

Employer Occupational Brief



Retailer

June 2016

Overview of the role

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.

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. More specialist retailers include funeral services, garden centres, delicatessen and people who work in remote environments for example in telephone, on-line and mail order retail. Regardless of the type of products and services being sold, a wide representation of employers from across the retail industry have defined this standard and agreed that the knowledge, skills and behaviours that apprentices must have to do their job are the same.

The detail behind the standard

	Knowledge 'Know it'	Skills 'Show it'	Behaviours 'Live it'
<p>Customer</p> <p>Every business will have a customer profile – the types of customer that are likely to require the products and services on offer. Different customer types will have different needs and requirements and the way service is provided may need to be adapted. Customers could be internal or external to the business</p>	<p>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</p> <ul style="list-style-type: none"> • The key features and benefits of excellent customer service as defined by the business and in contrast to other businesses in the industry • The importance of excellent customer service to business success and the implications of poor customer service • The importance of repeat business and ways to encourage customer loyalty in the retail industry • What is meant by a 'customer experience' • Where to find information on customers within the business • Typical customer profile(s) – i.e. who the target customers of the business are and the 	<p>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</p> <ul style="list-style-type: none"> • Make every interaction with a customer an opportunity to increase, gain, maintain or re-establish their loyalty • Use the business offer to support efforts to enhance customer loyalty (e.g. from a friendly, helpful attitude to formalised reward schemes) • Utilise understanding of customer profiles by quickly identifying what the customer needs and offering options that will meet or exceed their expectations • Clearly communicate accurate, relevant and helpful information to customers, checking their understanding • Deliver excellent customer service in line with the business' culture and values in all activities • Listen to and deal with customers' questions, queries and complaints effectively in line with business requirements 	<p>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</p> <ul style="list-style-type: none"> • Shows a genuine interest in customer service which clearly demonstrates understanding of how own behaviour will influence customers' opinion of the business, their purchasing decision, and ultimately overall profitability • Present the culture of the organisation through own personal presentation and interaction with customers

	<p>products/services that they typically purchase</p> <ul style="list-style-type: none"> • An appreciation of different types of customer, their motivation to purchase products/service and their different needs • The unique needs of certain customers and how to help them in line with business procedures and environment (e.g. helping a mother with a buggy in a small shop, or a person with a disability) • How to recognise and adapt approach to different customer behaviours, emotions and emotive needs (i.e. the needs of customers purchasing a funeral care service will be very different from purchasing a new family car, or a customer having to work on a tight budget) • Different methods customers want to use to purchase products e.g. in-store, orders, on-line and how to make it a positive experience • How customers' purchasing habits are influenced through social trends and the media • How the culture of different businesses impacts on the style of interaction with customers 	<ul style="list-style-type: none"> • Ask appropriate questions in order to help customers • Use methods of communication and rapport building that are in line with the business and adapt accordingly to different customers <p>Higher level skills:</p> <ul style="list-style-type: none"> • Go beyond customers' expectations giving at least one example: how, what here when e.g. turned a complaint into an opportunity to retain customer <p>Uses initiative to improve sales and/or customer service</p>	<ul style="list-style-type: none"> • Take a positive approach to receiving feedback and learn from the experience to improve own customer service offer
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<p>Business</p> <p>The term 'brand standards' is relevant to all sizes of businesses. In some cases, the brand may be well known, or require employees to follow precise procedures for example in the way they deliver services or present products to customers. In others it may simply be what is 'in keeping' with the type of retail businesses the employee works in</p>	<p>Know the vision, objectives and brand standards of the business and how to contribute towards their success</p> <ul style="list-style-type: none"> • Where to identify the vision, objectives and brand standard / style of the business • The purpose of a vision statement, the benefits to the business as a whole and how it impacts on own role • The purpose of setting objectives and why they are important for businesses to be successful • How objectives relate to own role in the business • The importance of the business brand standards, in relation to the product and/or services it offers 	<p>Establish a good rapport with customers, serve them in line with brand standards and promote the values of the business in all work activities</p> <ul style="list-style-type: none"> • Interact with customers and build a rapport in a way that demonstrates an understanding of the business vision, objectives and brand standards • Use service techniques and procedures that deliver the brand standards • Carry out all activities in a manner that promotes the value of the business brand standards to customers, team members and other stakeholders (e.g. suppliers) 	<p>Demonstrate personal drive and a positive regard for the reputation and aim of the business</p> <ul style="list-style-type: none"> • Positively presents the business brand standards in all communications with customers • Has a conscientious attitude to deliver brand standards and protecting the reputation of the business, for example always following service expectations or procedures • Operates in an accountable manner taking ownership for own actions and their implications on the business <p>Higher level behaviours:</p> <ul style="list-style-type: none"> • Consistent representation of the business values • Being proud and passionate as a brand ambassador
