

# IVQ in Retailing 1121

Certificate  
Diploma  
Advanced Diploma



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# IVQ in Retailing 1121

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# IVQ in Retailing 1121

## About City & Guilds

We provide assessment and certification services for schools and colleges, business and industry, trade associations and government agencies in more than 100 countries. We have over 120 years of experience in identifying training needs, developing assessment materials, carrying out assessments and training assessment staff. We award certificates to people who have shown they have mastered skills that are based on world-class standards set by industry. City & Guilds International provides a particular service to customers around the world who need high-quality assessments and certification.

## Introduction to this programme

We have designed the Retailing programme for those undergoing training or employed in this area of work. The programme aims to reflect the international nature of the knowledge and skills and activities needed for different countries or cultures.

We do not say the amount of time a candidate would need to carry out the programme, but we do provide advice on guided learning hours for each unit at each level (see below). The programme has three levels.

### Certificate

The certificate (about 60-90 guided learning hours) provides a broad introduction to the theory and practical sides of retailing for a person working in a store selling goods to customers.

### Diploma

The diploma (about 150 guided learning hours) provides more practice involving a broader range of skills appropriate to a person who may also supervise other people.

### Advanced Diploma

The advanced diploma (about 250 guided learning hours) develops specific skills, appropriate to a person preparing for or working in first level management.

We stress that these figures are only a guideline. We award certificates for gaining and showing skills by whatever mode of study, and not for periods of time spent in study.

We provide certificates for all work-related areas at seven levels within our structure of awards shown in appendix B. This programme covers levels 1, 2 and 3.

## Making entries for assessments

Candidates can only be entered for the assessments in this subject if the approved examination centres agree. Candidates must enter through an examination centre we have approved to carry out the assessments for 1121 Retailing.

There are two ways of entering candidates for assessments.

### Internal candidates

Candidates can enter for examinations if they are taking or have already finished a course at a school, college or similar training institution that has directed their preparation whether by going to a training centre, working with another institution, or by open learning methods.

### External candidates

These are candidates who have not finished a programme as described above. The examination centres must receive their application for entry well before the date of the examination concerned. This allows them to act on any advice you give about assessment arrangements or any further preparation needed. External candidates must carry out practical assignments and projects if necessary, and they will need extra time and guidance to make sure that they meet all the requirements for this part of the assessment.

In this publication we use the term 'centre' to mean a school, college, place of work or other institution.

## Resources

If you want to use this programme as the basis for a course, you must read this booklet and make sure that you have the staff and equipment to carry out all parts of the programme. If there are no facilities for realistic practical work, we strongly recommend that you develop links with local industry to provide opportunities for hands-on experience.

## Assessments

There are three levels of this award.

### Certificate

### Diploma

### Advanced Diploma

We use a numbering system to allow entries to be made for our awards. The numbers used for this programme are as follows.

### Award number

1121-01 Certificate in Retailing Principles  
1121-02 Diploma in Retailing  
1121-03 Advanced Diploma in Retailing

We use award numbers to describe the subject and level of the award.

### Component numbers

001 Retailing Principles 1  
002 Retailing Practice 1  
011 Retailing Principles 2  
012 Retailing Practice 2  
021 Retailing Principles 3  
022 Retailing Practice 3

We use component numbers to show units for which we may award a certificate of unit credit.

We use these numbers throughout this booklet. You must use these numbers correctly if you send forms to us.

### Certificate in Retailing Principles

To carry out what is needed for the Certificate in Retailing Principles, candidates must be successful in the following assessment.

1121-01-001 Retailing Principles (written multiple choice paper which lasts one hour) (Total one written paper)

### Certificate in Retailing

To carry out what is needed for the Certificate in Retailing, candidates must be successful in all of the following assessments.

1121-01-001 Retailing Principles 1 (written multiple choice paper which lasts one hour)

[1121-01-002] Retailing Practice

(Total one written paper)

The practical assessments are carried out during the learning programme and should be finished by the date of the written examination so you can send all the results to us. (See appendix A.)

### Diploma in Retailing

To carry out what is needed for the Diploma in Retailing, candidates must be successful in all of the following assessments.

1121-02-011 Retailing Principles 2 (written paper which lasts one and a half hours)

[1121-02-012] Retailing Practice 2

(Total one written paper)

The practical assessments are carried out during the learning programme and should be finished by the date of the written examination so you can send all the results to us. (See appendix A.)

### Advanced Diploma in Retailing

To carry out what is needed for the Advanced Diploma in Retailing, candidates must be successful in all of the following assessments.

1121-03-021 Retailing Principles 3 (written paper which lasts two hours)

[1121-03-022] Retailing Practice 3

(Total one written paper)

The practical assessments are carried out during the learning programme and should be finished by the date of the written examination so you can send all the results to us. (See appendix A.)

We provide assessments in two ways.

#### a Fixed date

These are assessments which are carried out on dates and times we set. These assessments have no brackets around their numbers.

#### b Free date

These are assessments which are carried out at a college or other training establishment on a date or over a period which the college chooses. These assessments have brackets around their numbers.

In this programme the written assessments are fixed date. The practical assignments are free date.

You must carry out assessments according to our International Directory of Examinations and Assessments. If there are any differences between information in this publication and the current directory, the Directory has the most up-to-date information.

## Results and certification

Everyone who enters for our certificates, diplomas, and advanced diplomas receives a 'Notification of Candidate Results' giving details of how they performed.

If candidates successfully finish any assessment within this programme (for example, any one of the examination papers) they will receive a certificate of unit credit towards the certificate or diploma for which they are aiming. We grade course work assessments as pass or fail. We grade written assessments on the basis of fail, pass, credit or distinction. The certificate of unit credit will not mention assessments which they do not enter, which they failed or from which they were absent.

Each certificate or diploma clearly states what candidates need for full certification at the relevant level, allowing schools, colleges and employers to see whether they have met the full requirements.

If candidates successfully finish all the requirements for a full certificate or a diploma, they will automatically receive the appropriate certificate.

We will send the 'Notification of Candidate Results', certificates of unit credit, certificates, diplomas and advanced diplomas to the examination centre to be awarded to successful candidates. It is your responsibility to give the candidates the certificates. If candidates have a question about the results and certificates, they must contact you. You may then contact us if necessary.

We will also send you a results list showing how all candidates performed.

## How to offer this programme

To offer this programme you must get approval from us. There are two categories of approval.

### Subject approval

We give approval to offer a teaching course based on this syllabus.

### Examination centre approval

We give approval to enter candidates for examinations.

To be approved by us to offer a teaching course you must send us the application form.

To enter candidates for examinations you must be approved by us as an examination centre. For this programme it is possible to act as a registered examination centre only, and accept external candidates. Approved examination centres must provide suitable facilities for taking examinations, secure places to keep the examination papers and materials, and may have an appointed visiting verifier to review practical work.

After we have received and accepted an application, we will send an approval letter confirming this. You can then send entries in at any time using the International Directory of Examinations and Assessments for guidance.

**Please not that in this section we have provided an overview of centre approval procedures. Please refer to the current issue of 'Delivering International Qualifications-Centre Guide' for full details of each aspect of these procedures.**

## Other information

### Designing courses of study

Candidates for the various Awards in Retailing will have come from different backgrounds and will have different employment and training experiences. We recommend the following:

- carry out an assessment of the candidates' achievements so you can see what learning they already have and decide the level of entry they will need; and
- consider what learning methods and places will best suit them.

When you assess a candidate's needs, you should design teaching programmes that consider:

- what, if any, previous education qualifications or training the candidate has, especially in the various general vocational education certificates we provide; and
- what, if any, previous practical experience the candidate has which is relevant to the aims of the programme and from which they may have learned the relevant skills and knowledge.

When you choose learning methods and places, you should consider the results of your assessments and whether the following are available.

- Open or distance learning material.
- Workplace learning that can be carried out on site or between you and a local workplace. This will allow the candidates access to specialised equipment and work experience.
- Working with other registered centres to share facilities.
- Opportunities for co-operative learning between candidates for different certificates who need to gain similar skills.

As long as the candidates meet the aims of this learning programme the structures of courses of study are up to you. So, it is possible to include extra topics that meet local needs.

You should avoid teaching theory alone. As far as possible the practical work should be closely related to work in the classroom so that candidates use their theory in a realistic work environment. You can use formal lectures in the classroom with appropriate exercises and demonstrations. Candidates should keep records of the practical work they do so they can refer to it at a later date.

We assume that you will include core skills, such as numeracy, communication, working with people, and organisation and planning throughout a teaching programme.

Presentation format of units

### **Practical competences**

Each unit starts with a section on practical competences which shows the practical skills candidates must have.

At times we give more detail about important words in each 'competence statement'.

For example

'6.5 Identify sources of information for maintaining legal requirements.

**Sources:** supervisor, manufacturers' instructions, company manual'

In the above statement the word 'sources' is given as a range which the candidate should be familiar with. Candidates should cover the complete range. When a range starts with the abbreviation 'eg' the candidates only need to cover some of the ranged areas or you can use suitable alternatives.

### **Knowledge requirements**

Immediately after the section on practical competences the unit tells you what knowledge is needed for that area. The knowledge needed is closely linked to the practical competences, so it is best to teach the two together so that the candidate appreciates the topic more.

### **Practical activities**

You should make sure all practical activities are supervised and instructors should make sure that the results reflect the candidate's own work. You must hold all the documents and material in a file (portfolio) for each candidate for eight weeks after the application for a certificate.

## **Entry levels**

We consider the following programmes to be relevant preparation for this programme.

Successful completion of secondary schooling.

We also consider the following Pitman Qualifications awards as relevant alongside this programme.

Commercial Numeracy  
English for Speakers of Other Languages – higher intermediate level  
Keyboarding  
Practical Data Processing  
Word Processing Techniques – essential level.

## **Progression routes and recognition**

We consider the following programmes to be relevant progression routes from this programme.

International Tourism (4865)  
Reception Operations and Services (7067)  
Accommodation Operations and Services (7068)  
Applied Information Technology (7235).

## **Useful publications**

We can provide a list of suggested text books covering specific areas of this programme. We may also have knowledge about other support materials. You should make sure that you have the latest information. We will automatically send updated lists to centres we have approved to offer this programme.

We offer the following publications as additional support materials to help you plan the delivery of International Vocational Qualifications

**Quality Handbook for Visiting Verifiers & Quality Inspectors  
Guide to The Assessment of Practical Skills in International Vocational Qualifications  
Preparing Projects and Portfolios for International Vocational Qualifications**

# Syllabus

## IVQ in Retailing 1121

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#### Certificate

- 10 01 Customer contact

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  - 11 02 Product knowledge and handling
  - 12 03 Handling money
  - 14 04 Product display
  - 15 05 Security
  - 16 06 Rights and responsibilities (safety)
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#### Diploma

- 25 11 Customer contact

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  - 26 12 Product knowledge and handling
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  - 30 14 Product display
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#### Advanced Diploma

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  - 22 Develop and maintain customer service

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  - 46 23 Improving retail operations

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  - 47 24 Planning, organising and evaluating work 49

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  - 25 Health, safety and security

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  - 51 26 Sales skills

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  - 52 27 Evaluate and monitor customer payments

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  - 53 28 Communications and information technology
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# 01 Customer contact

## Introduction

The aim of this section is to enable the candidate to:

- a understand a customer's expectations of a salesperson
- b sell effectively
- c handle customer complaints
- d use the telephone effectively

## Practical competences

The candidate must be able to do the following:

- 1.1 Dress smartly and appropriately.
- 1.2 Welcome customers entering the sales area.
- 1.3 Use open questions to identify customer needs.
- 1.4 Handle a product safely, without damage and to effectively demonstrate its features.
- 1.5 Describe the features and benefits of a product to a customer.
- 1.6 Involve a customer in the operation and handling of a product as appropriate.
- 1.7 Deal with customer objections.
- 1.8 Explain to a customer, at a suitable point in the sales process, the various payment facilities available.
- 1.9 Explain to a customer the after sales services available for a product.
- 1.10 Close a sale effectively without causing customer resistance.
- 1.11 Explain to a supervisor a company's complaints policy and complaints procedures.
- 1.12 Handle a customer's complaint in accordance with the company's policy whilst maintaining customer satisfaction.  
**Handle complaints:** listen to customer, refer complaint to supervisor for action
- 1.13 Deal with a telephone call from a customer in an appropriate manner.  
**Telephone call:** eg message for another member of staff, order for a number of products/services, request relating to a product/service  
**Appropriate:** efficient and courteous

## Knowledge requirements

The instructor must ensure the candidate is able to:

- 1.1 State the qualities a customer expects from a salesperson.  
**Qualities:** smart appearance, attitude (polite, willing), knowledge of product range, welcoming

- 1.2 State the qualities an employer requires of a salesperson.  
**Qualities:** honesty, smart appearance, (own clothing, uniform), attitude (polite, willing), knowledge of product range, knowledge of payment methods
- 1.3 Explain the various signals customers use to indicate they need attention.  
**Signals:** eye contact, hand gestures, appears puzzled/confused, examine merchandise on display, look at their watch, direct request
- 1.4 Explain the listening skills required for dealing with different types of customer.  
**Skills:** willingness to listen, ability to identify a customer's wants, needs, expectations, concerns, ability to identify/acknowledge customer complaints, questions (open and closed), closing a sale  
**Types of customer:** knowledgeable, confused, happy, argumentative
- 1.5 Explain where to find information about a product's features and benefits.
- 1.6 Explain where to find information about the safe handling and demonstration of a product.
- 1.7 State the after sales services available for various types of merchandise.  
**Services:** manufacturers' warranty, extended warranty, planned servicing, consumables
- 1.8 Explain the importance of using positive statements as a customer is leaving the premises. **Benefits:** customer goodwill, repeat business
- 1.9 Explain the benefits to a company of having customers leave feeling satisfied with the service they have received.  
**Benefits:** customer goodwill, referrals, repeat business
- 1.10 Explain the most common causes for customer complaints.  
**Causes:** faulty goods, sub-standard goods, merchandise not available, delays in being served, salesperson's lack of product knowledge, salesperson's rudeness
- 1.11 Identify sources of information for dealing with customer complaints.  
**Sources:** supervisor or manager, company manual (complaints policy and staff guidance)
- 1.12 Explain the importance of dealing with customer telephone calls in an appropriate manner.  
**Importance:** first impression, customer reactions/goodwill, effect of lack of face to face contact  
**Appropriate:** efficient and courteous

## 02 Product knowledge and handling

### Introduction

The aim of this section is to enable the candidate to:

- a explain and demonstrate products
- b handle, store and safeguard products
- c advise the customer on a range of products
- d wrap and pack products
- e handle returned products

Note: Where a practical competence refers to 'a product' this means one specific item.

