



## Retail Team Leader Apprenticeship Level 3

**91.9%**  
Overall Success Rate

Increase Staff Retention  
and Job Satisfaction

All-Embracing  
Training Solution

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# GP Strategies Training Limited – Your Ultimate Retailer Apprenticeship partner

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GPSTL is one of the UK's leading providers of Retail apprenticeships. As a recognised training provider within the Retail Sector our subject matter experts were integral to the development of the apprenticeship standards. This makes us the first choice for employers who are looking to develop their newly recruited and existing staff.

With our expert team of Skills Coaches, we are ideally placed to offer End Point Assessment. No organisation is better qualified to provide you with end to end services require to deliver world-class apprenticeships in retail.

## Who Is It For?

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The Retailer Apprenticeship is ideal for individuals who are looking to enhance their skills and develop potential.

### Key Responsibilities

- Support, manage and develop team members
- Manage and Deliver a quality service which exceeds customer expectations
- Support the achievement of financial targets by planning and resources
- Team compliance with legal requirements
- Build and maintain internal and external relationships
- Promote products and services
- Effect methods of customer communications

### Occupations May Include

- Team Leader
- Supervisor
- Assistant Manager
- Deputy Manager





## Delivery

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There are three key stages to the delivery of the apprenticeship:

- On programme
- Gateway
- End Point Assessment

## On Programme

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This is the substantive part of the apprentice and includes both on the job and off the job training and assessment. Throughout this stage the apprentice will develop the skills, knowledge and behaviours.

One of the key features of the Retail Team Leader Apprenticeship is flexibility. Providers and employers now have more choice in how

they deliver the On Programme components of the apprenticeship.

A blend of qualifications, resources and employer/provider-designed support materials can be used to deliver bespoke apprenticeship programmes that meet the need of every type of employer.



## Off the Job Training

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We offer blended solutions that are tailored to the apprentice and the organisation

## On the Job Training

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Whilst carrying out your day to day role, you will be observed by your Skills Coach. They will offer support and guidance to enhance your knowledge.

## Gateway

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The Gateway is the opportunity for the provider and employer to sit down and agree whether or not the apprentice is ready to take their endpoint assessment. The structures for the Gateway Assessment is not defined within the Assessment Plan so it's important that you agree how this will look. We advise that you do this at the start of the apprenticeship, so that you have clearly defined measures on how to determine readiness.

Things you should consider are:

- Has the apprentice completed their Level 1 and working towards Level 2 English and Maths?
- Has the apprentice been assessed against all of the knowledge, skills and behaviours?
- Has the apprentice had the opportunity to take mock test, practice interviews?

# End Point Assessment

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The End Point Assessment (EPA) for Retailer is made up of three components:

1. On Demand Test
2. Retail Business Project
3. Professional Discussion

The EPA can only be carried out by an independent Apprentice Assessment Organisation (AAO). Each AAO will develop their own assessment materials and guidance, however they must assess the standard in accordance with the Assessment Plan. The following table taken from the Assessment Plan, describes each of the assessment components in more detail. It also provides guidance on how grading with me applied to the assessments.

## Assessment

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Assessment Method	Area Assessed	Weighting
On Demand Test	The questions will cover the knowledge and skills identified on the standard. Some questions will require the apprentice to consider a course of action or solution to a situation / problem based on a 'real-life' workplace activity in line with the identified requirements of the standard. The questions will be scenario based requiring the apprentice to demonstrate reasoning and joined up thinking, demonstrating synoptic performance against the key elements of the standard.	TBC
Professional Discussion	<p>The observation covers the customer, business, communication, brand reputation aspects of the standard. The observation is likely to also cover other aspects of the standard through naturally occurring opportunities.</p> <ul style="list-style-type: none"><li>• The period of learning, development and continuous assessment</li><li>• Coverage of the standard</li><li>• Personal development and reflection</li></ul>	TBC



## Assessment Continued

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Assessment Method	Weighting	Maximum Mark	Minimum Mark
On Demand Test	TBC	TBC	TBC
Retail Business Project	TBC	TBC	TBC
Professional Discussion	TBC	TBC	TBC

Grade	Total Mark
Distinction	TBC
Pass	TBC
Fail	TBC

## Funding

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The Retail Team Leader standard has been awarded a funding cap of £5,000 per apprentice. There are also certain incentives available for the recruitment

of 16-18 year old apprentices and small businesses, as well as incentives for completion of the apprenticeship.



