnings as an ecommerce conversion rate A/B test.

Two cons with binary questions:

You lack nuance (which in some circumstances could be a benefit).

You may induce survey fatigue on longer surveys with many questions.

If it's a long survey with many questions, customers can tire out and lean towards positive answers (this isn't a problem when you just have one or two questions, of course).

2. Multiple-Choice Questions

Multiple-choice questions have three or more mutually exclusive options.

These tend to be used to collect categorical variables, things like names and labels.

In data analysis, these can be incredibly useful to chop up your data and segment based on categorical variables.

For example, in the context of customer satisfaction surveys, you could ask them what their job title is or what their business industry is, and then when you're analyzing the data, you can compare the customer satisfaction scores of various job titles or industries.

When proposing multiple choice questions on a survey, keep in mind your goals and what you'll do with the data.

If you have a ton of multiple-choice questions, you can induce survey fatigue which will skew your data, so keep it to questions you believe have important merit.

3. Scale Questions

Almost all popular satisfaction surveys are based on scale questions. For example, the CSAT score asks, "how satisfied with your experience," and you may get to rate the experience on a scale of 1-5 (a Likert scale).

The survey scale could be composed of numbers or you could use labels, such as “strongly disagree, disagree, neutral, agree, and strongly agree.”

There are many pros to using scale questions.

It's an industry standard and your customers will completely understand what to do when presented with the question.

You can very easily segment your data to make decisions based on individual survey responses.

You can easily measure data longitudinally to improve your aggregate score over time.

There's only one real disadvantage in my book: There's no qualitative insight. Therefore, you're left guessing why someone gave you a two or a seven.

Pro Tip: Couple survey scale questions with open-ended feedback questions to get the best of both worlds.

4. Semantic Differential

Semantic differential scales are based on binary statements but you're allowed to choose a gradation of that score. So you don't have to pick just one or the other, you can choose a place between the two poles that reflects your experience accurately.

Image Source

These have a similar use case to the survey response scale, but interestingly enough, if you analyze semantic differential scales they often break into two factors: positive and negative. So, they give you very similar answers to binary scales.

5. Open-Ended Questions

As I mentioned, the above survey questions don't allow for qualitative insights. They don't get at the “why” of an experience, only the “what.”

Qualitative customer satisfaction feedback is important. Our own Market Research manager, Amy Maret continues on to say, “Qualitative questions are great for allowing customers to tell you the real ‘why’ behind their satisfaction, without you having to make assumptions about

what matters to them. When you want to dig deeper into motivations and underlying factors, it is helpful to hear from customers in their own words. But be careful - too many open-ended questions in one survey can cause respondent fatigue - potentially frustrating your customers and damaging your data quality. “

Open-ended questions help identify customers' value propositions and businesses learn about things most important to the customer — which you won't glean from a numerical or multiple-choice survey.

It's easier to skew qualitative data and cherry-pick insights than you'd think, though, so be mindful of personal bias when you start deciding which questions to ask. And getting qualitative responses helps you close the loop here, too. Instead of simply reaching out in ignorance and concern about a low satisfaction score, if you ask (and receive) a qualitative survey question, you can respond with a specific fix down the line.

When Should You Send Customer Satisfaction Surveys?

As soon as possible after an interaction with customer support

After some time has passed after a customer's initial purchase (the length of time will vary depending on your product or service)

At different stages of the customer lifecycle to measure how satisfaction evolves throughout the customer journey

When to send your customer satisfaction surveys is another important question to consider.

When you pop the question also determines the quality of the data. While there are different strategies for conducting these surveys, ask enough experts and you'll hear this common mistake: Most companies ask too late.

Companies might be tempted to use "the autopsy approach" to customer satisfaction: waiting until an event is over to figure out what went wrong with a customer. Instead, customers should be asked questions while their feedback could still have an impact.

Ideally, you'll deploy customer satisfaction surveys at different times to get different views of the customer experience at different life cycle stages.

So, your first directive is to align your survey points with points of value that you'd like to measure in the customer experience. The more touch points you measure, the more granular your picture of the customer experience can be.

When to send your survey also depends on what type of survey it is.

Specifically, in regards to CSAT surveys, we recommend sending them as soon as possible after an interaction with customer support to capture the experience when it's still fresh.

Customer Satisfaction Survey Best Practices

Choose the right survey type.

Choose the right survey questions.

Send surveys at the right moment in the customer journey.

Ask for customer feedback regularly.

Limit the number of survey questions.

Consider different ways to ask questions.

Test your survey.

Follow up with respondents.

Put survey results into action.

1. Choose the right survey type.

Start collecting customer feedback, it's important to pick a survey type that best suits your team's goals. Think about the information you're trying to obtain and how you'd like to capture it. Are you looking for quantitative data? Or, qualitative feedback?

If you're looking for results that are easy to sort and can highlight major trends at a glance, then you may want to consider an NPS or CSAT survey. But, if you're looking for more descriptive information outlining a customer's experience, then you should use a CES survey.

2. Choose the right survey questions.

Another key to obtaining the feedback you're looking for is picking the right survey questions. For this step, take your time and make thoughtful decisions because the type of questions you include will play a major role in the quality of feedback you receive.

Additionally, don't be afraid to use multiple question types within the same survey. Just make sure each type is grouped together so that the experience is more delightful for the respondent.

3. Send surveys at the right moment in the customer journey.

With surveys, timing is everything. If you deploy your survey at the wrong moment, you're not going to see successful results.

This means you should isolate the most ideal touch points in the customer journey to ask people for feedback. Typically, these are times when your company has completed an interaction with the customer and has failed or succeeded to provide the need they're looking for. For example, after a support agent closes a ticket with a customer is a great time to send a survey.

4. Ask for customer feedback regularly.

Customers are smart like really smart. And, if you only send your surveys out after poor interactions, they'll be reluctant to fill them out. That's because they know that you're only reaching out to keep their business, and not because you care about their satisfaction.

Instead, you should collect feedback regularly to show that you're constantly trying to improve customer experience. This demonstrates a long-term commitment to customer satisfaction and building rapport with your customer base. Plus, this will give you more diverse feedback that's not solely positive or negative.

5. Limit the number of survey questions.

If you're new to surveys, determining the right length can be tricky for some businesses. Asking too many questions will cause customers to abandon your survey, but not asking enough questions spoils an opportunity to obtain information. Finding the right balance will optimize your survey's completion rate.

While there's no universal standard for survey length, most research suggests that the ideal length should be between 10 and 20 minutes. If it takes longer than 20 minutes to complete, participants will lose interest and your abandonment rate will start to increase.

6. Consider different ways to ask questions.

When you're coming up with survey questions, pay attention to how you frame them. The language you use will impact how participants answer your prompt. If it's biased or encouraging them to answer in a certain way, this will skew your survey results. If you're not sure if your survey is biased, have a few employees or peers take it and ask for their feedback.

7. Test your survey.

Before you deploy your survey, you should test it with your target audience. Instead of sending it to every customer at once, send it to a small group and see what type of results you get. Follow up with these customers as well and ask for their feedback on ways to improve the survey experience. Once you feel comfortable that you've created an effective survey, then you should send it to the rest of your customer base.

8. Follow up with respondents.

Now that you've got insights into your customer satisfaction levels, it's important to close the loop and follow up with customers in a meaningful way. Why let the data lie dormant when there are so many proactive efforts you can take here?

It's important to follow up with survey respondents. Closing the feedback loop with valuable customers who complete your satisfaction survey is simultaneously the most important and oftentimes most-ignored step in a successful customer satisfaction measurement campaign.

Making sure your team acknowledges and thanks anyone that completed the survey is critical to ensuring that customers will continue to provide you feedback — because it's about building trust and showing them value.

You can't always pivot and deliver on every piece of feedback that comes through — especially since some customer feedback just might not be of great value. But you can address every piece of feedback that comes through in some way — because responding, even if what the customer is requesting is not something you will do, is always better than no response at all.

9. Put survey results into action.

As with any form of data collection, one of the biggest mistakes is putting all that effort into data collection and analysis, but then coming up short when it comes to action. But that's why we collect data: to inform decisions.

How you act on your customer satisfaction data will vary according to the company and the situation (as well as resources available and many other variables), but it's important to have a plan of action. Ask yourself, "If I receive X feedback, what will I do with that information?"

Just asking this question will put you on a trajectory to improve your customer experience, as well as put you on a continuous customer feedback loop of better customer insights and actionable takeaways.

5. Sales feedback

Sales feedback allows customers to share how they felt about their experience with your sales team and throughout your sales process. This type of feedback is critical to helping your sales reps, training, and leadership improve and better connect with your leads and prospects.

Collect this type of feedback through direct, post-purchase phone or email surveys, as well as through follow-up with prospects who didn't close.

6. Customer service or support feedback

Customer service or support feedback is similar to sales feedback, but it instead examines a customer's experience with a service or support rep. It's critical to improving your customer service and support experience and can also provide unique feedback for your product teams regarding design, functionality, and use cases. Collect this type of feedback through phone or email surveys following customer support tickets.

7. Customer preference feedback

Customer preference feedback simply tells you what products or services (either yours or your competitors') that your customer prefers. This information is helpful in understanding how to better position your products and better target your customers. Collect this type of feedback by browsing online forums, holding focus groups, and monitoring purchase activity and trends.

8. Demographic information

You may not consider demographic information (such as geographical location) as feedback, but this data can be important for improving your sales and customer service as well as how you position and advertise your products. Demographic information may include location, gender, education level, marital status, and more. Collect this information through website pop-up forms

and post-purchase or post-service surveys. Now, let's discuss how to collect customer feedback using the customer feedback loop.

4.2 1.4 Share Product and Service Knowledge with Internal Personnel

Ways to share product information

1. Give Them Hands-on Training

There is nothing that makes learning more effective than hands-on training. Paper-based manuals and instructional documents are the common tools to train employees on a product. On the other hand, you can give them hands-on training and let them grasp the concept within minutes.

Things appear much more difficult to understand in theory than they do when you can touch them physically. Moreover, it is not always the fault of the learner if he is not able to understand a concept. Sometimes, it is the explainer or the writer of the instructions who is not the best at simplifying things for the learners.

2. Make It Visual

Humans are able to retain visuals much better than they are able to retain any other format of information. That's why companies are keen to create images, GIFs and videos to explain products to their teams these days. If you cannot give them hands-on training of a product, the next best alternative to that is video. Keeping all the training documentation in text-only format is unappealing for the teams, and also slows down the learning process.

It is noteworthy here that incorporating your presentations with visuals gets more attention from the listeners and viewers. The fact that the human brains can process visuals 60,000 times quicker than they process text should be enough to convince you to convert your product information into visuals e.g. images, animated GIFs, videos, etc.

3. Go with a Knowledge Sharing Platform

Another best way to share knowledge across every department in an organization is to introduce take advantage of a knowledge sharing platform. Knowledge sharing platforms

let you share product information in virtually any format i.e. video, audio, GIFs, still images, etc. The best thing is that a knowledge sharing platform acts as a productive tool for the organization. While companies can create instructional manuals and training videos on their products and share them on the platform, it is the input from the employees that makes these platforms useful.