### Practical competences

The candidate must be able to do the following:

- 2.1 Describe to a supervisor the products sold by a company.  
**Description:** range, characteristics, benefits, uses
- 2.2 Locate information on a range of products specified by a supervisor.
- 2.3 Explain to a supervisor the safety requirements relating to the products sold by a company.  
**Safety requirements:** storage, operation, customer information, maintenance  
  
Handle and store products safely.
- 2.4 Advise a customer of the various options available for a product.
- 2.5 **Options:** size, colour, material, prices, variations available, special features  
  
Describe a product and its features within the terms of the law.
- 2.6 2.7 Explain to a customer the facilities available for the after sales service of a product.  
  
2.8 Explain to a customer the terms of a product warranty/guarantee.
- 2.9 Advise a customer of the times and methods of delivery available for a product.
- 2.10 Advise a customer of the special purchasing arrangements available for a product.  
**Arrangements:** eg credit terms, discounts, special reductions
- 2.11 Advise a customer about the availability of a product.  
**Products:** stock items, special orders
- 2.12 Use a company's procedure to identify if an item is in stock.  
**Procedure:** eg manual, ask supervisor, computerised system
- 2.13 Inspect a product for defects.  
**Defects:** faults, sub-standard, out of date

2.14 Explain to a supervisor the range and uses of packaging and wrapping materials available within a company.

2.15 Pack and wrap a customer's purchases.

2.16 Operate safely and correctly any mechanical aids supplied for packaging and wrapping.

2.17 Record a complaint about an unsafe product and notify the relevant persons.

**Relevant persons:** eg suppliers, colleagues, superiors

### Knowledge requirements

The instructor must ensure the candidate is able to:

- 2.1 Explain the reasons for keeping up to date with information on new products.  
**Reasons:** satisfy customer needs, new stock, product (features, benefits)
- 2.2 Explain the reasons for keeping stock clean and in good condition.  
**Reasons:** safety, maintain merchantable quality, prevent shop soiling, prevent damage, maintain visual appearance/attraction, need to remove sub-standard items from display
- 2.3 Explain methods to reduce the number of sub-standard items.  
**Methods:** inspection on receipt, control of date dependent products (eg food), storage (stacking, orientation, temperature, moisture, regular inspection), cleanliness, correct (handling, packaging/ wrapping)
- 2.4 Explain why it is necessary to control or advise on the sale of a hazardous or potentially dangerous product.
- 2.5 Explain the requirement to keep informed on the safety requirements of all products subject to statutory regulations and retain up to date documents.  
**Documents:** eg manuals, warning notices
- 2.6 Explain the importance of using the correct form of packing and wrapping for a particular item in an economic manner.  
**Importance:** safety, protection of merchandise, visual appearance, cost
- 2.7 Explain the benefits to a company of using customised, identifiable packing and wrapping materials.  
**Benefits:** free advertising, company image, customer appeal (identified as shopping at up- market/high profile store)
- 2.8 Explain the procedures for handling returned faulty products.  
**Procedures:** documentation, supplier notification

# 03 Handling money

## Introduction

The aim of this section is to enable the candidate to:

- a handle customer cash payments
- b undertake administration duties
- c use computer information technology equipment in retail applications

## Practical competences

The candidate must be able to do the following:

- 3.1 Check the cash register float.
- 3.2 Feed the cash float into the cash drawer and explain the standard layout.
- 3.3 Operate the cash register securely and accurately.  
**Operation:** single transactions, multi-item transactions
- 3.4 Receive cash payments and give change.
- 3.5 Cash up the cash register at the end of the day's trading.
- 3.6 Operate the correct cash register procedure for exchanges, returns and refunds.
- 3.7 Check and change the cash register date, till rolls and inking materials.
- 3.8 Explain to a supervisor the various types of customer cheque payments accepted by a company.  
**Payments:** eg personal cheques, third party cheques, Eurocheques, foreign bank cheques
- 3.9 Explain to a supervisor the various methods of credit offered by a company.  
**Methods:** eg store card, credit card, charge card, debit card, hire purchase, rental
- 3.10 Distinguish between various types of credit, charge and debit cards.  
**Cards:** eg VISA, MasterCard, American Express, Diners Club, companies in-house cards, Switch, Delta
- 3.11 Calculate the total value of a customer's purchases using product unit costs, measured quantities and discounts.
- 3.12 Apply a company's procedure for dealing with special orders from a customer.
- 3.13 Operate office equipment and machinery used for money transactions in a safe and accurate manner.
- 3.14 Carry out basic maintenance of office equipment and machinery used for money transactions.  
**Basic maintenance:** eg change till rolls, recharge ink pads
- 3.15 Explain where to find information to assist in the identification and rectification of basic faults on office equipment and machinery used for money transactions.  
**Information:** eg equipment/machinery (manuals, handbooks), company manuals

3.16 Use different types of machine readable tickets available within the company to record sales.

3.17 Explain to a supervisor the uses of computer information technology systems.

**Uses:** word processing, database, spreadsheet, point of sale terminal, E-mail, internet

3.18 Explain to a supervisor the various types of electronic communications system used in the retail industry.

**Systems:** telephone, telex, facsimile, E-mail, internet

3.19 Produce written sales related documents.

**Documents:** eg display tickets, bills, receipts, contract documentation, quotations

## Knowledge requirements

The instructor must ensure the candidate is able to:

- 3.1 Describe the importance of cash payment handling in retail businesses.  
**Importance:** point of sale (POS), losses due to (incorrect cash accepted for payment, incorrect change given), security (clear cash register of high denomination notes regularly, keep cash register closed between transactions, lock cash register when unattended), cash float, sales receipts
- 3.2 State what a bank cheque is.
- 3.3 Explain the various methods of credit available.  
**Methods:** store card, credit card, charge card, debit card, hire purchase, rental, legal ownership of goods
- 3.4 Explain the differences between a credit, charge and debit card.
- 3.5 Identify calculations involving product unit costs, measured quantities and discounts.
- 3.6 Identify sources of safety information and instruction relating to the safety of office equipment and machinery.
- 3.7 Identify computer information technology hardware and software.  
**Hardware:** computer, four stage model, memory, input devices, CD ROM, printers/plotters, visual display units/monitors, auxiliary storage systems, communication  
**Software:** operating systems, word processing, database, spreadsheets, point of sale/stock control

3.8 State the use of computer technology systems for word processing, databases and spreadsheets. **Word processing:** letters, job applications, curriculum vitae/résumé, instruction sheets, reports **Database:** technical information, stock control, product ranges, client records, employee records **Spreadsheet:** financial planning

3.9 State the various types of electronic communication systems used in the retail industry.  
**Systems:** telephone, telex, facsimile, E-mail, internet

# 04 Product display

## Introduction

The aim of this section is to enable the candidate to:

- a arrange displays of merchandise
- b price merchandise
- c understand the purpose of a sales promotion
- d measure and price merchandise

## Practical competences

The candidate must be able to do the following:

- 4.1 Explain to a supervisor where the 'main lines', 'basic lines', 'best-sellers' and 'promotion lines' are positioned in the candidate's own work area.
- 4.2 Create a point of sale display for a product.
- 4.3 Arrange a product on fixtures, shelving or stands. 4.4 Keep displays and shelves in good order.
- 4.5 Price items correctly using pricing equipment.  
**Equipment:** eg Dennison gun
- 4.6 Update price lists and other price markers for a product.
- 4.7 Make labels for a product. 4.8 Reprice a product.
- 4.9 Explain to a supervisor the national/local regulations on pricing goods.  
**Regulations:** goods subject to price regulations, pricing/repricing regulations, price tickets
- 4.10 Identify examples of legal price comparisons and illegal price comparisons.
- 4.11 Explain to a supervisor the national/local taxing regulations relating to sales.
- 4.12 Use various measuring devices accurately.  
**Measuring devices:** eg tape measure, weighing scales (mechanical, electronic)
- 4.13 Explain to a supervisor when it is appropriate to offer a client a measuring service.

## Knowledge requirements

The instructor must ensure the candidate is able to:

- 4.1 State the reasons for product displays.  
**Reasons:** raise customer awareness, increase sales, location (window, sales floor, point of sale)
- 4.2 Explain the need to maintain general cleanliness of work area, fixtures, fittings and stock.
- 4.3 Explain why goods are priced.
- 4.4 Describe how tickets/labels could affect goods.  
**Affect:** damage, information hidden
- 4.5 State the reasons for increases and reductions in prices. 4.6 Explain the precautions needed when increasing prices.
- 4.7 State the importance of keeping price labels and lists accurate and up to date.
- 4.8 State the importance of measuring accurately.  
**Importance:** legal requirements
- 4.9 State measuring devices available in the retail industry and explain their use.  
**Measuring devices:** tape measure, weighing scales (mechanical, electronic)
- 4.10 State types of goods that require measuring. **Goods:** food, drink, cloth, clothing, fuel
- 4.11 State the standard SI units of measurement used in the retail industry.  
**Units of measurement:** weight (gram, kilogram), length (millimetre, centimetre, metre), volume (millilitre, centilitre, litre)

# 05 Security

## **Introduction**

The aim of this section is to enable the candidate to:  
a apply good security

## **Practical competences**

The candidate must be able to do the following:

- 5.1 Describe to a supervisor the use and purposes of a company's security devices and procedures.
- 5.2 Explain to a supervisor the procedure that must be followed by a salesperson if a customer is suspected of shoplifting.
- 5.3 Explain to a supervisor the circumstances when a salesperson should allow cash to be collected from the cash register.

## **Knowledge requirements**

The instructor must ensure the candidate is able to:

- 5.1 State the salesperson's responsibilities for cash and merchandise security.
- 5.2 Explain what the salesperson can do to prevent shoplifting.
- 5.3 State the selling errors a salesperson can make which lose the company money.  
**Errors:** incorrect price, incorrect addition of multiple purchases, incorrect addition of money tendered, incorrect change given

## 06 Rights and responsibilities (safety)

### Introduction

The aim of this section is to enable the candidate to:

- a understand their rights and responsibilities
- b understand the rights and responsibilities of a customer
- c sell in compliance with the law

### Practical competences

The candidate must be able to do the following:

- 6.1 Explain to a supervisor the main provisions of the national/local regulations which affect the legal rights of an employee.
- 6.2 Explain to a supervisor a company's employment package.  
**Package:** eg working hours, rest breaks, pay, sick pay, holiday pay, pension entitlements, grievance procedure, notice provisions
- 6.3 State to a supervisor which national/local regulations deal with the health and safety conditions of people in the workplace.
- 6.4 Explain to a supervisor the procedure to follow in the event of an accident.
- 6.5 Apply the correct safety procedures for placing stock on fixtures.
- 6.6 Apply the correct safety procedures for storing empty cartons and boxes.
- 6.7 Apply the correct safety procedures for cutting open cartons.
- 6.8 Apply the correct safety procedures for positioning displays.
- 6.9 Apply the correct safety procedures for lifting heavy items.
- 6.10 Apply the correct safety procedures for operating all tools, equipment and machines.
- 6.11 Apply the correct safety procedures for handling potentially hazardous materials.
- 6.12 Explain to a supervisor the procedures to be followed in the event of an emergency.  
**Procedures:** eg raising alarm, alarm types, staff responsibilities, alarms, fire doors, fire fighting equipment, first aid points, fire exits, evacuation procedures, assembly points, floor wardens  
**Emergency:** fire, bomb warning
- 6.13 Identify and describe simulated safety hazards in the workplace and state the appropriate actions to be taken.
- 6.14 Describe appropriate basic first aid treatments.  
**Treatments:** shock, electrical shock, bleeding, breaks to bones, minor burns, resuscitation, poisoning, eye injuries
- 6.15 Locate and identify various types of fire fighting equipment and state their uses.  
**Equipment:** eg fire extinguishers (water, CO<sub>2</sub>, foam, powder), sand/water bucket, blanket, fire hose  
**Uses:** wood/paper, oil/spirit, electrical
- 6.16 Apply good housekeeping practices at all times.  
**Practices:** clean/tidy work areas, removal/disposal of waste products
- 6.17 Prepare an accident report for a simulated incident. **Report:** name, date/time of incident, date/time of report, location, weather conditions, lighting conditions, persons involved, sequence of events, injuries sustained, damage sustained, actions taken, witnesses, supervisor/ manager notified
- 6.18 Maintain a good standard of personal hygiene in accordance with a company's policy.
- 6.19 Apply the correct procedures and precautions when handling food.
- 6.20 Explain to a supervisor the legal aspects of selling goods and services within the country of study.  
**Legal aspects:** customer protection legislation, illegal disclaimer notices, merchantable quality, fitness for purpose, salesperson's responsibilities, proof of purchase, warranty claims (faulty goods, customer repaired goods), refunds, credit notes

### Knowledge requirements

The instructor must ensure the candidate is able to:

- 6.1 State the employer's responsibilities for providing health and safety.  
**Responsibilities:** safe place of work, safe working environment, safe system of work, safe methods of storage handling, instruction/supervision of staff, records
- 6.2 Identify the two groups of people for which employers are liable in terms of health and safety. **Groups:** employees, customers
- 6.3 State the salesperson's responsibility for health and safety.  
**Responsibilities:** compliance with company/legal health and safety rules, safety of self, safety of others
- 6.4 State the advantages of a company having clearly defined procedures for dealing with health and safety matters.  
**Advantages:** easily monitored, demonstrates method of compliance with national/local regulations
- 6.5 Identify sources of information for maintaining legal requirements.  
**Sources:** supervisor, manufacturers' instructions, company manual

- 6.6 Explain the correct safety procedures for lifting heavy items.
- 6.7 State the appropriate basic first aid treatments.  
**Treatments:** shock, electrical shock, bleeding, breaks to bones, minor burns, resuscitation, poisoning, eye injuries
- 6.8 State the essential contents of a first aid box.  
**Contents:** bandage, plasters, eye bath, antiseptic, sling, tweezers, scissors, safety pins
- 6.9 Identify the various types of fire fighting equipment and state their uses.  
**Equipment:** fire extinguishers (water, CO<sub>2</sub>, foam, powder), sand/water bucket, blanket, fire hose  
**Uses:** wood/paper, oil/spirit, electrical
- 6.10 Describe emergency procedures.  
**Procedures:** raising alarms, alarm types, safe/efficient evacuation, means of escape, assembly points  
**Emergencies:** fire drill, bomb warning
- 6.11 State the reasons for carrying out good housekeeping practices.  
**Practices:** clean/tidy work areas, removal/disposal of waste products  
**Reasons:** safety, efficiency, security
- 6.12 State the essential contents of an accident report.  
**Contents:** name, date/time of incident, date/time of report, location, weather conditions, lighting conditions, persons involved, sequence of events, injuries sustained, damage sustained, actions taken, witnesses, supervisor/manager notified
- 6.13 Identify sources of electrical danger and the methods of protection.  
**Sources:** damaged (sockets, cables, plugs, equipment), incorrectly wired appliance plugs, water  
**Methods of protection:** transformers, fuses, plugs, circuit breakers, double insulation, safe working practices

# Assessment

## Test Specification for Written Paper Retailing Principles 1 (1121-01-001)

This is a written multiple choice examination paper, lasting one hour and containing 40 questions. Candidates must answer **all** questions.