	<b>Knowledge and Understanding (Know it)</b>	<b>Skills (Show it)</b>	<b>Behaviours (Live it)</b>
<b>Customer</b>	Understand the customer profile of the business, their purchasing habits across a retail calendar year and how to meet and exceed their needs. Know the best ways to drive the team to increase sales, secure customer loyalty and attain business targets	Monitor customers' enquiries and requirements; coach and support team members to use appropriate methods e.g. face to face or remote such as on-line facilities, to deliver consistent and exceptional service that provides customers with a positive experience	Act as a role model to champion excellent customer service by always looking to improve customers' experience through a welcoming and professional approach which builds strong customer relationships
<b>Business</b>	Understand the purpose of the business including its vision, objectives and brand/business standards, how they compare to its competitors and how own role, and the team, help to achieve them	Work with the team to maintain brand/business standard at all time and identify and address any potential risks according to business procedures	Demonstrate personal responsibility for meeting the objectives of the team and business





	<b>Knowledge and Understanding (Know it)</b>	<b>Skills (Show it)</b>	<b>Behaviours (Live it)</b>
<b>Financial</b>	Understand how own actions and those of the team can contribute to the overall financial performance of the business by increasing sales e.g. through product positioning, and minimising costs through effective stock control and prevention of theft	Support the achievement of financial targets by planning and monitoring resources. Use resources effectively and efficiently to meet expected demand. Oversee the areas that impact on financial performance in own area of the business in line with business procedures	Demonstrate commercial awareness and act responsibly and with integrity to protect the financial position of the business
<b>Leadership</b>	Understand how to organise the team on a daily basis to achieve objectives, and recognise the importance of contingency planning to meet business requirements; know limits of authority when deputising for line manager	Use available information to coordinate the work of the team so that the right people and resources are in the right place at the right time to ensure consistent brand/business standards are delivered. Deputise for line manager within limits of own authority	Display decisive thinking when making decisions that are in the best interest of the business. Use sound judgement; take prompt action in the case of problems relating to resources



	<b>Knowledge and Understanding (Know it)</b>	<b>Skills (Show it)</b>	<b>Behaviours (Live it)</b>
<b>Marketing</b>	Understand how the brand/business is positioned externally, particularly in relation to local and online competitors and how its products/services meet consumer trends. Understand how own actions, and those of the team can impact on customer's perceptions of the brand/business	Support the team to ensure they understand and engage in the marketing activities and plans of the business and help ensure that customers have the best possible experience	Pro-actively seek to understand local consumer trends, competitors; offers and promotions, and customer needs and expectations, report to manager; seek feedback and take action in area of responsibility
<b>Communication</b>	Understand how to support effective communication, quickly determining the situation and needs of individuals and how to respond in the most appropriate way using a variety of techniques and methods, for example face to face and/or remotely to include on-line	Adapt style of communication according to the audience, monitor the effectiveness of and encourage excellent communications across all operations that achieve the best result for the business including verbal, written and on-line communications	Demonstrate positive verbal and body language using concise and clear methods of communication, taking on board other peoples' points of view and responding in a way that is considerate to the audience
<b>Sales and Promotion</b>	Understand the factors which can determine and affect sales and promotions throughout the retail year and how to coordinate and implement them to support business objectives	Communicate sales targets to the team and support them, recognising and acting on opportunities to maximise revenue, for example through link selling and drawing customers' attention to promotional offers	Proactive in looking for cost effective sales opportunities and ways to enhance revenue
<b>Product and Service</b>	Know and promote the features and benefits of products/services, their unique selling points, the skills required to sell them, where items fit into product ranges, associated	Maximise opportunities to increase sales by ensuring team know and understand the features, benefits, unique selling points and other relevant information relating to products	Promote all products and services confidently, demonstrating excellent knowledge and understanding of them