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<p>Financial</p> <p>Operating with financial awareness is essential at every level within the retail environment. A retailer must understand the principle resource costs of a business and ensure that sales targets and cost control and reduction methods are met in line with own role</p>	<p>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</p> <ul style="list-style-type: none"> • General principles of operating commercially in the retail environment • What costs are (the cost of all resources including for example: stock, packaging items, stationery, time, etc.) • How a different approach to just one process that does not affect great customer service can save the business money (e.g. the use packaging material) • Key performance indicators that support the profitability of the business • The sales targets for the business and how businesses aim to reduce waste (e.g. reducing the rate of returned goods) • Where and when wastage can occur and how to minimise it • Techniques and opportunities for increasing sales in the business at the lowest cost (e.g. time invested into achieving the sale) 	<p>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</p> <ul style="list-style-type: none"> • Use methods that will enhance sales and reduce costs for the business whilst delivering great customer service • Use methods of financial control that are appropriate to the style of the business • Use methods of work that will meet or exceed financial targets • Deal with matters of financial loss (e.g. wastage, returned goods) in a manner that minimises further loss, but in accordance to the requirements of the business • Handles matters appropriately to minimise the risk of financial loss (e.g. bad customer service can lead to additional costs and handling stock inappropriately can lead to damage and wastage) <p>Higher level skills:</p> <ul style="list-style-type: none"> • Uses own initiative to have impact on one or more of the following: <ul style="list-style-type: none"> • Sales increase • Waste reduction • Quality of customer experience and retention • Cost efficiently 	<p>Act credibly and with integrity on all matters that affect financial performance</p> <ul style="list-style-type: none"> • Acts responsibly and sensibly to reduce waste (e.g. looks for opportunities to reduce waste but doesn't take inappropriate risks that will compromise customer service)
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<p>Marketing</p> <p>By fully understanding the products and services offered by the business and how the business positions itself a retailer can fully maximise performance and help to position the business effectively and deliver on its objectives</p>	<p>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 straplines, promotions and advertising campaigns</p> <ul style="list-style-type: none"> • What 'business positioning' is and how it relates to market share and competitors • What a unique selling point is, how businesses benefit from them • What the unique selling point of the business is and how it compares to other organisations • What a strapline is and how it is used • What a promotions and advertising campaign is and why businesses use them • How businesses are positioned in the wider market alongside competitors • The importance of being aware of local competitors and their offers • How to promote products and services to achieve business objectives • Where in the business to find the latest guidance and information on promotions and advertising campaigns • How methods used for promoting impact on the customer's purchasing decision <p>How the business compares with its competitors in terms of product offer, pricing and service</p>	<p>Influence customers' purchasing decisions by providing accurate guidance on product and price comparisons and sharing knowledge on local offers and variances</p> <ul style="list-style-type: none"> • Use accurate information to explain product and service offers (e.g. the period the offer / promotion is available for), and price comparisons to customers • Select best method of promoting a product or service to support business objectives • Take every opportunity to promote the unique selling point of the business and or its products / services <p>Higher level skills:</p> <ul style="list-style-type: none"> • Make recommendations to improve marketing and promotion activities 	<p>Take an interest in the position of the business within the wider industry</p> <ul style="list-style-type: none"> • Keeps up to date with competitors' offer in terms of product, price and service <p>Openly share knowledge with colleagues and customers</p>	
