



Retail Apprenticeship Level 2

91.9%
Overall Success Rate

Increase Staff Retention
and Job Satisfaction

All-Embracing
Training Solution



GP Strategies Training Limited – Your Ultimate Retailer Apprenticeship Partner

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?

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

Key Responsibilities

- Delivering a quality service which exceeds customer expectations
- Promote products and services
- Enhancing customer experience
- Build and maintain customer relationships
- Effect methods of customer communications
- Understand and comply with legal requirements
- Maintain appropriate levels of stock to meeting customer demand

Occupations May Include

- Sales Associate/Assistant
- Customer Service Advisor
- Checkout Advisor







Delivery

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

- On programme
- Gateway
- End Point Assessment

On Programme

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 Retailer 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

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

On the Job Training

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

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

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

- 1. Multiply Choice Test
- 2. Practical Observation
- 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

Assessment Method	Area Assessed	Weighting
Multiple Choice Test	The questions will cover the knowledge and skills identified on the Retailer 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
Practical Observation	<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> <p>The practical observation provides the opportunity for substantial synoptic assessment against the relevant elements of the standard. The observation must be scheduled when the apprentice will be working in their normal place of work and will also:</p> <ul style="list-style-type: none">• Be conducted at a time which reflects typical working conditions and avoids seasonal periods of low levels of trading• Allow the apprentice to demonstrate all aspects of the standard being observed (e.g. the apprentice must interact with customers when being assessed for customer service)• Take a synoptic approach to observing the overall competence	TBC

Assessment Continued

Assessment Method	Area Assessed	Weighting
Profession Discussion	<p>The professional discussion is a structured discussion between the apprentice and their independent end assessor. The employer will be present at this discussion to provide further examples and support (but not lead) the apprentice. The employer does not score the discussion. The independent end assessor conducting the professional discussion should normally be the same person who conducted the observation. It allows the independent end assessor to ask the apprentice questions in relation to:</p> <ul style="list-style-type: none">• The period of learning, development and continuous assessment• Coverage of the standard• Personal development and reflection	TBC

Assessment Method	Weighting	Maximum Mark	Minimum Mark
Written Exam	TBC	TBC	TBC
Retail Business Project	TBC	TBC	TBC
Professional Discussion	TBC	TBC	TBC

Grade	Total Mark
Distinction	TBC
Pass	TBC
Fail	TBC

Funding

The Retail Manager standard has been awarded a funding cap of £6,000 per apprentice.



	Knowledge and Understanding (Know it)	Skills (Show it)	Behaviours (Live it)
Customer	Know the customer profile of the business, appropriate methods for communicating with customers e.g. face to face and remotely, what customers' purchasing habits are, how to support and increase sales, encourage customer loyalty and achieve repeat business	Positively interact with customers, using business relevant methods for example face to face or online, to support and increase sales by providing useful information and service	Adopt an approachable and friendly manner; interacting with customers in line with the style of the business, showing a genuine interest in meeting their needs and actively seeking feedback to improve own quality of service provision
Business	Know the vision, objectives and brand standards of the business and how to contribute towards their success	Establish a good rapport with customers, serve them in line with brand standards and promote the values of the business in all work activities	Demonstrate personal drive and a positive regard for the reputation and aim of the business
Financial	Understand the principles of operating commercially and supporting the overall financial performance of the business e.g. aiming to succeed targeted sales and reduce wastage and returns	Deliver a sales service that meets customers' needs and balances the financial performance of the business e.g. working towards sales targets, following procedures relating to packing of goods and dealing with returned products	Act credibly and with integrity on all matters that affect financial performance



	Knowledge and Understanding (Know it)	Skills (Show it)	Behaviours (Live it)
Marketing	Know how the business positions itself in order to increase it's market share and compete against it's main competitors e.g. unique selling points, it's straplines, promotions and advertising campaigns	Influence customers' purchasing decisions by providing accurate guidance on product and price comparisons and sharing knowledge on local offers and variances	Take an interest in the position of the business within the wider industry
Communication	Know how to identify and determine individuals' situation and needs and how to respond in the most appropriate way in line with the business and industry and the need to know customers' buying habits during these periods, seasonal product/ service knowledge, and stock requirements at different times of the year	Use effective methods of communication that achieves the desired result, according to the purchasing process e.g. face to face, via the telephone or online	Take a positive interest in customers, actively listening or taking due care to understand written or online communications and respond appropriately
Sales and Promotion	Understand sales opportunities that exist across the year within the business and industry and the need to know customers' buying habits during these periods, seasonal product/ service knowledge, and stock requirements at different times of the year	Use a variety of sales techniques when providing customers with information that is appropriate to the business and actively sells the benefits of seasonal offers e.g. in-store and online promotion	Pro-actively seek ways of enhancing sales whilst being sensitive to the needs of the customer and encourage team members to do the same