The users of the platform can share their feedback in the form of videos, images or text-only documents and add valuable content to the knowledge base. They can even give real-time feedbacks and talk to each other to give birth to a workplace culture that's free of any bottlenecks in communication.

4. Make All the Material Accessible

Creating the documents from the feedbacks and questions of your teams will not be enough. You will also have to make those documents accessible for anyone who can benefit from them. Doing so is possible with the latest digital tools that act as organization-wide solutions for sharing training materials, instructions, FAQs, etc.

You should make sure that you make all the information available to the learners and not just the outdated documents. A trainer can only know so much about a particular product or service. It is the people who use it on a daily basis who can give the most valuable feedback about the strengths and weaknesses of the product.

5. Make Online Support Communities

The world has seen the concept of online communities and support forums becoming a reality as open-source became more famous. These online support forums are a great way for companies to create expansive repositories of knowledge pertaining to their products. These online forums can be a lot of help not only for the internal employees but customers as well. In fact, many large companies use online forums to answer technical questions about their products and services, and turn customers into loyal customers by helping them with issues that might be exclusive to them.

6. Conduct Workshops

Workshops can be a great way to educate employees as well as customers on a product or service. The best thing about workshops is that you have an opportunity to interact on a personal level with everyone. You can create visual presentations, provide hands-on

experience with the product, and take advantage of technologies like virtual and augmented reality to make your workshops more effective.

You can always decide for how long you want to conduct a workshop. If you have a lot of employees and a complex product to explain, you can make your workshop week-long. The best way to make a workshop effective is by handing a packet to the attendees that contains information about the product. Once again, you should not stick to the conventional paper-based text-only handbooks only. Be creative with the items in your packet so people have a reason to look at them

4.3 1.5. Contribution to change to product, service and service standard to meet customer

Ways to contribute to change include

Suggesting to management *evidence-based* reasons for change:

It is important all the suggestions made for change are supported by actual workplace or industry-based evidence. There must be *proof* there is need for change which can take the form of:

- Feedback showing customer dissatisfaction
- Internal sales figures indicating decreasing sales
- Examples of individual workplace occurrences – as opposed to reference to unclear and imprecise situations

Preparing presentations to support personal recommendations for change – to be successful in achieving significant change in the workplace staff will often need to prepare a presentation supporting their recommendation. This need for a paper-based report or a PowerPoint presentation. The presentation

- Rationale one reasons for change
- Cost to implement change
- Cost of not implementing change
- Details of implementation of the change, an Action Plan, including:

- Personnel involved

Participating in group activities designed to identify the need for change –
which may include:

Assessment and evaluation of current workplace practices, products and services

Analysis of products and services (including facilities, policies, procedures and systems) at opposition establishment

Identification and review of „best practice“ for the items under consideration

- Participating in group activities to develop change – which can include participation in „creative thinking“ techniques such as

Brainstorming – a technique for generating ideas to address a nominated problem

Lateral thinking – applying thought to a nominated problem that is unique or novel in its approach to the issue (sometimes called „thinking outside the box“)

Critiquing suggestions made by others – in a constructive manner

Use of the „Six Thinking Hats“ – see next slide and Activity.

- Each colored hat refers to a way of thinking and de Bono suggested in order for any issue to progress, all those involved in the discussion needed to be wearing the same colored hat at the same time.
- In addition, because no single hat is right or wrong (they each represent different types of thinking), they allow for consideration of a range of thoughts on any one topic thereby enabling what de Bono calls „cooperative thinking“.

Trainer defines the roles of each Thinking Hat:

- The white hat focuses on information, including hard facts and soft information such as rumor and personal experience
- The red hat is tied to and permits emotions, feelings and intuition to be considered
- The black hat is the critical thinking hat, making judgments and deciding if things are right or wrong
- The yellow hat relates to values and beliefs
- The green hat is the productive hat asking for ideas, alternatives and possibilities
- The blue hat is all about process control and organizing the other hats.

Self-check 1:

Test 1

Matching (1 point each)

Column A

Column B

- | | |
|--|--|
| -----1. Intangibility | a) product cannot be separated from the provider |
| -----2. Inseparability | b) Services providers are never the same. |
| -----3. Perishability | c) can't be seen, smelled, felt |
| -----4. Heterogeneity | d). It requires a lot of effort to convince |
| -----5. Complexity in Marketing | e). It cannot be stored |
| ----- 6 Absence of Ownership | f). Service can't be its owner permanently |

Test 2: choose the best answer (2 point each)

- 7. One is not different from the other a) Sporting events b) Arts and handicrafts c) museums and art galleries d) deserts e)
- 8. Which one not a Site Based Tourism Product
- a) Tiya b, the lower valley of Awash c) lower valley of omo, d) horse race in agew e) all

Taste 3; give short answer

9. How can we Share Product and Service Knowledge to Internal Personnel? List and describe the ways of sharing information.
10. Define media research briefly?
11. How can we check customer's satisfaction in hospitality industry?

Unit Two: Develop Tourism Market Knowledge

This unit to provide you the necessary information regarding the following content coverage and topic

- 2.1 The concept of target markets.
- 2.2 The concept of niche markets.
- 2.3 The variations of promotions and offers to suit differing target market.
- 2.4 Sources of information about enterprise-specific target markets
- 2.5 The demographic characteristics of enterprise target markets.
- 2.6 Changes in customer preferences, needs, wants and expectation.

This guide will also assist you to attain the learning outcomes stated in the cover page.

Specifically, upon completion of this learning guide, you will be able to:

- Explain the concept of target markets.
- Define concept of niche markets.
- Describe variations of promotions and offers to suit differing target market.
- Identify Sources of information about enterprise-specific target markets.
- Describe the demographic characteristics of enterprise target markets.
- Identify changes in customer preferences, needs, wants and expectation

4.4

2.1. The concept of target markets.

A target market is a group of customers (individuals, households or organisations), for which an organization designs, implements and maintains a marketing mix suitable for the needs and preferences of that group.^[1] Target marketing goes against the grain of mass marketing. It involves identifying and selecting specific segments for special attention.^[2] Targeting, or the selection of a target market, is just one of the many decisions made by marketers and business analysts during the segmentation process.

Marketing mix (4 Ps)

The marketing mix is the combination of all of the factors at the command of a marketing manager to satisfy the target market.^[21] The elements of the marketing mix are *Product*, *Price*, and *Promotion*.

Product

A 'Product' is "something or anything that can be offered to the customers for attention, acquisition, or consumption and satisfies some want or need." (Riaz & Tanveer (n.d); Goi (2011) and Muala & Qurneh (2012)). The product is the primary means of demonstrating how a company differentiates itself from competitive market offerings. The differences can include quality, reputation, product benefits, product features, brand name or packaging.

Price

Price provides customers with an objective measure of value.(Virvilaite et al., 2009; Nakhleh, 2012). Price can be an important signal of product quality. Prices can also attract specific market segments. For instance, premium pricing is used when a more affluent segment is the target, but a lower-priced strategy might be used when price-conscious consumers are the target. Price can also be used tactically, as a means to advertise, short stints of lower prices increase sales for a variety of reasons such as to shift product over-runs or out of season goods.

Place

Place refers to the availability of the product to the targeted customers (Riaz & Tanveer, n.d). So a product or company doesn't have to be close to where its customer base is but instead they just have to make their product as available as possible. For maximum efficiency, distribution channels must identify where the target market are most likely to make purchases or access the product. Distribution (or place) may also need to consider the needs of special-interest segments such as the elderly or those who are confined to wheelchairs. For instance, businesses may need to provide ramps for wheelchair access or baby change rooms for mothers.

Promotion

Promotion refers to "the marketing communication used to make the offer known to potential customers and persuade them to investigate it further".^[29] May comprise elements such as: advertising, PR, direct marketing and sales promotion. Target marketing allows the marketer or sales team to customize their message to the targeted group of consumers in a focused manner. Research has shown that racial similarity, role congruence, labeling intensity of ethnic identification, shared knowledge and ethnic salience all promote positive effects on the target market. Research has generally shown that target marketing strategies are constructed from consumer inferences of similarities between some aspects of the advertisement (e.g., source pictured, language used, lifestyle represented) and characteristics of the consumer (e.g. reality or desire of having the represented style). Consumers are persuaded by the characteristics in the advertisement and those of the consumer.^[30]

2.2. The concept of niche markets.

Niche marketing is a type of marketing method where the advertising methods of a company focuses on a particular segment of the market. Companies create a niche market to expand their business. The niche market can be created by identifying the needs of a specific sector of customers and by creating a product that mainly addresses the needs of that group. Companies use this method to provide solutions to problems of a small section of customers, which were not discussed by other competitive firms. In this way, they gain a competitive edge over their competitors. An Examples of niche markets have included:

- Eco-tourism
- Medical tourism

- Educational tourism
- Farm tourism
- Food and wine tourism.

2.3. Promotional tools and target market

Promotional tools are strategies, methods or resources that compel consumers to buy a product or service. Many marketing and advertising professionals use them to raise awareness of a new product or increase sales of a particular item or service. Promotional tools of marketing tools are:

2.3.1. Advertising

Advertising is defined as any form of paid communication or promotion for product, service and idea. Advertisement is not only used by companies but in many cases by museum, government and charitable organizations. However, the treatment meted out to advertisement defers from an organization to an organization. Advertising development involves a decision across five MS Mission, Money, Message, Media and Measurement.

Mission looks at setting objectives for advertising. The objectives could be to inform, persuade, remind or reinforce. Objective has to follow the marketing strategy set by the company.

Money or budget decision for advertising should look at stage of product life cycle, market share and consumer base, competition, advertising frequency and product substitutability.

Message's development further is divided into four steps, message generation, message evaluation and selection, message execution, and social responsibility review.

Once the message is decided the next step is finalizing the media for delivering the message. The choice of depends on reach of media, frequency of transmission and potential impact on customer. Based on this choice of **media** types are made from newspaper, television, direct mail, radio, magazine and the internet.

2.3.2. Sales Promotion

Promotion is an incentive tool used to drive up short term sales. Promotion can be launched directed at consumer or trade. The focus of advertising to create reason for purchase the focus of promotion is to create an incentive to buy. Consumer incentives could be samples, coupons, free trial and demonstration. Trade incentive could be price off, free goods and allowances. Sales force incentive could be convention, trade shows, competition among sales people.

Sales promotion activity can have many objectives, for example, to grab attention of new customer, reward the existing customer, and increase consumption of occasional users. Sales promotion is usually targeted at the fence sitters and brand switchers.

Sales promotional activity for the product is selected looking at the overall marketing objective of the company. The final selection of the consumer promotional tools needs to consider target audience, budget, competitive response and each tool's purpose.

Sales promotion activity should under-go pretest before implementation. Once the activity is launched it should be controlled as to remain within the budget. Evaluation program is a must after implementation of the promotional scheme.

