



# RETAILER

## Level 2

**The main purpose of a Retailer is to assist customers when they purchase products and services, which requires a good understanding of the stock being sold, the variety of ways customers can shop and the ability to process payments, for example, using a till.**

Retailers must be passionate about delivering a quality service that always aims to exceed customers' expectations. Therefore, retailers enjoy direct contact with a wide range of people and are motivated by completing a sale and knowing

a customer is happy with their purchase. They can work in a variety of shops and other retail establishments: small boutiques, large high street chains, supermarkets and well-known department stores are just some examples. More specialist retailers include funeral services, garden centres, delicatessens and people who work in remote environments for example in telephone, on-line and mail order retail. Regardless of the type of products and services being sold, a wide representation of employers from across the retail industry have defined this standard and agreed that the knowledge, skills and behaviours that Apprentices must have to do their job are the same.

[www.qube-learning.co.uk](http://www.qube-learning.co.uk)

01235 83 38 38

[tellmemore@qube-learning.co.uk](mailto:tellmemore@qube-learning.co.uk)

## RETAILERS MUST KNOW AND UNDERSTAND

- Know the customer profile of the business, appropriate methods for communicating with customers
- Know the vision, objectives and brand standards of the business and how to contribute towards their success
- Understand the principles of operating commercially and supporting the overall financial performance of the business for example by aiming to exceed targeted sales and reduce wastage and returns
- Know how the business positions itself in order to increase its market share and compete against its main competitors
- Know how to identify and determine individuals' situation and needs and how to respond in the most appropriate way in line with the business culture
- Understand the sales opportunities that exist across the year within the business and industry and the need to know customers' buying habits during these periods, seasonal product / service knowledge, and stock requirements at different times of the year
- Know information on the brands, products and services as required by the business
- Know and understand the importance of brand and business reputation and what can affect it
- Understand how increase sales through product placement by utilising 'hot spots' and recognising the relationship between sales and space
- Know how to maintain appropriate levels of the right stock to meet customer demand, taking into account planned marketing activities and expected seasonal variations and the conditions they must be stored in
- Know how to operate technology such as customer payments and understand how changing technology, for example social media, digital and multichannel tools, support the sale of products and facilitates an effective and efficient service to customers
- Know how to support and influence the team positively, recognising how all colleagues and teams are dependent on each other to meet business objectives
- Understand how personal performance contributes to the success of the business for example the sale of products and services, increasing sales and achieving customer loyalty
- Recognise and understand legislative responsibilities relating to the business and the products and/or services being sold (for example the importance of food safety for food retailers), the importance of protecting peoples' health, safety and security, and the consequences of not following legal guidelines
- Understand how to work with people from a wide range of backgrounds and cultures and recognise how local demographics can impact on the product range of the business
- Know how to take responsible decisions to minimise negative effects on the environment in all work activities

## RETAILERS DEMONSTRATE THE FOLLOWING SKILLS, AND ARE ABLE TO:

- Positively interact with customers, using business relevant methods for example face to face or on-line, to support and increase sales by providing useful information and service
- Establish a good rapport with customers, serve them in line with brand standards and promote the values of the business in all work activities
- Deliver a sales service that meets customers' needs and balances the financial performance of the business for example working towards sales targets, following procedures relating to packing of goods and dealing with returned products
- Influence customers' purchasing decisions by providing accurate guidance on product and price comparisons and sharing knowledge on local offers and variances
- Use effective methods of communication that achieve the desired result, according to the purchasing process
- Use a variety of sales techniques when providing customers with information that are appropriate to the business and actively sell the benefits of seasonal offers
- Help match products and services to customers' needs and increase the amount they spend for example through the sale of associated products and services
- Respond to situations that threaten brand and business reputation in line with company policy and alert the relevant person if a threat is identified
- Actively use techniques to optimise sales through effective product placement, ensuring product displays remain attractive, appealing and safe to customers
- Maintain appropriate levels of the right stock to meet customer demand, ensure it is kept in the correct condition (for example correct temperature, environment, packaging), and minimise stock loss through accurate administration, minimising wastage and theft
- Use technology appropriately and efficiently in line with company policy, to support sales and service ensuring that maintenance issues are dealt with promptly
- Support team members to ensure that the services provided are of a high quality, delivered on time and as required
- Challenge personal methods of working and actively implement improvements
- Comply with legal requirements to minimise risk and inspire customer confidence; minimising disruption to the business and maintaining the safety and security of people at all times
- Put people at ease in all matters helping them to feel welcome and supported and provide them with information that is relevant to their needs
- Minimise the effect of work activities on the environment through managing wastage and loss according to business procedures

## DURATION

Typical duration is 15 months for new entrants.

## ENTRY REQUIREMENTS

Employers will set their own criteria, but typically an entrant to this apprenticeship will already have achieved a minimum of Level 2 in English and Maths.

## ENGLISH AND MATHS

During each session with their tutor Apprentices without level 2 English and Maths will work towards achieving this. Level 2 English and Maths is required prior to taking the End-Point Assessment for this Apprenticeship.

## FUNCTIONAL SKILLS (FS)

These will be completed taking in to account prior attainment and in conjunction with the initial assessments and diagnostics achieved through SkillsBuilder. Tutors will identify suitable opportunities to embed Functional Skills (FS) throughout the duration of the programme. Additional support should be arranged where a need or requirement is identified.