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<p>Communication</p> <p>Excellent communication is essential in any retail environment.</p> <p>Methods of communication could be face to face or remote, spoken or written, manual or electronic.</p> <p>Communication needs to be effective and suited to the audience</p>	<p>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 (for example the difference in how a branded goods retailer would communicate to their customers would be very different from an individual that retails a funeral service, or someone that needs to convey highly technical product information)</p> <ul style="list-style-type: none"> • Why excellent communication is so important to businesses • The impact is on businesses of poor or inappropriate communication • The typical style and method of communication used by the business • The impact of body language in communication • The importance of non-judgemental listening in the communication process • A variety of communication methods to deal with different situations 	<p>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</p> <ul style="list-style-type: none"> • Use a range of communication styles according to the person being communicated to • Communicate with an awareness of the situation, adapting it as necessary, and responding appropriately • Demonstrate empathy for the person being communicated with <p>Higher level skills:</p> <ul style="list-style-type: none"> • Demonstrates outstanding communication skills internally and externally • Recognised by all (e.g. customers, team, management) as "great" with people 	<p>Take a positive interest in customers, actively listening or taking due care to understand written or on-line communications and respond appropriately</p> <ul style="list-style-type: none"> • Support customer interactions by adapting body language and tone to the person / people being served • Has an awareness of own communication style and how to manage it depending on the circumstances
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<p>Sales and promotion</p> <p>Each retailer will have a seasonal variation to their sales pattern, and therefore sales approach. This could be in the range of products and services on offer, the customer behaviour, or could be tied to external events, such as sporting events or festive celebrations</p>	<p>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</p> <ul style="list-style-type: none"> • How sales targets differ according to the retail calendar • Own contribution to meeting sales targets • Different selling techniques and how and when to use them 	<p>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</p> <ul style="list-style-type: none"> • Selects and uses a range of selling techniques appropriate to situation, product and/or service being sold • Talks to customers to identify sales opportunities • Takes opportunities to increase the size of the sale (e.g. basket size, promoting offers and bi-products) 	<p>Pro-actively seek ways of enhancing sales whilst being sensitive to the needs of the customer and encourage team members to do the same</p> <ul style="list-style-type: none"> • Actively sells without intimidating or pressurising the customer
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<p>Product and service Knowledge and understanding of the products and services on offer are key in order to correctly sell to customers, meet and exceed their expectations and do so in line with business procedures and objectives</p>	<p>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 specialist outlets a detailed knowledge on the technical specification of a product and the aftercare service may be necessary)</p> <ul style="list-style-type: none"> • The importance of up to date product / service knowledge • Where to identify product / service knowledge • Key facts of product / service knowledge needed to support and complete sales • The importance of identifying customer needs in order to sell products and services that will meet and /or exceed their expectations • How to link product features and benefits to customer needs and profile • How to keep up to date on business brands, products and services e.g. notice boards; internal newsletters; intranet; team briefings <p>If and how the product fits into a wider range of products and the differences / links between them</p>	<p>Help match products and services to customers' needs and increase the amount they spend for example through the sale of associated products and services</p> <ul style="list-style-type: none"> • Ask customers questions about the products / services they are looking for and the features and benefits that will meet or exceed their needs • Identify products / services which match customer requirements • Discuss relevant options, giving customers opportunities to ask questions and clarify information • Close the sale with the customer, confirming what they want to buy and provide relevant information e.g. any relevant customer rights • Decide if it is appropriate to sell additional bi products / services to the customer and highlight them accordingly <p>Higher level skills:</p> <ul style="list-style-type: none"> • Accurately describe the features and benefits of relevant products to customers in a way which helps them identify the differences • Comprehensive range of product, knowledge and understanding can be demonstrated over 	<p>Confidently demonstrate a belief in the products and services the business offers</p> <ul style="list-style-type: none"> • Displays energy and motivation <p>Higher level behaviours:</p> <p>Has pride in the delivery of products and services</p>
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		<p>and above what a customer can find for themselves.</p> <ul style="list-style-type: none">• Can clearly and accurately summarise information to others in a way which is easily understood• Genuine rapport with customer and going off script when engaging with them• Breadth of knowledge around benefits, insight into usefulness of product specs• Use of devices and relevant merits of each	
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<p>Brand and reputation</p> <p>Brand and reputation are key both for the products, services and overall perception and success of a retail business. A retailer needs to understand the importance of this and how their actions can affect the reputation of the business</p>	<p>Know and understand the importance of brand and business reputation and what can affect it</p> <ul style="list-style-type: none"> • The link between brand reputation and business success • Understand how conduct both during and out of working hours can impact on brand and business reputation (including use of social media) • Recognise how own actions impact on brand reputation both positively and negatively <p>Higher level knowledge:</p> <ul style="list-style-type: none"> • Understand how the following impact on brand and business reputation and how to apply them in own organisation: <ul style="list-style-type: none"> • media and social media • business ethics and corporate social responsibility • political action e.g. sabotage or terrorism • impact of business activities on people and the environment • Know how to and the importance of reporting situations that threaten brand and business reputation in a timely manner to the appropriate person <p>Know how to and the importance of following business policy/procedure if approached by the media</p>	<p>Respond to situations that threaten brand and business reputation in line with company policy and alter the relevant person if a threat is identified</p> <ul style="list-style-type: none"> • Deal with relevant situations that may affect brand reputation in line with company policy 	<p>Uphold and personally demonstrate a positive brand and business reputation at all times</p>
