

Overview of the role

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.

Standard in development

L2: Retailer

Title of occupation

Retailer

UOS reference number

ST0327

Core and options

No

Option title/s

Level of occupation

Level 2

Route

Sales, marketing and procurement

Typical duration of apprenticeship

12 months

Target date for approval

01/01/0001

Resubmission

No

Would your proposed apprenticeship standard replace an existing framework?

No

Does professional recognition exist for the occupation?

No

Occupation summary

This occupation is found in organisations of all sizes within the retail and tourism sector such as food, fashion, furniture, and automotive. Retail outlets range from traditional high street shops to larger organisations such as supermarkets and department stores. It is found in multi-national employers, small independent employers, and employers who trade through a variety of channels for example face to face, telephone, on-line and mail order retail.

The broad purpose of the occupation is to advise on and sell products and services in a customer-centric retail environment. This includes creating an accessible and well-presented environment. Retailers provide information and advice to customers regarding stock, products, different ways customers can shop and various payment methods.

Retailers work flexible hours and shifts such as evenings, nights and weekends. Face to face or instore roles may involve moving and replenishing stock, using relevant equipment such as pallet truck, steps and trolley.

In their daily work, an employee in this occupation interacts with internal stakeholders such as members of their own team, other departments, and senior management. They also interact with external stakeholders such as customers, delivery drivers and compliance officers.

An employee in this occupation will be responsible for maintaining business standards; ensuring stock is presented, replenished and available for the customer to purchase. Retailers will contribute towards the commerciality of the business by achieving targets, including sales and customer service and following stock control in line with business objectives. They need to know the services they are selling to be able to build customer confidence in their business.

Retailers work to meet or exceed customer expectations and experience and will identify specific needs of individual customers. They will respond to customer enquiries complying with both business and legal requirements. They will have a knowledge of sustainability in relation to products such as dealing with excess packaging, waste and product sourcing.

Retailers who work within smaller retail sites may have additional responsibilities such as where the stock is placed in store and planning the order of tasks. Retailers may be responsible for supporting the development of new colleagues through buddying or 1 to 1 coaching. Retailers typically work as part of a wider team, depending on the size of the organisation, reporting to a line manager or small shop owner.

Typical job titles

Counter assistant Customer assistant Customer team member General assistant Retail assistant Retail sales advisor Retailer Sales assistant

Are there any statutory/regulatory or other typical entry requirements?

No

Occupation duties

| DUTY | KSBS |
|---|---|
| Duty 1 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. | K2 K3 K8 K9 K10 K11 K13 S5 S6 S7 S8 S9 S11 B1 B2 B3 B4 B5 B6 |
| Duty 2 Process sales, exchanges and refunds in line with business policy, offer information and identify customer requirements. | K1 K2 K3 K4 K5 K6 K7 K8 K9 K11 K13 K14 K16 S1 S2 S3 S4 S5 S6 S9 S11 B1 B2 B3 B4 B5 B6 |
| Duty 3 Provide product and service information in compliance with business and legal requirements. | K1 K2 K3 K4 K5 K6 K7 K8 K9 K11 K13 K14 K16 S1 S2 S3 S4 S5 S6 S9 S11 S14 B1 B2 B3 B4 B5 B6 |
| Duty 4 Respond to and support with enquiries and complaints, resolving where possible, reporting outcomes, or escalating where required. | K1 K2 K3 K4 K6 K7 K8 K9 K11 K12 K14 K16 S1 S2 S3 S4 S5 S6 S11 S13 B1 B2 B4 B5 B6 |
| Duty 5 Contribute to the health and safety of colleagues, customers, and the working environment by removing hazards or reporting incidents. | K2 K6 K8 K11 K12 K13 S6 S7 S8 S9 S11 S13 B1 B2 B4 B5 |
| Duty 6 Maintain stock availability, reporting any price discrepancies and support the fulfilment of purchases using the appropriate systems and procedures. | K2 K3 K4 K7 K8 K9 K10 K11 K12 S6 S8 S9 S11 B1 B2 B4 B5 |
| Duty 7 Contribute to promotional activities to support the success of the business such as changing promotions, displays, seasonality and product launch activities. | K1 K2 K3 K4 K5 K6 K7 K8 K9 K10 K11 K12 K14 S1 S2 S3 S4 S5 S6 S7 S8 S9 S11 S14 B1 B2 B3 B4 B5 B6 |
| Duty 8 Use IT, technology, and digital solutions to assist with customer enquiries, purchasing activities and processing sales. | K2 K3 K4 K6 K8 K11 S1 S2 S3 S4 S5 S9 B1 B2 B3 B4 B5 |
| Duty 9 Contribute to team development activities, and business objectives. | K2 K4 K5 K7 K8 K12 K14 K15 S9 S10 S11 S12 B1 B2 B3 B4 B5 B6 |
| Duty 10 Contribute to reducing waste and improving sustainability in line with business objectives. | K2 K3 K5 K8 K12 S6 S8 S12 B2 B4 B5 |

| DUTY | KSBS |
|--|---|
| Duty 11 Contribute to minimising stock loss by following business procedures. | K2 K3 K8 K10 K12 S6 S7 S8 S9 S12 B2 B4 B5 |

