

## N/SVQ Level 2 – Retail Skills

### Unit Summary with Key **knowledge** outcomes mapped to Skillsmart Pre-employment Programme

1008-02 QCA Ref: 100/6187/3

Unit Ref:	Unit Title Performance Clusters	Skillsmart Pre-employment Programme Modules Linkage	Comments
201/E19	<p><b>Work effectively in your retail organisation</b></p> <ul style="list-style-type: none"> <li><b>Know how to work effectively in your retail team</b></li> </ul> <p>1.1 how to keep track of how much work you have to do and how long it is likely to take</p> <p>1.2 why you should ask for help and information from colleagues when you need it</p> <p>1.3 how to ask for help in ways that make your needs clear whilst respecting the other person's needs and priorities</p> <p>1.4 why you should offer help to colleagues and respond positively to requests for help, whenever possible</p> <p>1.5 why you need to balance being helpful to colleagues with completing your own work</p> <p>1.6 how to refuse requests for help, when necessary, in ways that show respect for the other person and maintain good working relationships</p> <p>1.7 how to let colleagues know when their behaviour is bothering you, in ways that encourage constructive discussion</p> <p>1.8 how to encourage constructive discussion when colleagues are upset with you</p> <p>1.9 who to approach for advice and help if you are experiencing difficulties working with colleagues</p>	<p><b>How are you communicating?</b>  <b>First impressions last</b> modules combined with the <b>Team work</b> module effectively set the scene for the knowledge requirements for participants for this unit.</p> <p>Y</p> <p>Y</p> <p>Y</p> <p>Y</p> <p>Y</p> <p>Y</p> <p>Y</p> <p>Y</p> <p>Y</p>	<p>As this unit is aimed at working as part of a retail team and improving your own learning at work the participants will need to further develop their skills once they complete their pre-employment programme. But the comprehensive interactive activities will have given them the background knowledge.</p> <p>By attending the pre-employment programme and working as part of the group, they will begin to appreciate what being part of a team is like, understand the importance of knowing the rules and parameters of their learning programme and how they fit in as part of the group. They will have had the opportunity of understanding the different ways people learn and how individual learning styles influence the way people can pick up knowledge and skills</p> <p><b>Summary:</b></p> <p>Good coverage by interactive activities of team work and communication skills</p>

	<p>1.10 how the law and your organisation define discrimination, bullying and harassment</p> <p>1.11 company procedures for dealing with discrimination, bullying and harassment</p> <p>1.12 why you must always follow instructions for safeguarding health and safety as you work</p> <p><b>• Know how to Improve the way you learn in a retail team</b></p> <p>2.1 why you need to be an effective learner at work</p> <p>2.2 which people are responsible for setting your targets and helping you learn</p> <p>2.3 why you need to plan your learning and why you need action points and deadlines in your training programme</p> <p>2.4 company procedures for following training programmes</p> <p>2.5 way of learning and remembering information, tasks and procedures</p> <p>2.6 which ways of learning and remembering tend to work best for you</p> <p>2.7 why you should ask for help with any problems you have with your training, and who to ask</p> <p>2.8 why you should ask for feedback on your progress</p> <p>2.9 the most useful times to ask for feedback on your progress, and how to ask for it</p> <p>2.10 how to respond positively to feedback and use it to improve</p>	<p>Y</p> <p>Y</p> <p>Y</p> <p></p> <p>Y</p> <p>Y</p> <p>Y</p> <p>N</p> <p>Y</p> <p>Y</p> <p>Y</p> <p>Y</p> <p>Y</p> <p>Y</p> <p>Y</p>	
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203/C4	<p><b>Maximise product sales in a retail environment</b></p> <ul style="list-style-type: none"> <li>• <b>Know how to identify opportunities to increase retail sales of particular products</b></li> </ul> <p>1.1 seasonal trends and how they affect opportunities for sales</p> <p>1.2 the difference between the features of products</p> <p>1.3 how you can promote the features and benefits of products to customers</p> <p>1.4 how to estimate and compare the potential of promotional opportunities to increase sales</p> <p>1.5 who to approach about promotional opportunities you have identified</p> <ul style="list-style-type: none"> <li>• <b>Know how to promote particular retail products</b></li> </ul> <p>2.1 techniques for encouraging customers to buy products being promoted</p> <p>2.2 Techniques for building customers' interest in regularly buying in future the product you are promoting</p> <p>2.3 the information that is relevant in evaluating the success of promotions, and who needs this information</p> <p>2.4 how to evaluate and record the results</p>	<p style="text-align: center;">Y</p> <p><b>What is Retail</b> Module sets the scene and the planned activities will stimulate conversation on the purpose of selling goods to the customer. Then the following modules will all contribute to the knowledge requirements of this unit</p> <ul style="list-style-type: none"> <li>• Customer Service Module</li> <li>• Product Knowledge</li> <li>• Effective Selling Skills</li> <li>• First Impressions</li> </ul> <p style="text-align: center;">Y</p> <p style="text-align: center;">Y</p> <p style="text-align: center;">Y</p> <p style="text-align: center;">N</p> <p style="text-align: center;">N</p> <p style="text-align: center;">Y</p> <p style="text-align: center;">Y</p> <p style="text-align: center;">N</p>	<p>Summary:</p> <p>Participants will have a lot of opportunity to explore establishing customers' needs, linking those needs to features and benefits and reacting to customers buying signals.</p> <p>Learning through activity, discussion and interaction as part of a group.</p>