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<p>Merchandising</p> <p>Presentation of products and services is a key factor in their appeal and potential sale to customers. Each retail outlet, product or service will need to be given careful consideration when preparing and producing merchandising displays / initiatives</p>	<p>Understand how increase sales through product placement by utilising ‘hot spots’ and recognising the relationship between sales and space</p> <ul style="list-style-type: none"> Recognise the importance of window and store displays in translating brand or business identity to customers The implications of misrepresentation of or damage to the product through excessive alteration in merchandising How merchandising can support the sales process How to Keep in store displays neat and safe <p>Higher level knowledge:</p> <ul style="list-style-type: none"> Understand how to maximise the creative use of space through the layout of the designated display area Understand how props and events are used in merchandising Understand how to plan and install window and store displays effectively and safely <p>Understand the importance of and know how to prepare products for display</p>	<p>Actively use techniques to optimise sales through effective product placement, ensuring product displays remain attractive, appealing and safe to customers</p> <ul style="list-style-type: none"> Identify key areas to achieve maximum visual impact and create a display area that optimises the merchandise; props and materials and is aesthetically pleasing Collect and style required stock for display for maximum effect to enhance the theme, support the merchandise and communicate effectively with the target market(s) Select and place all merchandising material, in an effective composition to support the branding of the merchandise and communicate effectively with the target market(s) Follow business guidelines for displaying stock Conduct checks to ensure the display result is safe, neat and tidy, clean, finished on time and in line with business expectations <p>Maintain the display area so that at all time its presentation is in line with business expectations</p>	<p>Make recommendations for merchandising as necessary to enhance sales and customer satisfaction</p> <ul style="list-style-type: none"> Evaluate the effectiveness of the window display in supporting the intended merchandise and brand Analyse feedback and respond appropriately making suggestions for improvements Listen, reflect and respond positively and constructively to feedback
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<p>Stock</p> <p>Stock is a critical part of any business, whether as items directly for sale or availability and support do services. Retailers need to know why the control of stock is so important and how to ensure stock control is effectively completed in their business</p>	<p>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</p> <ul style="list-style-type: none"> • Recognise the importance stock control and understand the implications of poor stock control in the business • How to keep accurate stock records and why this is important to ensuring the right levels of stock are maintained • How stock is received and stored in the business to maximise quality and minimise loss through theft or damage • Ensuring and maintaining the security of stock 	<p>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</p> <ul style="list-style-type: none"> • Check storage areas are clean, tidy and have sufficient space for stock being delivered and deal with in line with business procedures if not • Check delivery or holding areas are clean and tidy and necessary unloading equipment is available and in working order • Check stock on delivery to make sure it is of the correct type, quantity and quality ordered • Deal with incorrect type or quantities, faulty or substandard stock in line with business procedures • Manage stock and carry out correct rotation procedures to maintain quality and prevent loss, damage or deterioration • Complete all paperwork and records accurately and clearly in line with business requirements • Follow the business requirements for the security of the storage of stock 	<p>Take ownership and responsibility to identify stock issues and take action to address them</p> <ul style="list-style-type: none"> • Has the confidence to return incorrect, faulty or substandard goods • Takes a calm and considered approach when issues occur, minimising the risk or disruption caused <p>Higher level behaviours:</p> <p>Shows integrity, fairness and consistency in decision making</p>	<p>ability to identify stock issues and take action to address them</p>
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<p>Technical</p> <p>Technology varies greatly between retail operations; however, it is essential a retailer understands and is able to effectively use the technology within their organisation. In addition retailers should possess a general understanding of technology which is widely used in other retail businesses</p>	<p>Know how to operate technology such as customer payments and understand how changing technology, for example social media, digital and multichannel tools, support the sale of products and facilitates an effective and efficient service to customers</p> <ul style="list-style-type: none"> • Identify types of technology and their uses in different types of business operation • Identify technology and its uses within the business • How technology supports the effective and efficient sale of products and services to customers • How to use relevant technology correctly 	<p>Use technology appropriately and efficiently in line with company policy, to support sales and service ensuring that maintenance issues are dealt with promptly</p> <ul style="list-style-type: none"> • Identify the technology in the work environment and use it efficiently and effectively • Know what to do when technology fails • Strictly follow instructions and procedures, including safety, when using technology 	<p>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</p> <ul style="list-style-type: none"> • Use technology safely and appropriately • Take action quickly and decisively when issues occur
