

2355 Sell fresh produce on the wholesale market

SQA Unit Code

H3G6 04

Level 2

SCQF Level 5

Credit value 3

Unit Summary

This unit is about the skills needed for you to sell fresh produce according to customers' needs in a wholesale market environment.

You need to show that you can establish customer requirements, select the appropriate products and offer alternatives where original customer requirements cannot be met. You will need to demonstrate that you can negotiate and finish the sale of products.

This unit is for you if you work in food and drink manufacturing and/or supply operations and are involved in production operations.

In order to be assessed as competent you must demonstrate to your assessor that you can consistently perform to the requirements set out below. Your performance evidence must include at least one observation by your assessor.

You must be able to:	You need to show:
<p>1. Establish wholesale display of produce</p> <p>This means you:</p> <p>Comply with health, safety and hygiene requirements</p> <p>Obtain a representative selection of stock from storage following stock rotation procedures</p> <p>Merchandise stock to effectively promote produce identify and take account of factors that may influence price</p>	<p>Evidence must be work-based, simulation alone is only allowed where shown in <i>bold italics</i></p> <p>Evidence of displaying wholesale produce as part of your role in accordance with workplace procedures and within the limits of your own responsibilities.</p>
<p>2. Establish customer needs</p> <p>This means you:</p>	<p>Evidence of establishing customer needs in your role in accordance with workplace procedures and within the limits of your own responsibilities.</p>

<p>Comply with health, safety and hygiene requirements Greet customers politely and courteously</p> <p>Talk to customers to accurately determine their needs</p> <p>Confirm the availability of product to meet identify needs</p> <p>Offer suitable alternatives when required produce is unavailable or your customer is undecided</p> <p>Show customers a sample of their selected products to confirm purchase and accurately describe their characteristics</p>	
<p>3. Process sales</p> <p>This means you:</p> <p>Comply with health, safety and hygiene requirements</p> <p>Conduct the sale courteously, and at a pace which is appropriate to the customer needs and the trading conditions</p> <p>Negotiate and agree sale terms with customer in accordance with organisational sales targets</p> <p>Seek advice when negotiation goes beyond own limits of authority</p> <p>Finish the sale and transfer order to the next stage in the process according to organisational procedures</p> <p>Organise the supply of purchased items from stock</p> <p>Maintain effective communication throughout</p> <p>Accurately complete all records</p>	<p>Evidence of processing sales operations in your role in accordance with workplace procedures and within the limits of your own responsibilities.</p>

You need to know and understand:

Evidence of knowledge and understanding should be collected during observation of performance in the workplace. Where it cannot be collected by observing performance, other assessment methods should be used.

1. What the legal or regulatory requirements, the organisational health and safety, hygiene and environmental standards and instructions are and what may happen if they are not followed
2. How to identify the full range of produce on sale
3. How to identify and describe produce characteristics including quality, ripeness and condition
4. How to effectively merchandise produce on the wholesale market
5. Why it is important to follow stock rotation when merchandising stock
6. Communication skills including the importance of being polite and courteous
7. The implications of not communicating effectively
8. How to use different sales techniques to sell fresh produce
9. How and why it is important to establish a rapport with customers
10. How and why it is important to determine the exact needs of your customer
11. Why it is essential to accurately describe the products on sale
12. Why it is important to confirm needs in respect of quantities, type and quality
13. How and why suitable alternatives are offered when your customer's first choice cannot be met and what alternatives can be offered
14. How to use different negotiation skills to sell fresh produce
15. organisational sales targets
16. The organisational sales process including how to take, record and process customer orders
17. Why it is important not to cause conflict during sales activities
18. The methods used to keep stock safe
19. The legal requirements that protect both the customer and the trader
20. The importance of good standards of customer service
21. What the limits of your own authority are and the consequences of operating outside these limits
22. The factors that can influence produce availability and price including weather, seasons, economic conditions etc
23. The mechanisms used to supply customers with purchased stock

Evidence of performance may employ examples of the following assessment:

- observation
- written and oral questioning;
- evidence from company systems (e.g. Food Safety Management System)
- reviewing the outcomes of work
- checking any records of documents completed
- checking accounts of work that the candidate or others have written