KSBS

Knowledge

- K1:** The customer profile of the business and customers' purchasing habits.
- K2:** The business aims and objectives and how their work contributes to them.
- K3:** 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.
- K4:** The makeup of the local community and the requirements of customers within it.
- K5:** The business approach to sustainability and its carbon footprint such as approaches to product sourcing, waste reduction and recycling.
- K6:** Methods for communicating with customers, to support and increase sales, and encourage customer loyalty.
- K7:** The brands, products and services provided by the business including knowledge of the technical specification of a product and aftercare service.
- K8:** The importance of brand and business reputation and what can affect it.
- K9:** 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.
- K10:** How to maintain stock levels and the conditions they must be stored in to meet customer demand, sales opportunities, marketing activities and seasonal variations.
- K11:** How to operate IT and digital systems, and applications.
- K12:** How to support and influence the team and how all colleagues and teams work together to meet business objectives.
- K13:** 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.
- K14:** Principles of equality, diversity and inclusion and the impact on the customer experience and business.
- K15:** The support requirements and/or coaching needs of their team.
- K16:** The business's policy for exchange and refunds of products for in-store and/or on-line purchases.

Skills

- S1:** Communicate with customers to meet their requirements and encourage customer loyalty and repeat business.
- S2:** Serve customers in line with brand standards, legislation, business procedures and the values of the business.
- S3:** Provide a retail service that balances the customers' needs with additional linked products and services.
- S4:** Use face to face or online sales techniques such as product and price comparisons to support or influence the customer in their purchasing decisions.
- S5:** Promote seasonal or local offers through in-store or online promotions.
- S6:** Identify situations that may damage business reputation in line with company policy and escalate as required.

- S7:** Maintain good merchandising to meet the needs of the business whilst ensuring safety.
- S8:** Maintain stock levels and storage conditions such as correct temperature, lighting, ventilation, packaging to meet customer demand and minimise stock loss.
- S9:** Use technology and applications to support sales and service ensuring that maintenance issues are reported.
- S10:** Support team and colleague development through buddying and/or coaching.
- S11:** Comply with regulations and legislation relevant to their role and business.
- S12:** Contribute to continuous improvement activities which focus on improving sustainability within the business.
- S13:** Handle complaints within remit or escalate as appropriate.
- S14:** Support sales across a range of promotional events throughout the calendar year.

Behaviours

- B1:** Acts in a professional manner with integrity and confidentiality.
- B2:** Acts as an ambassador for their business and brand.
- B3:** Seeks learning opportunities and continuous development.
- B4:** Has accountability and ownership of their tasks and workload.
- B5:** Works flexibly and adapts to circumstances.
- B6:** Acts in an open and approachable manner to build and maintain inclusive relationships with others.

Qualifications

English & Maths

Apprentices without level 1 English and maths will need to achieve this level and apprentices without level 2 English and maths will need to take the tests for this level prior to taking the end-point assessment. For those with an education, health and care plan or a legacy statement, the apprenticeship's English and maths minimum requirement is Entry Level 3. A British Sign Language (BSL) qualification is an alternative to the English qualification for those whose primary language is BSL.

Does the apprenticeship need to include any mandated qualifications in addition to the above-mentioned English and maths qualifications?

No

Consultation

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Progression Routes

Current progression routes within the retail sector may be to supervision and leadership roles. Individuals may also progress to other occupational standards such as L3 Retail Team Leader, L4 Retail Manager, and specialist occupations.

Supporting uploads

Mandatory qualification uploads

Professional body confirmation uploads

Notice period

30 days

We are in contact with the EPAOs and training providers offering this standard on a regular basis. They are aware of the amendments and with previous standards that we have reviewed, 30 days has been sufficient.

Involved employers

The Co-operative Group, Sainsburys, Halfords, John Lewis Partnership, Tesco Stores Ltd, ASOS, ASDA, DFS, Vision Express, Marks & Spencers, AS Watson UK (Superdrug and Savers), BIRA, Lidl, Holland and Barrett