

# Retail Level 2

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# Retail Level 2

## Standard Factsheet

This Programme is designed to support those working in a retail role who are looking to develop their customer service skills. It is suitable for both those new to the role and those looking to take the next step in their career.

The role of 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 the customers expectations.

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.

The knowledge, skills and behaviours that the learner will develop as part of this programme are detailed below.

**LEVEL**  
**LEVEL 2**

**DURATION**  
**12 MONTHS (+ 3 months for EPA)**

**END POINT ASSESSMENT ORGANISATION**  
**HIGHFIELD ASSESSMENTS**



## Knowledge

Customer	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.
Business	Know the vision, objectives and brand standards of the business and how to contribute towards their success.
Financial	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.
Marketing	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 strap-lines, promotions and advertising campaigns.
Sales and Promotion	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.
Product and Service	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 a specialist outlets a detailed knowledge on the technical specification of a product and the after-care service may be necessary).
Brand Reputation	Know and understand the importance of brand and business reputation and what can affect it.
Merchandising	Understand how increase sales through product placement by using 'hot spots' and recognising the relationship between sales and space.
Stock	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.
Technical	Know how to operate technology such as customer payments and understand how changing technology, for example social media, digital and multichannel tools, support the scale of products and facilitates and effective and efficient service to customers.
Team	Know how to support and influence the team positively, recognising how all colleagues and teams are dependent on each other to meet business objectives.
Performance	Understand how personal performance contributes to the success of the business for example the sale of products and services, increasing sales and achieving customer loyalty



Legal and Governance	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, safety and security, and the consequences of not following legal guidelines.
Diversity	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.
Environment	Know how to take responsible decisions to minimise negative effects on the environment in all work activities.

## Skills

Customer	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.
Business	Establish a good rapport with customers, serve them in line with brand standards and promote the values of the business in all work activities.
Financial	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.
Marketing	Influence customers purchasing decisions by providing accurate guidance on product and price comparisons and sharing knowledge on local offers and variances.
Communication	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.
Sales and Promotion	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.
Product and Service	Help match products and services to customers needs and increase the amount they spend for example through the sale of associated products and services.
Brand Reputation	Respond to situations that threaten brand and business reputation in line with company policy and alert the relevant person if a threat is identified.
Merchandising	Actively use techniques to optimise sales through effective product placement, ensuring product displays remain attractive, appealing and safe to customers





Stock	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.
Technical	Use technology appropriately and efficiently in line with company policy, to support sales and service ensuring that maintenance issues are dealt with promptly
Team	Support team members to ensure that the services provided are of a high quality, delivered on time and as required.
Performance	Challenge personal methods of working and actively implement improvements.
Legal and Governance	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.
Diversity	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.
Environment	Minimise the effect of work activities on the environment through managing wastage and loss according to business procedures.



## Behaviours/Attitudes

Customer	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
Business	Demonstrate personal drive and a positive regard for the reputation and aim of the business.
Financial	Act credibly and with integrity on all matters that affect financial performance
Marketing Communication	Take an interest in the position of the business within the wider industry. Take a positive interest in customers, actively listening or taking due care to understand written or on-line communications and respond appropriately.
Sales and Promotion	Pro-actively seek ways of enhancing sales whilst being sensitive to the needs of the customer and encourage team members to do the same.
Product and Service	Confidently demonstrate a belief in the products and services the business offers.
Brand Reputation	Uphold and personally demonstrate a positive brand and business reputation at all times.
Merchandising	Make recommendations for merchandising as necessary to enhance sales and customer satisfaction.
Stock	Take ownership and responsibility to identify stock issues and take action to address them.
Technical	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.
Team	Demonstrate pride in own role through a consistently positive and professional approach, and be aware of the impact of personal behaviour within the team
Performance	Take responsibility for own performance, learning and development, striving to accomplish the best results and take a flexible and adaptable approach to work
Legal and Governance	Work with integrity in an honest and trustworthy manner, putting personal safety and that of others first.
Diversity	Operate in an empathic, fair and professional manner.
Environment	Demonstrate personal commitment to minimising the effect of work activities on the environment and make recommendations for improvement if identified.



## END POINT ASSESSMENT

Once the programme of learning is complete and the learner, employer and Intec agree the necessary knowledge, skills and behaviours/attitudes have been met, learners will be put forward to the Assessment Gateway and this will trigger End Point Assessment. This assessment will be carried out by an independent body to ensure the learner can demonstrate they have achieved the required standard, this will consist of the following:

Assessment Method		Duration
Practical Observation - In the workplace		2 hours 30 mins
Interview underpinned by portfolio - Structured interview and review of portfolio evidence		1 Hour

  

Observation with Questions	Interview underpinned by portfolio	Overall Grade
Pass	Pass	Pass
Distinction	Pass	Pass
Pass	Distinction	Pass
Distinction	Distinction	Distinction

**Duration:** The programme will take a minimum of 12 months to complete depending on experience. Plus an additional 3 months to complete the **End Point Assessment**.

**Entry Requirements:** Organisations will set their own entry criteria and are more likely to select individuals with more interpersonal skills, experience of working with customers in some capacity. Learners must achieve a level 2 English and Maths prior to taking the **End Point Assessment**.

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