## GATEWAY

Prior to undertaking the End-Point Assessment:

- the Apprentice must have completed training ensuring they can consistently demonstrate competence against all elements of the Apprenticeship standard
- Apprentices without English and Maths at level 2 must achieve this level
- an appropriate workplace project for the End-Point Assessment must be agreed for the Apprentice, based on their current job role
- Apprentices must have examples of work that they can use for reference in the professional dialogue and interview covering the knowledge, skills and behaviours being assessed by this assessment method
- The employer will judge whether the Apprentice is ready for the End-Point Assessment; they may wish to take advice from the training provider

## END-POINT ASSESSMENT

To achieve final certification, the Apprentice must have an appropriate place, with internet access, to undertake the End-Point Assessment (EPA).

The EPA consists of three distinct components:

- On Demand Test, lasting 30 minutes
- Observation. The Apprentice will be observed for 2 hours at their place of work and must show knowledge of all of the assessment criteria. Any criteria not covered in the observation can be made up in the Professional Discussion. This is to allow for the unpredictable nature of the Retail industry
- Professional Discussion, lasting 1 hour. The Apprentice must show knowledge of all of the assessment criteria, as well as any not shown in the Observation

A minimum of a 'pass' in each component is required.

## PASS REQUIREMENTS

### On Demand Test

In order to pass all apprentices will need to demonstrate a representative sample of the assessment criteria.

### Observation

In order to pass all apprentices will need to demonstrate all of the assessment criteria.

### Professional Discussion

In order to pass all apprentices will need to demonstrate all of the assessment criteria, as well as any not covered in the Observation.

A copy of the full assessment criteria for each assessment is available on request.

## EXPECTATIONS

### Student

- Preparation and planning
- Mandatory attendance for sessions
- Completion of tasks in agreed timeframe
- 20% off-the-job
- Functional Skills (where needed)
- Taking responsibility for own development
- Communicate support needs
- Coordinate development checks
- Create a learning record

### Manager

- Facilitate time for learning
- Monthly 1-2-1 reviews with students to discuss progress, provide feedback and guide development
- Create and provide opportunities for student to participate in relevant work place tasks
- Keep an open communication lines with the student and employer
- Provide learning opportunities
- 20% off-the-job

### Tutor

- Teaching
- Monitor progress
- Coach
- Feedback
- Online support
- Marking and assessment
- Preparation for final assessment
- Communicate with student and employer

## 20% OFF-THE-JOB TRAINING

Each Apprenticeship Standard requires the Apprentice to undertake a minimum of 20% of learning off-the-job.

This can include training that is delivered at the normal place of work, within normal working hours, but must not be delivered as part of normal working duties.

There are numerous activities which count towards this training, for example, listening to Podcasts, self-study, completing assignments and observing senior colleagues.

## APPRENTICESHIP SESSIONS



**Introduction to Programme:** Meet the team and explain your learning journey. Eligibility checks and initial assessments will be undertaken. You will be introduced to learning methods of the programme. *Delivery Mode: Pre-work, Online learning, Review*



**Legal and Governance:** Developing knowledge, skills & behaviour in legislations relating to the sale of age restricted products, proof of age and health & safety and security. *Delivery Mode: Pre-work, Online learning, Review*



**Customer:** Developing knowledge, skills & behaviour in giving a positive impression of yourself and organisation, how to establish a rapport, how to respond appropriately and the importance of customer loyalty. *Delivery Mode: Pre-work, Online learning, Review*



**Marketing:** Developing knowledge, skills & behaviour on the importance on how to promote particular products. *Delivery Mode: Pre-work, Online learning, Review*



**Business and Brand:** Developing knowledge, skills & behaviour on the vision, objectives and brand standards of a business and how to contribute towards their success. *Delivery Mode: Pre-work, Online learning, Review*



**Diversity:** Developing knowledge, skills & behaviour on local demographics and adjustments made to accommodate different groups, how to recognise discrimination, bullying and harassment. *Delivery Mode: Pre-work, Online learning, Review*



**Financial:** Developing knowledge, skills & behaviour on rights and responsibilities with returned goods, the importance of stock control systems, the principles of operating commercially and explain the KPIs involved in section/ division and the impact of these. *Delivery Mode: Pre-work, Online learning, Review*



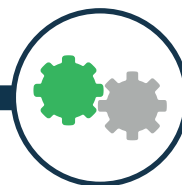
**Communication and Team:** Developing knowledge, skills & behaviour on how sales are confirmed and closed, what makes an effective team and what is meant by team dynamics and how to work effectively in a team. *Delivery Mode: Pre-work, Online learning, Review*



**Technical:** Developing knowledge, skills & behaviour on the legal and organisational requirements for processing payments. *Delivery Mode: Pre-work, Online learning, Review*



**Merchandising, Sales and Promotion:** Developing knowledge, skills & behaviour on the importance of checking for potential Health & Safety issues, how to displays help promote sales and the legal requirements for labelling. *Delivery Mode: Pre-work, Online learning, Review*



**Stock and Environment:** Developing knowledge, skills & behaviour on the importance of preparing for deliveries, responsibilities for handling goods, how to deal with and resolve problems with storage facilities and equipment, the relationship between stock levels and the quality of stock on sale and the purpose of checking stock levels. *Delivery Mode: Pre-work, Online learning, Review*



**Personal Development:** Developing knowledge, skills & behaviour on the benefits of personal development for self and the business. *Delivery Mode: Pre-work, Online learning, Review*



**Gateway Review:** Review of learning and development of knowledge, skills and behaviours within the standards and preparation for End-Point Assessment. *Delivery Mode: Pre-work, Online learning, Gateway Review, review*



**End-Point Assessment:** Completed by End-Point Assessment Organisation (EPAO) selected by Employer. Please see EPAO Assessment Plan Guidance and EPA Assessment Plan for detailed guidance on assessment activities. *Delivery Mode: Knowledge test, Project & Presentation, Profession discussion and interview*