2.3.3. Public Relations

Companies cannot survive in isolation they need to have a constant interaction with customers, employees and different stakeholders. This servicing of relation is done by the public relation office. The major function of the public relation office is to handle press releases, support product publicity, create and maintain the corporate image, handle matters with lawmakers, guide management with respect to public issues.

Companies are looking at ways to converge with functions of marketing and public relation in marketing public relation. The direct responsibility of marketing public relation (MPR) is to support corporate and product branding activities.

MPR is an efficient tool in building awareness by generating stories in media. Once the story is in circulation MPR can establish credibility and create a sense of enigma among sales people as well as dealers to boost enthusiasm. MPR is much more cost effective tool than other promotional activities.

2.3.4. Direct Marketing

The communication establishes through a direct channel without using any intermediaries is referred to as direct marketing. Direct marketing can be used to deliver message or service. Direct marketing has shown tremendous growth in recent years. The internet has played major part in this growth story.

Direct marketing saves time, makes an experience personal and pleasant. Direct marketing reduces cost for companies. Face to face selling, direct mail, catalog marketing, telemarketing, TV and kiosks are media for direct marketing.

Metrics to Measure promotional Campaign Effectiveness are

1. Return on investment (ROI) ...
2. Return on ad spend (ROAS) ...
3. Conversion rate. ...
4. Cost per lead (CPL) ...
5. Cost per acquisition (CPA) ...
6. Website visits. ...
7. Website visits by traffic

2.4. Sources of information about enterprise-specific target markets

2.4.1. What are enterprise markets?

Enterprise Market means that **market comprised of all businesses with complex networking infrastructure needs for their primary business, often spanning multiple locations and types of computer systems.** Enterprises include corporations, government agencies, utilities and educational institutions.

2.4.2. Sources of Information for enterprise market

- TV/Radio.
- Print media.
- Internet.
- Social Media

2.5. The demographic characteristics of enterprise target markets.

Demographic targeting is a form of behavioral advertising in which advertisers target online advertisements at consumers based on demographic information.^[1] They are able to achieve this by using existing information from sources such as browser history, previous searches as well as information provided by the users themselves to create demographic profiles of consumers.^[2] This information can then be used by advertisers to segment their audience demographically and target advertisements at specific groups of people to maximize the likelihood of their advertisements being seen by their target market; their most profitable audience.

Demography can be defined as "The study of human populations in terms of size, density, location, age, sex, race, occupation and other statistics".^[3] Basic demographic characteristics are **age, gender, ethnicity, and EFU composition, number of children, educational attainment, source of income, and socio-economic status.**

Self-check 2

Item 1 say true or false

- 1. Niche marketing is an advertising of a company focuses on total segment of the market
- 2. Demographic targeting is a form of advertising based on demographic information
- 3. Enterprise market may include corporations, government agencies, and utilities.
- 4. . Eco-tourism is an examples of niche markets.
- 5. Target market involves identifying and selecting specific segments for special attention.

Item 2

Matching

A

B

- 6 Direct Marketing a) tool used to drive up short term sales
- 7 Public Relations b) communicate through a direct channel
- 8 Sales Promotion c) Advertising involves a decision across five MS
- 9 Advertising d) a constant interaction with customers,

Item 3 Essay question

- 10. Define marketing mix briefly?
- 11. What are the source of enterprise market?
- 12. What are the demographic characteristics of enterprise mark

Unit Three: Individual Customer Need in Tourism Products and Services

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

3.2 Statements made by customer.

3.3 .The buying history of the customer.

3.4 Buying parameters.

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Interpret statement made by customer.
- Describe the buying history of customers.
- Establish buying parameters.

4.5

3.1. Statement made by customer.

The needs of customers are comfort, cleanliness, safety, quality, friendly staff, price, good environment, appropriate facilities, website appearance, efficiency in dealing with customer feedback, information regarding green practices and parking space. Those needs are gathered through

- Listening to verbal descriptions, aspirations and requests
- Paying attention to non-verbal cues that accompany verbal language
- Reading material supplied by the customer
- Reading ‘between the lines’
- Applying reflective and active listening techniques

Customer statement is a consolidated statement of every transaction of a customer posted to the ledger over a given period.

Transactions aggregated from various sources like:

- **Sales Invoices**
- **Payment In**
- **Financial Transactions**
- **Reconciliations**

In case that a business partner is a customer as well as a vendor, the Customer Statement shows only customer related transactions and does not take into account vendor related transactions.

The *Multicurrency* parameter of the report, in case of checked, will group records based on the currency records and display original currency amounts. If unchecked will not group records and will display ledger currency amounts. The Customer Statement provides the following details:


- The credit/debit information including the document number of the transaction

- The accounting date
- The document type of the transaction. (i.e. AR Invoice, Financial Account Transaction, etc)
- The net financial value of each transaction as [Debit - Credit], same way this column represents the accumulated value of the net financial value transaction by transaction, therefore an accumulated net financial value for the end of the given period is the end balance of the customer statement.

Note that negative amounts are highlighted by using brackets ().

Sample of customer statement form


Customer Statement


 Customer statement is a consolidated statement of every transaction of a customer posted to the ledger over a given period


Report Type Customer ▼

Organization F&B España - Regiør ▼

General Ledger F&B España, S.A. US ▼

Business Partner Alimentos y Supern 

Starting Date 01-08-2018 

Ending Date 

Multicurrency ☒

Sum Initial Balance ☒

Output type Html ▼

OK
Cancel

3.2. The buying history of the customer.

A customer's order history is **a list of all the orders they've placed with your business in the past**. It includes the specific items they purchased and how much each costs, along with information about the customer and when they bought the products. You can find order history in your point-of-sale system.

Customers: Using purchase history data, **retailers can see who buys what and when**; this gives retailers a clear sense of where customers are most likely to shop and when, what types of marketing content they might be interested in, whether they're likely to be repeat customers, and so on.

3.3. Buying parameters.

Buying criteria refer to **the common attributes that customers take into account when choosing a certain product or service over another.**

Key Buying Criteria

A prospective customer's key buying criteria can be condensed into five topics. A decision to buy a good or service can be made based on:

- Features and Benefits
- Quality
- Professional Support (or “ease of use”)
- Investment
- Image

1. Product Features and Benefits

This is an easy one. Salespeople can list pages and pages of items on features and benefits. Many of them have a competitive slant, rather than a prospect slant.

Features/benefits and the value they provide are important in sales presentations. Remember it's best to stress the benefits as your table stakes instead of listings hundreds of features. It's the reactive salesperson who wants to “Spray and Pray”, hoping if that they explain enough of the products features, the prospect will be able to pick out the ones that are important to them.

This tactic can be hit-and-miss. A pro-active salesperson does their research, determines the buying criteria of the prospect in discussions, and then highlights the relevant features/benefits. Pro-active salespeople wouldn't emphasize buying criteria that are not of relative importance to the target audience—regardless of how important these features are to the salesperson.

The benefits are what count, but the features anchor the target audience, so make sure you state the feature and the benefit, as well as the value. You will find that, in most sales, fewer than three features that are important in the buying criteria. Work with prospective customers to determine what those features are, instead of relying on delivering reams of information that may or may not be relevant.

2. Product Quality

Customers look for quality as a criteria in their buying decision. How well is the product made, how does it compare to similar products, and is the quality difference worth the price difference? These are some of the questions decision-makers at many companies ask themselves in their purchasing decision. The prospect's interest in quality will fall under one of four areas:

Good Enough Quality: This is quality adequate to meet the need. If a prospect is looking for a product that merely meets their needs, quality is probably of medium to low importance to them. Emotion has not yet entered into how they evaluate, but in all likelihood, it will.

The Best Quality: If the prospect suggests that they need “the best quality,” quality will be central to their purchasing decision. Emotional as well as logical business reasons are in play, and the prospect has chosen to allow emotions to dominate the value equation.

Comparative Quality: If the prospect is looking for only comparative quality, quality has not entered the decision-making process as an important factor, and probably will never be high up the priority list. It's very hard to move someone in this area, since their other decision criteria are of greater priority. You could spend a lot of time fighting to win the quality battle and still lose the sales war.

3. Product Support/Ease of Use

Product support/ease of use as a key buying criteria implies the service and support the prospect receives support from the many organizations that sell to them. This can take many forms. Both existing customers and current customers want to feel them:

Will be taken care of (support for the risk element).

Can maximize the value of their purchase (ease of use for the investment element).

If a company emphasizes professional support/ease of use, it's because they are going to put the product/service to maximum use, or because they are going into uncharted waters. In either case, if the prospect company needs assistance while using it, there must be someone available to them with the knowledge to help them out.

4. Investment

Investment is a major factor in a prospect's key purchasing criteria, and a salesperson will need to devote some quality time here to research and preparation. Product Quality and Professional Support tend to feature prominently in discussion because they relate to the prospect's interest in your goods and services. Investment, however, seems to be a factor for which most salespeople have the shortest bulleted list, because it requires thinking like a buyer.

Prospects are not customers because your product is cool, trendy, or something they can't live without. In this competitive market, there are so many alternatives to choose from that it can get confusing to a customer to decide on the best investment of their resources. To get an understanding, customers end up asking themselves two sets of questions. First, they ask themselves the *extremes* questions:

“What do we need to pay more or less attention to?”

“What do I need to increase or decrease?”

“What do I need to amplify or diminish?”

“What do I need extra of or a reduced amount of?”

“Do I need it now or later?”

Salespeople must always be able to identify and answer extremes questions. By having your solution, product, or services, what will the customer get more of or less of? All a customer wants to do is increase something or decrease something.

The second set of questions customers then ask themselves are the *how much* questions. In other words, extremes questions must be quantifiable. If your answers don't get into specifics on what you are offering when addressing the extremes questions, your product or service will be

viewed as a commodity by customers. ***“It will increase your productivity”*** is a commodity statement, because it provides no quantitative value. To address the investment issue, your statements must be quantifiable. ***“It will increase your productivity by 25 percent over 2 two years”*** is an investment statement.

Your product or service must address the investment issue, and it must do so in a quantifiable way for it to be of any value to a vice president, let alone a CEO.

Customers are greedy; they want their money back, which is why they would give you any money in the first place. Your product does matter. If a person is going to be saving \$1,000,000/year with a specific project that your product is just a small piece of, your return is not only the value your product specifically adds but also the value of the entire project. It may not be the thing that gives the company a great return on their total investment, but it is a very important piece of the whole. Find out the return the customers expect from the whole and then go from there.

Risk costs money. Do not let these new customers control the sales cycle and start dictating your worth to you. Investment is meant to move you from being a seller to becoming a financial partner with the buyer. Find out, quantitatively, what you are worth. Prospects know the numbers; all you have to do is ask the right questions to succeed.

5. Image

Image or Brand remains chief among key purchasing criteria. It is why a consumer still spends more money on shirts from recognizable companies, when they could purchase any old shirt they see. Image is the emotional play, so it should be probed as such. It has many different categories. You must act like a marketing director, helping prospects cultivate their image.

