



## RETAILER LEVEL 2

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.

### WHY CHOOSE INSPIRE ATA?

We work with high-quality training providers to deliver a wide range of training programmes through a blended learning approach that is tailored to each learner's needs. Inspire ATA recruits and employs each apprentice on behalf of the "host" client, enabling us to offer additional support and a better experience for both apprentice and client. We can also offer flexi-job apprenticeships which means we are able to offer short term contracts and other non-standard employment models.

**TOTAL DURATION:** 18 MONTHS

**PRACTICAL PERIOD:** 15 MONTHS

**EPA PERIOD:** 3 MONTHS

**EPA ORGANISATION:** PEOPLE 1ST INTERNATIONAL

**ASSESSMENT METHOD:** OBSERVATION AND QUESTIONS AND PORTFOLIO

### KNOWLEDGE, SKILLS AND BEHAVIOURS THE CORE SKILLS TO BE DEVELOPED INCLUDE:

- 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.
- Positively interact with customers, using business relevant methods
- Use a variety of sales techniques.
- Maintain appropriate levels of the right stock to meet customer demand.
- Recognise and understand legislative responsibilities.
- Understand diversity.





## RETAILER LEVEL 2

### KNOWLEDGE

- Know the customer profile of the business
- Know the vision, objectives and brand standards of the business
- Know how the business positions itself to increase market share
- 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
- Understand the sales opportunities
- Know information on the brands, products and services as required by the business
- Know how to operate technology
- Recognise and understand legislative responsibilities
- Understand diversity

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### SKILLS

- Positively interact with customers, using business relevant methods
- Establish a good rapport with customers
- Influence customers' purchasing decisions
- Use effective methods of communication
- Use a variety of sales techniques
- Maintain appropriate levels of the right stock to meet customer demand
- Put people at ease in all matters

### BEHAVIOURS

- Adopt an approachable and friendly manner
- Demonstrate personal drive
- Act credibly and with integrity on all matters
- Take an interest in the position of the business
- Pro-actively seek ways of enhancing sales
- Confidently demonstrate a belief in the products and services
- Take ownership and responsibility to identify stock