

**Unit Title:** Understanding the retail selling process  
**Level:** 3  
**Credit value:** 2  
**Guided learning hours:** 17  
**Unit expiry date:** 31.10.12

## Unit purpose and aim

The purpose of this unit is to provide learners with the knowledge and understanding of the retail selling process. It focuses on the range of communication techniques used for identifying and meeting the needs of customers as well as the different techniques used for maximising sales.

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
1. Understand how communication techniques can be used to help the customer choose products	1.1 Explain how communication techniques can be used to match product features and benefits to complex customer needs  1.2 Explain how communication techniques can be used to narrow the choice of products to those best suited to the customer's needs	1.1 For example, this may include: <ul style="list-style-type: none"> <li>• Question types</li> <li>• Body language</li> <li>• Active listening</li> <li>• Leading conversation</li> <li>• Emotional connection</li> </ul> 1.2 For example, this may include: <ul style="list-style-type: none"> <li>• Question types</li> <li>• Body language</li> <li>• Listening techniques</li> <li>• Determining costs</li> <li>• Recommending/exemplifying</li> </ul>
2. Understand the benefits and maintenance of product knowledge	2.1 Explain the benefits of maintaining comprehensive and accurate product information  2.2 Explain the salesperson's legal responsibilities for giving product information and describe the legal consequences of failing to comply with the law  2.3 Describe how to ensure that staff have the training and information they need to develop and maintain their product knowledge	2.1 For example, this may include: <ul style="list-style-type: none"> <li>• Builds expertise</li> <li>• Builds customer/sales person confidence</li> <li>• Builds customer trust/enthusiasm</li> <li>• Influences buying decisions</li> <li>• Strengthens communication/sales skills</li> <li>• Assists in overcoming objections</li> </ul>

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		<p>2.2 Candidates will be expected to recognise the pieces of legislation that apply. For example:</p> <ul style="list-style-type: none"> <li>• Sale of Goods Act</li> <li>• Consumer Protection from Unfair Trading Practices Regulations</li> <li>• Supply of Goods and Services Act</li> </ul> <p>They will also be required to understand the salesperson's legal responsibilities regarding product information and the legal consequences for failing to comply with the law. For example, this may include:</p> <p>Salesperson must:</p> <ul style="list-style-type: none"> <li>• Provide accurate information</li> <li>• Provide information on request</li> <li>• Not mislead the customer</li> </ul> <p>Legal consequences:</p> <ul style="list-style-type: none"> <li>• Investigation and enforcement action by consumer regulators</li> <li>• Legal action from consumers</li> <li>• Fines</li> </ul> <p>2.3 For example this may include:</p> <ul style="list-style-type: none"> <li>• In-house training</li> <li>• Vendor road-shows</li> <li>• Trade fairs</li> <li>• Product manuals/manufacturers' leaflets</li> <li>• The internet/manufacturers' websites</li> <li>• Sharing expertise/job shadowing</li> <li>• Visiting suppliers</li> </ul>
3. Understand legislation relating to selling in the retail environment	3.1 Describe the purpose of the main legislation relating to retail sales	3.1 For example, this may include:
		<ul style="list-style-type: none"> <li>• To protect the consumer</li> <li>• To ensure fair trading practices</li> <li>• To protect the retailer</li> <li>• To ensure goods are fit for purpose</li> </ul>

Learning Outcomes	Assessment Criteria	Knowledge, understanding and skills
	<p>3.2 Explain the impact of legislation relating to sales on retail business</p> <p>3.3 Explain the rights and protection the key legislation relating to sales gives customers</p>	<p>3.2 For example, this may include:</p> <ul style="list-style-type: none"> <li>• Goods must be of satisfactory quality</li> <li>• The circumstances under which customers may return/exchange/expect refunds on items</li> <li>• Provision of staff training</li> <li>• Provision of accurate product information</li> <li>• Removal of unfair competition</li> </ul> <p>3.3 For example, this may include:</p> <ul style="list-style-type: none"> <li>• Return goods of unsatisfactory quality</li> <li>• Not be miss-sold credit</li> <li>• Receive goods that are fit for purpose</li> <li>• Receive accurate product/company information</li> <li>• Not be misled, deceived</li> <li>• Protection from aggressive sales practices</li> </ul>
<p>4. Understand techniques for maximising sales</p>	<p>4.1 Explain the ways in which staff can maximise sales opportunities</p> <p>4.2 Explain how effective leadership methods can be used to maximise sales</p> <p>4.3 Evaluate the effectiveness of techniques used by specific retail businesses to maximise sales</p> <p>4.4 Explain how effective target setting helps to maximise sales</p>	<p>4.1 For example, this may include:</p> <ul style="list-style-type: none"> <li>• Offering add-on/extra merchandise</li> <li>• Selling credit to allow for extra purchases</li> <li>• Adapting behaviour to suit individual customer profiles</li> </ul> <p>4.2 For example, this may include:</p> <ul style="list-style-type: none"> <li>• Setting effective targets</li> <li>• Providing regular feedback</li> <li>• Developing in-store competitions</li> <li>• Rewarding sales success</li> <li>• Providing targeted training</li> <li>• Providing support/expertise if required</li> </ul>

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		<p>4.3 For example, this may include:</p> <ul style="list-style-type: none"> <li>• Try before you buy</li> <li>• 2-4-1/half price offers</li> <li>• Targeted advertising</li> <li>• Loyalty schemes/discounts on other business products (eg petrol)</li> <li>• Right people, right place, right time</li> <li>• Right stock on display in sufficient quantity</li> </ul> <p>4.4 For example, this may include:</p> <ul style="list-style-type: none"> <li>• Focuses individuals and teams</li> <li>• Identifies expected performance</li> </ul>

## Assessment and evidence requirements

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The on-screen test for unit will be 30 minutes in length and consist of 20 questions. The test has a notional pass mark of 60%. Results will be graded pass or fail.

Each test will consist of multiple-choice questions which will test candidates' knowledge and understanding across the learning outcomes and associated assessment criteria. Candidates will be required to have knowledge and understanding of all assessment criteria within the unit, as all assessment criteria will be covered within any one test.

A number of multiple-choice question types may be used. These could include: closed questions; statements for completion; multiple response questions; true/false questions or ordering questions (including a maximum of 4 steps).

In order to deliver the on-screen test for this unit, centres will need to meet minimum hardware requirements as specified in the Surpass System Requirements. This document is available from the [e-assessment area](#) of our website.

For further information on the e-assessment route please refer to the centre handbook which is available on our [website](#).