The examination paper will cover the knowledge specifications from sections 01 to 06 as follows:

<b>Topic</b>	<b>Approximate % examination weighting</b>
01 Customer contact	23
02 Product knowledge and handling	12
03 Handling money	15
04 Product display	20
05 Security	5
06 Rights and responsibilities (safety)	25

# 01 Customer contact

## Practical competences

The candidate must be able to do the following:

- 1.1 Dress smartly and appropriately.
- 1.2 Welcome customers entering the sales area.
- 1.3 Use open questions to identify customer needs.
- 1.4 Handle a product safely, without damage and to effectively demonstrate its features.
- 1.5 Describe the features and benefits of a product to a customer.
- 1.6 Involve a customer in the operation and handling of a product as appropriate.
- 1.7 Deal with customer objections.
- 1.8 Explain to a customer, at a suitable point in the sales process, the various payment facilities available.
- 1.9 Explain to a customer the after sales services available for a product.
- 1.10 Close a sale effectively without causing customer resistance.
- 1.11 Explain to a supervisor a company's complaints policy and complaints procedures.
- 1.12 Handle a customer's complaint in accordance with the company's policy whilst maintaining customer satisfaction.
- 1.13 Deal with a telephone call from a customer in an efficient and courteous manner.

This is to confirm that the candidate has successfully

completed the above tasks: Candidate signature

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Candidate name (please print)

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Instructor name (please print)

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Completion date

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## 02 Product knowledge and handling

### Practical competences

The candidate must be able to do the following:

2.1 Describe to a supervisor the products sold by a company.

2.2 Locate information on a range of products

2.3 Explain to a supervisor the safety requirements

2.4 Handle and store products safely.

2.5 Advise a customer of the various options

2.6 Describe a product and its features within the

2.7 Explain to a customer the facilities available for

2.8 Explain to a customer the terms of a product

2.9 Advise a customer of the times and methods of

2.10 Advise a customer of the special purchasing

2.11 Advise a customer about the availability of a

2.12 Use a company's procedure to identify if an item

2.13 Inspect a product for defects.

2.14 Explain to a supervisor the range and uses of a company.

2.15 Pack and wrap a customer's purchases.

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2.16 Operate safely and correctly any mechanical aids supplied for packaging and wrapping.

2.17 Record a complaint about an unsafe product and notify the relevant persons.

specified by a supervisor.

relating to the products sold by a company.

available for a product.

terms of the law.

the after sales service of a product.

warranty/guarantee.

delivery available for a product.

arrangements available for a product.

product.

is in stock.

packaging and wrapping materials available within

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# 03 Handling money

## Practical competences

The candidate must be able to do the following: 3.1

<p>Check the cash register float.</p>	<input type="checkbox"/>	<p>3.15 Explain where to find information to assist in the identification and rectification of basic faults on office equipment and machinery used for money transactions.</p>	<input type="checkbox"/>
<p>3.2 Feed the cash float into the cash drawer and explain the standard layout.</p>	<input type="checkbox"/>	<p>3.16 Use different types of machine readable tickets available within the company to record sales.</p>	<input type="checkbox"/>
<p>3.3 Operate the cash register securely and accurately.</p>	<input type="checkbox"/>	<p>3.17 Explain to a supervisor the uses of computer information technology systems.</p>	<input type="checkbox"/>
<p>3.4 Receive cash payments and give change.</p>	<input type="checkbox"/>	<p>3.18 Explain to a supervisor the various types of electronic communications system used in the retail industry.</p>	<input type="checkbox"/>
<p>3.5 Cash up the cash register at the end of the day's trading.</p>	<input type="checkbox"/>	<p>3.19 Produce written sales related documents.</p>	<input type="checkbox"/>
<p>3.6 Operate the correct cash register procedure for exchanges, returns and refunds.</p>	<input type="checkbox"/>	<p>and inking materials.</p>	<input type="checkbox"/>
<p>3.7 Check and change the cash register date, till rolls</p>	<input type="checkbox"/>	<p>customer cheque payments accepted by a company.</p>	<input type="checkbox"/>
<p>3.8 Explain to a supervisor the various types of</p>	<input type="checkbox"/>	<p>credit offered by a company.</p>	<input type="checkbox"/>
<p>3.9 Explain to a supervisor the various methods of</p>	<input type="checkbox"/>	<p>charge and debit cards.</p>	<input type="checkbox"/>
<p>3.10 Distinguish between various types of credit,</p>	<input type="checkbox"/>	<p>purchases using product unit costs, measured quantities</p>	<input type="checkbox"/>
<p>3.11 Calculate the total value of a customer's and discounts.</p>	<input type="checkbox"/>	<p>special orders from a customer.</p>	<input type="checkbox"/>
<p>3.12 Apply a company's procedure for dealing with</p>	<input type="checkbox"/>	<p>money transactions in a safe and accurate manner.</p>	<input type="checkbox"/>
<p>3.13 Operate office equipment and machinery used for</p>	<input type="checkbox"/>	<p>and machinery used for money transactions.</p>	<input type="checkbox"/>
<p>3.14 Carry out basic maintenance of office equipment</p>	<input type="checkbox"/>	<p>completed</p>	<input type="checkbox"/>
<p>This is to confirm that the candidate has successfully</p>	<input type="checkbox"/>	<p>the above tasks: Candidate signature</p>	<input type="checkbox"/>
<p>Candidate name (please print)</p>	<input type="checkbox"/>	<p>Instructor signature</p>	<input type="checkbox"/>
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## 04 Product display

### Practical competences

The candidate must be able to do the following:

- 4.1 Explain to a supervisor where the 'main lines', 'basic lines', 'best-sellers' and 'promotion lines' are positioned in the candidate's own work area.
- 4.2 Create a point of sale display for a product.
- 4.3 Arrange a product on fixtures, shelving or stands.
- 4.4 Keep displays and shelves in good order.
- 4.5 Price items correctly using pricing equipment.
- 4.6 Update price lists and other price markers for a product.
- 4.7 Make labels for a product. 4.8 Reprice a product.
- 4.9 Explain to a supervisor the national/local regulations on pricing goods.
- 4.10 Identify examples of legal price comparisons and illegal price comparisons.
- 4.11 Explain to a supervisor the national/local taxing regulations relating to sales.
- 4.12 Use various measuring devices accurately.
- 4.13 Explain to a supervisor when it is appropriate to offer a client a measuring service.
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Completion date

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# 05 Security

## Practical competences

The candidate must be able to do the following:

5.1 Describe to a supervisor the use and purposes of a company's security devices and procedures.

5.2 Explain to a supervisor the procedure that must be followed by a salesperson if a customer is suspected of shoplifting.

5.3 Explain to a supervisor the circumstances when a salesperson should allow cash to be collected from the cash register.

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Instructor name (please print)

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Completion date

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# 11 Customer contact

## Introduction

The aim of this section is to enable the candidate to:

- a sell a range of different products effectively
- b make related and associated sales
- c handle customer complaints and claims under warranty
- d identify and make a recommendation for improving customer service

Note: All practical competences must be undertaken on at least two occasions, once during normal trading periods and once during peak periods. Where applicable at least two different types of products must be used.

## Practical competences

The candidate must be able to do the following:

- 11.1 Clarify and confirm customer requirements.
- 11.2 Match product features and benefits to customer needs.
- 11.3 Involve customers in the operation and handling of products as appropriate.
- 11.4 Deal with customer objections and turn them into possible sales.
  - 11.5 Explain to customers, at a suitable point in the sales process, the various credit facilities available.
- 11.6 Clarify and confirm customer buying preferences.
- 11.7 Close multi-item sales effectively without causing customer resistance.
- 11.8 Make alternative and related sales.
- 11.9 Make and process extended warranty sales.
- 11.10 Handle customer complaints in accordance with the company's policy whilst maintaining customer satisfaction.
  - Complaints:** eg faulty goods not covered by warranty, merchandise not available, delays in being served, salesperson's lack of product knowledge, salesperson's rudeness, customer querying a bill
  - Company policy:** accepting/refusing returned products, refunds, replacement products
- 11.11 Promptly refer customer complaints to a supervisor in accordance with the company's policy whilst maintaining customer satisfaction.
  - Complaints:** outside candidate's level of authority
- 11.12 Handle customers who are in (simulated) distressing situations.
  - Situations:** eg aggressive customer who has already been misdirected within the store, mother who has lost her child
- 11.13 Handle claims under warranty for faulty products in accordance with the company's policy.
  - Company policy:** accepting/refusing returned products, refunds, replacement products
- 11.14 Identify and make a recommendation for improving customer service.

## Knowledge requirements

The instructor must ensure the candidate is able to:

- 11.1 Explain the risks of forming immediate impressions of customers.
  - Risks:** first impressions often wrong (eg social class, spending power, taste in products, intellect)
- 11.2 Explain why it is important to fully understand a customer's requirements when giving advice about product choice.
  - Customer requirements:** needs (tangible, intangible)
- 11.3 Describe techniques that can be used to ensure the salesperson understands the customer's requirements.
  - Techniques:** confirm requirements, match features to needs, involve customers, deal with objections, explain credit, confirm preferences
- 11.4 Explain how product information can be adapted to satisfy individual customer needs and understanding. **Adapted:** match customer's needs to product features, use appropriate technical terms to suit customer's level of understanding, product suitability for purpose
- 11.5 Explain what is meant by the terms 'product features' and 'product benefits'.
- 11.6 Describe the various buying signals that customers may use.
  - Buying signals:** verbal, non-verbal
- 11.7 Describe how to close a sale without raising customer resistance.
- 11.8 Explain when to make alternative and related sales.
  - Alternative sales:** customer rejects products initially offered as unsuitable
  - Related sales:** additional products associated with/complements items already sold
- 11.9 Describe techniques that can be used to deal with customer complaints.
  - Complaints:** eg faulty goods not covered by warranty, merchandise not available, delays in being served, salesperson's lack of product knowledge, salesperson's rudeness, customer querying a bill
- 11.10 Explain why it is important to think continuously about improvements to working practices and customer service.

# 12 Product knowledge and handling

## Introduction

The aim of this section is to enable the candidate to:

- a explain and demonstrate the safety requirements for products
- b advise customers on a range of products and associated products/services
- c check the stock availability of products
- d wrap and pack various products
- e handle deliveries from suppliers and safely place goods into designated storage

Note: All practical competences should be undertaken with at least two different types of product.

## Practical competences

The candidate must be able to do the following:

- 12.1 Explain to customers the safety requirements for specific products.  
**Safety requirements:** storage, operation, maintenance, protective equipment/clothing required  
**Products:** eg power tools, chemicals, electrical appliances
- 12.2 Advise customers of the various options available for specific products.  
**Options:** size, colour, material, prices, variations available, special features  
**Products:** eg clothing, electrical kitchen equipment, television/music centres, power tools, decorating materials
- 12.3 Explain to a supervisor the effect national/local regulations relating to the description of products and services have on the salesperson's work.
- 12.4 Explain to a supervisor the legal responsibilities of a salesperson relating to the description of products and services.  
**Responsibilities:** supplying correct product information to customers
- 12.5 Describe different types of products and their features within the terms of the law.
- 12.6 Locate and use additional product information to satisfy customer questions.  
**Information:** manufacturers' brochures/handbooks, computer based (eg internet, CD ROM)  
**Questions:** features, performance, benefits, associated products/accessories, safety
- 12.7 Explain to customers the facilities available for the after sales service for different types of products.
- 12.8 Explain to customers the terms of product warranties/ guarantees for different types of products.
- 12.9 Advise customers of the special purchasing arrangements available for different products.  
**Arrangements:** eg credit terms, discounts, special reductions
- 12.10 Advise customers about the availability of different products.

**Products:** stock items, special orders, types (eg clothing, electrical kitchen equipment, television/ music centres, power tools, decorating materials)

- 12.11 Use a company's procedures to identify if various items are in stock.  
**Procedures:** manual, computerised system
  - 12.12 Explain to a supervisor a company's ordering procedures and the actions to be taken in the event of goods being out of stock.
  - 12.13 Inspect different types of products for defects. **Defects:** faults, sub-standard, out of date
  - 12.14 Pack and wrap different types of products.
  - 12.15 Check delivery notes against incoming goods at the time of delivery.
  - 12.16 Carry out a company's procedures for dealing with damaged incoming goods and short deliveries.
  - 12.17 Safely place delivered goods into designated storage locations complying with any special storage instruction markings on packaging.  
**Safely:** protection against injury to self/others, protection against damage to product/other products in storage
- ## Knowledge requirements
- The instructor must ensure the candidate is able to:
- 12.1 Describe the elements included in a manufacturer's warranty/guarantee.  
**Elements:** validity period, items covered, exclusions (items, uses)
  - 12.2 State the meaning of markings on clothing care labels.
  - 12.3 State the items to be included in a customer's order for non-stock products.  
**Items:** quantity, size, colour, model number, special optional features, delivery time, price, discounts, special instructions, delivery details, customer contact details
  - 12.4 State reasons why it is important to keep delivery and storage areas clean, tidy and free from debris.  
**Reasons:** hygiene, safety, fire prevention, product contamination, product damage, reduce opportunity for theft/loss

- 12.5 Explain why it is important to check incoming goods against delivery notes at the time of delivery.  
**Importance:** short delivery, incorrect items supplied, part delivery
- 12.6 Explain what could happen if a delivery of temperature controlled products was left out of cool storage.
- 12.7 State reasons for not accepting a delivery of goods.  
**Reasons:** not ordered, wrong products, over-supply, defects in quality, damaged/spoilt, outside company's stated delivery times for receiving goods, not delivered within time stated on order
- 12.8 Explain why it is important to use clear and legible handwriting on all documents.
- 12.9 Explain the terms 'stock control' and 'stock rotation'.
- 12.10 Explain why stock control and stock rotation are important.
- 12.11 Identify special storage instruction markings on packaging.

# 13 Handling customer payments

## Introduction

The aim of this section is to enable the candidate to:

a handle customer cheque, credit and card payments.

