

## Retail Apprenticeship Standard

NCFE Level 2 Certificate in Retail Knowledge (600/2139/1)

NCFE Level 2 Certificate in Retail Skills (600/4164/X)

Knowledge and Understanding (know it)	Skills (show it)	Behaviours (live it)	NCFE Level 2 Certificate in Retail Knowledge (600/2139/1)	NCFE Level 2 Certificate in Retail Skills (600/4164/X)
<b>Customer</b>				
<p>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.</p>	<p>Positively interact with customers, using business relevant methods for example face to face or online, to support and increase sales by providing useful information and service.</p>	<p>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>	<p><b>Unit 01</b> Understanding customer service in the retail sector (M/502/5821)</p> <p><b>Unit 02</b> Understanding the retail selling process (A/502/5806)</p>	<p><b>Unit 26</b> Deal with customer queries and complaints in a retail environment (F/503/5687)</p> <p><b>Unit 75</b> Help customers to choose specialist products in a retail environment (M/503/5720)</p> <p><b>Unit 53</b> Give customers a positive impression of yourself and your organisation (L/601/0933)</p>

## Business

<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>	<p><b>Unit 01</b> Understanding customer service in the retail sector (M/502/5821)</p>	<p><b>Unit 75</b> Help customers to choose specialist products in a retail environment (M/503/5720)</p> <p><b>Unit 53</b> Give customers a positive impression of yourself and your organisation (L/601/0933)</p>
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## Financial

<p>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.</p>	<p>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.</p>	<p>Act credibly and with integrity on all matters that affect financial performance.</p>		<p><b>Unit 75</b> Help customers to choose specialist products in a retail environment (M/503/5720)</p>
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## Marketing

<p>Know how the business positions itself in order to increase its market share and compete against its main competitors for example its unique selling points, its straplines, promotions and advertising campaigns.</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>	<p><b>Unit 02</b> Understanding the retail selling process (A/502/5806)</p>	<p><b>Unit 75</b> Help customers to choose specialist products in a retail environment (M/503/5720)</p>
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## Communication

<p>Know how to identify and determine individuals' situation and needs and how to respond in the most appropriate way in line with the business culture (for example the difference in how a branded goods retailer would communicate to their customers would be very different from an individual that retails a funeral service, or someone that needs to convey highly technical product information).</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>	<p><b>Unit 27</b> Demonstrate products to customers in a retail environment (J/503/5688)</p> <p><b>Unit 53</b> Give customers a positive impression of yourself and your organisation (L/601/0933)</p>
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## Sales and Promotion

<p>Understand the 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>Use a variety of sales techniques when providing customers with information that are appropriate to the business and actively sell the benefits of seasonal offers for example, through in-store or on-line promotions.</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>	<p><b>Unit 02</b> Understanding the retail selling process (A/502/5806)</p> <p><b>Unit 09</b> Understanding visual merchandising for retail business (A/600/0656)</p> <p><b>Unit 25</b> Carry out promotional campaigns in a retail environment (A/503/5686)</p> <p><b>Unit 65</b> Contribute to monitoring and maintaining ease of shopping in a retail sales area (K/503/5716)</p>
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### Product and Service

<p>Know information on the brands, products and services as required by the business (for example in large retailers a general knowledge of a range of products and services may be needed, but in specialist outlets a detailed knowledge on the technical specification of a product and the aftercare service may be necessary).</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>	<p><b>Unit 02</b> Understanding the retail selling process (A/502/5806)</p>	<p><b>Unit 75</b> Help customers to choose specialist products in a retail environment (M/503/5720)</p>
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### Brand Reputation

<p>Know and understand the importance of brand and business reputation and what can affect it.</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 at all times</p>		<p><b>Unit 24</b> Help customers to choose products in a retail environment (T/503/5685)</p> <p><b>Unit 75</b> Help customers to choose specialist products in a retail environment (M/503/5720)</p>
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### Merchandising

<p>Understand how increase sales through product placement by utilising 'hot spots' and recognising the relationship between sales and space.</p>	<p>Actively use techniques to optimise sales through effective product placement, ensuring product displays remain attractive, appealing and safe to customers.</p>	<p>Make recommendations for merchandising as necessary to enhance sales and customer satisfaction.</p>	<p><b>Unit 09</b> Understanding visual merchandising for retail business (A/600/0656)</p>	<p><b>Unit 23</b> Display stock to promote sales to customers in a retail environment (M/503/5684)</p> <p><b>Unit 32</b> Follow guidelines for planning and preparing visual merchandising displays (D/503/5695)</p> <p><b>Unit 33</b> Dress visual merchandising displays to attract customers (H/503/5696)</p>
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**Unit 34** Order and position signage and graphics for visual merchandising displays (K/503/5697)

