**SURVEY ON EDUCATION AND TRAINING NEEDED**

TOUR SALES – BOOKING SERVICES

# GOAL

The aim of this assessment is to evaluate the needs for education and training of staff. What education or training do you need to become an even better member of staff?

# Please mark the skills needed. You can mark more than one.

I need better language skills in

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| Icelandic |
| English |
| I don´t need any education/training |
| Other |

I need training in service and communication skills

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| Questioning skills |
| Active listening |
| Appearance and expression |
| Dealing with difficult clients |
| Written communication |
| Making your views heard |
| Respecting clients’ privacy and the handling of personal information |
| Conveying information to other members of staff |
| Service courses |
| Local surroundings - Local knowledge |
| I don´t need any education/training |
| Other |

I need training in understanding the needs and expectations of customers from different cultures

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| Main characteristics of nationalities visiting Iceland |
| Communication customs/habits of different nations |
| Knowledge on people’s diversity |
| I don´t need any education/training |
| Other |

I need training in safety

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| First aid |
| Weather and driving conditions |
| Knowledge of the company´s safety policy |
| The Highlands – safety |
| Reliable information on the internet |
| Knowledge of the most important destinations |
| I don´t need any education/training |
| Other |

I need training in company processes

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| Keeping track of improvement suggestions |
| Bookings |
| Quality control |
| I don´t need any education/training |
| Other |

I need training in sales of products and services

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| Product knowledge |
| Market knowledge |
| Presenting products on the internet |
| Sales techniques |
| Additional sales of company products |
| Using digital cards |
| I don´t need any education/training |
| Other |

I need a computer course/computer courses

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| Excel |
| Word |
| Booking and sales systems |
| Other programs, which? |
| I don´t need any education/training |
| Other |

Identify other skills or training needed

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