

Retail Sector Routeway Employability Checklist

Job Title

Trainee Retail Store Assistant

Work Activities

- Talk to customers
- Handle money
- Operate tills
- Display stock
- Work as part of a team
- Sell products

Skills

- Communicate effectively with customers
- Carry out multiple tasks
- Speak so that others pay attention and understand
- Listen and ask questions to understand and appreciate the points of view of others
- Understand numbers for prices, when handling money and operating the till
- Be able to turn customer conversations into sales
- Be accurate and thorough, even under pressure
- Some IT skills for use of tills
- Able to understand and follow company policies for health and safety and hygiene

Behaviours

- Deal with people, problems and situations with honesty, integrity and personal ethics
- Can be confident and diplomatic with customers, even when they are difficult or rude
- Take care of others and own personal health and safety
- Be confident
- Works well independently and as part of a team
- Respond to customer queries, requests or complaints
- Be trustworthy

Attitudes

- Be positive towards other people
- Feel good about self and be positive
- Carry out multiple tasks
- Be open and respond constructively to change
- Learns from their mistakes and accept feedback
- Develop productive relationships with customers

Personal Attributes

- Good personal presentation
- Friendly and approachable, with a polite and helpful manner
- Honest
- Physically able to stand in store and move stock
- Enjoys dealing with people
- Positive attitude to customers
- Builds customer confidence into level of service
- Motivated
- Team work
- Selling skills
- A passion for retail / enjoys shopping

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