



# Retailer

Course Duration / 12 Months Level 2

Apprenticeship Standard

**Helping customers buy products or services from retail organisations such as department stores, garden centres, high street chains, supermarkets and online and mail order businesses.**

## Course Overview

**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.



Education & Skills  
Funding Agency



## Contact Us

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# Retailer

# Course Content

## Knowledge

- \* Know the customer profile of the business, appropriate methods for communicating with customers e.g. face to face and remotely, what customers' purchasing habits are, how to support and increase sales, encourage customer loyalty and achieve repeat business.
- \* 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.

## Skills

- \* 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 e.g. face to face, via the telephone or on-line.

## Behaviours

- \* 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.
- \* Demonstrate personal drive and a positive regard for the reputation and aim of the business.
- \* Act credibly and with integrity on all matters that affect financial performance.
- \* Take an interest in the position of the business within the wider industry.