



# Retailer Apprenticeship Level 2

**91.9%**  
Overall Success Rate

Increase Staff Retention  
and Job Satisfaction

All-embracing  
Training Solution

---

## There are a range of incentives to help recruit and train your staff

- Free apprenticeship recruitment service.
- £1000 incentive for recruiting a 16-18 year old apprentice.
- Full funding available for employers with less than 50 employees who recruit a 16-18 year old apprentice.
- Free English, Maths and ICT training.
- 90% government contribution for small and medium size employers.
- Support for those individuals with additional learning needs.

## You receive a range of guaranteed and complementary services

- Learning solutions to support progress.
- Nationally recognised qualification.
- Designated access to a subject matter expert skills coach.
- Integrated EPA (End Point Assessment).
- Bespoke LMS system.
- Equality and Diversity training.
- IAG.
- Free NUS apprenticeship extra card for all apprentices.

## Why choose GP Strategies Training Limited?

- Best achievement rates of the top 50 largest providers.
- Rated Outstanding by Ofsted for Leadership and Management, Quality of Provision and Capacity to improve.
- Continually high employer and learner satisfaction rates.
- ESFA Approved Training Organisation.
- Accredited by Customer Service Excellence.
- Investors in People Silver Organisation.

These are just a few reasons how your organisation can benefit from a Retailer Apprenticeship through GP Strategies Training Limited.

## Role of a Retailer

The main purpose of a Retailer is to assist customers when purchasing products and services whilst creating a memorable experience.

A Retailer requires good knowledge of the stock being sold, the variety of ways customers can shop and understand the diverse methods of handling payments through advanced technology.

A Retailer must be passionate about delivering a quality service that always aims to exceed customer expectations.

## Apprentice Journey

In monthly stages

- 1 Induction and Initial Assessment
- 2 Customer Service and Business
- 3 Products and Services
- 4 Brand, Reputation, Financial and Marketing
- 5 Sales, Promotion and Communication
- 6 Merchandising, Environment and Diversity, Completion of Functional Skills
- 7 Stock, Technical and Team
- 8 Performance, Legal and Governance
- 9 End Point Assessment Preparation
- 10 End Point Assessment Mock Test
- 11 Revision and GAP Analysis
- 12 Gateway Meeting, Final Review and End Point Assessment Referral

# Off the Job Training



*We offer blended solutions to meet your needs, below is an example of how off the job training can be tailored to the learner and the organisation.*

## Legal and Governance

*Workshop/workbooks/online learning platform*

Recognise and understand legislative responsibilities relating to the business and the products and/or services being sold.

## Customer Service

*Workshop/workbooks/online learning platform*

Develop and maintain customer relationships by using the appropriate methods of communication and how it supports the increase of sales and achieving customer loyalty.

## Online Study, Webinars and Virtual Classroom

*Workshop/online study/workbooks options also available*

Supporting learning via e-learning portals allowing learners to explore and develop new techniques on a variety of work related activities.

## Performance Matters

*Workshop/Online study/workshop options also available*

Ensuring you are performing at the appropriate level (as established by your manager).

# On the Job Training

*Whilst apprentices are carrying out their day to day role, they will be observed by a dedicated Skills Coach, who will offer support and guidance to enhance their knowledge.*

## Policies and Procedures

Able to work with integrity in an honest and trustworthy manner putting personal safety and that of others first.

## Customer and Business

Establishing a good rapport with customers, serve them in line with brand standards and promote the values of the business in all work activities.

## Products and Services

Confidently match products and services to customers' needs through the sale of associated products and services.

## Financial and Marketing

Delivering a sales service that meets customers' needs and balances the financial performance of the business. Influence customers' purchasing decisions by providing accurate guidance whilst acting credibly and with integrity.

## Brand and Reputation

Uphold and personally demonstrate a positive brand and business reputation at all times in line with company policy.

## Communication

Use effective methods of communication that achieve the desired results.

## Sales and Promotion

Pro-actively seek ways of enhancing sales whilst being sensitive to the needs of the customer and use a variety of sales techniques.

## Stock, Technical and Team

Take ownership and responsibility whilst embracing the use of technology to identify emerging issues and take appropriate action to address them.

## Performance, Legal and Governance

Take responsibility for own performance whilst complying with legal requirements to minimise risk and inspire customer confidence.

*These are just some of the topics that you will be working towards. Your Skills Coach will support you to meet the requirements of the Apprenticeship.*

# Supplied by our Partner Organisations

## e-Portfolio

e-Track is our flexible learner management tool for employers, apprentices and training providers to track progress, share learning resources and review ongoing achievement remotely and in real time.

You will have access to group and individual progress updates and direct support from our Skills Coaches throughout the apprentice journey.

## Online Accredited and Non Accredited Courses

GPSTL provides a fast and flexible online option for apprentices and employers to access training courses that can be studied at a time to suit. Courses typically range from 2-4 hours and include topics such as compliance, health & Safety and self-development. You choose when, how and where you learn.

Please visit our website for a full course list.

# What Happens Next?

## 1 Initial Meeting

- Initial meeting to establish the organisation's requirements
- Explore current delivery models and resources
- Establish and agree programmes

## 2 Set Up

- Service level agreement
- Mobilisation and implementation planning
- Account management

## 3 Programme Design

- Programme design
- Programme content
- Complementary services
- Agree timetable and locations for enrolment
- Project delivery team

## 4 Programme Delivery

- Programme launch
- Initial assessment and enrolment
- Dedicated skills coach allocated
- Register for online resources
- Set up e-Portfolio

## 5 Support and Feedback

- Line manager briefings
- Learner progression review
- Management information
- Account management meetings
- Customer service review meetings

## 6 Review and Evaluation

- Quality assurance
- Programme review and evaluation
- Celebration of success

Start learning with GP Strategies Training Limited and contact us today

0330 1000 610 | [www.gpstl-apprenticeships.co.uk](http://www.gpstl-apprenticeships.co.uk) | [apprenticeshipsUK@gpstrategies.com](mailto:apprenticeshipsUK@gpstrategies.com)

GP Strategies Training Limited – committed to equality and valuing diversity

