Unit Title:	**Help customers to choose specialist products in a retail environment**
OCR unit number:	76
Sector unit number:	C.58
Level:	3
Credit value:	8
Guided learning hours:	34
Unit reference number:	M/503/5720

Unit purpose and aim

This unit assesses the occupational competence of individuals responsible for giving customers expert advice on specialist products. Specialist products are ones for which many customers will welcome in-depth advice to help them choose the products that best meet their needs.

Learning Outcomes	Assessment Criteria
The Learner will: 1 Understand commercial awareness in relation to the organisation, its target market and product offer	**The Learner can:** 1.1 explain own organisation's brand values in relation to its product offer, pricing and service 1.2 explain the customer profiles for own organisation 1.3 explain how own organisation compares with its competitors on product offer, pricing and service 1.4 explain the elements of a positive customer experience in relation to: • own organisation • specialist products within own area of responsibility
2 Understand the specialist products within own area of responsibility	2.1 explain the meaning of specialist terminology that knowledgeable customers are likely to use in relation to the specialist products within own area of responsibility 2.2 explain how the specialist products within own area of responsibility are produced or obtained 2.3 explain how methods of producing or obtaining specialist products in own area affect the nature and quality of the products 2.4 explain any legislation relating to the specialist products within own area of responsibility

© OCR 2011

Learning Outcomes	Assessment Criteria
	2.5 explain any health and safety considerations that customers must be warned about, or may ask about, in relation to the specialist products within own area of responsibility 2.6 explain any ethical and environmental concerns that customers may have about the specialist products within own area of responsibility 2.7 explain how to address ethical and environmental concerns customers may have about specialist products within own area of responsibility 2.8 explain sources of after-sales advice and support that are available to customers in relation to the specialist products within own area of responsibility 2.9 explain the customer's legal rights and the organisation's policy concerning returns in relation to the specialist products within own area of responsibility
3 Be able to initiate and develop a rapport with customers	3.1 explain how to assess customers' body language to determine whether they are likely to respond positively to being approached 3.2 adapt own speech and body language in ways that attempt to initiate and develop a rapport with individual customers 3.3 interact with customers in ways that attempt to support the organisation's brand values
4 Be able to match specialist products to individual customer requirements	4.1 explore customers' individual requirements to establish what specialist products they are looking for 4.2 provide customers with information about specialist products 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 specialist products as closely as possible to customers' needs 4.4 compare and contrast specialist products in ways that attempt to help customers to choose products that best meet their needs 4.5 respond to customers' questions about specialist products in ways that attempt to encourage sales and promote goodwill 4.6 recommend related products to customers that could enhance their experience of the specialist product they are purchasing

© OCR 2011

Learning Outcomes	Assessment Criteria
5 Be able to maintain own product knowledge and expertise in relation to specialist products	5.1 explain how in-depth product knowledge combined with genuine enthusiasm for the product affect own ability to sell specialist products 5.2 investigate new products and product trends in own area of expertise 5.3 devise ways of maintaining own enthusiasm for the products in own area of expertise

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 product knowledge required by this unit, expert witness testimony must be sought from a person with suitable current experience, to confirm the candidate's competence.

AC 2.9: If the organisation does not have a written policy, learners need to ask their manager for broad guidelines and follow these where the unit refers to a policy

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.C355

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 .

© OCR 2011