They want to improve their image, from one perspective or another. Focus on ensuring they develop an understanding of the value of doing business with you from ***their*** side, not yours. The fact you have been in business for twenty-three years is great, but for most people, it doesn't matter.

The fact that you’ve been in business that long may mean a lot to you, but its importance to a prospect is that it helps them with *their* image. Image is not just what you think of yourself, or what the prospect thinks of you. It’s about what the prospect thinks of themselves—and quite frankly, they are certainly more interested in themselves than they are in you.

Self-check 3

Item 1: say true or false

- 1. A customer's buying history is not important in tourism product and services.
- 2. Customer statement is a consolidated statement of every transaction of a customer posted.
- 3 You should spend a lot of time fighting to win the quality battle.
- 4. Salespeople must not always be able to identify and answer extremes questions
- 5 Buying criteria is the common attributes that customers choosing product or service

Item 2: matching

- | A | B |
|------------------------------|---------------------------------|
| -----6. Image | a) major factor in a prospect's |
| -----7. Professional Support | b) key buying decision |
| -----8. Product Quality | c) Brand |
| -----9. Product Features | d) want to feel customer |
| -----10. Investment | e) hit-and-miss |

Item 3: essay question

11. Why statement made by customer is important? How customer can made statement? Show the ways to present customer's needs.

Unit four: Promote tourism products and services

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

4.1 Promotional initiatives to tourism products and service

4.2 a static in-house promotion

4.3 Verbal promotion

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Describe Promotional initiatives to promote tourism products and service.
- Develop and produce a static in-house promotion.
- Promote tourism product and services verbally.

4.1. Promotional initiatives to tourism products and service

Promotional initiatives importance.

It is important to know about the promotional initiatives being used currently in order to:

- Explain them to customers – who may not know about them when they arrive at the venue, make a booking or make an enquiry
- Describe the benefits of the initiative – this means being able to tell customers the savings provided by the initiative, the time it will save them and the other advantages inherent
- Meet customer expectations – by being able to provide supplementary information when customers Make enquiries about promotional initiatives currently being advertised
- Optimize sales – there is direct link between promotional activities and sales, so sales-related staff must be able to explain and promote these initiatives to generate maximum revenue.



Promotional initiatives may relate to: Internal promotions are undertaken within the venue or by staff at a remote location such as a shopping Centre, exhibition of fair.

Options and activities for internal promotions may:

- Static displays – these are stands or displays used to promote one or more products.

They will feature:

- Products being promoted – products available for sale at the stand
- Supporting materials – to create interest, action and interest. These may include strobe lights, DVDs, music or ancillary accoutrements.

For example, a stand promoting wine may also feature a looped DVD on wine production or tasting, wine glasses, tasting notes, corkscrews, decanters, and wine books.

Using staff at static displays is optional to assist and advise customers or process sales and bookings. A sign may be included in the display directing customers where to go and what to do to buy a product/service or make a booking.

Demonstrations – these are excellent ways of promoting a service, as distinct from a physical product, and explaining how a product may be used.



Demonstrations enable:

- Customers to view what is involved in using product – giving them advice and tips on technique, options and practice
- Customers to better understand what a nominated service involves – and appreciate what is entailed in its provision
- Customers to sample a product or service – many demonstrations deliberately intend to allow potential customers to experience first-hand what a product or service is all about.

Common demonstrations include cooking of dishes and mixing drinks. Demonstrations are often combined with tastings (see below)

- Tastings – these are common promotional initiatives in an industry where there are many food and beverage choices.

Tastings can:

- Be used as market research – to obtain feedback on menu items proposed for inclusion on a menu
- Introduce new menu items to customers – by providing them with free samples
- Showcase the diversity and quality of products offered in various venue outlet.

4.2. Verbal promotion

This section present detailed advice regarding information to assist with *selling* products and service in a face-to-face context.

4.3. Honesty and accuracy

Always be honest and accurate about all descriptions you make regarding products and services:

- Never lie
- Never tell half-truths
- Never say a products or service is better than it is
- Advice and information supplied must be genuine and not come from a sale
- Full disclosure is the preferred approach – tell the customer about the good *and* the bad
- . Be ethical in your dealings with everyone



- Do not promise what you know cannot be delivered

4.3.1. Using appropriate communication skills – Questioning

Using questions in promotion and sales situations is important because questions enable you to gather information, and to direct the course of the conversation.

It is vital to realize selling is fundamentally an exchange of information. The customer telling you what they want, and you telling them what is available and what you can provide.

- "What ..."
- "Why ..."
- "How ..."
- "Where ..."
- "When ...".



These „open“ questions show attention, interest, concern and a desire to assist, as well as giving another opportunity to gain further information.

4.3.3 Using appropriate communication skills – Listening

Listening is sometimes referred to as the neglected skill.

Because you listen so often there is often the assumption you are good at it and do not need to spend any time worrying about how to do it, or how to improve doing it.

Another problem with listening is **you listen to part of what you are being told and then fill in the rest. You ‘finish’ the message being sent to you and add the ending you think should be there.**

And invariably get the message wrong.

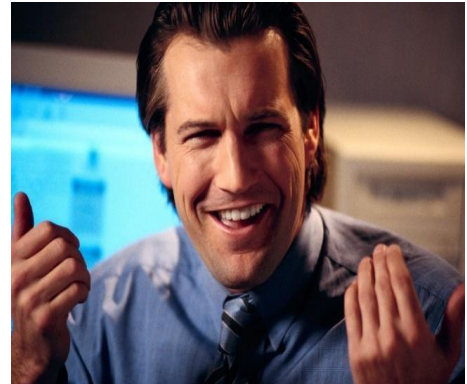
Fortunately, if you practice, you can improve your listening skills and ability.

Listening options

There are two listening options.

One involves listening only – active listening.

The other involves giving verbal feedback – reflective listening. The will be explained.



Methods to aid effective listening

Effective listening requires practice.

Practice should be focused and based on the following points.

- Prepare yourself to listen – get rid of things that may interrupt or act as blocks to communication. Get into the right service-oriented frame of mind
- Become interested — focus on what is being said and get caught up in it. Make sure you find some way to find interesting what is being said. Ask questions, look interested, and ask yourself how you can use what you are being told to provide service and to make a sale
- Keep an open mind – never prejudge the situation, interrupt or tune-out. Make sure you do not try to make what is being said fit into your preconceived notions, ideas and prejudices
- Identify the main idea – listen to what is being said with the intention of extracting the core message
- Listen critically — weigh up what is being said without simply accepting what is being transmitted. Critical listening provides clues about when and where you need to use your product knowledge to correct customer misconception about a product or service

- Do not get distracted – focus your attention on the speaker and what they are saying. Losing interest in the customer is rude and destroys all effort at establishing a relationship
- Take notes – do not be afraid to write down vital points. This demonstrates interest and proves you are taking things seriously
- Help where necessary – where the customer pauses, prompt them into continuing
- Reflect on what has been said – restate a point the customer has made, for example "You said you did not want a room overlooking the ocean ..."

Self-check 4

Item 1: say true or false

-----1. Listening is sometimes referred to as the neglected skill.

-----2, silent is vital to realize selling tourism products.

Item 2: make a dialog conversation with customers while you are in front office desk. Use Questions (what, when, where, which)

A: what is your name?

B:

A:

B:

A:

B:

Unit five: Produce Brochure

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- 5.1 Type and availability.
- 5.2 Brochure document styles and formats
- 5.3 Final brochure document
- 5.4 Brochure document is finalized by cross checking the entire document

This guide will also assist you to attain the learning outcomes stated in the cover page.

Specifically, upon completion of this learning guide, you will be able to:

- Describe about brochure document based on type and availability.
- Use brochure format and style.
- Design brochure and produce final document.

5.1 Type and availability.

5.1.1 Type of Brochure

Do you know which type of brochure is right for your business? Well, do you even know the various types of brochure folds available out there? You sure know that a well-designed brochure is the best way to reach a large audience for advertising your products or services. Now, the problem is – there are different types of brochures and how to choose the right one.

To know more, continue reading and get an idea about the different brochure types. And choose the best one for your business. There are 6 types of brochure folds available

- Gate Fold Brochures
- Bi-Fold Brochures
- Tri-Fold Brochures
- Flyers or Leaflets
- Folders and Insert Brochures
- Z-Fold Brochures

5.1.2 Brochure availability

Gate fold

This type of brochure is mostly used in high-end marketing and is made of premium quality paper making it extremely durable. A unique feature of this brochure is its inward folding that makes it very compact and easy to carry around. It features an 8 panel structure with ample space to talk about your products or services, along with complementary images.

- Gate fold, also known as the Window Fold, the side panels measure half the width of the central panel.
- The standard brochure size for the gate fold is 8.5” x 11”.
- This fold works great with single product presentations, graphic-heavy designs, menus and creative designs with wide visuals, such as architectural layouts and landscape images.

Bi-Fold

This is the most common type of brochure used by organizations. As you must have guessed by its name, it has 2 folds that form 4 panels. There is the front cover, back cover and two internal panels where you can present all the information about your company, brand and products. There is also an extended version of Bi-Fold brochure which is known as booklet. The booklet looks more like a magazine because it has multiple pages.

- Also known as Half Fold, it is made up of a single sheet of paper folded into two.
- The standard brochure size for the half-fold is 8.5” x 11”.
- This suits best for simple product presentation, programs, pricing sheets, city maps, real estate offerings and manufacturing product sheets that are rich in content, specs and photos.

Tri-Fold

This is the next version to bi-fold and is used when you are in need of a little more space. It has 6 panels to present your information to your target audience. These brochures are among the most common ones that are used by small to large businesses.

- The fold in a Tri-Fold Brochure divides one single paper into three. With Tri-Fold, in the normal letter format, you get three sections: outside, inside and both zipped.
- The standard brochure size for the Tri-Fold brochure is 8.5” x 11”.
- Other popular sizes are 8.5” x 14”, 11” x 17”; and 11” x 25.5”. This is the best for simple product presentation.

Flyers or leaflets

Flyer or leaflet brochure are usually single page brochures. They are a bit different from the other types of brochures and are mainly used for targeting a really large number of people. But, if you are planning to use this for your next promotional campaign, remember that they are extremely common and so, you have to be unique. An eye-catching and distinct design can make all the difference. And do not forget the readability feature.

- With a standard size of A4, Leaflets and Flyers are recommended for small scale marketing.
- You could directly hand it out to your target audience or insert them in other media like newspapers or magazines.
- Usually containing product information or announcements, they are one of the cheapest ways to reach out to a large number of people.

Folders and Inserts

Event show coming up? Or maybe, a conference or exhibition? If yes, Folders and Inserts brochure is the perfect way to advertise your brand among so many others. This type of brochure has a fantastic feature of folders within the brochure. You can make use of the folder by placing feedback form or some kind of free coupon and so on. Remember, it is all about gaining attention and whoever does it best, win the race.

