

2157 Sell food products in a retail food environment

SQA Unit Code

H43M 04

Level 2

SCQF Level 5

Credit value 6

Unit Summary

This unit is about the skills needed for you to sell food and drink products in a food retail environment in food and drink manufacture and/or supply operations. Selling food products in a food retail environment is important to an effective organisation. It is also important to customer care.

You will need to be able to establish customer needs. You also need to show you can satisfy customer needs. You must also show you can process the sale of food and drink products.

This unit is for you if you work in food and drink manufacture and/or supply operations and are involved in a food & drink retail unit and serve customers at the counter.

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: Evidence must be work-based, simulation alone is only allowed where shown in <i>bold italics</i>
<p>1. Establish customer needs</p> <p>This means you:</p> <p>Greet your customer politely</p> <p>Find out what and the amount of food & drink product your customer wants</p> <p>Offer suitable alternatives when food or drink products are unavailable or your customer is undecided</p> <p>Show customers their selected products to confirm they are what they want and wrap or pack the products appropriately</p>	<p>Evidence of establishing customer needs as part of your role in accordance with workplace procedures and within the limits of your own responsibilities.</p>
<p>2. Satisfy customer needs</p> <p>This means you:</p>	<p>Evidence of satisfying customer needs as part of your role in accordance with workplace procedures and within the</p>

<p>Provide information to customers about the safe transport, storage and keeping of products, where this is requested or advisable</p> <p>Conduct the sale courteously, and at a pace which is appropriate to the needs of the customer and the trading conditions</p> <p>Comply with health, safety and hygiene requirements and wear the correct personal protective clothing and equipment throughout the sale</p>	<p>limits of your own responsibilities.</p>
<p>3. Process the sale of food and drink products</p> <p>This means you:</p> <p>Confirm with customers the price and the method of payment</p> <p>Process payment or credit correctly according to the policy of your organisation</p> <p>Keep payments and stock safe throughout transaction</p> <p>Report mistakes and problems promptly to the relevant person and take corrective action</p> <p>Thank your customer and say goodbye politely</p>	<p>Evidence of promote food and drink products to customers as part of your role in accordance with workplace procedures and within the limits of your own responsibilities.</p>

<p>You need to know and understand:</p> <p>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.</p>
<ol style="list-style-type: none"> 1. health, safety and hygiene requirements related to selling food and drink products and what might happen if they are not met. 2. why it is important to find out exactly what food & drink products your customer wants 3. why it is important to confirm the exact quantities, type and quality of food & drink products your customer wants 4. why it is important to work within your customer's price range 5. why it is important to provide suitable alternatives when your customer's first choice cannot be met and what alternatives can be offered 6. the process of taking customer orders for products not in stock 7. why it is important not to cause conflict as a result of your customer's change of mind

8. ways to keep payments and stock safe
9. legal tender and the basic trading rights of the customer and trader
10. company procedures for dealing with methods of payment available to customers
11. the importance of good standards of customer service to retail operations
12. what the limits of your own authority are and the consequences of operating outside these limits
13. when to provide supporting information about the safe transport, storage and keeping of food and drink products
14. the importance of effective communication and the implications of not communicating effectively

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