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<p>Team</p> <p>Teams can be any size from two people working together to large teams that work in the same or different departments</p>	<p>Know how to support and influence the team positively, recognising how all colleagues and teams are dependent on each other to meet business objectives</p> <ul style="list-style-type: none"> • What makes an effective team and what is meant by team dynamics • Ways in which team members / teams work together, interact and provide support to each other to meet business objectives • The implications when team members do not work together • Different methods, including the use of effective negotiation, to positively influence a team • The importance of positive listening, valuing difference of opinion and challenges in order to reach suitable agreements / actions • The roles and responsibilities of team members • The information and resources that colleagues may need and where to obtain it if not known • The importance of fulfilling agreements made with team members or keeping them informed if there is a problem 	<p>Support team members to ensure that the services provided are of a high quality, delivered on time and as required</p> <ul style="list-style-type: none"> • Balance own priorities / work objectives at the same time as supporting team members as agreed • Keep team members informed on the progress towards joint tasks • Determine when and how to communicate matters that have implications on the business e.g. relating to service, safety and quality • Share knowledge and information with team members, selecting the appropriate communication method and time of day • Adapt communication according to the team member(s) being communicated to (e.g. distinguishing between new members of staff, colleagues at the same level and senior level staff) • Effectively participate in briefings / meetings, actively listening and asking questions to confirm understanding <p>Higher level skills:</p> <ul style="list-style-type: none"> • View difficult situations and issues from colleagues' perspective and provide 	<p>Demonstrate pride in own role through a consistently positive and professional approach, and be aware of the impact of personal behaviour within the team</p> <ul style="list-style-type: none"> • Build effective working relationships with all team members • Set an example to others through a professional and positive approach to all work activities • Strengthen team dynamics e.g. by demonstrating a personal commitment to excellent work ethics e.g. time keeping, fulfilling agreements, taking a fair approach • Demonstrate an interest in other team members' roles and how they relate to own • Take a positive approach to helping team members to support the business,
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		<p>support, where necessary, to move things forward</p> <ul style="list-style-type: none"> • Identify conflicts of interest and disagreements with colleagues and respond to them in ways that minimise impact on the work being carried out • Provide feedback to colleagues on their performance and encourage them to feedback on own performance in order to identify areas for improvement • Identify potential conflicts and take action to reduce or eliminate them • Get involved in planning and leading sections of meetings 	<p>offering help to busy team members where possible</p> <ul style="list-style-type: none"> • Co-operate with team members at all levels • Actively support other team members' learning
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<p>Performance</p> <p>Customer loyalty is key to retail operations, with the adage that it is far more profitable to retain loyal customers than constantly generate a flow of new ones to replace non-returners. Ensuring a retailer's performance is up to standard will ensure the needs of both the customer and business are met and that the retailer can be proud of their own work. Key to this is having a structured development plan and regular reviews to ensure progression and improvement</p>	<p>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</p> <ul style="list-style-type: none"> • How work objectives are agreed and recognise the benefits they can bring to the individual and the business • How own roles and responsibilities impact on team goals • The benefits to the business of more effective ways of working • The benefits of performance improvement to the individual and business • The benefits of a personal development plan • How to identify own learning needs and improve own performance 	<p>Support team members to ensure that the services provided are of a high quality, delivered on time and as required</p> <ul style="list-style-type: none"> • Review own performance against objectives and identify development needs • Set targets and objectives for performance improvement • Work with others to identify and plan development opportunities • Evaluate the effectiveness and impact of development undertaken 	<p>Demonstrate pride in own role through a consistently positive and professional approach, and be aware of the impact of personal behaviour within the team</p> <ul style="list-style-type: none"> • Demonstrate drive and commitment • Take ownership for own performance and personal development <p>Higher level behaviours:</p> <ul style="list-style-type: none"> • Seeks opportunities for going beyond the basic requirements of the role • Identifies and takes opportunities that will develop self. These could be internal or external (such as the Duke of Edinburgh Award) but must clearly link to development in an increase in performance at work