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204/C5	<p style="text-align: center;">of promotions</p> <p><b>Provide information and advice to customers in a retail environment</b></p> <ul style="list-style-type: none"> <li>• <b>Provide information and advice to meet the needs of retail customers</b></li> </ul> <p>1.1 how to identify the customers' needs for information and advice</p> <p>1.2 how to give clear and accurate information and check the customer understands you</p> <p>1.3 relevant information about the products and services your sell</p> <p>1.4 who to approach for help if you cannot provide information and advice yourself</p> <p>1.5 why it is important to keep customer loyalty and confidence</p> <p>1.6 how to maintain customer loyalty and confidence while dealing with requests for information and advice</p> <p>1.7 company policy on customer service and how it applies to giving information and advice to customers</p> <ul style="list-style-type: none"> <li>• <b>Help retail customers sort out complaints</b></li> </ul> <p>2.1 how to manage angry customers</p> <p>2.2 what your responsibility is for sorting out complaints</p> <p>2.3 who to refer complaints to when you do not have the authority to sort them out</p> <p>2.4 how to assess complaints and decide what action to take</p> <p>2.5 when you should refuse to accept returned goods</p> <p>2.6 why it is important to keep customer loyalty and confidence</p> <p>2.7 how to keep customer loyalty and</p>	<p style="text-align: center;">N</p> <p>There are three modules that will offer the participants the opportunity to explore the importance of effective communication.</p> <ul style="list-style-type: none"> <li>• How are you communicating Module</li> <li>• Product Knowledge Module</li> <li>• Customer Service</li> </ul> <p>Y</p> <p>Y</p> <p>N</p> <p>N</p> <p>Y</p> <p>Part</p> <p>Part</p> <p>Y</p> <p>N</p> <p>N</p> <p>N</p> <p>Part</p> <p>Y</p>	<p>The content of the three modules will give participants a clear understanding for the majority of the knowledge specification,</p> <p>Through a series of group activities and individual Q&amp;A sessions in their workbook they will experience and share best practice tips on what is Good Customer Service, how to deal with upset or angry customers</p> <p>Useful activity on the needs of different customer types. Opportunity to explore behaviours of sales staff and customers.</p> <p>Good exploration of positive behaviours that can influence the mood of the customers.</p>

	confidence when dealing with complaints	Part	
	2.8 the rights of the customer and the trader, including legal rights and duties under relevant laws such as The Sale of Goods Act	Y	
	2.9 company policy on customer service and how this applies to dealing with complaints	N	
	2.10 company procedures for dealing with complaints	N	

These materials have been developed by **SkillsmartRetail** in conjunction with employers from the sector and additional materials to support the training programme are available by contacting Gemma Behan, Retail Routeway Manager, 020 7462 5060, [gemma.behan@skillsmartretail.com](mailto:gemma.behan@skillsmartretail.com)

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236/D1	<p><b>Give customers a positive impression of yourself and your organisation</b></p> <ul style="list-style-type: none"> <li>• Know how to give a positive impression of yourself and your organisation</li> </ul> <p>1.1 your organisations standards for appearance and behaviour            1.2 your organisation's guidelines for how to recognise what your customer wants and respond appropriately            1.3 your organisation's rules and procedures regarding the methods of communication you use            1.4 how to recognise when a customer is angry or confused            1.5 your organisation's standards for timeliness in responding to customer questions and requests for information</p>	<p><b>Customer Service Module</b> – three activities aimed at understanding the importance of meeting the needs and expectations of today's demanding retail customers.            Knowledge requirement for this unit focus on an 'organisations' requirements for appearance and behaviour this is covered in depth by completion of the six interactive learning activities.</p> <p>Appreciating how to recognise signals from customers and responding appropriately is covered well            In depth understanding on different methods of communication            Participants will have a clear understanding on how to deal with different types of customers</p> <p><b>First Impressions Module</b> – three interactive activities designed to challenge the participants to really think about how the appearance of sales staff can impact of how a customer perceives the store.</p> <p><b>Communication Module</b> – very comprehensive content which covers the different methods of effective communication. Interactive activity will ensure that all participants will have a clear understanding of verbal and non-verbal communication. They will have the opportunity to experience the use of different questioning approaches during their learning workshops.</p>	<p><b>Summary:</b>            Participants will have covered four of the five knowledge requirements. 1.5 is geared to an 'employed' person following the organisations policies and procedures, this would only be really demonstrated once working in a retail environment.</p> <p>The completion of the learning modules and role play activities will have given the participants the opportunity to be ready to demonstrate competent performance once working in a retail environment for all three performance clusters</p> <ul style="list-style-type: none"> <li>• Establish rapport with customers</li> <li>• Respond appropriately to customers</li> <li>• Communicate information to customers</li> </ul> <p>So this will provide a sound basis for future NVQ achievement once employed</p>