- Being ideal and reliable, Folders can be configured to suit your needs. They are organized for presenting business material.

The printed sheets of paper that go inside these folders are known as Inserts. They give information on particular topics, services and products.

Z-Fold

This brochure folds like letter ‘Z’ and gets its name from this feature. It is easy to carry around and ideal to show lists, user guides, and technical specifications among others.

- Also referred to as 3-panel zigzag fold, the Z-folder Brochure is a document folding method that uses two parallel folds to create six panels of equal size – three panels on each side of the paper.
- The brochure folds into the letter ‘Z’ and gives a seriously extravagant appeal. Appearing almost like a musical instrument (accordion), it has 3 panels with ample space for you to write about your company and product offerings.

Now that you are aware of the types of brochure folds that you can use for your next advertising campaign, take a look at some of the designing tips. As much as the right selection of brochure is important, the perfect designing is important to nail it. Here we go... **Brochure Designing Tips**

- Ensure that the font is not too artistic that it spoils the readability of the content. Choose a font that is known and also looks appealing.
- The color combination is something that you must pay attention to. It is always best to make use of your brand color or colors.
- The right use of graphics, illustrations and images is also important. Too much will spoil what you are trying to achieve and too little will not capture attention.
- Do not forget the Call-to-ACTION!

You are almost set to WOW your customer with a stunning brochure. So, what’s left? A little professional help, maybe. It is always good to seek professional help as they carry the knowledge and experience to get the best brochure design at the very first attempt. So, go ahead. Start planning your next advertising campaign. It is going to be fantastic!

Paper is one of the most versatile forms of mediums in the world. Beyond its uses for writing and communicating, paper can be made into a representation of almost anything you can envision. As children, we used them to create drawings, airplanes, boats, and mini footballs for finger field goal games.

However, as adults, we can see the true value of paper beyond playtime. Now, we understand it to be one of the most powerful marketing and informational tools that are tangible, and printed brochures are an ideal way to get your message across.

Professional brochure printing is pivotal in making a lasting impression and promoting your brand, but did you know that the fold of the paper stock makes a difference, too? Depending on the information being presented, the space you are working with, and the amount of data might influence your decision on styles. Let us discuss the seven top types of brochure folds to consider.

#1 – Bi-Fold Brochure Printing

This is your most basic fold that perfectly divides the stock or paper in half to create four panels to potentially work with. Bi-fold brochures can open horizontally or vertically depending on your preference. This is the most common option used in foldable print media and is the most affordable and simplest to manufacture.

Bi-fold brochures are the ideal choice for companies looking to send thank you cards or invitations in bulk. Optimally, you will use card stock for this type of printing to ensure longevity and secure shipping if the cards are to be used for print mailing.

#2 – Tri-Fold Brochure Printing

Tri-fold brochures are only folded two times and is the type that you would typically see in letters or bills in the mail. The page is divided equally into three sections and a fold is made along the left and right sides. The folds go inward and atop each other, and generally the right side is flattened first and topped with the left side.

This layout creates a flow for readers that makes sense and is naturally presenting the information in an orderly way. Tri-fold brochures are a good choice for retailers, seminars, and educational purposes, and colors will only enhance the impact of the material.

#3 – Z Fold Brochure Printing

The Z-fold brochure is similarly folded in the same fashion as a tri-fold brochure. However, instead of folding the right side of the trio inward, it will be folded backward to create a total of six printable panels. When these are opened and standing on the rim, they resemble the letter ‘Z’.

Z-fold brochures are highly versatile, and elements can be divided, and the brochure opens in the proper reading sequence. They are also an exceptional choice for those presenting large charts or images to make a bigger impact or break down large chunks of pertinent details.

#4 – Accordion Fold Brochure Printing

Those wanting to share a multitude of divided information or present large graphics often choose and accordion folding brochure style. They are compact, easy to hold and make a stellar impression. Typically, a page-sized 8.5 x 14 x 11 inches or 17 x 11 x 25.5 are folded in three evenly spaced sections.

Each section is then folded into a zigzag pattern with each fold-point bending in opposing directions leaving a flat front ready to open and a solid backing. If you need a lot of space or want to break down fine details separately, accordion folds are an optimal design choice for printing purposes.

#5 – Double Gate Fold Brochure

A double gate-fold brochure begins with a traditional gatefold style. A gatefold involves folding two ends of the paper inwards until the edges meet in the middle. This results in a large center section with two small panels on the sides that resembles a gate that could be opened.

With a double gate design, this setup is folded once again along the seam where the flaps meet. This creates eight panels ready for design, and a sticker of your logo or image completes the double gatefold pristinely.

#6 – Double Parallel Fold Brochure Printing

Doubling down on this type of brochure is certain to attract attention from viewers. The folding method is simple but leaves you with ample space to divide up important information. A double parallel-fold is literally what it sounds like: fold the paper in half and then do it again in the same direction.

This lines up two sections in such a way that you get eight panels out of the fold, which is ideal for large graphics or promotions. To boot, it is easy to mail this in a small envelope.

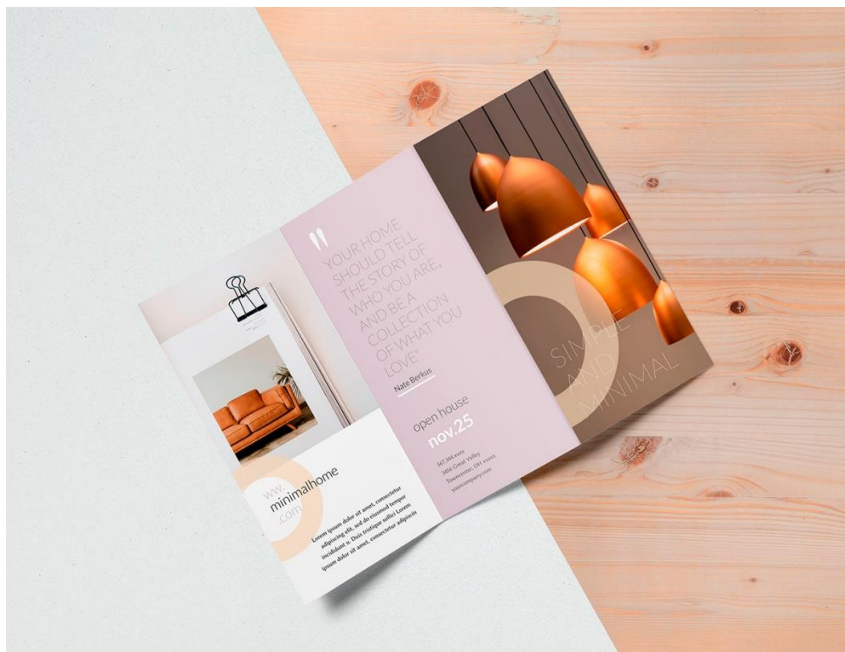
#7 – Map Fold

To obtain the classic map fold, you professional printers with fold the brochure similarly to that of a gatefold, but each panel will be equally divided to create a total of six visible panels. Therefore, there are plenty of opportunities to present a wealth of information that is easy to

follow. The map variety can be an exciting option for full-color printings, and the innovative design invites recipients to keep the information handy for future reference.

5.2 Brochure document styles and formats

Folded Brochure Design: The standard fold for a brochure is the tri-fold. This folds the two sides in towards the middle so that it opens almost like a booklet



The z-fold is a variation of the same fold. This can be achieved with the same template as the tri-fold, you just have to make sure you understand which panel ends up at the back.



Two-fold brochure design: It has four large content spaces and looks like a simple booklet.



Multi-Page Brochure Design: Brochures with multiple pages can be stapled or bound. These are great for showcasing many services in one go. Technically it's almost like a web page on paper. Businesses that might need a brochure like this are hotel spas, wholesalers and realtors.



Unique Fold and Cut Brochure Design

Some printing shops offer unique folds and cuts for brochure design. If you want your brochure to really stand out, try a completely different style. You might need help from a printer to achieve this type of brochure but you can still design the visuals with Visme.

Keep in mind that these specialty styles are much more expensive than regular tri-fold. If what you are looking for is affordability, stick to the standard brochure design and keep these in mind for when your business is much bigger and super successful.



Once you've decided which brochure layout you want, you can easily get started designing with a template, or start from scratch with our brochure maker. Our brochure templates are designed with the folds in mind. Thankfully, your Visme editor includes a grid view option to mark the folds as you design.

The templates come in the industry-standard "letter" size. In pixels, this translates as 1100 pixels wide and 850 pixels tall. Use the grid view to add the fold lines and design accordingly.

These are the grid view measurements for a tri-fold or z-fold brochure.

Width: 366px

Height: 850 px

Opacity: 30% or whatever works best for you

To apply the grid view in your editor, click on the hamburger menu on the top left of your screen and click on "view options."

5.3 Brochure Document Preparation

Step #1: Define Your Purpose

The first step to creating a successful brochure is to define its purpose. Do you want to promote a particular service? Sell a new product? Showcase your best offers? No matter what purpose you decide to give your brochure, keep it simple. You don't want to overwhelm people. Even if you need to include a lot of information, use visuals to break down the content and make it snackable.

Following your brand guidelines with these visuals can help improve brand recognition when potential customers see your brochures. But don't worry — if you don't have your own visuals, there are plenty of free design elements to choose from inside the Visme editor.

In some cases, a brochure is part of a bigger marketing campaign. This can include any number of visual assets, from the brochure itself to social graphics, landing pages and more. Consider how the brochure fits into the campaign and what to include as a call to action. Use the same images, fonts, colors and copy. All assets, including the brochure design, must fit into the campaign and look like they belong together.

More often than not, a brochure's purpose is to gather new clients. Use the opportunity to invite them to follow you on social media or sign up for something via a landing page URL. Add a QR code to make it easy to readers to access your website or landing page.

Step #2: Know Your Audience:

As always, you need to think of the intended audience when preparing your brochure design. Ask yourself, "**Who is the brochure for? Who is it directed at?** For example, a brochure for a summer camp for middle schoolers is directed at both potential students and their parents, while a brochure for a Master's degree program is directed towards those who have already graduated college. These brochure designs will be vastly different as they have two completely different audiences to target. Another question to ask is, "**Where will my brochure be handed out?**"

The design for a brochure for a yoga studio that will be displayed in hair salons, coffee shops and sports clothing stores, needs to be inviting and inspirational. How will your design stand out and grab the attention of your intended audience?

Collect brochures from places that display brochures for businesses like yours. Pay attention to the stacks of brochures that are lower than others that's a pretty good indicator that those brochures are more popular.

Take notes and do some research. Ask your friends and colleagues what makes them pick up a brochure over another? Find out what types of brochures they keep and which ones they end up throwing away.

A template like the one below is perfect for attracting audiences who care about clean eating and environmentally friendly food options. Or, you can fully customize it in order to reach your specific audience.

