

Level 4

RETAIL SALES TECHNIQUES



Student Worksheets

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Different Types of Retail

I. Give an example of each of these:

a) **retail store**

A retail store is a store that sells directly to end users.

Example: _____

b) **online retailer**

An online retailer sells products to end users over the Internet. It sells products on their website but does not have actual shops that you can go to.

Example: _____

c) **bricks-and-mortar retailer**

A bricks-and-mortar retailer is the opposite of an online retailer. Bricks-and-mortar retailers sell their products in stores, not online or through catalogues, such as a supermarket.

Example: _____

d) **bricks-and-clicks retailer**

A bricks-and-clicks retailer is a retail store that sells products both in shops and online.

Example: _____

e) **retail chain**

A retail chain is a group of stores that are owned by the same company.

Example: _____

f) **department store**

A department store is a large retail store that offers many different types of products. These stores have different departments offering many different products. Customers can find sporting goods, clothes, home appliances, electronics, and more at these shops.

Example: _____



g) **discount store**

A discount store is a type of retail store that offers merchandise at a lower price than many of its competitors.

Example: _____

h) **specialty store**

A specialty store is a type of retail store that specialises in one kind of product.

Example: _____

i) **newsagent**

A newsagent is a shop in a convenient location which offers a small number of goods for purchase. These items are often priced higher than they are at other retail locations.

Example: _____

j) **supermarket**

A supermarket is a retail store that mainly sells food.

Example: _____

k) **mall**

A mall is a large building that contains many retail stores.

Example: _____



"Can you come back again next week and demonstrate its performance over the entire house?"



"Keep your eyes straight ahead and you can make it!"



3. Match the sales words / phrases to their meanings.

a) After-sales service

Regular maintenance (upkeep) or repair of products

b) Cold calling

Technique that involves contacting potential (possible) customers who have had no previous contact with the salesperson who is making the call

c) To buy in bulk

To purchase goods in large amounts, usually at a discount

d) To buy on credit

To purchase something and pay for it later, normally with interest (extra paid for the money loaned)

e) Agreed price

Price which has been accepted by the buyer and seller

f) Price conscious

Seeking the lowest prices

g) To close the sale

A system by which a customer pays part of the price of a product ahead of time

h) Advance payment





D. Principles of Retailing

1. Read each paragraph and follow the instructions:

Principle 1 – The important customer



The customer makes the retailer successful, so the retailer must master an understanding of their customers and what they want.

The customer should be at the centre of a business and everything must revolve around that customer. Knowing your customers and focussing on them will help the business grow.

2. Think of a slogan to remind retail staff to look after the customers.



You can't say THAT to a customer!





E. Retail Practices



I. Describe these retail practices:

a) Greeting the customer

b) Approaching the customer

c) Identifying customer needs





Consumer Protection Act 2007

I. Do your own research and complete the sentences:

displayed, Directive, banned, Consumer, Enterprise, 2007, law

- a) The Competition and Consumer Protection Commission (CCPC) was established on 31 October 2014 and took over the functions and powers of the National _____ Agency.
- b) It promotes consumer welfare and is responsible for investigating, enforcing and encouraging compliance with consumer _____.
- c) The EU Unfair Commercial Practices Directive (_____ 2005/28/EC of 11 May 2005) deals with unfair business-to-consumer commercial practices.
- d) The Consumer Protection Act _____ provides for its implementation in Ireland.
- e) The Act states that a range of unfair, misleading and aggressive trading practices are _____.
- f) The Consumer Protection Act 2007 gives the Minister the power to make Regulations requiring that the prices of certain products be _____ in a specific way.
- g) The Prices Acts 1958-1972 gave the Minister for Jobs,



_____ and
Innovation a range of powers
to set maximum prices.



H. Organisation of Working Time (Records) 2001

The Organisation of Working Time (Records) (Prescribed Form and



Exemptions) Regulations 2001 requires all employers to keep detailed records of start and finishing times, hours worked each day and each week and leave granted to employees. This legislation is part of the Organisation of Working Time Act 1997. The employer must keep these records for 3 years.

Where there is no method of electronically recording hours worked by employees (that is, a clock-in system), the employer must record the days and hours worked each week using a specific form.

Under Section 8 of the Act, an inspector from the Workplace Relations Commission has the power to get full access to these records.

