

Why Work as a... Retailer

A solution for your training needs and career progression

ROLE OVERVIEW

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.

KEY POINTS

- **Level:** 2
- **Duration:** 14 months + End Point Assessment
- **Entry requirements:** You may be required to undertake training in maths and English. See [HERE](#) for more information
- **Career progression:** Options include Team Leader, trade Supplier, Sales Executive and Retail Manager

KNOWLEDGE REQUIREMENTS



- The business aims and objectives and how their work contributes to them
- 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
- The business approach to sustainability and its carbon footprint such as approaches to product sourcing, waste reduction and recycling
- The brands, products and services provided by the business including knowledge of the technical specification of a product and aftercare service

SKILL REQUIREMENTS



- Serve customers in line with brand standards, legislation, business procedures and the values of the business
- Use face to face or online sales techniques such as product and price comparisons to support or influence the customer in their purchasing decisions
- Maintain good merchandising to meet the needs of the business whilst ensuring safety
- Maintain stock levels and storage conditions such as correct temperature, lighting, ventilation, packaging to meet customer demand and minimise stock loss
- Use technology and applications to support sales and service ensuring that maintenance issues are reported

BEHAVIOUR REQUIREMENTS



- Acts in a professional manner with integrity and confidentiality
- Acts as an ambassador for their business and brand
- Seeks learning opportunities and continuous development
- Has accountability and ownership of their tasks
- Works flexibly and adapts to circumstances
- Acts in an open and approachable manner to build and maintain inclusive relationships with others

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