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239/E6	<p><b>Help to maintain a safe and healthy retail environment</b></p> <ul style="list-style-type: none"> <li>• Know how to deal with accidents and emergencies in a retail environment</li> </ul> <p>1.1 company procedures and legal requirements for dealing with accidents and emergencies</p> <p>1.2 how speaking and behaving in a calm way helps to promote safety during emergency situations</p> <p>1.3 techniques for speaking and behaving in a calm way while dealing with accidents and emergencies</p> <p>1.4 how reporting accidents and emergencies promotes health and safety</p> <p>1.5 legal and company requirements for reporting accidents and emergencies</p> <p>1.6 company procedures for evacuation, including how the alarm is raised and where emergency exits and assembly points are</p> <ul style="list-style-type: none"> <li>• Know how to help to reduce risks to health and safety In a retail environment</li> </ul> <p>1.1 the health and safety requirements laid down by your company and the law</p> <p>1.2 how setting a good example can contribute to health and safety in the workplace</p> <p>1.3 the limits of your authority and responsibility for dealing with health and safety risks, and the importance of not</p>	<p>Health &amp; Safety Module covers the legal requirements for the Health &amp; Safety at Work Act</p> <p>Part</p> <p>Y</p> <p>Y</p> <p>Y</p> <p>Y</p> <p>Part</p> <p>Part</p> <p>Y</p> <p>N</p>	<ul style="list-style-type: none"> <li>• Comprehensive coverage of the legal requirement contextualised all locations found within a retail environment. Planned group discussions on</li> <li>• Risks and hazards</li> <li>• COSHH</li> <li>• Manual Handling</li> <li>• Cleanliness and Hygiene</li> <li>• Personal Cleanliness</li> </ul> <p>Linked to activity specific to the retail environment will enable participants to have a very comprehensive understanding of the importance of Health &amp; Safety in a retail environment</p>

	<p>taking on more responsibility than you are authorised to</p> <p>1.4 approved procedures for dealing with health and safety risks</p> <p>1.5 who to report health and safety risks to</p> <p>1.6 what can happen to you and others if you do not use equipment and materials in line with manufacturers instructions</p> <p>1.7 Where to find instructions for using equipment and materials</p>	<p>Y</p> <p>Y</p> <p>Part</p>	
240/E7	<p><b>Help to keep the retail workplace secure</b></p> <ul style="list-style-type: none"> <li>• Help to keep the retail workplace secure</li> </ul> <p>1.1 the types of security risk that can arise in your workplace</p> <p>1.2 how much authority and responsibility you have to deal with security risks in your workplace</p> <p>1.3 company policy and procedures for dealing with security risks in your workplace</p> <p>1.4 who to report security risks to, and how to contact them</p> <p>1.5 the approved procedures and techniques for protecting your personal safety when security risks arise</p> <p>1.6 company policies and procedures for maintaining security while you work</p> <p>company policies and procedures for making sure that security will be maintained when you go on your breaks and when you finish work</p>	<p><b>Security Module</b> covers stock loss, internal and external theft. The importance of correctly completing paperwork. With activities to ensure that the participants know the implications to the retail store.</p> <p>Y</p> <p>N</p> <p>N</p> <p>N</p> <p>N</p> <p>N</p> <p>N</p>	<p>Comprehensive section on handling cash and non-cash payments with a quiz to test handling changes to customers.</p> <p>Good examples of the different types of credit and debit cards, practicing the checks required for Chip &amp; Pin transactions and transactions where the customer signs.</p> <p><b>Summary:</b></p> <p>Good starting point for participants to have a clear understanding of security within a retail environment, the linkage is not so clear as the majority of the knowledge requirements are closely aligned to being employed. However, the participant would easily be able to transfer their learning to fully understand the retail organisations policies and procedures</p>