Employers who fail to keep records under these Regulations are guilty of an offence and are liable on summary conviction to a fine not exceeding €1,900.

This ensures any dispute later down the road about hours worked can be resolved by this record.

Write key words from this Act.

1/2 mark



Assessment Brief 3

Component title:	Retail Skills Techniques
Component code:	4NII83
Assessment technique:	Collection of Work / Skills Demonstrations
Assessment title:	RETAIL PRODUCTS AND SERVICES
Assessment number:	3
Weighting:	Collection of Work 25%

Guidelines:

1. Differentiate between a range of products and services provided by the retail sector
2. Describe the key benefits of an effective after sales services policy in relation to the creation of new business
3. Describe a range of specific product characteristics to include features, benefits and advantages
4. Explain a range of learning methods aimed at improving knowledge in relation to products and retail services
5. Outline the benefits of establishing a customer profile

Assessment criteria:

- Carry out an audit of one retailer, describing the retail products, services and range provided by that retailer.
- Benefits of an after sales policy can include: customer satisfaction, repeat custom, problem resolution, customer-focus and specific staff to deal with after sales.
- Describe a list of product characteristics and the features, benefits and advantages of each, to include: packing, shelf-life, guarantees, warranties, branding, free gifts, target market and pricing.
- Learning methods can include: on the job learning, a buddy system learning, on the job training, e-learning modules, certified training, self-guided learning, etc.



- Outline the benefits of creating a customer profile, to include: target market, best forms of advertising, bringing in more customers, healthier profits, appropriate communication, etc.
- Ensure answers are logically set out and clear.
- Ensure correct use of spelling and grammar.
- Discussions may be recorded.
- Video and/or photographic evidence may be required.

Date brief was issued:

Submission date:

I confirm that this is my original work.

Signed: Date:





After-Sales

Complete the sentences about the value of after-sales:

contact, refer, cost, sale, relationship, friendly, services, improves, after, payment

- a) After-sales is about customer service and how the business will be remembered, even after the _____ has taken place.
- b) After-sales means the service carries on after _____ has been made.
- c) The value of after-sales _____ the chances of getting repeat business.
- d) Examples of after-sale _____ include a comprehensive guarantee and returns policy.
- e) If customers have a complaint, they should be able to _____ the retailer easily, and their complaint should be dealt with in an effective and timely manner.
- f) After-sales calls must be dealt with professionally and in a _____ manner.
- g) Some retailers even make follow up calls or letters making sure everything is OK a few weeks _____ the sale.
- h) After-sales is a _____-effective marketing tool.
- i) Providing good after-sales service shows customers the retailer wants to build a long-term _____ with them, earn their loyalty and keep their business.
- j) Providing after-sales service keeps your customers coming back to you and encourages them to _____ your business to others.



C. Customer Satisfaction



CSAT (Customer satisfaction) is a metric used to find out if a customer is happy with a product, service, or experience. This is usually done through a customer satisfaction survey. CSAT helps you identify unsatisfied customers, so that

improvements can be made. CSAT also identifies happy customers, which informs the company of what they are doing well. Overall, it helps with planning an improving.

1. Create your own short CSAT survey, based on your product or service. Write down the questions for your survey. If possible, type up your survey and print it. Include the survey with your portfolio.

2. Fill in the restaurant survey over the page to give you practice.





. Branding

1. Branding is not just a logo or slogan. It represents the company. Branding involves every aspect of a customer's experience, from the logo to the website, the social media posts, staff uniforms and advertising; it even includes the way staff interact with customers.

a) Branding promotes recognition. People often do business with companies they are familiar with. If the branding is consistent and easy to recognise, people will more readily purchase the goods or services.

Think of a brand that you instantly recognise: _____

b) The brand tells people about the story of the business. For example, from the visual logo to the way in which the phones are answered, all tell a story. Think of an example of brand that has a good reputation:

c) The brand provides motivation and direction for staff. It helps to inform them on how to act, how to win, and how to meet the organisation's goals.

Think of a supermarket brand: _____

What message do you think it relays to the staff?

d) A strong brand generates referrals. People wear brands, eat brands, listen to brands, and they tell others about the brands they love.

Write some brands that people wear:

e) A strong brand adds value. Think of brands such as Apple, Facebook and Coca-Cola.

