



Education & Skills Funding Agency



WORK SKILLS

LEVEL 1 AWARD IN RETAIL KNOWLEDGE

COURSE SUMMARY:

Thinking about a job in retail? This course will help you to develop your customer service skills through a range of activities such as identifying good customer service skills, the selling process, good communications skills, product knowledge and how to deal with customer complaints and the importance of stock control and pricing.

ENTRY REQUIREMENTS:

- Entry Level 3 English
- No previous customer service experience needed
- Participants on the course should be prepared to work in small groups

WHAT WILL YOU DO ON THIS COURSE?

On the course learners will undertake a wide range of tasks and challenges including:

- ✓ **Understanding the** retail selling process
- ✓ **How spoken** communication skills can contribute to good customer service
- ✓ **Using communication** skills to find out what the customer wants
- ✓ **Understanding how** product information can be used to promote sales
- ✓ **Identify the** different procedures for replenishing stock
- ✓ **Principles of** stock control and how it is moved, handled and stored
- ✓ **Resolving customer** complaints and offering solutions
- ✓ **Understanding the** business of Retail
- ✓ **Outlining the** ways in which the law protects the rights of consumers



AWARD:

NCFE L1 Award in
Retail Knowledge

PROGRESSION FROM THIS COURSE:

- Learners can progress onto the NCFE Level 2 Certificate in Understanding Retail Operations
- Learners can continue to explore their customer service skills through voluntary or work placements
- Gain employability within this sector



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