Unit Title:	**Help customers to choose products in a retail environment**
OCR unit number:	17
Sector unit number:	C.03
Level:	2
Credit value:	6
Guided learning hours:	20
Unit reference number:	T/503/5685

Unit purpose and aim

This unit assesses the occupational competence of individuals who are responsible for selling products in a retail environment. The unit covers finding out what the customer needs, helping the customer to choose products and closing the sale.

Learning Outcomes	Assessment Criteria
The Learner will:	**The Learner can:**
1 Understand the importance of focusing on the individual customer's requirements	1.1 explain the importance of customer confidence and loyalty to the business 1.2 explain the importance of focusing on the product features and benefits that interest the individual customer
2 Know how sales are confirmed with the customer and closed	2.1 describe how to recognise buying signals 2.2 describe techniques for closing the sale
3 Be able to find out what products customers may be interested in buying	3.1 ask customers questions to find out: • what they are looking for • which product features and benefits interest them
4 Be able to help customers to choose the products that best meet their needs	4.1 describe relevant product features and benefits accurately in ways that attempt to help customers to differentiate between products 4.2 give customers the opportunity to evaluate products and ask questions 4.3 respond to customers' questions in ways that attempt to encourage sales and promote goodwill
5 Be able to close sales	5.1 confirm customers' buying decisions 5.2 use questioning techniques to ascertain whether customers need any associated or additional products 5.3 explain to customers any customer rights that apply to their purchases 5.4 ensure that customers know where to pay for their purchases

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Assessment

This unit requires workplace assessment of occupational competence. It is internally assessed by centre staff and externally assessed by an OCR External Verifier.

The unit is competence-based. This means that it is linked to the candidate's ability to competently perform a range of tasks associated with their work.

The unit needs to be assessed in line with the relevant Sector Skills Council's (SSC's) Assessment Strategy or Principles. Skillsmart Retail's Assessment Principles for Retail Qualifications can be found on their website (www.skillsmartretail.com).

Assessment conducted by an external/peripatetic assessor must adhere to section 4.2.1 of Skillsmart Retail's '*Retail Qualifications Assessment Principles'*. As such, OCR requires the line manager or the owner/manager to sign and date the bottom of each unit Evidence Record Sheet (ERS) to both confirm their involvement and the candidate's competence. This should be on or prior to the signature and date provided by the assessor.

Evidence requirements

OCR does not stipulate the mode of delivery for the teaching of the content of this unit. Centres are free to deliver this unit using any mode of delivery that meets the needs of their candidates. Centres should consider the candidates' complete learning experience when designing programmes of learning.

Guidance on assessment and evidence requirements

You should refer to the '*Admin Guide: Vocational Qualifications* (A850)' for *Notes on Preventing Computer-Assisted Malpractice*.

National Occupational Standards (NOS) mapping/signposting

This unit is based on the NOS reference SSR.C205, SSR.C223

NOS can be viewed on the relevant Sector Skills Council's website or the Occupational standards directory at www.ukstandards.co.uk.

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Functional skills signposting

This section indicates where candidates may have an opportunity to develop their functional skills.

Functional Skills Standards					
English		**Mathematics**		**ICT**	
Speaking and Listening	✔	Representing		Use ICT systems	✔
Reading	✔	Analysing		Find and select information	✔
Writing	✔	Interpreting		Develop, present and communicate information	✔

Additional information

For further information regarding administration for this qualification, please refer to the OCR document '*Admin Guide: Vocational Qualifications' (A850)* on the OCR website www.ocr.org.uk .