

## BIIAB Level 2 Certificate in Retail Skills

It's not just about selling great products or services. The retail business sector values people with a positive attitude towards customers, themselves and other employees, who strive towards delivering the highest standards of quality and customer service. The retail apprenticeships have been designed to meet the demands of today's highly competitive market and offer development of skills across retail sectors including grocery, consumer, clothing and charity.

### What does it comprise of?

To complete this qualification, candidates must achieve twenty four credits.

- A minimum of fifteen credits must be at Level 2 of which eight credits will come from the mandatory unit E19 (Group) 1
- The remaining credit may be taken from the optional units at Levels 1, 2 or 3 (A, B, C or D).

However:

- Candidates cannot take more than one Customer Service unit Group C
- Candidates cannot take credit from Group A units if they are also claiming credit from Group D

<b>Group 1 Mandatory Units (8 credits)</b>		
<b>Unit Titles</b>	<b>Credit Value</b>	<b>Level</b>
Work effectively in your retail team	8	2

<b>Group A Optional Units</b>		
Contribute to food safety in a retail environment	7	1
Process donated goods for resale or recycling in a retail environment	6	1
Load orders for dispatch from a retail store to customers	3	1
Provide a counter/take-away service (People 1st)	3	1
Contribute to monitoring and maintaining ease of shopping in a retail sales area	2	1

<b>Group B Optional Units</b>		
Assemble retail products in customer's home/workplace	8	2
Display stock to promote sales to customers in a retail environment	6	2
Help to keep the retail unit secure	6	2
Help to maintain health and safety in a retail environment	4	2
Process cash and credit transactions in a retail environment	7	2
Process payments for purchases in a retail environment	5	2
Process bake-off products for sale in a retail environment	6	2
Process fish and shellfish for sale in a retail environment	12	2
Process greengrocery products for sale in a retail environment	9	2
Finish meat products by hand in a retail environment	9	2
Contribute to dough production control and efficiency	11	2
Select, weigh and measure dough products	11	2
Hand divide, mould and shape fermented dough's	10	2
Maintain food safety while working with food in a retail environment	8	2
Receive goods and materials into storage in a retail environment	4	2
Put goods and materials into storage in a retail environment	4	2
Keep stock on sale at required levels in a retail environment	3	2
Process customer orders for goods in a retail environment	3	2
Process returned goods and materials in a retail environment	3	2
Prepare products for sale to customers in a retail environment	3	2

Promote loyalty schemes to customers in a retail environment	5	2
Provide the lingerie fitting service in retail environment	8	2
Follow guidelines for planning and preparing visual merchandising displays	7	2
Follow guidelines for dressing visual merchandising displays	8	2
Order graphic materials for visual merchandising displays	3	2
Dismantle and store visual merchandising displays	13	2
Make props for visual merchandising displays	10	2
Put visual merchandising displays together	8	2
Promote beauty products to retail customers	10	2
Follow point-of-sale procedures for age-restricted products in a retail environment	8	2
Help customers to buy national lottery products in a retail environment	8	2
Help customers choose products in a retail environment	8	2
Maximise product sales in a retail environment	5	2
Provide information and advice to customers in a retail environment	5	2
Demonstrate products to customers in a retail environment	8	2
Develop productive working relationships with colleagues	9	2
Allocate and check work in your team	12	2
Receive driver-controlled deliveries of fuel on a petrol forecourt	7	2
Control deliveries of fuel on a forecourt	7	2
Pick products in a retail store to fulfil customer orders	4	2
Check stock levels and sort out problems with stock levels in a retail store	2	2
Process the self-service dispensing and purchase of motor fuel on a forecourt	7	2
Establish customer needs and provide advice regarding tiling products	6	2
Advise customers upon measuring and planning for the fixing of tiles	6	2
Advise customers upon the fixing of tiles	6	2
Maintain a display of cut flowers in a retail store	3	2
Cash up in a retail store	2	2
Promote the store's credit card to customers	3	2
Provide service to customers in the dressing room of a retail store	1	2
Promote sales of food or drink products by offering samples to customers	2	2
Deliver retail products to the customer's premises	3	2
Help customers to apply for credit cards and associated insurance products in a retail store	4	2
Prepare newspapers and magazines for return to the merchandiser	2	2
Check the accuracy of records of hours worked in a retail store	3	2
Process payments and credit applications for purchases in a retail environment	7	2
Maintain moisture levels for crops or plants	2	2
Provide Nutrient to crops or plants	2	2
Remove unwanted plant growth to maintain development	5	2
Identify and report the presence of pests, diseases and disorders	3	2
Help customers to choose delicatessen products in a retail outlet	6	2
Portion delicatessen products in a retail outlet to meet individual customers requirements	6	2
Merchandise plants and other relevant products	6	2

