



D6.- Set of Questions and Answers

WP5: Development of the Software for the Quick recognition and Validation of Technical commercial competencies and of the appropriate content

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SET OF QUESTIONS BASED IN WP4 Modules for Sale Assistants and their Managers

	Answer	Know/can do	Needs training	Link for guidance of answers
1 Work effectively in a retail team				
· How do you keep track of how much work you have to do and how long it is likely to take?				WP4 module 1, page 8
· How do you ask for help and information from colleagues when needed ensuring that you make your needs clear while respecting the other person's needs and priorities?				WP4 module 1, page 8
· How do you offer help to colleagues and respond positively to requests for help, whenever possible by being helpful to colleagues with completing their own work?				WP4 module 1, page 8
· How do you discuss and sort out difficulties in working together in a polite and constructive way?				WP4 module 1, page 8
· When do you ask a suitable person for advice about any problems in working with colleagues that you can't resolve without help?				WP4 module 1, page 8
· What instructions do you follow for safeguarding health and safety at work?				WP4 module 1 pages 8 & 38
2 Contribute to the monitoring and maintaining ease of shopping in a retail sales area				
· Are you aware of Housekeeping factors such as cleanliness, tidiness and know health and safety hazards?				WP4 module 2, page 10
· How do you promote				WP4 module 2,

particular goods, for example, by giving them a prominent position on shop floor? Why is it important to keep them clearly ticketed and well stocked?				page 10
3 Help Customers to choose products in a retail environment				
· What products you are responsible for selling and give examples of the features and benefits of those products including; available size range and colour way; product size and fit; materials and their properties; care labelling?				WP4 module 3, page 13, 41 & 46
· How do you describe and explain clearly and accurately product features and benefits to customers in ways that customers understand and find interesting, such as: style, shape, material/material performance, design features, durability, value for money, uniqueness and colour?				WP4 module 3, page 13
· How do you explain fitness for purpose for the particular customer, wearability, performance, size and fit, appearance and benefits to that customer?				WP4 module 3, page 13
· How do you check and interpret customers' responses, give an example of how you; - adapt explanations and responses to questions and comments in ways that promote sales and goodwill? - encourage customers to ask for clarification and more information? - give customers the opportunity to evaluate products and ask questions?				WP4 module 3, page 14

<p>· How do you compare and contrast products in ways that help customers choose the product that best meets their needs, describe how you:-</p> <ul style="list-style-type: none"> - check customers' responses to their explanations, and confirm customers' interest in the product? - help customers to choose the products that best meet their needs by offering a fitting room service or demonstrating products? 				<p>WP4 module 3, page 14</p>
<p>· Describe how you are you able to identify suitable opportunities to tell the customer about associated or additional products in such a way that promotes sales and goodwill. Give an example of each of the following associates items : socks with shoes, other layette items for babies, tops with trousers/skirts, accessories with pushchairs, headwear with coats or gloves with scarves?</p>				<p>WP4 module 3, page 14</p>
<p>· How do you respond to buying signals from customers such as: asking the price, asking the colourways available, showing interest in the product, trying the product or body language?</p>				<p>WP4 module 3, page 14</p>
<p>· Listening to the other person, body language or questioning techniques are ways of handling objections and questions from customers, give an example of</p> <ul style="list-style-type: none"> - effective listening, - positive body language - types of questions 				<p>WP4 module 3, page 14</p>

<ul style="list-style-type: none"> · Some techniques for closing the sale are: <ul style="list-style-type: none"> - confirming that the customer wishes to buy the product - taking the product from the customer - taking the customer to the cash and wrap area - asking method of payment <p>describe how you would do this.</p>				WP4 module 3, page 15
4 Give customers a positive impression of yourself and your organisation				
· What your organisation's guidelines on how to recognise what the customer wants and ways to respond appropriately?				WP4 module 4, page 16
· What are your organisation's rules and procedures regarding the methods of communication you should use?				WP4 module 4, page 16
· Do you speak slowly and clearly to your customers, using eye contact and an open body language?				WP4 module 4, page 17
· How do you adapt your behaviour to respond to different customer behaviour?				WP4 module 4, page 17
· Describe how you choose the most appropriate way to communicate with your customer.				WP4 module 4, page 17
5 Demonstrate products to customers in a retail environment				
· How do you describe and explain clearly and accurately relevant product features and benefits to customers?	Activity 5.11 page 67			WP4 module 5, page 18
· How do you check customers' responses to the your explanations, and confirm customers' interest in the product?				WP4 module 5, page 18

· How do you encourage customers to ask you questions and respond to their questions, comments and objections in ways that promote sales and goodwill?				WP4 module 5, page 19
6 Process payments for purchases in a retail environment				
· What are the customer's rights and the company's duties and responsibilities in relation to the pricing of goods?				WP4 module 6, page 20 & 58
· Where do you find information and advice on pricing?				WP4 module 6, page 20
· Describe how you keep cheque and debit/credit payment slips safely?				WP4 module 6, page 20
· What are the procedures for authorising non cash transactions?				WP4 module 6, page 20
· Are you able to offer additional services to the customer where these are available; alterations; special orders; gift wrapping, home delivery; on-line shopping?				WP4 module 6, page 21
· Describe how you fold products carefully to ensure minimum creasing in transit?				WP4 module 6, page 21
7 Cash up in a retail environment				
· What are the organisational procedures for maintaining security when cashing up?				WP4 module7, page 22
· How do you use cashing up equipment to reconcile takings in line with organisational and/or manufacturer's instructions?				WP4 module7, page 22
8 Deal with customer queries and complaints in a retail environment				
· What sort of questions would you need to ask to discover customers' needs for information and				WP4 module8, page 24