Step #3: Create Your Brochure Content

Now it's time to create the content for your brochure. This where your copywriting skills come in. Or better yet, delegate this task to a freelance writer or someone on your content team who is

already well versed in your brand voice. Taking into account the brochure's purpose and the intended audience, start drafting some ideas for the cover title and think of different ways it can be worded. Put together an outline that is separated into sections. Remember that your brochure will be folded into different pages, so it's easy to break up the content page-by-page.

Craft the message in a way that will entice the reader to act. Calls to action in a brochure are not as easy as they are on a website or landing page. You have to convince them to find you on their phone or laptop after seeing your brochure. Or to call or add you to WhatsApp in order to get in touch. Again, a QR code is a perfect touch to make taking action from a brochure easy.

Use this opportunity to put your value proposition front and center. There's no room for fluff here. Speak directly to your client, tell them how your products or services will solve their problem. Explain in a few words why your business is better than competitors. When putting together the content, remember how it needs to fit within your brochure. Make the paragraphs short and choose your words well. You have to think about the space that the text will take up.

These are the elements every brochure must have:

Brand assets: logo, colors, fonts

A catchy title

Subtitle or slogan that explains how you solve a problem

Visually separate sections with titles, subtitles and body text

Contact details; phone number, website, email, social media

Appropriate visuals

Step #4: Choose Your Brochure Layout

Now that you have the content ready, it's time to select the layout you want your brochure to have. There are a variety of ways to design, print and fold your content, so pick the one that you think will make the biggest impact.

Step #5: Stay on Brand

As you're designing your brochure, remember to stay on brand. Always use your brand fonts, colors and approved visuals. This is especially important if the brochure is part of a bigger campaign with more visual assets involved.

If you haven't already it's a good idea to put together your brand guidelines that outline exactly which fonts, colors, logo variations, patterns, visual elements and more can be used in your various designs. This is the only way to ensure your designs are cohesive across the board.

And of course, don't forget to include your logo in the design! You want people who are aware of your business to see your brochure and instantly recognize your brand. And you want people who haven't heard of your business to start recognizing your logo and branding whenever they come into contact with it.

Step #6: Pay Attention to Hierarchy, Balance and Flow

Now that you have all the content and images in the layout, you've made sure that everything is on brand and that there are no typos, it's time to get a bit nitpicky with the design. If you used a template, it's likely that some of the placeholder elements got moved around, text boxes got bigger or smaller, colors changed and fonts were switched.

Our designers create the templates so that they're ready to go with a clear hierarchy, balance and flow. But not everyone's content is the same and things often change along the way, so it's a good practice to review the overall design and see if it still works as it should.

Ask yourself the following questions:

Does the content have a visual and contextual hierarchy? Are the titles a bit bigger than the subtitles? Are the subtitles a little bigger than the body text? Is there clear separation and order between blocks of text?

Are the elements aligned and balanced? Are the text blocks aligned with each other? If you're using a nonaligned design, are the placements in balance with one another? Double-check that there are no text blocks in the area of the folds. It's ok to have an image with a fold in it, but not someone's face.

Do the visuals and content have a clear and easy-to-follow flow? Is it easy to understand what information is to be seen first and what comes after? Is the content easy to read? Is the font readable? Is the color of the background competing with the foreground? If so, adjust to make sure the text is easy to read.

Are there enough areas of empty space to let the content breathe? The elements on a brochure design need a bit of air around them so the viewer can scan the content and see the big picture. Use margins so the text isn't touching the borders, separate titles from body text and leave enough space between contact details so it's easy to read.

Step #7: Print Your Brochure

As you get ready to finalize the design and share it with your audience, test it first. Have your team members or peers take a look at it. If you've created your brochure with Visme, you can easily give anyone on your team access to view, comment or even edit your design before sending it out for print.

Speaking of which, test the printed version out at home as well. Print out a single copy on your home printer then fold it to see if the sections are aligned how they're meant to.

If one of the sections has a full color that's different from the section next to it, you need to make sure that the fold is right on the line where the color changes.

Review the folding parameters we showed you above. Make any changes and get ready to print. But before sending it off to a professional printer, there are a couple of things you'll need to do.

If you're using images, colors, shapes or graphics that reach the edges of the page, make them a little larger so they overflow the borders. A couple of millimeters will do. This will prevent any white edges when the brochure is printed and cut.

Download the design as a PDF with bleed marks this will show the printers where the brochure must be cut. .

Type of Paper: Brochures are generally printed on light glossy paper but you can ultimately choose your type of paper. Paper that's a little heavier will make the brochure look sturdier and

will last longer. Your printer will give you options, they know which paper is easiest to fold and which will be more affordable.

Brochure Folding

Printers generally offer folding services in their price packages. But always ask first. Some printers have price ranges with and without a folding service. Most often than not, paying for the folding is definitely worth it since you know they'll get it right.

Amount of Brochures

Like everything that's printed, the more copies you print, the lower the cost will be per unit. Print the minimal largest number possible that fits with your budget. For this same reason, it's of grave importance that you spell check and double check everything before sending to print.

Having a thousand printed brochures with the wrong phone number can be a disaster

Color Test

Your printer might ask you to send the design in a CMYK color space. Ask if they can convert it for you. Ask if a PDF file with bleed marks is okay usually will be. Before printing the full lot, the printers usually do a color test, but in some cases, this might cost a little extra.

If your brochure's colors are extremely important and you can't afford to have it look any different to how you see it on screen, ask for a color test. You want to make sure that the colors your brochure is printed with match your branding or your vision, especially if you use a colorful template like the one below.

Step #8: Distribute Your Brochure

Success! You've now got a pile of brochures ready to attract customers and clients. How will you make sure they see them? Here are some marketing tips and tricks

5.4 Brochure Document is finalized by Cross Checking the Entire Document

Checking final brochure

Check spelling and grammar. Don't rely solely on spell-check because it won't identify words used incorrectly but spelled correctly, such as *its* and *is* or *where* and *were*.

Watch for widows and orphans. A widow is the last line of a paragraph that appears as the first line of a new page. An orphan is a paragraph that starts at the end of the page and contains just one line. Use spacing or delete items to prevent these.

Include costs, such as admission price, when possible. The lack of this information could prevent potential customers from visiting or using your services. Including this information can prevent customer dissatisfaction should someone arrive expecting something for free only to discover there is a cost.

Double check that the five Ws and one H who, what, when, where, why and how are prominent.

Check for your company name and logo, and

Contact information, including address, phone number, email, and website address;

Explain how to use your services or take action.

Operation sheet 1:

produce standard brochure

Operation title: produce brochure

Purpose: To promote tourism product and service in specific product or service

Instruction:

Step 1: Decide What Type of Fold to Make

Go with a bi-fold when you have too much or too little technical information to deliver in a business context. Bi-folds can shine as an uber-technical educational tool or bonus marketing touch-point for your audience.

Use a tri-fold when looking for a viable in-between option that's budget-friendly and still cares about curating a highly-interactive experience for readers.

Step 2: Select a Brochure Template or Blank Canvas

In PicMonkey, click Create New > Templates. Search “Brochure” in the Templates sidebar. Select a template in the results for it to appear on your canvas.

Prefer to start from scratch? In PicMonkey, go to File > Create New > Blank Canvas. Scroll to Print Sizes or type your own dimensions into the dimension boxes in the top-right corner of the blank canvas screen.

Then click Make it!

Pro tip: If starting from scratch, use the Collage Maker to create grids that you can design in, or use the Alignment Palette to temporarily turn on grid lines.

Step 3: Swap Photos and Add Graphics

Click Photos and Video > Add Photo or Video. Choose where you want to pull images from, including your computer or the [stock image library](#).

Click Graphics to browse thousands of graphics from the drop-down menu.

Step 4: Customize Text

Click Text > Add Text to add a new text layer, or swap out the text that exists on your brochure template. Customize your text however you want.

Try out text effects like curve, outline, or drop shadow. Change text color, fonts, size, and shape

Step 5: Download and Print by yourself or Send to Your Local Print shop

Download your design as a JPG, PNG, or PDF (PicMonkey Pro feature). Share digitally or print. If printing, you can use PicMonkey's crop and bleed feature to account for bleed space prior to sending to your print shop.

Tools and requirement:

- Personal computer as 1:5
- . Adobe Illustrator..

Unit six: selling skills

This learning guide is developed to provide you the necessary information regarding the following content coverage and topics:

- 6.1** customer in a sales environment
- 6.2** customer needs, wants and preferences
- 6.3** Selling skills.
- 6.4** Buying objections.
- 6.5** Sales opportunities
- 6.6** close the sale

This guide will also assist you to attain the learning outcomes stated in the cover page. Specifically, upon completion of this learning guide, you will be able to:

- Approach customer in a sales environment
- Gather information about customer needs, wants and preference.
- Apply selling skills
- Overcoming buying objection
- Maximizing sale opportune with buying situation
- Close the sale properly.

6.1 Customer in a Sales Environment

Good sales staff is not born – they need to be taught, learn product knowledge and to practice. Staff who sell „are“ the venue – they represent the venue in a very real sense and customers infer things about the venue based on how the sales staff conduct themselves. Customers gain a favorable impression about all aspects of the venue based on a positive experience with a staff member, and the reverse is also true.

- Be aware of the fact sales staff are always on public display – all the time. Customers will see them long before they talk to them or engage with them so their actions and demeanor are extremely important.
- Never offensive language – such as swear words, racist comments, statements about a person’s looks
- Never slouch – it looks untidy and indicates a couldn’t-care-less attitude
- Never lean against counters/service areas, walls – this looks unprofessional.
- Focus on the customer – never talk to other staff when customers are near, approaching or waiting.
- Never stay on the phone when customers are near, approaching or waiting – serve the face-to-face customer first. Apologise to telephone customers and offer to ring them back
- Never play around at work – it is potentially dangerous, looks unprofessional and is frowned on by management.
- Never chew gum – it looks unprofessional.
- Never complete paperwork when customers are near, approaching or waiting – focus on the customer and serve them, *then* return to the paperwork.
- Never finish putting stock away when customers are near, approaching or waiting – the customer must always be the Number One priority.