Note: All practical competences must be undertaken on at least two occasions, once during normal trading periods and once during peak periods, except practical competences 13.1, 13.3, 13.7, 13.9 and 13.12

## Practical competences

The candidate must be able to do the following:

- 13.1 Explain to a supervisor a company's policy on handling cheque payments.  
**Policy:** eg accepting cheques, accepting third party cheques, giving change on uncleared cheques, Eurocheques, foreign bank cheques, cheques required to be checked by supervisor/manager, financial limits, company authorisation required, requirements for bank guarantee card/alternative proof of identity
- 13.2 Receive and process cheque payments.
- 13.3 Explain to a supervisor a company's policy on credit, hire purchase, rental, credit control and credit authorisation.  
**Policy:** eg availability, documentation, financial limits, applications required to be checked by supervisor/manager, company authorisation required, requirements for checking credit worthiness
- 13.4 Explain to customers the lower and upper limits available on various types of card payments. **Cards:** eg. credit, charge, debit
- 13.5 Receive and process card payments. **Cards:** eg. credit, charge, debit
- 13.6 Complete credit sales documentation.  
**Credit sales:** cards (credit, charge, debit), hire purchase, rental
- 13.7 Explain to a supervisor a company's policy on handling travellers cheque payments.  
**Policy:** eg financial limits, special procedures/precautions, special recording (sales docket, records, till)
- 13.8 Apply a company's procedures for handling different types of customer accounts.
- 13.9 Explain to a supervisor the levels of discount given by a company to specific customer groups and the criteria used to decide on the levels given.
- 13.10 Operate office equipment and machinery used for cheque and card transactions in a safe and accurate manner.

- 13.11 Carry out basic maintenance of office equipment and machinery used for cheque and card transactions.  
**Basic maintenance:** eg change till rolls, recharge ink pads, check function

- 13.12 Explain where to find information to assist in the identification and rectification of basic faults on office equipment and machinery used for cheque and card transactions.  
**Information:** eg equipment/machinery (manuals, handbooks), company manuals

- 13.13 Calculate the total value of customer multi-item purchases using product price lists, individual product discounts, special customer group discounts, measured quantities and national/local sales related tax rates.

- 13.14 Carry out the company's policy for rectifying cash register errors.  
**Errors:** incorrectly entered (prices, quantities)

## Knowledge requirements

The instructor must ensure the candidate is able to:

- 13.1 Explain the bank's procedure for guaranteeing cheques.  
**Procedure:** cheque guarantee card, cheque limit, sales staff responsibilities
- 13.2 State the items that must be checked on each cheque.  
**Items:** value matches (words, figures), cheque guarantee card matches (signature, sort code, account number)
- 13.3 Explain the need to ensure that mistakes on cheques are corrected and initialled by the customer.
- 13.4 Describe the hazards of fraud associated with cheque payments.
- 13.5 Explain the suspicious circumstances to look for in detecting cheque fraud.
- 13.6 Explain the need for the accurate completion of the various documents associated with credit sales.
- 13.7 Describe the hazards of fraud associated with credit sales.
- 13.8 Explain the suspicious circumstances to look for in detecting credit sales fraud.
- 13.9 State the items that must be checked when processing a credit, charge or debit card sale.
- 13.10 State what a travellers cheque is.
- 13.11 Describe the hazards of fraud associated with travellers cheques.

- 13.12 Explain the suspicious circumstances to look for in detecting travellers cheque fraud.
- 13.13 State the importance of confidentiality in relation to the special discounts given to specific customer groups.
- 13.14 Identify calculations involving the total value of customer multi-item purchases using product price lists, individual product discounts, special customer group discounts, measured quantities and national/local sales related tax rates.

# 14 Product display

## Introduction

The aim of this section is to enable the candidate to:

- a design and arrange displays of associated products
- b price merchandise including national/local taxes

Note: All practical competences must be undertaken, where applicable, with at least two different types of products.

## Practical competences

The candidate must be able to do the following:

- 14.1 Interpret previously prepared plans and sketches of sales displays and assemble the specified displays in designated areas.
- 14.2 Create point of sale displays for a range of associated products.
- 14.3 Arrange associated products on fixtures, shelving or stands.
- 14.4 Check displays for potential health/safety hazards and make recommendations to rectify potential hazards.
- 14.5 Keep displays and shelves of associated products clean and in good order.
- 14.6 Make recommendations to improve the sales effect of existing displays.
- 14.7 Dismantle product displays.  
**Dismantle:** take down, clear/clean area, check display products are suitable for return to sales stock, store (materials, equipment, products), dispose of waste
- 14.8 Use the national/local regulations on pricing goods and sales taxation to price a range of products.  
**Regulations:** goods subject to price regulations, pricing/repricing regulations, price tickets  
**Sales taxation:** eg purchase tax, value added tax
- 14.9 Update price lists and other price markers for a range of associated products.

## Knowledge requirements

The instructor must ensure the candidate is able to:

- 14.1 Explain what is meant by the term 'customer traffic flow'.
- 14.2 Identify the types and quantities of materials, equipment and products required to assemble a display for a range of associated products from previously prepared plans and sketches.
- 14.3 Describe the procedure for checking displays for potential health/safety hazards.
- 14.4 Explain why it is important to dismantle product displays in the correct manner.  
**Importance:** safety (staff, customers), efficient use of resources (materials, equipment, products), costs, visual appearance of sales area, good housekeeping  
**Dismantle:** take down, clear/clean area, check display products are suitable for return to sales stock, store (materials, equipment, products), dispose of waste
- 14.5 Identify calculations for pricing products using given sales tax rates.  
**Sales taxation:** eg purchase tax, value added tax
- 14.6 State which environmental factors in a shop can influence the customer's reaction to the shop and merchandise.
- 14.7 Describe how window displays and interior displays are used to attract customer attention.
- 14.8 Explain the range of customer buying motives and say how merchandising can promote and contribute to them.
- 14.9 Describe how and why different types of display methods are used.
- 14.10 Explain how signposting, labelling and ticketing contribute to merchandising.
- 14.11 Explain how the different seasons can affect display themes, promotions and the use of colour.
- 14.12 Explain the need to be aware of current advertising campaigns.  
**Need:** understand customers' (awareness, knowledge, desire), company/product image  
**Campaigns:** television, newspapers, magazines, posters, leaflet distribution
- 14.13 Explain the role of sales promotions in stimulating sales and projecting a company's image.
- 14.14 Explain what effect the seasons of the year have of sales trends.  
**Effects:** weather (clothing, protection), holidays, religious festivals, sales events

# 15 Stock control and security

## Introduction

The aim of this section is to enable the candidate to:

- a check stock
- b apply good security working practices

Note: All practical competences must be undertaken on at least two occasions, once during normal trading periods and once during peak periods.

## Practical competences

The candidate must be able to do the following:

- 15.1 Apply the correct procedures for processing stock control documentation at the point of sale.
- 15.2 Count stock and complete stock take sheets for a range of products.
- 15.3 Fill displays in accordance with stock rotation guidelines/product plans.
- 15.4 Check the condition of stock.  
**Stock:** normal, date sensitive, storage sensitive
- 15.5 Operate a system for recording outgoing stock within a company.
- 15.6 Use a range of security devices.
- 15.7 Implement a company's security procedures. **Procedures:** cash register security, protection of products (displayed, stored, being moved), building security
- 15.8 Carry out, under simulated conditions, the company's procedures for dealing with a customer suspected of shoplifting.
- 15.9 Carry out, under simulated conditions, the company's procedures for dealing with a customer suspected of damaging or defacing products.
- 15.10 Carry out a company's procedure for allowing cash to be collected from a cash register under the candidate's control.
- 15.11 Identify, in simulated conditions, customer behaviour patterns that indicate a potential risk of violence or harassment against staff or customers.
- 15.12 Carry out, under simulated conditions, a company's policy for dealing with customers whose behaviour patterns indicate a potential risk of violence or harassment against staff or customers.

## Knowledge requirements

The instructor must ensure the candidate is able to:

- 15.1 Explain what is meant by stock control.
- 15.2 Describe the effects of 'stock shrinkage' on profitability.
- 15.3 Explain the need to check the condition of stock on a regular basis.
- 15.4 State the main security risks in the retail industry.
- 15.5 Explain why the control of losses is important.
- 15.6 Describe secure working practices.  
**Working practices:** cash register security, protection of products (displayed, stored, being moved), building security
- 15.7 Describe how to deal with a customer suspected of shoplifting.
- 15.8 Describe how to deal with a customer suspected of damaging or defacing products.
- 15.9 Describe secure working practice for allowing cash to be collected from a cash register.
- 15.10 Describe customer behaviour patterns that would indicate a potential risk of violence or harassment against staff or customers.
- 15.11 Describe how to deal with customers whose behaviour patterns indicate a potential risk of violence or harassment against staff or customers.

# 16 Health, safety and law

## Introduction

The aim of this section is to enable the candidate to:

- a understand the health and safety regulations in the country of study
- b carry out a company's health and safety procedures
- c understand the laws relating to the retail industry in the country of study

## Practical competences

The candidate must be able to do the following:

- 16.1 Prepare a report on the national/local regulations dealing with the health and safety conditions of people in the workplace.
- 16.2 Implement a company's procedures for dealing with health and safety matters in the candidate's own work area.
- 16.3 Carry out a company's stated procedures for dealing with an accident.  
**Accident:** simulated incident
- 16.4 Carry out a company's stated procedures for dealing with an emergency.  
**Procedures:** eg raising alarm, alarm types, staff responsibilities, alarms, fire doors, fire fighting equipment, first aid points, fire exits, evacuation procedures, assembly points, floor wardens,  
**Emergency:** fire, bomb warning
- 16.5 Carry out a risk assessment of potential safety hazards in the workplace and recommend appropriate actions to be taken.
- 16.6 Carry out appropriate basic first aid treatments in simulated conditions.  
**Treatments:** shock, electrical shock, bleeding, breaks to bones, minor burns, resuscitation, poisoning, eye injuries
- 16.7 Select the correct fire fighting equipment and carry out basic fire fighting techniques in simulated conditions.  
**Equipment:** eg fire extinguishers (water, CO<sub>2</sub>, foam, powder), sand/water bucket, blanket, fire hose  
**Simulations:** wood/paper, oil/spirit, electrical
- 16.8 Prepare a report on the legal aspects of selling goods and services within the country of study.  
**Legal aspects:** eg customer protection legislation, illegal disclaimer notices, merchantable quality, fitness for purpose, salesperson's responsibilities, proof of purchase, warranty claims (faulty goods, customer repaired goods), refunds, credit notes

## Knowledge requirements

The instructor must ensure the candidate is able to:

- 16.1 Describe, with typical examples, the employer's responsibilities for providing health and safety.  
**Responsibilities:** safe place of work, safe working environment, safe system of work, safe methods of storage handling, instruction/supervision of staff, records
- 16.2 Describe, with typical examples, the salesperson's responsibility for health and safety in the workplace.  
**Responsibilities:** compliance with company/legal health and safety rules, safety of self, safety of others
- 16.3 Describe appropriate basic first aid treatments.  
**Treatments:** shock, electrical shock, bleeding, breaks to bones, minor burns, resuscitation, poisoning, eye injuries
- 16.4 Describe suitable procedures for dealing with an accident.
- 16.5 Describe suitable procedures for dealing with an emergency.  
**Procedures:** raising alarm, alarm types, staff responsibilities, alarms, fire doors, fire fighting equipment, first aid points, fire exits, evacuation procedures, assembly points, floor wardens,  
**Emergency:** fire, bomb warning
- 16.6 Describe the procedure for carrying out a risk assessment of potential safety hazards in the workplace.
- 16.7 Describe the correct use of various fire fighting equipment.  
**Equipment:** eg fire extinguishers (water, CO<sub>2</sub>, foam, powder), sand/water bucket, blanket, fire hose  
**Use:** method of application, types of fire (wood/paper, oil/spirit, electrical)

# 17 Communication and information technology

## Introduction

The aim of this section is to enable the candidate to use:

- a communication skills in retail applications
- b information technology in retail applications

## Practical competences

The candidate must be able to do the following:

### Communication

17.1 Use language in written and oral forms to communicate needs clearly.

**Written:** technical/commercial letters (eg. internal memos, reports, job applications, curriculum vitae/résumé), summarise (eg. document, report) **Oral:** telephone, work instructions, group, one to one

17.2 Interpret, use and draw diagrams in a routine work environment.

**Interpret:** graphical to written, written to graphical, graphical (eg. bar charts, histograms, graphs)

17.3 Collect and select information on the use of national and international standards in the retail industry.

**Standards:** eg. British Standards, International Standards Organization (ISO)

17.4 Collect and select product information from different sources.

**Information:** eg. schedules, data sheets/charts, manufacturers information sheets/brochures, microfilm, micro fiche, libraries, library index systems/classification, video tape, CD ROM, computer systems (eg internet)

17.5 File and retrieve various documents.

**Documents:** eg invoices, credit notes, delivery notes, orders

### Information Technology

17.6 Use different types of machine readable tickets available within the company to record sales.

17.7 Use various types of electronic communications system.

**Systems:** eg telephone, telex, facsimile, E-mail, internet

17.8 Explain to a supervisor the national/local regulations relating to the protection and control of data.

## Knowledge requirements

The instructor must ensure the candidate is able to:

### Communication

17.1 Explain the use of language in written and oral forms to communicate needs clearly.

**Written:** technical/commercial letters (internal memos, reports, job applications, curriculum vitae/ résumé), summarise (documents/reports)

**Oral:** telephone, work instructions, group, one to one

17.2 Identify the use of national and international standards in the retail industry.

**Standards:** eg. British Standards, International Standards Organisation (ISO)

17.3 Identify the various sources of technical information.

**Information:** schedules, data sheets/charts, manufacturer's information sheets/ brochures, microfilm, micro fiche, libraries, library index systems/classification, video tape, CD ROM, computer systems (eg internet)

### Information Technology

17.4 State the various types of input devices that may be used to provide control of sales and stock.

**Input devices:** bar code reader, light pen, magnetic tape reading pen, magnetic card reader, punched card reader, optical character reader(OCR), optical mark reader(OMR), magnetic ink character reader(MICR)

17.5 Identify types of machine readable tickets or marks which can provide computer stock control or accounting methods.

**Tickets/marks:** bar codes, Kimball tags, magnetic strip tags, OCR cards, OMR cards, MICR cards

17.6 State why bar codes are the most popular form of machine readable sales ticket.

**Reasons:** printed on product by manufacturer, ease of use, stock control

17.7 State the most helpful feature of computerised point of sale (POS) terminals for the customer. **Feature:** detailed sales slip

17.8 Explain the use of various information technology systems for communication.

**Systems:** word processor, fax, internet, E-mail

17.9 Explain why it is necessary to control and protect electronically held data.

## Test Specification for Written Paper Retailing Principles 2 (1121-02-011)

This is a written examination paper, lasting one and half hours and containing 10 questions. Candidates must answer **all** questions.

