Unit Title:	**Help customers to choose alcoholic beverages in a retail environment**
OCR unit number:	9
Sector unit number:	C.45
Level:	3
Credit value:	10
Guided learning hours:	53
Unit reference number:	J/503/5710

Unit purpose and aim

This unit assesses the occupational competence of individuals who sell alcoholic beverages in a retail environment and apply in-depth knowledge of these products to help increase sales and encourage customer loyalty. The alcoholic beverages the candidate sells may be of any kind.

Learning Outcomes	Assessment Criteria
The Learner will:	**The Learner can:**
1 Understand legislation relating to the sale of alcoholic beverages in a retail environment	1.1 explain relevant legislation and regulations relating to the sale of alcoholic beverages in a retail environment 1.2 explain the personal consequences and the consequences for the organisation of not complying with legislation and regulations relating to the sale of alcoholic beverages 1.3 explain how the organisation's policy relating to the sale of alcohol complies with legal requirements
2 Understand the characteristics of different alcoholic beverages	2.1 explain the characteristics of different alcoholic beverages in terms of their features and benefits 2.2 explain where to find reliable information about the alcoholic content of the alcoholic beverages the organisation carries
3 Be able to comply with legal requirements when helping customers choose alcoholic beverages in a retail environment	3.1 comply with all relevant legal requirements and organisational policy when helping customers choose alcoholic beverages in a retail environment

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Learning Outcomes	Assessment Criteria
4 Be able to help customers to choose alcoholic beverages in a retail environment	4.1 ask customers questions to establish the types of alcoholic beverage they are looking for 4.2 provide customers with information about alcoholic beverages that is: • in line with organisational procedures • factually correct • legally compliant • relevant to the individual customer's needs 4.3 match the features and benefits of available alcoholic beverages as closely as possible to customer needs 4.4 compare and contrast alcoholic beverages in ways that attempt to help customers to choose those products that best meet their needs 4.5 respond to customer questions about alcoholic beverages in ways that attempt to encourage sales and promote goodwill 4.6 recommend to customers related products that could enhance their experience of the alcoholic beverages they are interested in purchasing 4.7 explain politely to customers why it is not possible to help them to purchase alcoholic beverages, when legal requirements or organisational policy prevent this

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.

If the assessor is unable to make judgements about the specialist skills and knowledge covered by this unit, expert witness testimony must be sought from a person with suitable current experience, to confirm the candidate's competence.

ACs 1.3, 3.1, 4.7: If the organisation does not have a written policy, candidates need to ask their manager for broad guidelines and follow these where the unit refers to a policy.

AC 4.7: 'Politely' means demonstrating respect and consideration for other people through the use of appropriate body language, verbal language, tone of voice (or the sign language equivalent) and facial expressions.

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).

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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.C268

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

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 .