- Making eye contact with customers to acknowledge their presence and provide a non-verbal signal you are available whenever they need your help
- Speaking to the customer – again to acknowledge their presence or to exchange some form of pleasantries. This helps to „break the ice“
- Making a verbal offer of assistance – indicating you are available to help, but prepared to allow and facilitate the customer „doing their own thing“
- Repeated attempts – it is important to realise „approaching the customer“ may be something needing to be done more than once in a single buying/sales situation.
- Be genuine in the greeting or approach you make – take the time and trouble to ensure the approach is not robotic or insincere
- Match the non-verbal signals with the words – customers will readily detect a mismatch between the expression on your face and the words you use
- Ensure the approach is timely – this can be difficult to judge. While you do not want to be accused of putting pressure on the customer, you also do not want them to think you are ignoring their presence. In a retail sales environment making an approach within the first minute is preferable and acceptable
- Smile – this indicates a happy disposition, a desire to be of service, and you are approachable and willing to help
- Be prepared to allow the customer to help themselves if this is what they indicate – many customers prefer to wander around without help, at least, initially. There are probably an equal number of customers who want to be „left alone“ (short-term), as there are customers who want immediate assistance.
- Do not hover – many customers are annoyed by staff who retreat only a short distance after a refusal of service, doing small tasks to thinly their presence while they keep an eye on the customer, or linger in the expectation their services will be required shortly
- Reply to the customer’s response – naturally you would respond if the customer wanted advice, service or attention. You need to also verbally reply where the customer does not want any immediate help. This response may also include an indication you will

come back and enquire again in a few minutes. This helps to prepare them for your future approaches and assists in taking the pressure out of those approaches, setting them more appropriately with a service context. Reply even if they indicate they want to be left alone

- Observe enterprise requirement s- regarding (for example) types or styles of approaches to be made, timing or phrases to use
- Be prepared to ask questions – to help determine customer needs, wants and preferences.

6.2 customer needs, wants and preferences

Trainer instructs trainees important factors in gathering information about customer needs, wants and preferences are:

- Ask „open“ questions – to begin to determine what the customer wants
- Ask „closed“ questions – to help fine-tune their requirements: see Class Activity
 - below, this slide
- Apply „active“ and/or „reflective“ listening to capture the information provided:
Active listening features:
 - Showing sensitivity to the talker, showing all due respect – not invading personal space, not adopting a domineering posture, indicating interest and attention
 - Displaying empathy with the person speaking – allowing your expressions to indicate concern and understanding of what is being said
 - Demonstrating your attention in non-verbal signals – eye contact, nodding, changing facial expressions in-line with comments being made
 - Not interrupting
 - Encouraging customer to continue by giving affirmative non-verbal feedback – nods, murmurs, short words of encouragement
 - Concentrating on what is being said and not thinking of something else
 - focus your energy on what the customer is saying
 - Not being judgmental – about the customer, what is said, what they want

6.3 Selling skills.

Trainer highlights to trainees a consistent requirement for all sales staff is to apply selling skills in order to make sales. **This involves:**

Never encourage customers to purchase something they do not want – the focus must be to encourage them to purchase something they want or need

Try to identify as quickly as possible the main driver behind the need for the customer to make their purchase – “Why are they wanting to make this purchase?” is a very important question that governs and controls many of the other buying-related decisions

Determine the price they are willing to pay – is there another price (from a competitor) needing to be matched, or is the customer simply wanting to buy the product quickly, regardless of the cost?

Identify who will make the actual decision to purchase – the person who makes the buying decision is not always the person who will pay for it. Direct sales efforts at the decision maker. The decision maker and the person paying may be the same person. A common mistake is for sales assistants to direct their flow of information, advice and product knowledge to the male in a „buying couple“ when often it is the female who will make the buying decision.

Provide options and alternatives – it is important to be sensitive to other factors such as are they in a hurry? Are they determined to buy Product X, Model Y regardless? Most customers appreciate having time spent with them and having their choices explained to them

Put the offer into context – the purchase may not take place in isolation from other factors and you are obliged to advise the customer about these allied features. For instance, selling a Package deal without advising, suggesting or explaining the fact the room has no views of the sea, no free parking and no transfers is inappropriate as it may result in the customer buying something not suiting their needs even though their needs were not explicitly stated by them to the person selling to them

Be sure to mention any benefits applying „now“ – there will be times when an offer is a very good deal because of some promotion or Sale or Special but the offer expires today. You must identify and highlight applicable limits and explain how the current deal represents such

excellent value. The point being never expect the customer to know they are getting a fantastic deal – they have to be told

Promote the value-adding aspects of the sale – it is dangerous and counterproductive to just focus the sales effort on the selling price. Most customers do not just buy on price alone, anyway. A sales professional must identify and explain the totality of the purchase by highlighting all the factors that add value to the purchase. These may include, depending on the purchase,

Trainer stresses to trainees when selling to customers it is vital to address safety issues.

This includes: Personal protective clothing and equipment – often needed by customers when participating in activities

Specific training requirements – before customers are allowed to use certain items or participate in nominated activities

Protection of others – explaining the dangers that may apply to onlookers, children, pets, other physical objects

Explanation of safety signage – many items have safety logos on them that can appear confusing or unclear to some customers.

First aid treatment – it may be appropriate to inform the customer about this aspect explaining where venue first aid is available

Precautions that can be taken – to minimize accidents or incidents

Advice as to where the customer can obtain additional safety information – websites, DVDs, supplier or agent.

6.4 Buying objections.

A „buying objection“ is a reason, or multiple reasons, presented by a customer stating why they cannot make a purchase at this time

They are to be expected – many buying situations involve some form of buying objection

They can be planned for – staff can prepare how they will deal with them because many of them can be anticipated

When faced with a buying objection sales staff are expected to overcome the objection and make a sale

Never take buying objections personally – some customers will have genuine reasons preventing them buying. Never misinterpret inability to overcome a buying objection as incompetence or inability

Buying objections can be seen as a sales tool – they indicate the prospect is still interested and this is a positive sign. They may also be seen as a request for more information, so the basis of the objection becomes the focus of extra information provided.

Acknowledging and accepting the legitimacy of their objection or concern – to show to the customer their concern is a valid and understandable one

Always bear in mind a primary objective is to never become engaged in an argument with the customer

The second step is to present information addressing the objection or concern, convincing the customer to go ahead and buy

Always make sure everything said or done in these situations is ethical, honest and accurate – never compromise personal or venue integrity just to make a sale. It is immoral and illegal to do so.

Argue – this only annoys the customer and reduces the chance of selling to them

Run away – that is, stop trying to sell

Get defensive – this attitude tends to indicate there is something to hide or the customer has a valid point that cannot be effectively addressed. It is also perceived by the customer as being very negative and will do nothing to increase the chance of a sale

Display a noticeable change in demeanor – including speech and particularly non-verbal communication

Make rash and dishonest promises – just to make the sale

Respond with absurd suggestions – which indicate to the customers a „sell at any cost“ mentality on the part of staff resulting in negative sentiments and reduced likelihood of a sale

Belittle the objections – by implying the objections are trite or irrelevant.

Objections can often be classified on the basis of:

- Price:

Customers may feel the price being asked for a product or service is too expensive.

They may want a reduction in price, or they may understand price is not negotiable and so seek an alternative product or service at a lower price

Time-related concerns:

The customer may need the product or service immediately or they may need a booking for a specific date or time

If the customer has an immediate need, they will often be unprepared to wait for service unless they believe they genuinely have no viable alternative (including an alternative venue to buy from)

Product and service characteristics:

These questions involve objections relating to matters such as:

The size of the product (meal, drink, room, bottle) or the duration, type and style of a service (massage, food and beverage service, recreational activities, trips and tours)

- Quality factors
- Inclusions in package deals

Safety or security factors

Taste and aroma

Objections of this type could indicate the product or service is genuinely unsuitable for the customer and where no alternatives exist this could signal the end of the sale.

Solutions must always be offered in accordance with venue policy – in accordance with individual scope of authority in relation to negotiating, making deals, providing incentives and representing the interests of the enterprise

- Should feature, us or rely on standard solutions –staff should develop a stock of solutions that can be applied across a variety of situations and buying objection situations
- Practice – this gives confidence and builds ability to perform effectively in a real customer contact „buying objection“ situations. Some venues will conduct in-house training for staff regarding dealing with customer objections and use role plays to provide opportunity to practice the necessary skills. Trainees
- Should concentrate on developing some standard responses especially to routine objections and practice before „going live“ with real customers
- Feedback should be from colleagues and others aimed at advising: Good and bad points of practice.

- Be patient – dealing with objections is a high level selling skill that cannot be learned or perfected quickly. It will take time and mistakes will often be made before confidence or competency is achieved
- Stay positive – never indicate loss of interest in trying to make a sale
- See the objection as an opportunity and a challenge – and not as an impossible task
- Keep calm, keep focused – and keep going Re-double efforts – as opposed to reducing your effort
- Know when to be quiet – let the customer talk and get all their objections, emotions and feelings out. This provides key tools to overcome the objection
- Listen to the responses to proposed solutions – it is unusual for the first proposed solution to overcome the objection, so be alert to monitor how this suggestion is received and then modify as required to suit needs of the situation.

6.5 sale opportunity

A sales opportunity is a **source of potential business** – it's literally an “opportunity” to offer your product or service to an interested individual or business, and represents an "opportunity" for revenue. Generally, an opportunity comes from one of two places: A lead, or a potential customer.

Steps of Developing Sales Opportunities

1. Have a goal in mind.

If you don't know why you're talking with a customer, the conversation will probably be a waste of time: yours and the customer's. Even if you're only calling to do some relationship building, have a reason for calling.

2. Do some quick research.

Before contacting the customer, find out if there are any recent changes in the customer's business or industry. Check three places: the business news, the customer's website, and (if it's already a paying customer) inside your own company.

For example, suppose you're calling on the VP of manufacturing for XYZ Inc. Here's what you do:

Google "XYZ Inc." news and read the top stories. Pay particular attention to any announcement of financial results or organizational changes.

Click to "XYZInc.com" for new press releases, new products, and (especially) new job openings, which signal where a company is expanding or needs help.

Check your customer support. Has anyone called with a problem? If so, how was it resolved?

Have there been late orders? If so, what's their current status?

3. Plan the conversation.

Depending on your goal (step 1) and what you've learned from your research (step 2), list the questions you'll ask during the conversation. For example, if your goal is to better understand your customer's purchase, your questions might include:

How have you purchased this sort of product in the past?

Who are the stakeholders who might object to the purchase?

What criteria is your boss using to evaluate alternatives?

Three important planning tips:

Keep your list short. While each conversation is an opportunity to learn, if you pepper the customer with a series of questions, you'll seem pushy or, worse, desperate.

Don't rehearse. Reading questions from a list or repeating them from memory makes you sound like a sales trainee. Instead, prior to the meeting, write down keywords to remind you of the general lines of inquiry you'd like to pursue.

Too vague is better than too specific. Don't worry about asking a question that's "too open-ended." If your question isn't specific enough, the customer will ask you to clarify. And then you're already in a conversation, which is half the battle.

4. Take good notes.

Your record of the conversation is as important as the conversation itself. If you don't take notes, you probably won't remember what was said or what commitments you or the customer made to each other.

5. Close on next steps.

At the end of the conversation, obtain a commitment from the customer to move to the next step. For example, if your goal is to understand the customer's buying process, the next step might be to set up a meeting with a stakeholder.

6. Document the conversation.

At the end of the conversation, use your notes to compose an email to the customer summarizing what you learned (to confirm you've got it right) and repeating any commitments that were made.

6.6 close the sale

Closing a sale occurs **when the seller and buyer agree to the conditions of the sale and the buyer makes a firm commitment to the transaction**. Closing the sale should not be seen as a transactional event, but rather as the natural ending of the sales process.