The examination paper will cover the knowledge specifications from sections 11 to 17 as follows:

<b>Topic</b>	<b>Approximate % examination weighting</b>
11 Customer contact	10
12 Product knowledge and handling	20
13 Handling customer payments	10
14 Product display	20
15 Stock control and security	20
16 Health, safety and law	10
17 Communication and information technology	10

# 11 Customer contact

## Practical competences

The candidate must be able to do the following: 11.1

- Clarify and confirm customer requirements.
- 11.2 Match product features and benefits to customer needs.
- 11.3 Involve customers in the operation and handling of products as appropriate.
- 11.4 Deal with customer objections and turn them into possible sales.
- 11.5 Explain to customers, at a suitable point in the sales process, the various credit facilities available.
- 11.6 Clarify and confirm customer buying preferences.
- 11.7 Close multi-item sales effectively without causing customer resistance.
- 11.8 Make alternative and related sales.
- 11.9 Make and process extended warranty sales.
- 11.10 Handle customer complaints in accordance with the company's policy whilst maintaining customer satisfaction.
- 11.11 Promptly refer customer complaints to a supervisor in accordance with the company's policy whilst maintaining customer satisfaction.
- 

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Completion date

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# 12 Product knowledge and handling

## Practical competences

The candidate must be able to do the following:

- 12.1 Explain to customers the safety requirements for specific products.
  - 12.2 Advise customers of the various options available for specific products.
  - 12.3 Explain to a supervisor the effect national/local regulations relating to the description of products and services have on the salesperson's work.
  - 12.4 Explain to a supervisor the legal responsibilities of a salesperson relating to the description of products and services.
  - 12.5 Describe different types of products and their features within the terms of the law.
  - 12.6 Locate and use additional product information to satisfy customer questions.
  - 12.7 Explain to customers the facilities available for the after sales service for different types of products.
  - 12.8 Explain to customers the terms of product warranties/guarantees for different types of products.
  - 12.9 Advise customers of the special purchasing arrangements available for different products.
  - 12.10 Advise customers about the availability of different products.
  - 12.11 Use a company's procedures to identify if various items are in stock.
  - 12.12 Explain to a supervisor a company's ordering procedures and the actions to be taken in the event of goods being out of stock.
  - 12.13 Inspect different types of products for defects.
  - 12.14 Pack and wrap different types of products.
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12.15 Check delivery notes against incoming goods at the time of delivery.

12.16 Carry out a company's procedures for dealing with damaged incoming goods and short deliveries.

12.17 Safely place delivered goods into designated storage locations complying with any special storage instruction markings on packaging.

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# 13 Handling customer payments

## Practical competences

The candidate must be able to do the following:

13.1 Explain to a supervisor a company's policy on handling cheque payments.

13.2 Receive and process cheque payments.

13.3 Explain to a supervisor a company's policy on credit, hire purchase, rental, credit control and credit authorisation.

13.4 Explain to customers the lower and upper limits available on various types of card payments.

13.5 Receive and process card payments.

13.6 Complete credit sales documentation.

13.7 Explain to a supervisor a company's policy on handling travellers cheque payments.

13.8 Apply a company's procedures for handling different types of customer accounts.

13.9 Explain to a supervisor the levels of discount given by a company to specific customer groups and the criteria used to decide on the levels given.

13.10 Operate office equipment and machinery used for cheque and card transactions in a safe and accurate manner.

13.11 Carry out basic maintenance of office equipment and machinery used for cheque and card transactions.

13.12 Explain where to find information to assist in the identification and rectification of basic faults on office equipment and machinery used for cheque and card transactions.

13.13 Calculate the total value of customer multi-item purchases using product price lists, individual product discounts, special customer group discounts, measured quantities and national/local sales related tax rates.

13.14 Carry out the company's policy for rectifying cash register errors.

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# 14 Product display

## Practical competences

The candidate must be able to do the following:

- 14.1 Interpret previously prepared plans and sketches of sales displays and assemble the specified displays in designated areas.
- 14.2 Create point of sale displays for a range of associated products.
- 14.3 Arrange associated products on fixtures, shelving or stands.
- 14.4 Check displays for potential health/safety hazards and make recommendations to rectify potential hazards.
- 14.5 Keep displays and shelves of associated products clean and in good order.
- 14.6 Make recommendations to improve the sales effect of existing displays.
- 14.7 Dismantle product displays.
- 14.8 Use the national/local regulations on pricing goods and sales taxation to price a range of products.
- 14.9 Update price lists and other price markers for a range of associated products.
  
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# 15 Stock control and security

## Practical competences

The candidate must be able to do the following:

- 15.1 Apply the correct procedures for processing stock control documentation at the point of sale.
- 15.2 Count stock and complete stock take sheets for a range of products.
- 15.3 Fill displays in accordance with stock rotation guidelines/product plans.
- 15.4 Check the condition of stock.
- 15.5 Operate a system for recording outgoing stock within a company.
- 15.6 Use a range of security devices.
- 15.7 Implement a company's security procedures.
- 15.8 Carry out, under simulated conditions, the company's procedures for dealing with a customer suspected of shoplifting.
- 15.9 Carry out, under simulated conditions, the company's procedures for dealing with a customer suspected of damaging or defacing products.
- 15.10 Carry out a company's procedure for allowing cash to be collected from a cash register under the candidate's control.
- 15.11 Identify, in simulated conditions, customer behaviour patterns that indicate a potential risk of violence or harassment against staff or customers.
- 15.12 Carry out, under simulated conditions, a company's policy for dealing with customers whose behaviour patterns indicate a potential risk of violence or harassment against staff or customers.
  
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Instructor name (please print)

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Completion date

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# 16 Health, safety and law

## Practical competences

The candidate must be able to do the following:

- 16.1 Prepare a report on the national/local regulations dealing with the health and safety conditions of people in the workplace.
- 16.2 Implement a company's procedures for dealing with health and safety matters in the candidate's own work area.
- 16.3 Carry out a company's stated procedures for dealing with an accident.
- 16.4 Carry out a company's stated procedures for dealing with an emergency.
- 16.5 Carry out a risk assessment of potential safety hazards in the workplace and recommend appropriate actions to be taken.
- 16.6 Carry out appropriate basic first aid treatments in simulated conditions.
- 16.7 Select the correct fire fighting equipment and carry out basic fire fighting techniques in simulated conditions.
- 16.8 Prepare a report on the legal aspect of selling goods and services within the country of study.
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# 17 Communication and information technology

## Practical competences

The candidate must be able to do the following:

### Communication

17.1 Use language in written and oral forms to communicate needs clearly.

17.2 Interpret, use and draw diagrams in a routine work environment.

17.3 Collect and select information on the use of national and international standards in the retail industry.

17.4 Collect and select product information from different sources.

17.5 File and retrieve various documents.

### Information Technology

17.6 Use different types of machine readable tickets available within the company to record sales.

17.7 Use various types of electronic communications system.

17.8 Explain to a supervisor the national/local regulations relating to the protection and control of data.

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# 21 Product displays, availability and quality

## Introduction

The aim of this section is to enable the candidate to:

- a organise the display of goods for sale
- b assess the effectiveness of displays
- c maintain product availability and quality
- d recommend and support improvements in product availability and quality

Note: All practical competences should be carried out on at least two different occasions, unless otherwise stated.

## Practical competences

The candidate must be able to do the following:

- 21.1 Prepare plans for three different sales displays in accordance with stated requirements.  
**Displays:** introduce new stock, increase sales of existing stock, seasonal, temporary, permanent  
**Requirements:** local/national legislation, company policy, supplier's/manufacture's policy, availability (stock, resources, materials, area), purpose of display, amount of stock, location, deployment (operational needs, constraints), health, safety, security, customer demand
- 21.2 Calculate the type and quantity of resources required to implement the sales displays produced in 21.1 above.
- 21.3 Supervise the assembly of the sales displays produced in 21.1 above.  
**Assembly:** to requirements, standards, safety policy, time constraints
- 21.4 Explain to staff the purpose of the promotion and the display standards for the displays assembled in 21.3 above.
- 21.5 Ensure sufficient stock is used to achieve the purpose of the displays.
- 21.6 Ensure that accurate and legal product and service information is selected and positioned to promote the products/services to customers.
- 21.7 Recommend changes to the displays and obtain approval from an appropriate member of staff before implementing the changes.  
**Appropriate member of staff:** eg immediate manager, senior manager/merchandising staff
- 21.8 Assess the effectiveness of two different sales displays using assessment criteria and methods that are valid, fair and meet the needs of the company.  
**Assessment criteria:** comprehensive, accuracy/legibility of pricing information, appearance/ condition (stock, fixtures, fittings), health/safety features, display standards (local/national legislation, company policy, supplier's/ manufacturer's policy)  
**Effectiveness:** condition of goods, stock presentation  
**Assessment methods:** part checks, complete checks, regular checks at pre-planned intervals, random checks
- 21.9 Obtain constructive input from staff for the assessments undertaken in 21.8 above using methods that are appropriate to the subject and target group.  
**Methods:** eg team meetings, informal discussion, written comments
- 21.10 Identify adjustments and modifications for two different sales displays to improve the presentation of stock. Communicate these promptly and tactfully to relevant staff.
- 21.11 Identify security risks and health/safety hazards for two different sales displays and take prompt remedial action.  
**Health/safety hazards:** to customers, staff
- 21.12 Complete product display documentation and ensure it is complete, accurate and in an agreed format.
- 21.13 Supply relevant staff with up-to-date pricing information on three occasions and promptly respond to any problems identified.  
**Information:** price increases/decreases, special offers, promotions
- 21.14 Monitor price marking on three occasions and promptly respond to any problems identified.  
**Monitoring:** in accordance with the company's policy/procedures, potential legal problems, price changes, accurate records  
**Marking:** eg ticket, price list, fixture ticket, point of sale materials, at least two different systems
- 21.15 Carry out and monitor procedures for maintaining the availability, condition and quality of products on three occasions.  
**Monitor:** effectiveness of procedures  
**Procedures:** stock replenishment/rotation, sub standard but saleable stock, sub standard unsaleable stock  
**Condition/quality:** spot checks, regular checks, random samples
- 21.16 Carry out the procedure for dealing with out-of-date and deteriorating stock on three occasions.  
**Procedure:** company policy, local/national legislation

- 21.17 Review current and recent performance information on three occasions to identify opportunities to increase sales by improving the availability and condition of products.  
**Performance information:** eg routine observations, assessments (sales displays, stock presentation), monitoring of stock (replenishment, rotation), input from staff  
**Improvement opportunities:** eg sales displays, presentation of stock, use of selling space, stock (replenishment, rotation)
- 21.18 From the information obtained in 21.17 above identify, evaluate the impact of, and recommend three separate improvements that have the greatest potential to enhance sales. Obtain confirmation that improvements are acceptable.  
**Improvements:** two different types  
**Potential impact:** customers, staff, organisation of stock
- 21.19 Supervise the implementation of the improvements recommended in 21.18 in a manner that maintains customer goodwill and staff morale.  
**Manner:** eg explaining to staff how their ideas have been used
- 21.20 Review the performance information for the three improvements implemented in 21.19.

### Knowledge requirements

The instructor must ensure the candidate is able to:

- 21.1 Explain the purpose of different types of sales display.  
**Purpose:** introduce new stock, increase sales of existing stock
- 21.2 Explain why it is important to check the accuracy and legality of information placed on sales displays.  
**Information:** price, description, origin
- 21.3 Explain how the positioning of product/service information influences its effectiveness in promoting products or services.
- 21.4 Explain various methods of assessment and why it is important to select methods that are appropriate to the product display and its purpose.  
**Methods of assessment:** increased sales, increased profit, increased customer flow
- 21.5 Explain why it is important to keep complete and accurate display records.  
**Records:** space, stock, cost, benefit, time, duration
- 21.6 Describe the advantages and disadvantages of different price marking methods/ technologies and the types of product to which they are appropriate. **Methods/technologies:** manual, bar codes, Kimball tags, magnetic strip tags, OCR cards, OMR cards, MICR cards
- 21.7 Explain why it is important to take prompt corrective action when problems with the displayed price or potential legal problems in the pricing policy are identified.  
**Corrective action:** withdraw from sale, amend prices, amend labelling
- 21.8 Describe the causes of stock deterioration/damage and how they impact upon products. **Causes:** physical factors, human factors
- 21.9 Explain why it is important to encourage staff to identify potential improvements, and describe suitable strategies that may be used.
- 21.10 Explain why it is important to brief staff on improvements that have been implemented. **Briefing:** purpose, intended benefits
- 21.11 Explain why it is important that improvements made by staff are clearly acknowledged.

## 22 Develop and maintain customer service

### Introduction

The aim of this section is to enable the candidate to:

- a develop and maintain positive relationships with customers
- b control the customer complaints process
- c investigate and deal with customer complaints referred by other members of staff
- d identify, recommend and implement improvements to customer service
- e monitor, review and update their product knowledge and related skills

Note: All practical competences should be carried out on at least two different occasions, unless otherwise stated.