**Unit 35** Dismantle and store props and graphics from visual merchandising displays (M/503/5698)

**Unit 37** Assemble visual merchandising displays (D/503/5700)

**Unit 69** Maintain the availability of goods on display in a retail environment to promote sales (L/503/5692)

**Unit 71** Choose merchandise to feature in visual merchandising displays (H/503/5701)

**Unit 73** Evaluate the effectiveness of visual merchandising displays (M/503/5703)

## Stock

<p>Know how to maintain appropriate levels of the right stock to meet customer demand, taking into account planned marketing activities and expected seasonal variations and the conditions they must be stored in.</p>	<p>Maintain appropriate levels of the right stock to meet customer demand, ensure it is kept in the correct condition (for example correct temperature, environment, packaging), and minimise stock loss through accurate administration, minimising wastage and theft.</p>	<p>Take ownership and responsibility to identify stock issues and take action to address them.</p>	<p><b>Unit 08</b> Understanding the control, receipt and storage of stock in a retail business (F/502/5810)</p> <p><b>Unit 11</b> Understanding environmental sustainability in the retail sector (A/602/2317)</p>	<p><b>Unit 04</b> Keep stock on sale at required levels in a retail environment (L/503/5661)</p> <p><b>Unit 06</b> Process returned goods in a retail environment (Y/503/5663)</p> <p><b>Unit 16</b> Check stock levels and sort out problems with stock levels in a retail environment (D/503/5678)</p> <p><b>Unit 66</b> Audit stock levels and stock inventories in a retail environment (A/503/5669)</p> <p><b>Unit 68</b> Organise and monitor the storage of stock in a retail environment (H/503/5682)</p>
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## Technical

<p>Know how to operate technology such as customer payments and understand how changing technology, for example social media, digital and multichannel tools, support the sale of products and facilitates an effective and efficient service to customers.</p>	<p>Use technology appropriately and efficiently in line with company policy, to support sales and service ensuring that maintenance issues are dealt with promptly.</p>	<p>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.</p>	<p><b>Unit 07</b> Understanding the handling of customer payments in a retail business (H/502/5797)</p> <p><b>Unit 13</b> Understanding the use of in-store web-based facilities in promoting retail sales (K/505/9384)</p>	<p><b>Unit 28</b> Process payments for purchases in a retail environment (L/503/5689)</p> <p><b>Unit 58</b> Using web-based facilities in-store to achieve retail sales (D/505/9379)</p> <p><b>Unit 59</b> Advising and supporting customers on the use of in-store</p>
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				web-based retail facilities (R/505/9380)  <b>Unit 70</b> Manage the payment transaction process in a retail environment (R/503/5693)
<b>Team</b>				
Know how to support and influence the team positively, recognising how all colleagues and teams are dependent on each other to meet business objectives.	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>Unit 03</b> Understanding how individuals and teams contribute to the effectiveness of a retail business (J/502/5789)	<b>Unit 01</b> Work effectively in a retail team (T/503/5735)  <b>Unit 76</b> Produce staffing schedules to help a retail team to achieve its targets (K/503/5733)
<b>Performance</b>				
Understand how personal performance contributes to the success of the business e.g. the sale of products and services, increasing sales and achieving customer loyalty.	Challenge personal methods of working and actively implement improvements.	Take responsibility for own performance, learning and development, striving to accomplish the best results. Take a flexible and adaptable approach to work.	<b>Unit 03</b> Understanding how individuals and teams contribute to the effectiveness of a retail business (J/502/5789)	<b>Unit 01</b> Work effectively in a retail team (T/503/5735)
<b>Legal and Governance</b>				
Recognise and understand legislative responsibilities relating to the business and the products and/or services being sold (for example the importance of food safety for food retailers), the importance of protecting peoples' health,	Comply with legal requirements to minimise risk and inspire customer confidence; minimising disruption to the business and maintaining the safety and security of people at all times.	Work with integrity in an honest and trustworthy manner putting personal safety and that of others first.	<b>Unit 04</b> Understanding how a retail business maintains health and safety on its premises (A/502/5823)	<b>Unit 38</b> Follow point-of-sale procedures for age-restricted products in a retail environment (J/503/5707)

<p>safety and security, and the consequences of not following legal guidelines</p>			<p><b>Unit 05</b> Understanding retail consumer law (D/502/5801)</p> <p><b>Unit 06</b> Understanding security and loss prevention in a retail business (K/502/5817)</p> <p><b>Unit 12</b> Underage sales prevention for retail and licensed premises (M/602/2234)</p> <p><b>Unit 14</b> Understanding how to maintain the confidentiality and security of customer data held online (H/505/9383)</p>	
<b>Diversity</b>				
<p>Understand how to work with people from a wide range of backgrounds and cultures and recognise how local demographics can impact on the product range of the business.</p>	<p>Put people at ease in all matters helping them to feel welcome and supported and provide them with information that is relevant to their needs.</p>	<p>Operate in an empathic, fair and professional manner</p>		
<b>Environment</b>				
<p>Know how to take responsible decisions to minimise negative effects on the environment in all work activities.</p>	<p>Minimise the effect of work activities on the environment through managing wastage and loss according to business procedures.</p>	<p>Demonstrate personal commitment to minimising the effect of work activities on the environment and make recommendations for improvement if identified.</p>	<p><b>Unit 11</b> Understanding environmental sustainability in the retail sector (A/602/2317)</p>	<p><b>Unit 19</b> Remove unwanted plant growth to maintain development (Y/502/1214)</p> <p><b>Unit 20</b> Identify and report the presence of pests, diseases and disorders (K/502/1511)</p>