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The trial close in the sales process

Throughout the sales process, leverage the technique of the “trial close” to ensure that you have the stakeholder’s buy-in. The purpose of a trial close is to ensure that all conditions for purchase

are known and that the buyer is serious about this process. Consider the following example trial close:

Seller: “Mr./Ms. Stakeholder, do you feel confident that our product can deliver the required value to you and your organization?”

Buyer: “Well, I would really like to see how your product can perform under conditions XYZ before concluding.”

Seller: “No problem, Mr./Ms. Stakeholder, but before I agree to spend more of our time on this, can I just ask you this: If I can demonstrate that our product does perform under conditions XYZ, would that be enough for you to make a commitment to us?”

If the stakeholder’s request is resource-intensive or counterproductive, suggest an alternative approach. Agreeing to do something for the stakeholder should give you leverage with which to

bargain. “If I can get this done, would you be able to arrange a meeting with Mr./Ms. So-and-so in order to advance this process?”

Use the trial close with every stakeholder to ensure that you have their support and to identify and remove any red flags from your buying process. Review the stakeholder management chart to ensure that no major red flags remain.

Ask for the order

This is an old principle in sales: if you don’t ask, you will not get the sale. However, the timing is important. When any conditions from a trial close have been met, ask the key decision-maker for the order.

Remind the stakeholder of the process you both have agreed on. Make sure that the stakeholder agrees that you have met every condition they put to you after the trial close. Ask for the order. The following are some ways you could phrase the “closing question”:

“Mr./Ms. Stakeholder, what is the next step?”

“Are you ready to make a commitment to buy product ABC?”

“Can you make a decision now to move forward with a purchase of ABC?”

Only ask one question. Once asked, do not be afraid of silence as the buyer thinks through their response. There will always be some tension in the moment when a question is asked, so Remember to empathize with the buyer. Look at the buyer and try to figure out the emotions behind the buyer’s words.

Possible answers to the “closing question”

“Yes”: Thank the buyer, reassure them that they have made a great choice and move on to discuss logistics. After signing the contract, the job shifts to making the delivery/installation/use of the product a success for the buyer.

“No”: Do not become emotional. Try to understand why the customer has made the decision. Ask if the decision is final or whether you can be considered later. If a competitor has received the order, determine why and on which points the competition was perceived to be better. Ask the customer sincerely if there is anything you should have done differently or can improve upon. Feedback can prove invaluable for later sales processes.

“Undecided/I’ll get back to you/Maybe/We’ll see/Not right now”: These are tricky responses because they break with the established process.

Listen to the stakeholder; in such cases, there might have been changes within the customer organization that affect the position of your sales process. If this is the situation, move on, but ensure that the lines of communication stay open.

Determine whether the stakeholder still sees value in your offering and then ask them to suggest a process forward (effectively, go back to the trial close).

Do not be content with a vague response; put gentle pressure on the stakeholder to commit to a firm next step.

If there are one or two reasonable conditions attached to the next step, then you should proceed, as keeping momentum is important. A concrete next step would indicate that there is still life in the process, and that the stakeholder has a true interest in the sale.

Sales Closing Techniques

Of course, discovering sales techniques to add to your repertoire and testing which ones work best in your sales process is a great way to get more potential customers to sign on the dotted line. These are 12 of the best sales closing techniques that can help you evaluate any situation, and stop those firm "no" answers with your own great response.

1. The Assumptive Close

The Assumptive Close is based on the concept that you firmly believe you will make this sale from the moment you put effort into it. The language you use throughout would indicate that you believe the sale is a "done deal." The key is checking frequently on your prospect, gauging their level of interest, handling objections, and determining if they're on the same page as you.

Why this works: Your confidence and positive thinking are contagious and make the prospect think the answer should be as obvious to them as it is to you.

When it works best: When you're working with familiar leads, and know the product is a perfect fit for the prospect's needs.

When not to use it: When you have no relationship with your prospect, and hear repeated feedback that the solution doesn't make sense for them.

2. The Now or Never Close

Offer your prospect something that they can only get if they commit within a certain period of time (including today). This can include:

This is the last [product] we have remaining

Anyone who commits today gets a 15% discount

If you sign up today, you can take priority in the implementation queue

This price is only for a limited time until [date]

Why this works: The prospect now feels that they are losing out on something, so if they are probably going to say yes eventually, it just makes sense to do it now.

When it works best: When you have the freedom to offer discounts, and you're dealing with people whose main objection is that they don't have time to decide now.

When not to use it: When the prospect has made it clear your product would never implement at their company, or you can't offer a significant incentive.

3. The Takeaway Close

This concept is simple: if you've already laid the benefits on them, and they don't seem interested in certain aspects, take them off the table. Offer cost savings by removing product features that they might not need, and see if they're more inclined to take the offer.

Why this works: Many people object simply because of the price. If you can counter that objection by removing things they don't need, everybody wins.

When it works best: When your platform is multi-tiered, and the prospect has made it clear that they have no use for certain features.

When not to use it: When the prospect doesn't seem to be objecting to the price.

4. The Hard Close

Also known as the "Nothing to Lose Close," this tactic involves you letting your potential customer become very aware of the fact that you are selling to them. You ask for firm commitments, when you can sign contracts, when you can expect to close the deal, when you can set up implementation—and anything else that gets them to actually sign now.

Why this works: Making what you want clear helps the person feel a little more at ease, and though they may not say yes, at least they will give you a firm answer so you no longer have to spend time following up.

When it works best: When you know you won't be getting the yes, and have no other options.

When not to use it: When you are still in the early stages of following up with your leads.

5. The Columbo Close

Remember the TV detective Columbo? His famous one-liner "Just one more thing..." has become a mantra for many talented sales professionals. After a suspect thought Columbo was done with them, he would put them on the spot while walking away by turning around and

asking for 'one more thing.' Once you think the customer is ready to leave, this last-ditch sales strategy can make them stick around.

Why this works: Whether you're demoing a predictive dialer for sales teams or selling consulting services, hit them with the most enticing part of your sales pitch once they've indicated they don't want to listen much longer.

When it works best: When you haven't shown the main highlight yet, and you're pretty sure the prospect is on their way out.

When not to use it: When you've already bombarded and overwhelmed them with a long list of the benefits of your product.

6. The Summary Close

Take some time to summarize all the benefits of your product, and the main ways it would solve your prospect's pain points. You can also use this to make distinctions between two or three possible options you're offering, to help remind your lead of what all their options are as they come closer to a purchase decision.

Why this works: Hearing all the benefits at once can seem more impactful than the 30 minutes you already spent going over them.

When it works best: When you know your product is a good fit, and your lead just needs a quick reminder of all the things they agreed would work for them.

When not to use it: When your conversation has not been particularly long, or your main value points didn't seem impactful on your prospect.

7. The Puppy Dog Close

Based on the concept that people who walk into pet stores and hold puppies are more likely to buy them (due to their unbearable cuteness), you make your sale by letting your prospect try it out. Test drive a car, use a free trial, keep a product for a month, and so on.

Why this works: If they start using the product, theoretical benefits become reality, building trust in your product and ideally making them realize they can't live without it.

When it works best: When you have a product that allows for a trial period, and has features that aren't always easy to quantify over the phone/by email.

When not to use it: When your product can't be 'test driven' or it doesn't have a great variety of features and benefits.

8. The Option Close

With this strategy to close deals, you are offering your prospect a choice between two or more options, hoping that they will choose one rather than saying no. Offering two pricing plans that suit their needs, tiered levels of service with different features, or implementation earlier vs later, for example.

Why this works: With two viable options in front of them, a person is more likely to choose one, or even choose the cheaper option of two choices because it feels like they are saving money.

When it works best: When you have tiered service levels, and know your prospect would benefit from both of them.

When not to use it: When your offering is static, and you don't already have confirmed interest in the unique features your product offers.

9. The Sharp Angle Close

Some people hear sales pitches all the time, so they understand they have the upper hand in the discussion; they may ask for add-ons or discounts, knowing you expect them to. To deal with these seasoned negotiators, a sales expert can take them by surprise with the Sharp Angle Close.

If you have approval, give them what they want—but at a price: *"Yes, I can offer you three months of service for 10% off—but only if you sign the contract today."*

Why this works: You give them something you were already willing to, and in exchange, receive a firm commitment and make the sale instantly.

When it works best: When you're dealing with people who get sold to a lot, or who ask for incentives to sign.

When not to use it: When your prospect is not familiar with sales nuances and isn't asking for anything special or unique from you.

10. The Question Close

Asking your lead probing questions can force them to actually explain why something does or doesn't work for them. Ask them why you can't proceed with a shipment, why [x feature]

wouldn't solve the customer's needs, and so on. You may even have existing customer testimonials that back your solution up to this prospect.

Why this works: These kinds of closing questions give you a far better opportunity to explain why your product meets their needs.

When it works best: When your lead seems perpetually on the fence but isn't really explaining why they aren't interested.

When not to use it: When the prospect has clearly stated reasons for why aspects of your product don't work for them.

11. The Suggestion Close

Another 'hard close' tactic: In this conversation, you offer your opinion about what would work best. Offer firm statements that explain how "a shipment on Friday would solve that problem" or "if you sign a contract by [date], your onboarding would be well before the quarter end."

Why this works: When you offer firm solutions for their problems, you become a trusted consultant as well as a salesperson.

When it works best: When you have a great (personal) relationship with your prospect, or you think they can be easily influenced.

When not to use it: When you don't know your lead well at all, or they are more of an expert in the field than you are.

12. The Backwards Close

This technique goes against almost all sales cycle training, but it has been known to work with certain types of leads. The method involves starting at the end—ask your lead for referrals rather than trying to sell something to them at the onset of the relationship.

Why this works: By recognizing that you aren't trying to sell to them, the potential customer will feel more at ease, and will be more open to listening to what you have to say.

When it works best: When you know the person, found their information through referral, or already have an indication from them that they have no interest in what you're selling.

When not to use it: When you're early in the sales cycle and have no reason to doubt your ability to make the sale.

Now that you know the top methods of closing sales, you've got the basic techniques down, and know when to use them, let's talk about building and modifying these formulas for sales in a way that works for your business.

Self-check 6	Written test
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Item 1: say true or false

- 1. A sales opportunity is a source of potential business.
- 2. Buying objection“ is a reason, or multiple reasons, presented by a customer.
- 3. Promote the value-adding aspects of the sale.
- 4. Closing a sale occurs when the seller and buyer disagree together.
- 5. Sales closing techniques that can help you evaluate any situation

Item 2: matching

- | A | B |
|--------------------------|------------------------------------|
| -----6 Backwards Close | a) choice between two or more |
| -----7 Suggestion Close | b) against sales cycle |
| -----8 Sharp Angle Close | c) distinctions between two or thr |
| -----9 Option Close | d) 'hard close' tactic |
| -----10. Summary Close | e) hear sales pitches |
| | f) Walk into pet stores |

Item 3: essay

11. Describe Steps of developing Sales Opportunities?

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