### Group C Customer Service Units

Give the customer a positive impression of yourself and your organisation	5	2
Organise the delivery of reliable customer service	8	3
Resolve customer service problems	6	2
Monitor and solve customer service problems	7	3
Support customer service improvements	5	2
Work with others to improve customer service	7	3
Improve the customer relationship	8	3
Promote continuous improvement in customer service	10	3

### Group D Level 3 Optional Units

Contribute to the continuous improvement of retail operations	10	3
Help to manage a retail team	11	3
Help to monitor and maintain the security of the retail unit	11	3
Monitor and evaluate the quality of service provided to your customers by external	9	3

suppliers		
Monitor and maintain health and safety in a retail environment	13	3
Plan, monitor and adjust staffing levels and schedules in a retail environment	11	3
Organise the receipt and storage of goods in a retail environment	11	3
Audit stock levels and stock inventories in a retail environment	6	3
Source required goods and services in a retail environment	10	3
Monitor and help improve food safety in a retail environment	12	3
Maintain the availability of goods for sale to customers in a retail environment	11	3
Provide specialist support in helping customers to make purchases in a retail environment (8 credits)	8	3
Evaluate the receipt of payments from customers	9	3
Choose merchandise to feature in visual merchandising displays	6	3
Plan, monitor and control how graphics are used in visual merchandising displays	8	3
Monitor the effect of visual merchandising displays and layouts	10	3
Allocate, monitor and control visual merchandising project resources against budgets	10	3
Contribute to developing and putting into practice the company's visual merchandising policy	10	3
Create plans, elevations and drawings to realise visual merchandising displays	10	3
Develop individual retail service opportunities	6	3
Provide a personalised sales and after-sales service to your retail clients	8	3
Assist customers to obtain appropriate insurance	12	3
Process part exchange sales transaction in a retail environment	12	3
Enable customers to apply for credit and hire purchase facilities	12	3
Recruit, select and keep colleagues	13	3
Provide learning opportunities for colleagues	11	3
Work effectively in your retail organisation	9	3
Help customers to choose alcoholic beverages in a retail store	6	3

## Assessment

Each of the units is made up from specific elements applicable to a retail role, for example *managing and maintaining stock, dealing with cash or credit transactions and improving customer service*. Assessment takes place through evaluation of workplace performance, presenting evidence, witness testimony and questioning. A portfolio of evidence is produced which demonstrates that the candidate can perform to the level described. Participants will all have a Training Assessor who will help assemble the portfolio and prepare for assessment.

To complete the Apprenticeship in Retail Skills learners must complete the following components:

- Level 2 Certificate in Retail Skills
- Level 2 Award in Retail Skills (Technical Certificate)
- Functional Skills: English Level 1 and Math's Level 1

## How long will it take?

To protect quality and make sure all apprentices receive a high-quality meaningful experience, all Apprenticeships must last for a minimum period of 12 months. In some cases the Apprenticeship may be longer and is based upon a number of factors including the number of hours the learner works and the requirements of the apprenticeship framework for the sector they work in. The apprenticeship includes guided learning, assessment and training, and monitored workplace practice which is planned and agreed between the learner, their employer and their Training Advisor.

## How to participate

Our centre will provide you with advice on how to access the programme, methods of delivery and eligibility for funding.

**For more information please call: 0330 088 0888 (local call rate)**

**Smart Training & Recruitment**  
**info@smarttar.co.uk      www.smarttar.co.uk**