Think of some brands that have value:



2. Think of a brand that you trust: _____

3. What words come to mind when you think of this brand?

4. Choose a brand and use the diagram below to explain how good or it is. Think about how you could use this information in your 'sales pitch'.

Brand: _____

1 mark





Marking Sheet 3

Marking Sheet 3: RETAIL PRODUCTS AND SERVICES		
Retail Sales Techniques 4N1183		
Collection of Work 25%		
Learner's Name:		
Assessment Criteria	Max Mark	Learner Mark
<p>Retail products and services</p> <p>Facilitate the learner to differentiate between a range of products and services provided by the retail sector to include</p> <p><u>Audit of retailer</u></p> <ul style="list-style-type: none"> ▪ Choose a retailer and describe it (1 mark) ▪ List products or services (1 marks) 	2	
<p>Describe the key benefits of an effective after sales services policy in relation to the creation of new business</p> <p><u>After sales</u></p> <ul style="list-style-type: none"> ▪ Customer service satisfaction (CSAT survey) (1 mark) ▪ Repeat custom (1/2 mark) ▪ Resolving problems – role-play (1/2 mark) ▪ Researching more benefits of an after sales policy (1 mark – 1/2 for each benefit) 	3	
<p>Describe a range of specific product characteristics to include features, benefits and advantages</p> <p><u>Product characteristics</u></p> <ul style="list-style-type: none"> ▪ Packing (1 mark) ▪ Shelf Life / Durability (1 mark) ▪ Benefits of longer shelf life (1 mark) ▪ Guarantee (1/2 mark) ▪ Warranty (1/2 mark) ▪ Tangible elements of products (1/2 mark) ▪ intangible elements of products (1/2 mark) 	10	



<ul style="list-style-type: none">▪ Benefits of tangible/intangible products (1 mark)▪ Branding (1 mark)▪ Complementary products (1 mark)▪ Target Market (1 mark)▪ Pricing (1 mark)		
<p>Explain a range of learning methods aimed at improving knowledge in relation to products and retail services</p> <p><u>Learning methods</u></p> <p>To include at least 5 of the types below:</p> <ul style="list-style-type: none">▪ On the job learning▪ Buddy system Learning▪ Manufacturer on the job training▪ E-learning modules▪ Certified Training▪ Self-guided learning o In-house training (1 mark each)	5	
<p>Outline the benefits of establishing a customer profile</p> <p><u>Customer profile</u></p> <p>To include at least 5 of the benefits below:</p> <ul style="list-style-type: none">▪ Understanding Untapped Market Potential▪ Improved Targeted Marketing▪ Choosing Better Sites for Advertising▪ Better Communication▪ Greater Opportunities▪ Reduces Competition▪ Increased Profit▪ Bringing in More Customers (1 mark each)	5	
TOTAL	25	



. Accident and Awareness Meetings

I. Read the information and answer the questions.



- Regular safety meetings must be scheduled to prevent accidents and injuries at work.
- The key to keeping managers, workers and site visitors safe in a facility with risks is discussion. Well-planned safety meetings give the opportunity to distribute

important safety information to employees and give them the chance to ask questions.

- Safety meetings also give a chance to present new safety training and information. Workers get the chance to review previously learned safety information. Without safety meetings, workers can become complacent and may lose their alertness and attention to safety as they do the same tasks day after day. Workers benefit from the reminders to stay safe.
- Awareness of risks reduces accidents. Managers, health and safety officers and trainers plan and conduct safety meetings to bring attention to risks. A follow-up activity can check the understanding of the new safety information.
- During safety meetings, recent incidents can be reviewed, and the information can be used to update existing safety plans and procedures. Employers benefit from the viewpoints of all employees in safety meetings and should make the minutes of the safety meeting available to everyone. This can be done through company websites, staff email, newsletters and in posters in the workplace.
- For safety meetings, employers need an established hazardous identification process that a committee can use to adopt new policies and procedures. Effective communication is necessary so that issues can be addressed, and corrective measures can be put in place.





