

## Apprenticeship Standard for 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.

**Duration:** The apprenticeship will take a minimum of 12 months to complete

**Entry requirements:** Apprentices will be required to have or achieve level 1 English and Maths and to have taken level 2 English and Maths tests prior to completion of their Apprenticeship.

### On-programme assessment

On programme assessment of knowledge, skills and behaviour outcomes en-route to the final end point assessment takes place.

This comprises of:

- Throughout the period of learning and development, and at least every two months, the apprentice will meet with the on-programme assessor to record their progress against the standard using the on- programme progression template.
- The maintenance of an on-programme record to support the apprentice, monitoring the progress of learning and development.
- Regular performance reviews between trainer, apprentice and line manager.
- Development of a portfolio of evidence including reports, assignments, and evidence of tasks undertaken, demonstrations, presentations.
- Observations (recorded by the training provider).
- Ongoing professional discussions between apprentice and training provider relating to projects and assignments (recorded by the training provider).

### Synoptic End Point Assessment (Pass/Distinction/Fail)

The End Point Assessment will test the entire Standard, and be undertaken as follows:

- 30 minute on demand multiple choice test Scenario based questions, usually taken on screen.
- Practical observation: 2 hour observation of the apprentice in the workplace by the independent end assessor.
- Professional discussion: 1 hour structured meeting.

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Knowledge and understanding, Skills and Behaviour (Know it, Show it, Live it)	
<b>Customer</b>	<p>Know the customer profile of the business, appropriate methods for communicating with customers. Customers' purchasing habits, how to support and increase sales, encourage customer loyalty and achieve repeat business.</p> <p>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. Adopt an approachable and friendly manner, interacting with customers in line with the style of the business, showing a genuine interest in meeting their needs and actively seeking feedback to improve own quality of service provision.</p>
<b>Business</b>	<p>Know the vision, objectives and brand standards of the business and how to contribute towards their success.</p> <p>Establish a good rapport with customers, serve them in line with brand standards and promote the values of the business in all work activities.</p> <p>Demonstrate personal drive and a positive regard for the reputation and aim of the business.</p>
<b>Financial</b>	<p>Principles of operating commercially and supporting the overall financial performance of the business.</p> <p>Deliver a sales service that meets customers' needs and balances the financial performance of the business.</p> <p>Act credibly and with integrity on all matters that affect financial performance.</p>
<b>Marketing</b>	<p>Know how the business positions itself in order to increase its market share and compete against its main competitors.</p> <p>Influence customers' purchasing decisions by providing accurate guidance on product and price comparisons and sharing knowledge on local offers and variances.</p> <p>Take an interest in the position of the business within the wider industry.</p>
<b>Communication</b>	<p>Identify and determine individuals' situation and needs and how to respond in the most appropriate way in line with the business culture.</p> <p>Use effective methods of communication that achieve the desired result, according to the purchasing process e.g. face to face, via the telephone or on-line.</p> <p>Take a positive interest in customers, actively listening or taking due care to understand written or on-line communications and respond appropriately.</p>
<b>Sales and Promotion</b>	<p>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.</p> <p>Sales techniques when providing customers with information that are appropriate to the business and actively sell the benefits of seasonal offers.</p> <p>Pro-actively seek ways of enhancing sales whilst being sensitive to the needs of the customer and encourage team members to do the same.</p>
<b>Product and service</b>	<p>Know information on the brands, products and services as required by the business.</p> <p>Help match products and services to customers' needs and increase the amount they spend for example through the sale of associated products and services.</p> <p>Confidently demonstrate a belief in the products and services the business offers.</p>
<b>Brand Reputation</b>	<p>Know and understand the importance of brand and business reputation.</p> <p>Respond to situations that threaten brand and business reputation in line with company policy and alert the relevant person if a threat is identified.</p> <p>Uphold and personally demonstrate a positive brand and business reputation.</p>

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Knowledge and understanding, Skills and Behaviour (Know it, Show it, Live it)	
<b>Merchandising</b>	Understand how increase sales through product placement by utilising 'hot spots' and recognising the relationship between sales and space. Actively use techniques to optimise sales through effective product placement, ensuring product displays remain attractive, appealing and safe to customers. Make recommendations for merchandising as necessary to enhance sales and customer satisfaction.
<b>Stock</b>	Maintain appropriate levels of the right stock to meet customer demand, taking into account marketing activities and seasonal variations and conditions they are stored. Maintain levels of the right stock to meet customer demand, ensure it is kept in the correct condition and minimise stock loss through accurate administration, minimising wastage and theft. Take ownership and responsibility to identify stock issues and take action to address.
<b>Technical</b>	Operate technology such as customer payments and understand how changing technology, for example social media support the sale of products and facilitates the use technology appropriately and efficiently in line with company policy. Embrace the use of technology, use it responsibly and take an interest in new developments, for example in social media that could support the business.
<b>Team</b>	Support and influence the team positively. Support team members to ensure that the services provided are of a high quality, delivered on time and as required. Demonstrate pride in own role through a consistently positive and professional approach, and be aware of the impact of personal behaviour within the team.
<b>Performance</b>	Personal performance contributes to the success of the business and increasing sales and achieving customer loyalty. Challenge personal methods of working and implement improvements. Take responsibility for own performance, learning and development.
<b>Legal and governance</b>	Legislative responsibilities relating to the business and the products and/or services. Protecting peoples' health, safety and security, and the consequences of not following legal guidelines. Comply with legal requirements to minimise risk minimising disruption to the business and maintaining the safety and security of people at all times. Work in an honest and trustworthy manner, put personal and others safety first.
<b>Diversity</b>	How to work with people from a wide range of backgrounds and cultures. How local demographics can impact on the product range of the business. Put people at ease helping them to feel welcome and supported and provide them with information that is relevant to their needs. Operate in an empathic, fair and professional manner.
<b>Environment</b>	Take responsible decisions to minimise negative effects on the environment. Minimise effect of work activities on the environment by managing wastage and loss. Demonstrate personal commitment to minimising the effect of work activities on the environment and make recommendations for improvement if identified.

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