	<b>Knowledge and Understanding (Know it)</b>	<b>Skills (Show it)</b>	<b>Behaviours (Live it)</b>
<b>Merchandising</b>	Know methods of understanding throughout the retail operation, including point of sale, the retail calendar and local needs e.g. geographical, topical or weather based	Ensure team replenish and maintain merchandising according to business requirements, the retail calendar and local needs e.g. geographical, topical or weather based	Communicate and encourage the merchandising principles, standard and commerciality to the team
<b>Stock</b>	Understand the principles of stock control from sourcing to sale/supply. Understand the management of stock levels, security, restrictions (e.g. age restricted products), wastage and effective systems for recording them	Ensure team complies with stock procedures to minimise stock damage or loss, maximise income and comply with legal requirements; and take appropriate action to sell stock that is near the end of its product, promotional or shelf life	Take a proactive and lead them to effecting stock management, ensuring stock is accessible and available in line with quality requirements where and when needed
<b>Technology</b>	Understand how current and emerging technologies support retail operations and sales whether customer facing or remote, and how best to operate them to achieve an efficient and effective service	Oversee the appropriate use of technology in line with business policy and follow the appropriate procedures to deal with service issues	Is an advocate for the effective and efficient use of technology



	<b>Knowledge and Understanding (Know it)</b>	<b>Skills (Show it)</b>	<b>Behaviours (Live it)</b>
<b>Developing Self and Others</b>	Understand the knowledge, skills and behaviours required of self and others to develop a high performing team in the business. Understand team dynamics and the importance of enabling team members to appropriate their role in the wider organisation and in meeting business objectives	Plan, organise, priorities and oversee own and team members' activities, supporting their induction, training, development and coaching, and delegating tasks fairly and appropriately to meet business objectives	Take responsibility for own performance, learning and development, Develop positive relationships with team members, embracing new and better ways of working
<b>Team Performance</b>	Know how to identify and develop excellent team performances. Understand how the performance of the team contributes to the overall success of the business	Lead the team on a daily basis, setting targets and reviewing progress against them, Motivate team members, provide coaching and on job training, Identify conflict within the team and work to resolve this with support from others	Positively and confidently challenge poor performance and reward excellent performance in line with business procedures



	<b>Knowledge and Understanding (Know it)</b>	<b>Skills (Show it)</b>	<b>Behaviours (Live it)</b>
<b>Legal and Governance</b>	Understand the importance of business compliance to legal requirements and supporting the team to operate in line with business policy and procedures	Ensure self and team always comply with legal requirements, respond quickly to identified risks and ensure they are dealt with in line with the business procedures and reported to the appropriate member(s) of the management team	Be responsible, advocate and adhere to the importance of working legally in the best interests of all people
<b>Diversity</b>	Understand how to work with and support people from a wide range of backgrounds and cultures and the business policy on diversity	Ensure team members are aware of and follow business policies relating to diversity. Make reasonable adjustments as required for customers or team members	Operate in an empathic, fair and professional manner with all individuals regardless of background and circumstances



### ***Duration***

Typically this apprenticeship will take 12 – 15 months.

### ***Qualifications***

Apprentices without Level 2 English and Maths will need to achieve this level prior to taking the End Point Assessment.

### ***Progression***

On completion, apprentices may choose to progress onto Retail Manager Level 4 to support their professional career development and progression.

### ***Level***

This is a Level 3 apprenticeship.

### ***Review Date***

This standard should be reviewed within three years of its approval.

### ***Find Out More***

Visit our website for more information about our apprenticeship programmes: [www.gpstl-apprenticeships.co.uk](http://www.gpstl-apprenticeships.co.uk)

### ***Still Confused?***

Contact our expert team today for more information on this apprenticeship:

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Start learning with GP Strategies Training Limited and contact us today  
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