	Knowledge and Understanding (Know it)	Skills (Show it)	Behaviours (Live it)
Product and Service	Keep up to date knowledge of product ranges, brand development, promotions, current and future trends. Understand how to analyse, interpret and share information and brief relevant stakeholders on products and services	Analyse and interpret product/service sales information and use it to make recommendations for future planning e.g. of staff and resources, ideas for new initiatives. Research and demonstrate new products/ services or initiatives to the team	Take ownership of the service offer, keeping self and team up to date with brand developments. Passionately take pride in new products and services actively promoting these with colleagues and customers
Brand Reputation	Know and understand the importance of brand and business reputation and what can affect it	Respond to situations that threaten brand and business reputation in line with company policy and alert the relevant person if a threat is identified	Uphold and personally demonstrate a positive brand and business reputation at all times
Merchandising	Understand how increase sales through product placement by utilising 'hot spots' and recognising the relationship between sales and space	Actively use techniques to optimise sales through effective product placement, ensuring product displays remain attractive, appealing and safe to customers	Make recommendations for merchandising as necessary to enhance sales and customer satisfaction



	Knowledge and Understanding (Know it)	Skills (Show it)	Behaviours (Live it)
Stock	Know how to maintain appropriate levels of the right stock to meet customer demand, taking into account planned marketing activities and expected seasonal variations and the conditions they must be stored in	Maintain appropriate levels of the right stock to meet customer demand, ensure it is kept in the correct condition (e.g. correct temperature, environment, packaging), and minimise stock loss through accurate administration, minimising wastage and theft	Take ownership and responsibility to identify stock issues and take action to address them
Technical	Know how to operate technology such as customers payments and understand how changing technology for example social media, digital and multichannel tools, support the sale of products and facilitates an effective and efficient service to customers	Use technology appropriately and efficiently in line with company policy, to support sales and service ensuring that maintenance issues are dealt with promptly	Embrace the use of technology, use it responsibly and take an interest in new developments, for example in social media, that could support the business
Team	Know how to support and influence the team positively, recognising how all colleagues and teams are dependent on each other to meet business objectives	Support team members to ensure that the service provided are of a high quality, delivered on time and as required	Demonstrate pride in own role through a consistently positive and professional approach, and be aware of the impact of personal behaviour of the team



	Knowledge and Understanding (Know it)	Skills (Show it)	Behaviours (Live it)
Performance	Understand how personal performance contributes to the success of the business e.g. the sale of products and services, increasing sales and achieving customer loyalty	Challenge personal methods of working and actively implement improvements	Take responsibility for own performance, learning and development, striving to accomplish the best results and take a flexible and adaptable approach to work
Legal and Governance	Recognise and understand legislative responsibilities relating to the business and the products and/or services being sold (e.g. importance of food safety for food retailers), the importance of protecting peoples' health, safety and security, and the consequences of not following legal guidelines	Comply with legal requirements to minimise risk and inspire customer confidence, minimising disruption to the business and maintaining the safety and security of people at all times	Work with integrity in an honest and trustworthy manner putting personal safety and that of others first



	Knowledge and Understanding (Know it)	Skills (Show it)	Behaviours (Live it)
Diversity	Understand how to work with people from a wide range of backgrounds and cultures and recognise how local demographics can impact on the product range of the business	Put people at ease in all matters helping them to feel welcome and supported and provide them with information that is relevant to their needs	Operate in an empathic, fair and professional manner
Environment	Know how to take responsible decisions to minimise negative effects on the environment in all work activities	Minimise the effect of work activities on the environment through managing wastage and loss according to business procedures	Demonstrate personal commitment to minimising the effect of work activities on the environment and make recommendations for the improvement if identified



Duration

Typically this apprenticeship will take 12 – 15 months.

Qualifications

Apprentices without Level 1 English and Maths will need to achieve this level and be working towards Level 2 prior to taking the End Point Assessment.

Progression

On completion, apprentices may choose to progress onto Retail Team Leader Level 3 to support their professional career development and progression.

Level

This is a Level 2 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

Still Confused?

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

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GP Strategies Training Limited – committed to equality and valuing diversity

