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| Course Category | Food and Beverage |
| Course Title | City & Guilds “International Introductory Award in Hospitality Selling” (Chinese) |
| Course Code | CA072 |
| Medium of Instruction | Cantonese |
| Duration | 9.0 hour(s) |
| Course Fee | Macao Resident: MOP800 (Exam fee MOP 800*) Non-Macao Resident: MOP800 (Exam fee MOP 800*) |
| Certificate | Students who have obtained an overall passing grade of the course and met the attendance requirement will be issued a course certificate by UTM and a certificate by City & Guilds. The passing grade for the course is based on the grading system set by City & Guilds. |
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| Objective | This course is designed to provide students with an introduction to sales and the basic principles of sales techniques in the hospitality industry. It covers the understanding of basic sales process. |
| Outline | <ul style="list-style-type: none">• Difference between Marketing and Sales• Benefits of selling function to the hospitality organisation• The links between sales, customer service and profitability• Stages of customer’s buying decision• Hospitality customer requirements in variety selling situation• Question techniques for understanding customer needs• Proactive selling• Hospitality service and product benefits to customers• Handling selling objections• Closing a sale• Importance of using effective communication• Recognising customer’s response• Questioning and listening techniques• Handling communication problems in selling |
| Teacher | Mr. Fong Chi Kuong, Derek |
| Remarks | *no subsidy for Exam fee |