



## Retailer Level 2

Typical **14-month duration** of on programme learning, followed by an end point assessment.

Learner focused approach to learning, with a dynamic delivery plan. Workplace mentor needed as the programme is centred around the individual's workplace development.



## Profile

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.

# Knowledge

- o The customer profile of the business and customers' purchasing habits.
- o The business aims and objectives and how their work contributes to them.
- o The principles of running a retail business to support the overall financial performance for example by aiming to exceed targeted sales and reduce wastage and returns.
- o The make up of the local community and the requirements of customers within it.
- o The business approach to sustainability and its carbon footprint such as approaches to product sourcing, waste reduction and recycling.
- o Methods for communicating with customers, to support and increase sales, and encourage customer loyalty.
- o The brands, products and services provided by the business including knowledge of the technical specification of a product and aftercare service.
- o The importance of brand and business reputation and what can affect it.
- o The use of visual and/or digital merchandising skills including the use of "hot spots" and the relationship this has with sales and use of space.
- o How to maintain stock levels and the conditions they must be stored in to meet customer demand, sales opportunities, marketing activities and seasonal variations.
- o How to operate IT and digital systems, and applications.
- o How to support and influence the team and how all colleagues and teams work together to meet business objectives.
- o Relevant regulatory and legislative requirements which impact on the retail sector such as the sale of bladed items, high fats, salt and sugar, safety requirements, and age restricted sales.
- o Principles of equality, diversity and inclusion and the impact on the customer experience and business.
- o The support requirements and/or coaching needs of their team.
- o The business's policy for exchange and refunds of products for in-store and/or on-line purchases.



## Skills

- Communicate with customers to meet their requirements and encourage customer loyalty and repeat business.
- Serve customers in line with brand standards, legislation, business procedures and the values of the business.
- Provide a retail service that balances the customers' needs with additional linked products and services.
- Use face to face or online sales techniques such as product and price comparisons to support or influence the customer in their purchasing decisions.
- Promote seasonal or local offers through in-store or online promotions.
- Identify situations that may damage business reputation in line with company policy and escalate as required.
- Maintain good merchandising to meet the needs of the business whilst ensuring safety.
- Maintain stock levels and storage conditions such as correct temperature, lighting, ventilation, packaging to meet customer demand and minimise stock loss.
- Use technology and applications to support sales and service ensuring that maintenance issues are reported.
- Support team and colleague development through buddying and/or coaching.
- Comply with regulations and legislation relevant to their role and business.
- Contribute to continuous improvement activities which focus on improving sustainability within the business.
- Handle complaints within remit or escalate as appropriate.
- Support sales across a range of promotional events throughout the calendar year.

## Behaviours

- Acts in a professional manner with integrity and confidentiality.
- Acts as an ambassador for their business and brand.
- Seeks learning opportunities and continuous development.
- Has accountability and ownership of their tasks and workload.
- Works flexibly and adapts to circumstances.
- Acts in an open and approachable manner to build and maintain inclusive relationships with others.

# Duties

- Undertake daily procedures such as setting up and clearing displays, switching equipment on or off to start or end a shift, ensuring the working environment meets business and legal requirements.
- Process sales, exchanges, and refunds in line with business policy, offer information and identify customer requirements.
- Provide product and service information in compliance with business and legal requirements.
- Respond to and support with enquiries and complaints, resolving where possible, reporting outcomes, or escalating where required.
- Contribute to the health and safety of colleagues, customers, and the working environment by removing hazards or reporting incidents.
- Maintain stock availability, reporting any price discrepancies and support the fulfilment of purchases using the appropriate systems and procedures.
- Contribute to promotional activities to support the success of the business such as changing promotions, displays, seasonality and product launch activities.
- Use IT, technology, and digital solutions to assist with customer enquiries, purchasing activities and processing sales.
- Contribute to team development activities, and business objectives.
- Contribute to reducing waste and improving sustainability in line with business objectives.
- Contribute to minimising stock loss by following business procedures.



# Apprentice Journey

## Enrolment

- Recruitment support
- Information, advice and guidance
- Health and safety vetting
- Initial assessments
- Application form

## Induction

- Full induction with trainer
- Manager/mentor involvement
- Individual learning plan
- Commitment agreed
- Skill scan of prior knowledge

## Programme

- Trainer-led learning sessions
- Workplace portfolio development
- Off the job hours to complete programme
- Digital platforms and resources
- Functional skills maths and English where applicable
- 12-week progress reviews
- Mentor support & guidance

## End Point Assessment

- Observation with questions
- Interview underpinned by portfolio



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Upskill.  
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