### Practical competences

The candidate must be able to do the following:

- 22.1 Monitor customer services on three occasions to identify opportunities to develop and maintain positive customer relationships.  
**Customers:** regular, new, special requirements
- 22.2 Clearly acknowledge customer comments on three occasions and evaluate them against the company's customer service standards.  
**Customers:** regular, new, special requirements  
**Comments:** queries, positive comments, complaints (service and product)
- 22.3 Identify customers' needs for information and assistance on three occasions, and take appropriate action.  
**Identify:** accurately, confirm with customer  
**Customers:** regular, new, with special needs  
**Information:** products, services, location/display/presentation (goods, services), company policy/procedures for assistance with (making buying decisions, collecting/transporting purchases), customers with disabilities  
**Appropriate action:** prompt, explained clearly/sensitively to customer, customer's confirmation of proposed action is obtained, action by (themselves, staff, manager)
- 22.4 Advise customers of their statutory rights and obligations on three occasions.  
**Advice:** clear, accurate, sensitively presented  
**Customers:** regular, new, special requirements
- 22.5 Conduct transactions with customers in an appropriate manner on three occasions.  
**Customers:** regular, new, special requirements  
**Appropriate manner:** promotes (goodwill, trust) free from unfair discrimination
- 22.6 Collect and substantiate information on faulty/damaged goods obtaining advice from others where necessary.  
**Substantiate:** accurate, complete, checking the goods  
**Advice from others:** technical information, company policy
- 22.7 Monitor communications with customers to check that they are being given accurate and prompt information about the progress in dealing with their problem.  
**Communications:** eg face to face, telephone, written
- 22.8 Investigate the nature of customer complaints on at least four occasions, and determine whether the complaints are justified.  
**Customer:** regular, new, special requirements  
**Complaints:** service, product, facilities, health, safety and security  
**Justified:** free from unfair bias/discrimination
- 22.9 Take action in accordance with company policy to deal with complaints, completing all relevant documentation and proposing and agreeing an acceptable course of action with the customer.  
**Complaints:** justified, unjustified  
**Course of action:** refund, repair, exchange, no further action, advising that complaints are not justified, contact supplier/manufacture, information on alternative/additional courses of action
- 22.10 Communicate to the staff who referred the complaint the outcome and actions taken. **Communicate:** prompt, accurate
- 22.11 Obtain and assess feedback from customers on three occasions to identify potential improvements.  
**Feedback:** informal conversations, interviews, surveys  
**Improvements:** stock (range, presentation), staff (performance, behaviour), retail environment, customer information
- 22.12 Obtain and assess feedback from staff on three occasions to identify potential improvements.  
**Improvements:** stock (range, presentation), staff (performance, behaviour), retail environment, customer information
- 22.13 Ensure information relating to customer service that was supplied in confidence is stored securely and only made available to those who have a right to see it.
- 22.14 From the information obtained in 22.12 to 22.13 above select two ideas for improvement that will benefit the customer and the company. Present the proposals to relevant personnel and obtain their approval.  
**Obtained:** from customers, from colleagues, from management  
**Relevant personnel:** colleagues, management

- 22.15 Monitor and review staff performance and knowledge base on three occasions.  
**Review:** identify areas for updating (product knowledge, related skills)
- 22.16 Obtain, acknowledge and review feedback on staff performance and product knowledge from others on three occasions in a manner that is likely to provide relevant and valid information.  
**Review:** identify areas for updating (product knowledge, related skills)  
**Feedback:** formal, informal, from conversations/ meetings/written, sources (customers, staff, colleagues, managers)
- 22.17 Request clarification and constructive suggestions from others when the initial feedback received was negative or unhelpful.
- 22.18 Use the information obtained in 22.15 – 22.17 above to identify actions and targets for improving product knowledge and related skills.  
**Targets:** update skills/knowledge, develop skills/knowledge in greater depth, acquire new skills/knowledge, realistic, cost effective, relevant, feasible, priorities, consistent with development plans/agreements with others
- 22.19 Clearly explain and agree with others the actions and targets identified in 22.18 above when their support is required.
- Knowledge requirements**  
The instructor must ensure the candidate is able to:
- 22.1 Explain why it is important to continuously monitor all aspects of customer service unobtrusively. **Aspects:** written, verbal, face to face, initial service, follow up service
- 22.2 Describe what may affect the customer perception of the service provided.  
**Perception:** valid, invalid  
**Service:** company, individual
- 22.3 State the potential effects of not meeting expectations and explain why these may change. **Expectations:** valid, invalid, current
- 22.4 Explain why it is important that customers are dealt with fairly and without discrimination.  
**Fairly:** company procedures, followed, individual circumstances taken into account  
**Discrimination:** personal, local/national regulations, company requirements
- 22.5 Explain the different types of customer undesirable behaviour and the effects of different methods of responding to it.  
**Effects:** calming, antagonising
- 22.6 Explain the purpose of collecting and collating information on faulty and damaged goods. **Collating:** by supplier, by product, by customer
- 22.7 Explain the effects of customers' undesirable behaviour on others within the organisation. **Others:** staff, customers
- 22.8 Explain why customers should be given the opportunity to supply further information when a complaint does not appear to be justified.  
**Further:** additional, new
- 22.9 Explain why it is important to give accurate information about alternative course of action when a customer is not satisfied with the corrective actions proposed.
- 22.10 Explain why it is important that records of complaints are accurate, complete and securely stored.
- 22.11 Explain the relative reliability of the different methods of obtaining feedback on personal product knowledge and related skills and describe the contexts in which each one is appropriate.
- 22.12 Explain how the manner in which feedback from others is obtained is likely to influence its validity and usefulness.
- 22.13 Explain why it is important to acknowledge feedback.
- 22.14 Explain why it is important to request clarification and constructive suggestions from others when the initial feedback received was negative or unhelpful.
- 22.15 Explain the implications of the information obtained from different sources relating to customer service.  
**Sources:** direct observation, records of complaints/congratulations, customers (informal conversations, interviews, surveys), staff
- 22.16 Describe the reliability of the different methods of obtaining feedback from customers. **Reliability:** size of sample, source
- 22.17 Describe how different methods of obtaining feedback from staff can affect the quality of the information received.
- 22.18 Explain why information relating to customer service should be stored securely and only made available to authorised users.

## 23 Improving retail operations

### Introduction

The aim of this section is to enable the candidate to:

- a identify opportunities for solving problems and improving retail operations
- b recommend improvements to retail operations
- c contribute to the implementation of improvements in retail operations

Note: All practical competences must be undertaken on at least two occasions on retail operations other than product displays

### Practical competences

The candidate must be able to do the following:

- 23.1 Collect information on retail operations to identify opportunities for solving problems and improving retail operations.  
**Information:** sources (customers, staff, personal observations, records, reports), relating to (company's customer base, current performance, changes in product lines, service strategy, retailing methods)
- 23.2 Analyse and evaluate the information collected in 23.1 above to identify potential/actual problems and also opportunities for improving retail operations.  
**Potential/actual problems:** customer care, staff performance/training, product (range, availability), stock management, company systems/procedures
- 23.3 Identify the causes where retail operations are not achieving quality standards or sales targets using the results obtained in 23.2 above.
- 23.4 Identify opportunities for further development where retail operations are achieving quality standards and sales targets using the results obtained in 23.2 above.
- 23.5 Obtain constructive input to identify potential improvements from staff and to gain staff comment on proposed improvements from other sources using methods that are appropriate to the subject and target group.
- 23.6 Assess potential improvements from the information obtained in 23.1 – 23.5 above.  
**Assess:** relevant, practical, consistent with company policy
- 23.7 Select and prepare proposals for the implementation of three potential improvements assessed in 23.6 above.  
**Selection:** greatest potential for increasing benefits to the company/customer  
**Proposals:** written, relevant information (problem, cause, supporting evidence, resources required, time scales, benefits), suggestions made by others clearly acknowledged  
**Three improvements:** at least one to relate to customer service, at least one to relate to staff performance/training

23.8 Submit the proposals prepared in 23.7 above for management approval, providing additional information and guidance as required.

**Management:** eg immediate manager, senior management, specialist departments

23.9 Explain to staff the purpose of the improvements submitted under 23.8 and the effect the improvements will have on the work of staff.

**Explanation:** purpose, intended benefits

23.10 Supervise the implementation of one of the proposed improvements providing support, encouragement and training in order to achieve effective implementation, whilst maintaining customer goodwill.

### Knowledge requirements

The instructor must ensure the candidate is able to:

- 23.1 Describe the various methods of monitoring retail operations and state their purpose. Give details of any relative weighting that may be applied. **Monitoring:** sales, turnover, customer base, average spend, number of returns, customer complaints, health and safety
- 23.2 From the reasons identified in 23.1 for retailers failing to achieve sales targets or quality standards. Explain the improvement opportunities that are likely to be identified.
- 23.3 Describe the reason for involving staff when attempting to identify improvement opportunities.
- 23.4 Describe the various methods and formats for presenting proposals for implementing improvements in retail operations and explain the contexts in which each is most likely to be effective.  
**Methods and formats:** written, oral, reports, audio/visual, graphs and charts, staff/customer feedback  
**Contexts:** formal, informal, colleagues, management, senior management
- 23.5 Explain why it is important to clearly acknowledge suggestions for improvements made by others.
- 23.6 Explain why it is important for staff to fully understand the purpose and intended benefits of proposed improvements.  
**Staff:** directly involved, indirectly involved

# 24 Planning, organising and evaluating work

## Introduction

The aim of this section is to enable the candidate to:

- a contribute to planning work activities and methods to achieve objectives
- b organise work and assist in the evaluation of work
- c provide feedback on work performance to teams and individuals

Note: All practical competences should be carried out on at least two different occasions, unless otherwise stated.

## Practical competences

The candidate must be able to do the following:

- 24.1 Set and up-date three personal work objectives taking into account various constraints.  
**Work objectives:** clear, accurate, short term, long term  
**Constraints:** personal plans, staff availability, workload commitments, industry-specific requirements, company (objectives, requirements, plans), finance
- 24.2 Plan, organise, implement and evaluate two work activities for a sales team to make effective use of available resources in accordance with work objectives and other requirements.  
**Resources:** staff, finance, materials, equipment, time  
**Objectives:** short term, long term  
**Other requirements:** national/local regulations, company requirements
- 24.3 Obtain advice from relevant sources when planned work methods or activities appear to conflict with legal requirements or the company's objectives.
- 24.4 Explain to others the work methods and activities established in 24.2 above and obtain feedback.  
**Others:** staff, line manager, suppliers, customers, staff representatives
- 24.5 Identify, define, communicate and record team and individual responsibilities, limits of authority and standards of performance, encouraging staff to request clarification as appropriate.  
**Communicate:** written, verbal, using images, in quantity and detail
- 24.6 Provide feedback on work performance to an individual on two occasions at a time and place conducive to its reception.  
**Feedback:** appropriate, method (verbal, written), recognise performance/ achievement (company policy/ practices/procedures), suggestions/ encouragement for improvement (eg training/ development, re-allocation of work, instruction, delegation, job rotation, coaching/ mentoring/shadowing)  
**Time:** eg to maintain motivation/morale/effectiveness, support learning/development, response to request from colleagues, after given tasks, at team meetings, introduction of new product/service

- 24.7 Provide feedback on work performance to a team on two occasions at a time and place conducive to its reception.  
**Feedback:** appropriate, method (verbal, written), recognise performance/achievement (company policy/practices/procedures), suggestions/ encouragement for improvement (eg training/ development, re-allocation of work, instruction, delegation, job rotation, coaching/ mentoring/shadowing)  
**Time:** eg to maintain motivation/morale/effectiveness, support learning/development, response to request from colleagues, after given tasks, at team meetings, introduction of new product/service

- 24.8 Complete all work performance feedback documentation and ensure it is complete, comprehensive and in an agreed format.

**Complete:** eg area of review, details of actions to be taken, agreed timetable

- 24.9 Carry out a formal personal appraisal for individual members of staff on two occasions.

- 24.10 Complete all personal appraisal documentation and ensure it is complete, comprehensive and in an agreed format.

**Complete:** eg details of actions to be taken, agreed timetable

## Knowledge requirements

The instructor must ensure the candidate is able to:

- 24.1 Explain how to set and up-date personal work objectives and describe the constraints that need to be taken into account.  
**Work objectives:** achievable, short term, long term  
**Constraints:** staff availability, current commitments, finance, local/national regulations, company requirements
- 24.2 Explain the requirements that need to be considered when planning and implementing new work methods and activities.  
**Requirements:** health and safety, cost effectiveness, local/national regulations, company requirements
- 24.3 State the sources of advice and information available when planned work methods or activities appear to conflict with local/national regulations and the company's requirements.  
**Sources:** internal, external
- 24.4 Explain why it is important to identify, define, communicate and record team and individual responsibilities, limits of authority and standards of performance, encouraging staff to request clarification of their roles and responsibilities where necessary.

24.5 Describe the factors that must be considered when planning and providing feedback on work performance to an individual or a team.

**Factors:** formal/informal, written/oral, appropriate time and place, areas for improvement

24.6 State suitable times for providing feedback to an individual or team.

**Times:** formal appraisal/review, maintain or improve motivation/morale, support learning and development, requests from colleagues, after specific tasks, following good or poor practice

24.7 Explain the importance of carrying out appraisals on a regular basis.

**Importance:** assess performance, evaluate systems/procedures, identify areas of weakness, agree future objectives, identify personal/organisational development

## 25 Health, safety and security

### Introduction

The aim of this section to enable the candidate to:

- a implement procedures to maintain the security of cash, goods and premises
- b monitor losses and investigate problems
- c assess and control risks to health and safety
- d implement procedures to deal with threats to security, health and safety

Note: All practical competences should be carried out on at least two different occasions, unless otherwise stated.

### Practical competences

The candidate must be able to do the following:

- 25.1 Monitor staff and customers on three occasions, to minimise pilferage and external threats.  
**Pilferage:** cash, stock  
**External threats:** bombs, contamination, breaks-ins, robbery
- 25.2 Apprehend at least two members of staff and one customer, (customer may be simulated) and carry out search procedures in accordance with local/national regulations and the company's requirements.
- 25.3 Carry out a briefing to advise new and existing members of staff of the company's security procedures and their roles and responsibilities for maintaining security.  
**Security:** cash, stock, people, premises  
**Procedures:** opening the premises/department, stock control, daily surveillance, spot checks, closing the premises/department
- 25.4 Supervise a stock-check in accordance with the company's requirements, including the correct completion of all appropriate documentation.
- 25.5 Identify and respond promptly to three security breaches in accordance with local/national regulations and the company's requirements.
- 25.6 Monitor the losses and wastage of a retail unit or department on three occasions and promptly respond to any problems identified.  
**Monitoring:** in accordance with the company's security policy/procedures, accurate records, based on reliable information  
**Losses/wastage:** stock, equipment, tools, causes (wastage, breakages, discrepancies at cash point, theft)  
**Response:** investigate, establish causes, implement corrective action
- 25.7 Advise all relevant staff of the losses/wastage identified in 25.6 above and brief them on the procedures to be implemented in order to reduce the losses/wastage.

- 25.8 Regularly monitor the work area for cleanliness and potential hazards on three occasions and promptly respond to any problems identified.

**Monitoring:** in accordance with the company's policy/procedures, accurate records

**Hazards:** arising from (nature of stock, equipment, physical environment, people's behaviour)

**Response:** elimination, segregation/group protection, substitution, individual protection/ personal protective equipment

- 25.9 Carry out health, safety and maintenance checks of the premises within own areas of responsibility, reporting risks that cannot be dealt with to the relevant personnel.

- 25.10 Monitor staff to ensure protective equipment is being used correctly.

- 25.11 Carry out an update to advise existing staff of the company's health and safety procedures and their roles/responsibilities for maintaining the company's health and safety policy.

- 25.12 Complete all staff health and safety policy training documentation and ensure it is complete, comprehensive and in an agreed format.

- 25.13 Review and update an existing risk assessment of potential safety hazards to take account of any changes to factors affecting health and safety.

**Update:** recorded accurately, referred to relevant persons

**Hazards:** arising from (nature of stock, equipment, physical environment, people's behaviour)

- 25.14 Locate and use sources of information relating to health and safety issues.

- 25.15 Supervise a company's fire and evacuation procedure.