advice?				
· Explain how you provide information and advice to customers that is relevant to their query, accurate and up to date (delivery dates, available sizes, fibre and fabric content, product performance, care labelling price)?				WP4 module8, page 24
· What sort of questions do you ask customers to check that they have received the information and advice that has met their needs?				WP4 module8, page 24
· Do you provide alternative solutions to help customers when information and advice given is not satisfactory?				WP4 module8, page 24
9 Place goods and materials in storage in a retail environment				
· What might cause the goods to deteriorate in storage?				WP4 module9, page 26
· How do you report any lack of suitable storage facilities to the manager?				WP4 module9, page 27
10 Check stock levels and sort out problems with stock levels in a retail environment				
·What are your organisational procedures for counting stock and recording stock levels?				WP4 module10, page 28
· Describe how you would deal with problems with stock and stock levels?				WP4 module10, page 28
11 Protect own and others' health and safety when working in a retail environment				
· Why is it important for you put equipment and materials away when you have finished with them?				WP4 module11, page 30
· Why do you need to check fixtures and fitting regularly to ensure that they are in good working order?				WP4 module11, page 30
· How do you make sure				WP4 module11,

that displays are robust and cannot be easily reached or pulled over by children?				page 30
· How do you know that hanging products are not too high for customers to reach?				WP4 module11, page 30
· Why should you be careful not to put products that are for sale in awkward places so that customers have difficulty reaching them?				WP4 module11, page 30
· Why is it important to report immediately to the designated person any health and safety risks that are beyond the limits of own authority to deal with?	Activity 11.11 page 70			WP4 module11, page 30
12 Reduce security risks in a retail environment				
· Why should you put stock away promptly after serving a customer?				WP4 module12, page 32
· Why do you need to maintain a fitting room policy by monitoring merchandise in and out, not exceeding a maximum number of items etc?				WP4 module12, page 33

Managers and entrepreneurs

13 Develop team and individual effectiveness in a retail business	Answer	Know/can do	Needs training	Link for guidance of answers
- Explain how to set and implement key performance indicators (KPI)?	-		-	WP4 Module13, page 36
· How do you identify the development needs of individuals and teams?				WP4 Module13, page 36
· What communications skills do you use to give and receive constructive criticism and feedback?				WP4 Module13, page 36
· Explain how you use listening skills to and show understanding of the feelings and views of other team members?				WP4 Module13, page 36
14 Audit stock levels and inventories in a retail environment and source required goods and services				
· How do you use the findings of an audit to identify and resolve problems with stock levels and stock inventories?				WP4 Module14, page 37
· How do you use analyse the findings of a stock audit to identify problems that need resolving?				WP4 Module14, page 37
· In planning an audit of stock, how do you identify which staff have the necessary skills to help with the audit?				WP4 Module14, page 37
15 Develop a strategy for a retail business				
· Explain what skills and knowledge the team needs to deliver a winning strategy?				WP4 Module15, page 39
· How do you ensure that your intended				WP4 Module15, page 39

strategy is sustainable, feasible and achievable?				
· Explain how you would implement the strategy?				WP4 Module15, page 40
16 Manage financial information in a retail environment				
· Explain the importance of planning and managing the financial aspects of your retail business?				WP4 Module16, page 41
· Explain project and investment appraisal techniques such as, cost benefit analysis, SWOT analysis, net present value payback or rates of return? And give an example of each.				WP4 Module16, page 42
· How do you use financial statements and information to assess performance?				WP4 Module16, page 42
17 Develop and Implement a marketing plan in a retail environment				
Explain the principles of marketing audits				WP4 Module 17, page 44
Explain how to conduct market research including setting objectives, developing sampling strategies and analysing results				WP4 Module 17, page 44 & 45
Explain how to develop a marketing plan and implement it.				WP4 Module 17, page 44
18 Manage visual merchandising in a retail environment				
Describe how to use visual merchandising to promote the store's image				WP4 Module 18, page 46
Explain to organise events to promote merchandise in a retail environment				WP4 Module 18, page 46
Describe how to plan and manage the installation of window and store displays				WP4 Module 18, page 47

Explain how to plan and monitor floor layouts and product positioning to maximise sales				WP4 Module 18, page 47
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Visual Merchandising

19 Dress visual merchandising displays	Answer	Know/can do	Needs training	Link to guidance on answer
<ul style="list-style-type: none"> Describe how you select shapes, colours and groupings that are suited to the purpose and style of the display? And give an example of this 				WP4 Module19, page 48
<ul style="list-style-type: none"> How do you place merchandise, graphics and signs in ways that promote sales? 				WP4 Module19, page 48
<ul style="list-style-type: none"> Explain how you ensure that the finished display meets health and safety guidelines and legal requirements? 				WP4 Module19, page 49
<ul style="list-style-type: none"> How do you position merchandise, graphics and signs according to guidelines and in ways that attract the attention and interest of customers. What sort of the information needs to be provided for customers? 				WP4 Module19, page 48
<ul style="list-style-type: none"> How do you group merchandise together to fulfil the design brief. Describe how to ensure that the selling features of the merchandise are displayed to have the desired visual effect needed under the design brief? 				WP4 Module19, page 48