

Overview

This standard covers the merchandising and selling of plants and other relevant products.

This standard is for those whose role involves the merchandising and selling of plants or other relevant products. It involves ensuring that you have an understanding of the products you are merchandising and selling. To successfully sell plants and relevant products you must be able to inform your customers about the requirements of the product e.g. condition it is to be kept in, storage requirements, watering methods, general care and maintenance, life cycle and how to establish a plant to achieve optimum growth.

Successful selling relies on attracting and retaining customers. In this environment you will need to be able to care for your customers and merchandise and sell your plants and relevant products. In order to do this successfully you must be actively involved in a selling role.

Performance criteria

You must be able to:

- P1 display plants and relevant products (e.g. growing media, containers, plant feed, etc.) effectively to maximise sales
- P2 maintain optimum conditions for the plants as far as possible within the available facilities
- P3 provide any necessary food and water to maintain the condition of the plants
- P4 identify any plants or products that should be removed and take the appropriate action
- P5 carry out appropriate stock rotation
- P6 monitor the development of new plants against the stock rotation plan and take the appropriate action if there are any problems
- P7 use point of sale materials and labels effectively
- P8 promote linked sales
- P9 communicate well with customers
- P10 provide information on the product you are selling
- P11 open and close sales satisfactorily
- P12 carry out all work in accordance with relevant environmental and health and safety legislation, risk assessment requirements, codes of practice and company policies

Knowledge and understanding

You need to know and understand:

- K1 how to present plants and relevant products (e.g. growing media, containers, plant feed, etc.) for best effect
- K2 the importance of plant location and hot and cold spots
- K3 how to maintain the condition of plants and products
- K4 different pests or diseases and the appropriate action to take
- K5 the different ways plants are sold e.g. root wrap and containers
- K6 principles of stock rotation
- K7 the value of point-of-sale material and the range available
- K8 how other sales can be linked to plant purchases
- K9 different methods of communication and when to use them
- K10 who your customers are, what they expect and why they may not come back
- K11 the products you are selling
- K12 how to provide information to customers
- K13 the principles of good customer service
- K14 how to open and close sales satisfactorily
- K15 how to deal with queries and complaints
- K16 your responsibilities under current environmental and health and safety legislation, codes of practice and company policies

LANH56 - SQA Unit Code H53G 04

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