Questions

2. Name three things that are discussed at a safety meeting.

3. Name three advantages of holding safety meetings.

4. Who should be made aware of information discussed at the safety meetings?

5. Think of a retail environment. Which staff members may attend the safety meeting?

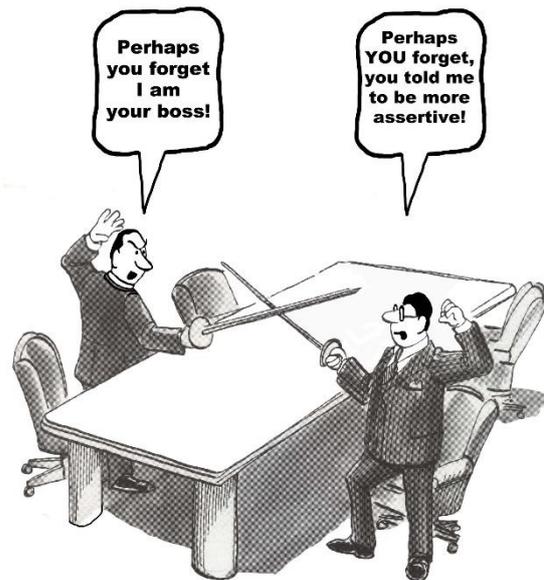




Assertive Communication

When you're making a sale, you don't want to be too passive or too aggressive! Instead, you should be aiming to be assertive.

1. Write the definition for assertiveness



2. Look at the differences.

Passive	Aggressive	Assertive
"Would you mind giving me a call when you've made a decision?"	"If you don't buy now, you can forget about a special offer."	"Can you give me a specific date when you'll make a decision?"
"Would it suit you if I sent you some more information to help you decide?"	"If you are not interested in this, please stop wasting my time."	"What factors might cause the delay in the decision-making process?"
"How about I call or email you in a few days to see if you've made a decision?"	"What will it take to get you to make a decision now?"	"What steps will you be taking in order to make a decision?"

- The passive approach does not move the sale forward. Sellers use the passive approach when in fear of losing the sale or fear of offending.
- The aggressive approach often angers customers.
- The assertive approach is neither pushy nor weak, but creates a discussion between you and the customer, which helps the decision-making process along.



3. Read the information below.

<p>Passive</p> <p>Emotionally dishonest, indirect, inhibited, self-denying, blaming, apologetic.</p> <p><i>“Others’ rights and needs take precedence over mine”</i></p>	<p>Passive Aggressive</p> <p>Emotionally dishonest, indirect. Self-denying at first. Self-enhancing at expense of others later.</p> <p><i>“I subtly make clear that my rights and needs prevail”</i></p>	<p>Aggressive</p> <p>Inappropriately honest, direct, expressive, attacking, blaming, controlling, self-enhancing at expense of others.</p> <p><i>“I boldly insist that my rights and needs prevail”</i></p>	<p>Assertive</p> <p>Appropriately honest, direct, self-enhancing, expressive, self-confident, empathic to emotions of all involved.</p> <p><i>I clearly express that we both have rights and needs”</i></p>
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4. Think of a product or service and write a selling line for each type below:

Passive:

Aggressive:

Assertive:



Opening and Closing a Sale

1. Choose a product or service:

2. Read each paragraph and follow the instructions.



Engage with the customer. A good, sincere greeting is a good way to start. Introduce yourself. But don't 'bombard' them the minute they walk in! Allow about 15 seconds for the customer to get their wits about themselves, leave behind where they just came from, and focus on the reason they are there. When you begin to engage, remember to start creating a

positive buying environment.

3. Write a good opening statement for a new customer.

Be genuine. A customer can tell if you are being genuine during the sales process. Show that you care about their business and not just the deal. Be prepared with knowledge about your product or service, but do not appear overly confident. Show that you care about the customer's best interests.

4. Write a great selling point about your product or service and use a genuine tone.



Matching Products and Services to Customers

1. Choose a product or service:

2. Imagine that you were a potential customer, looking for this product and service. Answer the questions:

a) What are your requirements?

b) What price range will you consider?

c) What are the main reasons you need this product or service?

d) What other products or services are linked? Is there a product range?
Are there other services you need to avail of?

e) What benefits are you looking for in the product or service?

f) What information do you need to know?

g) What concerns do you have?

h) What will quieten your concerns?