### Knowledge requirements

The instructor must ensure the candidate is able to:

- 25.1 Explain why it is important to monitor staff and customers to minimise pilferage and external threats.  
**Pilferage:** cash, stock  
**External threats:** terrorism, violence, harassment, product contamination, break-ins
- 25.2 Explain the procedures for apprehending staff/customers suspected of theft and for carrying out search procedures.
- 25.3 State the information that should be included in stock-check documentation.
- 25.4 Explain why it is important to identify potential breaches in security and respond promptly to them in order to prevent potential problems.  
**Security:** cash, stock, people, premises

- 25.5 Describe the objectives of loss control and stock taking systems.
- 25.6 Explain the effects of different strategies for preventing losses and the situations in which they are appropriate.  
**Losses:** staff theft, customer theft, store own use, damages, incorrect stock recording
- 25.7 Explain the various stock taking systems that are the differences between and when each is likely to be used.  
**Systems:** internal, external, during trading, out of trading
- 25.8 Describe the risk assessment procedure and explain why it is necessary.
- 25.9 Describe different methods of controlling hazards and the basis for deciding on the most appropriate method.  
**Methods of controlling hazards:** elimination, reduction, segregation, substitution, personal protective equipment
- 25.10 Explain the effects of different strategies for controlling threatening and/or violent behaviour and describe situations in which each would be appropriate.

## 26 Sales skills

### Introduction

The aim of this section is to enable the candidate to:

- a identify the customer's requirements
- b present and explain options for meeting the customer's requirements
- c identify and use opportunities to explain, promote and sell associated products/services

Note: All practical competences should be carried out on at least two different occasions, unless otherwise stated.

### Practical competences

The candidate must be able to do the following:

- 26.1 Identify and confirm with the customer their requirements for selecting a product or service.  
**Requirements:** eg specific needs, proposed use, price range, specific brand, colour
- 26.2 Clarify and confirm with the customer the product or service options they have already identified.
- 26.3 Accurately identify the desired product or service's functions, features and applications when the customer's requirements are unclear or ambiguous.
- 26.4 Explain clearly, when appropriate, that the customer's requirements and criteria are unrealistic and recommend appropriate alternatives.  
**Alternatives:** eg manufacturer, size, versions of same product, price
- 26.5 Establish that the product or service options available are likely to satisfy the customer's requirements and confirm this with the client.  
**Options:** eg choice of product, collection/delivery
- 26.6 Clearly and accurately explain the payment terms available and politely confirm the customer's preferences.  
**Payment terms:** eg total price, cash, credit/debit card, need for credit check, account, finance agreement
- 26.7 Explain clearly to the customer the features, advantages and benefits of the product/service and the extent to which they satisfy the customer's stated criteria.
- 26.8 Carry out product demonstrations to reveal, as far as practicable, the features, advantages and benefits of the products being considered, encouraging the customer to inspect or operate the product.
- 26.9 Clearly and accurately explain to the customer the nature, scope and limits of product/service after-sales care and their rights as a customer.  
**Nature/scope/limits:** eg warranty period, extents of warranty  
**Customer's rights:** eg local/national regulations, company policy

- 26.10 Select and promote product/service options that achieve the best balance between the customer's requirements and the needs of the company.

**Product/service options:** eg promotional items, stock soon to be out of date

- 26.11 Allow the customer sufficient time to make an independent decision regarding the purchase of the product/service and then politely check and confirm the customer's decision.
- 26.12 Use the information obtained in 26.1 – 26.11 above to identify associated products or services of potential interest to the customer.  
**Associated products/services:** enhance function of main product/service, provide for maintenance/cleaning of associated product
- 26.13 Identify and confirm with the customer their requirements and criteria for selecting an associated product or service.

### Knowledge requirements

The instructor must ensure the candidate is able to:

- 26.1 Describe the different approaches that can be used to obtain information from customers about their requirements and explain why it is important to select an approach that is appropriate to the individual customer.  
**Approaches:** direct/indirect questioning, examples of products, explanation of features and benefits, fitness for purpose  
**Requirements:** intended purpose, main product/service, associated product/service
- 26.2 Explain why it is important to confirm in detail the customers' requirements and their criteria for choosing a product.
- 26.3 State why it is important to clearly and accurately explain the payment terms available and confirm the customers' preference at the time the sale is being negotiated.  
**Payment terms:** cash or credit sale, finance arrangements
- 26.4 Explain why it is important to allow customers sufficient opportunity to examine a product and request clarification on any area that they are unclear about.
- 26.5 State why it is important to clearly and accurately explain the nature, scope and limits of after-sales care. **Nature, scope, limits:** what is covered/not covered, the length of time in place, how to claim
- 26.6 Describe various aspects of customer behaviour that may indicate a selling opportunity.

# 27 Evaluate and monitor customer payments

## Introduction

The aim of this section is to enable the candidate to:

- a evaluate customer payment practices and procedures
- b monitor customer payment practices and processes at a cash point

Notes: All practical competences should be carried out on at least two different occasions, unless otherwise stated.

## Practical competences

The candidate must be able to do the following:

- 27.1 Implement a company's procedures for receiving customer payments to meet the organisational requirements.  
**Procedures:** organisational procedures, type of cash point, number of cash points in operation, varying levels of customer flow, types of payment
- 27.2 Monitor the company's procedures for receiving customer payments implemented in 27.1 above to ensure they are meeting organisational requirements.  
**Organisational requirements:** checking correct operation of cash point, for cash collection, processing customers, security, safety, maintaining customer goodwill
- 27.3 Identify discrepancies and investigate promptly.  
**Discrepancies:** eg shortages, overpayments, voids, speed of transactions, department codes used, system breakdowns
- 27.4 Use review and control systems for receiving customer payments to provide accurate and up to date information.  
**Review/control systems:** eg audit trails, reconciliation records, comparisons between (cash points, previous takings)
- 27.5 Rectify problems identified using the information obtained in 27.4 above and accurately complete the company's reporting documentation.
- 27.6 Monitor the handling of cash and cash equivalents by staff.  
**Monitor:** efficiency, complies with company procedures  
**Cash/cash equivalents:** eg cash, cheques, credit notes, charge cards, vouchers, gift tokens, foreign currency, travellers cheques, credit notes, discounts
- 27.7 Authorise, when necessary, refunds, cheques and credit card payments.  
**Authorise:** promptly, accurately, in accordance with company procedures
- 27.8 Carry out cash point security procedures in accordance with the company's requirements.  
**Security procedures:** eg amount of float, amount of cash allowed during operations, procedures for taking cash to secure place, where to put notes when counting change, identifying fraud

- 27.9 Develop contingency plans to handle two abnormal situations.  
**Abnormal situations:** eg staff shortages, system breakdown, fluctuations in customer throughput, security threats, store evacuations
- 27.10 Carry out the company's procedures for safeguarding cash/takings in the event of an abnormal situation occurring.  
**Abnormal situation:** store evacuation, security threat

## Knowledge requirements

The instructor must ensure the candidate is able to:

- 27.1 Explain the objectives that a company's procedures for receiving customer payments are designed to achieve.  
**Objectives:** maintain customer goodwill, maintain profitability through accurate payment handling, maintain accurate sales and stock records
- 27.2 Describe the various forms of remedial action that can be taken if the procedures for receiving customer payments are not meeting the organisational requirements.  
**Remedial action:** short term corrective action  
**Organisational requirements:** checking payments, cash for cash collection, processing customers, security, safety
- 27.3 Describe the different types of remedial action available to deal with abnormal operating conditions.  
**Abnormal operating conditions:** staff shortages, system breakdown, security threats, store evacuation, power failure
- 27.4 Describe the operational procedure to follow in the event of a breach of security and a store evacuation.  
**Operational procedure:** notification of others, security of premises, staff, stock and cash points

# 28 Communications and information technology

## Introduction

The aim of this section is to enable the candidate to use:

- a communication skills in retail applications
- b information technology in retail applications

Notes:

- 1 All practical competences should be carried out on at least two different occasions, unless otherwise stated.
- 2 Practical competence 28.3 should make use of own work place wherever possible.
- 3 A report may be in the form of main headings and bullet points for discussion. At least one report must be produced using an IT application.

## Practical competences

The candidate must be able to do the following:

- 28.1 Produce an organisational chart showing the structure of a large retail store.  
**Organisational chart:** departments, personnel (management, administration, skilled staff, unskilled staff, levels of responsibility), relationships within the organisation
- 28.2 Demonstrate use of a job/person specification describing the knowledge and skills required for a specific retail store vacancy.  
**Specification:** formal qualifications, employment history, experience, selection criteria, equal opportunities, legal requirements
- 28.3 Prepare a report describing the administration systems of a large retail store.  
**Administration systems:** eg stock procurement, purchase orders (stock, stationery, catering supplies), recruitment, time sheets, staff (wage/salary scales, bonus systems, incentive schemes), wage roll, pricing policy, sales records, sales initiatives, accident (reports, investigations), security
- 28.4 Prepare a report on the key issues of customer service/care in a large retail store.  
**Key issues:** customers (internal, external), assessing customer needs, customer impressions, standards of service, creating a service that meets/exceeds customer expectations, provision of information (effectiveness, accuracy), maintaining (safety, security), staff (motivation, training)

- 28.5 Prepare at least one of the reports in 28.3 and 28.4 above using an IT application.

**Using an IT application:** access an appropriate software application, open a new file and enter data (text, number and graph/chart), show evidence of edits to the file (eg before and after edits) emphasise appearance of text (eg embolden, centre, underline) print completed file, close and save the file and exit the application

## Knowledge requirements

The instructor must ensure the candidate is able to:

- 28.1 Describe the organisational structure of a large retail store.  
**Organisational structure:** type of organisation (flat, hierarchical, bureaucratic, matrix) a short explanation of each of the other types should be included, departments (personnel, buying, maintenance, operational etc), personnel (management administration, skilled, unskilled, levels of responsibility), routes of communication within the organisation
- 28.2 Describe the administration systems of a large retail department store.  
**Administration systems:** stock procurement, purchase orders (stock, stationery, catering supplies), recruitment, time sheets, staff (wage/salary scales, bonus systems, incentive schemes), wage roll, pricing policy, sales records, sales initiatives, accident (reports, investigations), security
- 28.3 Describe the key issues of customer service/care in a large retail department store.  
**Key issues:** customers (internal, external), assessing customer needs, customer impressions, standards of service, creating a service that meets/exceeds customer expectations, provision of information (effectiveness, accuracy), maintaining (safety, security), staff (motivation, training)
- 28.4 State the main functions of commonly used software applications packages.  
**Packages:** word processing (document production), spreadsheets (numerical analysis/manipulation), database (file creation, updating, searching, sorting)
- 28.5 Explain the use of various enhancements that can be used to improve the appearance of a document.  
**Enhancement:** font (size, bold, italics), text (centre, underline)

# Assessment

## Test Specification for Written Paper

### Retailing Principles 3 (1121-03-021)

This is a written examination paper, lasting two hours and containing 10 questions. Candidates must answer **all** questions.

The examination paper will cover the knowledge specifications from sections 21 to 28 as follows:

	<b>examination Topic</b>	<b>Approximate % weighting</b>
21	Product displays, availability and quality	10
22	Develop and maintain customer service	10
23	Improving retail operations	20
24	<u>Planning, organising and evaluating work</u>	20
25	Health, safety and security	10
26	Sales skills	10
27	Evaluate and monitor customer payments	10
28	Communications and information technology	10

# 21 Product displays, availability and quality

## Practical competences

The candidate must be able to do the following:

- |  |  |
|--|--|
| <p>21.1 Prepare plans for three different sales displays in accordance with stated requirements. <input type="checkbox"/></p> <p>21.2 Calculate the type and quantity of resources required to implement the sales displays produced in 21.1 above. <input type="checkbox"/></p> <p>21.3 Supervise the assembly of the sales displays produced in 21.1 above. <input type="checkbox"/></p> <p>21.4 Explain to staff the purpose of the promotion and the display standards for the displays assembled in 21.3 above. <input type="checkbox"/></p> <p>21.5 Ensure sufficient stock is used to achieve the purpose of the displays. <input type="checkbox"/></p> <p>21.6 Ensure that accurate and legal product and service information is selected and positioned to promote the products/services to customers. <input type="checkbox"/></p> <p>21.7 Recommend changes to the displays and obtain approval from an appropriate member of staff before implementing the changes. <input type="checkbox"/></p> <p>21.8 Assess the effectiveness of two different sales displays using assessment criteria and methods that are valid, fair and meet the needs of the company. <input type="checkbox"/></p> <p>21.9 Obtain constructive input from staff for the assessments undertaken in 21.8 above using methods that are appropriate to the subject and target group. <input type="checkbox"/></p> <p>21.10 Identify adjustments and modifications for two Communicate these promptly and tactfully to <input type="checkbox"/></p> <p>21.11 Identify security risks and health/safety hazards for <input type="checkbox"/></p> | <p>21.12 Complete product display documentation and ensure it is complete, accurate and in an agreed format. <input type="checkbox"/></p> <p>21.13 Supply relevant staff with up-to-date pricing information on three occasions and promptly respond to any problems identified. <input type="checkbox"/></p> <p>21.14 Monitor price marking on three occasions and promptly respond to any problems identified. <input type="checkbox"/></p> <p>21.15 Carry out and monitor procedures for maintaining the availability, condition and quality of products on three occasions. <input type="checkbox"/></p> <p>21.16 Carry out the procedure for dealing with out-of-date and deteriorating stock on three occasions. <input type="checkbox"/></p> <p>21.17 Review current and recent performance information on three occasions to identify opportunities to increase sales by improving the availability and condition of products. <input type="checkbox"/></p> <p>21.18 From the information obtained in 21.17 above identify, evaluate the impact of, and recommend three separate improvements that have the greatest potential to enhance sales. Obtain confirmation that improvements are acceptable. <input type="checkbox"/></p> <p>21.19 Supervise the implementation of the improvements recommended in 21.18 in a manner that maintains customer goodwill and staff morale. <input type="checkbox"/></p> <p>21.20 Review the performance information for the three improvements implemented in 21.19. <input type="checkbox"/></p> |
|--|--|

This is to confirm that the candidate has successfully completed the above tasks: Candidate signature

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Candidate name (please print)   
Instructor signature

\_\_\_\_\_  
Instructor name (please print)

\_\_\_\_\_  
Completion date

## 22 Develop and maintain customer service

### Practical competences

The candidate must be able to do the following:

- |   |                          |   |                          |
|---|--------------------------|---|--------------------------|
| 22.1 Monitor customer services on three occasions to identify opportunities to develop and maintain positive customer relationships.                            | <input type="checkbox"/> | 22.12 Obtain and assess feedback from staff on three occasions to identify potential improvements.  | <input type="checkbox"/> |
| 22.2 Clearly acknowledge customer comments on three occasions and evaluate them against the company's customer service standards.                               | <input type="checkbox"/> | 22.13 Ensure information relating to customer service that was supplied in confidence is stored securely and only made available to those who have a right to see it.   | <input type="checkbox"/> |
| 22.3 Identify customers' needs for information and assistance on three occasions, and take appropriate action.  | <input type="checkbox"/> | 22.14 From the information obtained in 22.12 to 22.13 above select two ideas for improvement that will benefit the customer and the company. Present the proposals to relevant personnel and obtain their approval. | <input type="checkbox"/> |
| 22.4 Advise customers of their statutory rights and obligations on three occasions.   | <input type="checkbox"/> | 22.15 Monitor and review staff performance and knowledge base on three occasions.   | <input type="checkbox"/> |
| 22.5 Conduct transactions with customers in an appropriate manner on three occasions.   | <input type="checkbox"/> | 22.16 Obtain, acknowledge and review feedback on staff performance and product knowledge from others on three occasions in a manner that is likely to provide relevant and valid information.                       | <input type="checkbox"/> |
| 22.6 Collect and substantiate information on faulty/damaged goods obtaining advice from others where necessary.   | <input type="checkbox"/> | 22.17 Request clarification and constructive suggestions from others when the initial feedback received was negative or unhelpful.  | <input type="checkbox"/> |
| 22.7 Monitor communications with customers to check that they are being given accurate and prompt information about the progress in dealing with their problem. | <input type="checkbox"/> | 22.18 Use the information obtained in 22.15 – 22.17 above to identify actions and targets for improving product knowledge and related skills.   | <input type="checkbox"/> |
| 22.8 Investigate the nature of customer complaints on at least four occasions, and determine whether the complaints are justified.                              | <input type="checkbox"/> | 22.19 Clearly explain and agree with others the actions and targets identified in 22.18 above when their support is required.   | <input type="checkbox"/> |
| 22.9 Take action in accordance with company policy to deal and proposing and agreeing an acceptable course of   | <input type="checkbox"/> | with complaints, completing all relevant documentation action with the customer.  | <input type="checkbox"/> |
| 22.10 Communicate to the staff who referred the complaint   |                          | the outcome and actions taken.  |                          |
| 22.11 Obtain and assess feedback from customers on three  | <input type="checkbox"/> | occasions to identify potential improvements.   |                          |

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Candidate name (please print)

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Instructor signature

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Instructor name (please print)

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Completion date

## 23 Improving retail operations

### Practical competences

The candidate must be able to do the following:

- 23.1 Collect information on retail operations to identify opportunities for solving problems and improving retail operations.
- 23.2 Analyse and evaluate the information collected in 23.1 above to identify potential/actual problems and also opportunities for improving retail operations.
- 23.3 Identify the causes where retail operations are not achieving quality standards or sales targets using the results obtained in 23.2 above.
- 23.4 Identify opportunities for further development where retail operations are achieving quality standards and sales targets using the results obtained in 23.2 above.
- 23.5 Obtain constructive input to identify potential improvements from staff and to gain staff comment on proposed improvements from other sources using methods that are appropriate to the subject and target group.
- 23.6 Assess potential improvements from the information obtained in 23.1 – 23.5 above.
- 23.7 Select and prepare proposals for the implementation of three potential improvements assessed in 23.6 above.
- 23.8 Submit the proposals prepared in 23.7 above for management approval, providing additional information and guidance as required.
- 23.9 Explain to staff the purpose of the improvements submitted under 23.8 and the effect the improvements will have on the work of staff.
- 23.10 Supervise the implementation of one of the proposed improvements providing support, encouragement and training in order to achieve effective implementation, whilst maintaining customer goodwill.

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Instructor signature

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Instructor name (please print)

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Completion date

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## 24 Planning, organising and evaluating work

### Practical competences

The candidate must be able to do the following:

- 24.1 Set and up-date three personal work objectives taking into account various constraints.
- 24.2 Plan, organise, implement and evaluate two work activities for a sales team to make effective use of available resources in accordance with work objectives and other requirements.
- 24.3 Obtain advice from relevant sources when planned work methods or activities appear to conflict with legal requirements or the company's objectives.
- 24.4 Explain to others the work methods and activities established in 24.2 above and obtain feedback.
- 24.5 Identify, define, communicate and record team and individual responsibilities, limits of authority and standards of performance, encouraging staff to request clarification as appropriate.
- 24.6 Provide feedback on work performance to an individual on two occasions at a time and place conducive to its reception.
- 24.7 Complete all work performance feedback documentation and ensure it is complete, comprehensive and in an agreed format.
- 24.8 Carry out a formal personal appraisal for individual members of staff on two occasions.
- 24.9 Carry out a formal personal appraisal for individual members of staff on two occasions.
- 24.10 Complete all personal appraisal documentation and ensure it is complete, comprehensive and in an agreed format.
- 

This is to confirm that the candidate has successfully completed the above tasks: Candidate signature

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Candidate name (please print)  
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Instructor name (please print)

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Completion date

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## 25 Health, safety and security

### Practical competences

The candidate must be able to do the following:

25.1 Monitor staff and customers on three occasions, to minimise pilferage and external threats.

25.2 Apprehend at least two members of staff and one customer, (customer may be simulated) and carry out search procedures in accordance with local/national regulations and the company's requirements

25.3 Carry out a briefing to advise new and existing members of staff of the company's security procedures and their roles and responsibilities for maintaining security.

25.4 Supervise a stock-check in accordance with the company's requirements, including the correct completion of all appropriate documentation.

25.5 Identify and respond promptly to three security breaches in accordance with local/national regulations and the company's requirements.

25.6 Monitor the losses and wastage of a retail unit or problems identified.

25.7 Advise all relevant staff of the losses/wastage identified implemented in order to reduce the losses/wastage.

25.8 Regularly monitor the work area for cleanliness and any problems identified.

25.9 Carry out health, safety and maintenance checks of the premises within own areas of responsibility, reporting risks that cannot be dealt with to the relevant personnel.

25.10 Monitor staff to ensure protective equipment is being used correctly.

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25.11 Carry out an update to advise existing staff of the company's health and safety procedures and their roles/responsibilities for maintaining the company's health and safety policy.

25.12 Complete all staff health and safety policy training documentation and ensure it is complete, comprehensive and in an agreed format.

25.13 Review and update an existing risk assessment of potential safety hazards to take account of any changes to factors affecting health and safety.

25.14 Locate and use sources of information relating to health and safety issues.

25.15 Supervise a company's fire and evacuation procedure.

breaches in accordance with local/national regulations and

department on three occasions and promptly respond to any

in 25.6 above and brief them on the procedures to be

potential hazards on three occasions and promptly respond to

premises within own areas of responsibility, reporting risks that

used correctly.

completed

# 26 Sales skills

## Practical competences

The candidate must be able to do the following:

26.1 Identify and confirm with the customer their requirements for selecting a product or service.

26.2 Clarify and confirm with the customer the product or service options they have already identified.

26.3 Accurately identify the desired product or service's functions, features and applications when the customer's requirements are unclear or ambiguous.

26.4 Explain clearly, when appropriate, that the customer's appropriate alternatives.

26.5 Establish that the product or service options available with the client.

26.6 Clearly and accurately explain the payment terms available and politely confirm the customer's

26.7 Explain clearly to the customer the features, to which they satisfy the customer's stated criteria.

26.8 Carry out product demonstrations to reveal, as far as being considered, encouraging the customer to

26.9 Clearly and accurately explain to the customer the their rights as a customer.

26.10 Select and promote product/service options that and the needs of the company.

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Completion date

26.11 Allow the customer sufficient time to make an independent decision regarding the purchase of the product/service and then politely check and confirm the customer's decision.

26.12 Use the information obtained in 26.1 – 26.11 above to identify associated products or services of potential interest to the customer.

26.13 Identify and confirm with the customer their requirements and criteria for selecting an associated product or service.   
requirements and criteria are unrealistic and recommend

are likely to satisfy the customer's requirements and confirm this preferences.

advantages and benefits of the product/service and the extent practicable, the features, advantages and benefits of the products inspect or operate the product.

nature, scope and limits of product/service after-sales care and achieve the best balance between the customer's requirements

completed

## 27 Evaluate and monitor customer payments

### Practical competences

The candidate must be able to do the following:

- 27.1 Implement a company's procedures for receiving customer payments to meet the organisational requirements.
- 27.2 Monitor the company's procedures for receiving customer payments implemented in 27.1 above to ensure they are meeting organisational requirements.
- 27.3 Identify discrepancies and investigate promptly.
- 27.4 Use review and control systems for receiving customer payments to provide accurate and up to date information.
- 27.5 Rectify problems identified using the information obtained in 27.4 above and accurately complete the company's reporting documentation.
- 27.6 Monitor the handling of cash and cash equivalents by staff.
- 27.7 Authorise, when necessary, refunds, cheques and credit card payments.
- 27.8 Carry out cash point security procedures in accordance with the company's requirements.
- 27.9 Develop contingency plans to handle two abnormal situations.
- 27.10 Carry out the company's procedures for safeguarding cash/takings in the event of an abnormal situation occurring.
- 

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Candidate name (please print)  
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Instructor name (please print)

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Completion date

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# 28 Communications and information technology

## Practical competences

The candidate must be able to do the following:

- 28.1 Produce an organisational chart showing the structure of a large retail store.
- 28.2 Demonstrate use of a job/person specification describing the knowledge and skills required for a specific retail store vacancy.
- 28.3 Prepare a report describing the administration systems of a large retail store.
- 28.4 Prepare a report on the key issues of customer service/care in a large retail store.
- 23.5 Prepare at least one of the reports in 28.3 and 28.4 above using an IT application.

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completed the above tasks: Candidate signature

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Candidate name (please print)

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Instructor name (please print)

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Completion date

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# Appendix A

## Practical assessments

Two assessment methods are used in the 1121 Awards in Retailing programme – written questions and practical assessments.

### Practical assessments

Each unit (assessment component) in this programme has one or more practical assessments which are taken from the practical components that make up the first part of each syllabus section. The competence checklists (tick boxes), given at the end of each unit, serve as the marking criteria for these assessments and should be used to record the outcome of each candidate's performance. Local custom and practice is allowed within the specifications of the 'range' supporting each practical competence statement. The results of the assessment must be documented and available for audit by the visiting verifier. ALL assessments must be successfully completed.

The assessments may be held at any time agreed by the instructor and the candidate so that each candidate has a personal record of his/her practical assessments.

The competence checklists in this publication are intended to be photocopied.

### Preparation, supervision and marking

It is essential that the instructor ensures all necessary preparations are carried out. This will involve ensuring:

- the candidate is ready to demonstrate his or her practical skills
- every candidate understands what is involved
- any necessary equipment is available for the assessment.

Marking of the practical performance is determined on outcomes as defined by the practical competences. Each tick box will show either 'yes – the candidate achieved this' or 'no – the candidate did not achieve this'. The candidate must be successful in all competences included in the checklist before it can be 'signed off' and its results transferred to the summative record.

All assessments require supervision to ensure that the results reflect only the work of the individual candidate concerned. You must keep all assessment documentation and material in a file for each candidate until the results have been agreed by the visiting verifier and until confirmation of result has been received from City & Guilds. At advanced diploma level the nature of the practical competences is such that you are strongly recommended to develop and keep a portfolio of evidence to support each candidate's claim of competence. We provide guidance on completing projects and portfolios.

### Records, results and certification

When all the required practical assessments for a specific award have been achieved, then the result must be sent to City & Guilds. We suggest that you keep a record of each individual's achievements which may then be transferred to the entry forms. A model is given at the end of this section but you may use any form of record keeping that is convenient and accessible.

Results for practical assessments are entered onto **Form S** which must be countersigned by the visiting verifier and sent to us.

Candidates wishing to gain the full award (Certificate or Diploma) must successfully complete all forms of assessment. We recommend that the practical results are sent at the time of, or shortly before, the date of the written examinations.

### Visiting verifier

The operation of this programme requires the appointment of a visiting verifier. **The visiting verifier must countersign the results of the practical assessments on Form S.** The visiting verifier should also be able to inspect records and candidates work to verify the results before submission.

### Form S

Note that we plan to replace **Form BC, Form D and Form S** with a single form – Form S – during the time in which this syllabus is valid.

## Certificate in Retailing Candidate assessment record

Candidate's name and number

---

Centre name and number

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Assessment reference	Date completed	Instructor signature	Instructor name
002/1 Customer contact			
002/2 Product knowledge and handling			
002/3 Handling money			
002/4 Product display			
002/5 Security			
002/6 Rights and responsibilities (safety)			

## Diploma in Retailing Candidate assessment record

Candidate's name and number

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Centre name and number

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<b>Assessment reference</b>	<b>Date completed</b>	<b>Instructor signature</b>	<b>Instructor name</b>
012/11 Customer contact			
012/12 Product knowledge and handling			
012/13 Handling customer payments			
012/14 Product display			
012/15 Stock control and security			
012/16 Health, safety and law			
012/17 Communication and information technology			

## Advanced Diploma in Retailing Candidate assessment record

Candidate's name and number

---

Centre name and number

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Assessment reference	Date completed	Instructor signature	Instructor name
022/21 Product displays, availability and quality			
022/22 Develop and maintain customer service			
022/23 Improving retail operations			
022/24 Planning, organising and evaluating work			
022/25 Health, safety and security			
022/26 Sales skills			
022/27 Evaluate and monitor customer payments			
022/28 Communications and information technology			

# Appendix B

## The levels of our awards

### Progressive structure

#### Achieving maximum potential

All City & Guilds qualifications are part of an integrated, progressive structure of awards arranged over seven levels, allowing people to progress from foundation to the highest level of professional competence. Senior awards, at levels 4 to 7, recognise outstanding achievement in industry, commerce and the public services. They offer a progressive vocational, rather than academic, route to professional qualifications. An indication of the different levels and their significance is given below.

#### City & Guilds

level	Qualification/Programme	
7	Fellowship (FCGI)	The highest level of technological and managerial experience.
6	Membership (MCGI)	Professional or managerial status, at the level of Master's degree.
5	Graduateship (GCGI)/ Associateship (ACGI)*, NVQ5	Requires the ability to master and apply complex principles and techniques in a variety of contexts and to assume significant responsibility for human and plant resources, at the level of first degree.
4	Full Technological Diploma (FTD), Full Technological Certificate (FTC), Advanced Technician Diploma, (IVQ), Licentiatehip (LCGI), NVQ4	Demands specialist or technical expertise and the ability to undertake professional work, at the level of Master Craftsman in Europe.
3	Technician Diploma, (IVQ), Advanced Vocational Diploma, (IVQ), Vocational (non NVQ/IVQ) Level 3 NVQ3	Denotes skilled work of a complex nature and the ability to undertake a supervisory role.
2	Technician Certificate, (IVQ), Vocational Diploma (IVQ), Vocational (non NVQ/IVQ) Level 2, NVQ2	Recognises competence in a more demanding range of activities which require a degree of individual responsibility.
1	Vocational Certificate (IVQ), Vocational (non NVQ/IVQ) Level 1, NVQ1	Indicates the ability to perform basic or routine activities which provide the broad foundation for progression.

\*Only graduates of the City & Guilds College, Imperial College of Science, Technology and Medicine, are awarded the Associateship (ACGI).

NVQ – National Vocational Qualifications

IVQ – International Vocational Qualifications

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