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<p>Legal and governance</p> <p>Retailers are bound by a range of legislation. Some of this operates across the sector; however some businesses will have specific additional legislation which must be complied with, such as that regarding licenced betting</p>	<p>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</p> <ul style="list-style-type: none"> • How consumer legislation protects the rights of customers • How consumers are protected from unfair trading practices • The main requirements of consumer credit, data protection, weights and measures, licensing and age-related legislation, how they protect consumers and how they impact the business • The main requirements of legislation in relation to health, safety, security and confidentiality • How to identify and assess risks to health, safety and security • How to work safely and how to deal with risks, accidents and emergencies • The legal and commercial implications to the business of contravening legislation • Own role and responsibilities in relation to complying with legal requirements 	<p>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</p> <ul style="list-style-type: none"> • Maintain the confidentiality and security of customer data when recording, retaining and sharing information • Follow business health and safety procedures when carrying out work activities • Follow business procedures to comply with consumer protection law • Identify health, safety and security risks and minimise, deal with or report to the appropriate person in line with own limits of authority • Deal with accidents and emergencies calmly and in line with business procedures 	<p>Work with integrity in an honest and trustworthy</p> <ul style="list-style-type: none"> • Promote a safe and secure working environment through setting an example to others
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<p>Diversity</p> <p>A retail business must ensure that its products / services are appropriate to the customer base available to it, which may require amendments to product and services, methods of communication and individual adjustments. A retailer needs to understand and adapt to changing requirements whilst remaining fair and demonstrating integrity to both customers and colleagues alike</p>	<p>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</p> <ul style="list-style-type: none"> • Different diverse cultures and backgrounds dependent on local demographics of the business • Implications of relevant diversity and equality legislation • Understand the importance of and how to follow policy in relation to equality and diversity • What local demographics mean in relation to the business products and services • The importance of understanding customers and local demographics to business success • How to listen in a non-judgemental manner • How own use of language, body language, gestures and tone of voice may appear to customers and colleagues; and how theirs may affect your perceptions of them <p>How to contextualise conversations</p>	<p>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</p> <ul style="list-style-type: none"> • Use a range of communication styles to suit the person you are talking to • Adapt communication in different contexts • Make enough time and effort and respond flexibly and positively so that own working practice engages all customers • Seek clarification and manage situations • Use techniques to minimise misunderstanding and improve communication 	<p>Operate in an empathic, fair and professional manner</p> <ul style="list-style-type: none"> • Demonstrate fairness and integrity in all work activities • Display empathy towards others
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<p>Environment</p> <p>The retail industry has an impact on the environment in many ways, from transport to operations in the store and wastage. Each retail operation will have its own approach to environmental responsibility, often through a corporate / social responsibility policy which will seek to lessen its adverse impact on the environment</p>	<p>Know how to take responsible decisions to minimise negative effects on the environment in all work activities</p> <ul style="list-style-type: none"> • The main environmental matters that have implications for businesses and if there are any that have particular relevance for the local business community • How work activities impact on the environment • The purpose and process of waste control and stock taking requirements of the business • The re-using and re-cycling expectations within the business and why these are important • The principles or policies of the business relating to the environment and why it's important to follow them 	<p>Minimise the effect of work activities on the environment through managing wastage and loss according to business procedures</p> <ul style="list-style-type: none"> • Carry out all work activities following the principles and / or procedures of the business e.g. when stocks should be disposed of and in what manner; method of carrying out service activities to minimise waste • Monitor stock/resources (and where relevant equipment that stock is contained within) as required by the business to ensure it maintains its quality • Deliver service in a manner that minimises overall waste but is always in the best interest of the customer • Follow business requirements to identify and record the causes of wastage • Take measures to prevent wastage 	<p>Demonstrate personal commitment to minimising the effect of work activities on the environment and make recommendations for improvement if identified</p> <ul style="list-style-type: none"> • Actively promotes environmental initiatives / projects in the business • Sets an example to others by working responsibly and efficiently to avoid waste, encouraging team members to do the same • Take opportunities to use more environmentally aware methods in all work activities
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