Mapping of Learning Outcomes

- 1 Explain the key principles of the retail environment in relation to customer care and retail selling **Pages 26 to 33 (key principles of retailing)**
- 2 Explain key terminology and practices utilised in retail selling to include related sales, up selling, after sales service, customer services and unique selling points **Pages 17 to 25 (retail vocabulary), Pages 34 to 37 (retail practices), Page 38 (retail vocabulary – job ad)**
- 3 Outline the legal responsibilities and entitlements of staff and customers in relation to a retail environment **Pages 42 to 44 (Consumer Protection Act 2007), Page 45 (Employment Permits Act 2006), Page 46 (Employers (Provision of Information and Consultation) Act 2006), Pages 47 to 52 (Safety, Health and Welfare at Work Act 2005), Page 53 (Maternity Protection (Amendment) Act 2004), Page 54 (Equality Act 2004), Page 55 (Protection of Employees (Fixed Term Work) Act 2003), Page 56 (Organisation of Working Time (Records) 2001), Page 57 (National Minimum Wage Act 2000), Page 58 (Employment Equality Act 1998), Pages 59 to 60 (other Acts)**
- 4 Differentiate between a range of products and services provided by the retail sector **Pages 11 to 16 (different types of retail), Pages 65 to 69 (range of products and services)**
- 5 Describe the key benefits of an effective after sales services policy in relation to the creation of new business **Page 70 (after sales), Pages 71 and 72 (customer satisfaction), Page 73 (repeat custom), Pages 74 and 75 (problem-solving), Page 76 (more benefits of after sales)**
- 6 Describe a range of specific product characteristics to include features, benefits and advantages **Pages 77 to 83 (product/service features and benefits), Page 84 (packing), Pages 85 to 87 (shelf-life or durability of products), Pages 88 to 89 (guarantees and warranties), Pages 90 to 92 (tangible and intangible), Pages 93 to 94 (branding), Page 95 (freebies), Page 96 (target market), Page 97 (pricing)**



- 7 Explain a range of learning methods aimed at improving knowledge in relation to products and retail services **Pages 98 to 103 (learning methods)**
- 8 Outline the benefits of establishing a customer profile **Pages 104 to 110 (customer profile and benefits)**
- 9 Outline a range of procedures aimed at improving health and safety in the retail environment **Page 115 (accident policy), Pages 116 to 117 (accident and awareness meetings), Pages 118 to 120 (safety procedures), Pages 121 to 131 (safety audit)**
- 10 Employ a range of communication techniques aimed at assessing customer needs to include open and closed questions, product descriptions **Pages 136 to 139 (creating a sales script), Pages 140 to 141 (sales call template), Pages 142 to 143 (email sales script), Page 144 (5P sales model), Page 145 (problem-solving sales model), Pages 146 to 247 (value-added sales model), Page 148 (team-selling model), Page 156 (open and closed questions), Appendix 1: Sales Employee Evaluation Form, Appendix 2: Sales Performance Review**
- 11 Demonstrate a range of communication skills to present products and deal with customer complaints **Pages 149 and 150 (communication skills), Pages 151 to 152 (assertive communication), Page 153 (showing empathy), Page 154 (reflection), Pages 155 to 156 (clarification, open and closed questions), Page 157 (explanation skills), Page 158 (body language), Page 159 (creating a good sales presentation), Page 160 (giving a demonstration), Appendix 1: Sales Employee Evaluation Form, Appendix 2: Sales Performance Review, Appendix 3: Self-evaluation Form**
- 12 Identify key opportunities to open and close a sale while operating in a retail environment **Pages 161 to 165 (opening and closing a sale), Appendix 1: Sales Employee Evaluation Form, Appendix 2: Sales Performance Review, Appendix 3: Self-evaluation Form**
- 13 Demonstrate an ability to match products and services to customer's needs **Pages 166 to 167 (matching products and services to customers), Pages**



168 and 169 (identification of individual customer needs), Appendix 1: Sales Employee Evaluation Form, Appendix 2: Sales Performance Review

14 Employ customer relation skills to Identify the characteristics and requirements of a range of customer profiles Pages 170 to 172 (creating customer profiles), Appendix 1: Sales Employee Evaluation Form, Appendix 2: Sales Performance Review, Appendix 3: Self-evaluation Form

15 Demonstrate the application of appropriate interpersonal skills and attitudes when differentiating between a range of customer's needs, in a retail setting. Page 173 (giving a sales pitch), Appendix 1: Sales Employee Evaluation Form, Appendix 2: Sales Performance Review, Appendix 3: Self-evaluation Form