PPLMCR17 SQA Unit Code H8NG 04
Motivate colleagues to promote online retail facilities to customers

Overview

This standard is about motivating your retail colleagues to use the available web-based retail facilities and to recognise and respond positively to the opportunities that these facilities provide for engaging with customers, and for building sales overall.

Your colleagues can be those who work with you in your immediate retail area, or others with whom you have contact. You need not necessarily have supervisory responsibility for these colleagues. Indeed, such colleagues might be amongst those more senior to you, and they can also include those in your peer group. As this standard is about motivating colleagues, you need not also be a 'subject expert' in the use of facilities, although you will know how to operate the web-based retail facilities available in your store.

PPLMCR17 Unit Code H8NG 04
Motivate colleagues to promote online retail facilities to customers

Performance criteria

You must be able to:

P1 explain to colleagues the purpose of all aspects of your organisation's relevant in-store web-based retail selling facilities and the benefits for your customers

P2 promote to colleagues the value of the facilities to your organisation, including the opportunities they present for engaging with customers in-store

P3 determine any learning needs of colleagues relating to their use of the web-based retail facilities, and address these in line with your organisation's procedures

P4 encourage and support colleagues in the use of the web-based retail facilities

P5 identify positive and any negative attitudes amongst your colleagues regarding the web-based retail facilities

P6 identify any barriers and conflicts that may impact negatively upon colleagues' attitudes to the use of web-based retail facilities

P7 discuss the needs of colleagues relating to their use of the web-based facilities with relevant people in your organisation, and make recommendations regarding activities designed to promote positive attitudes and use of web-based retail facilities

P8 demonstrate respect for your retail colleagues and communicate effectively with them

P9 recognise achievement by colleagues in the use of web-based retail facilities

P10 discuss an individual's needs with others in a way which protects the individual's confidentiality where required

P11 act within your own levels of authority and expertise

Knowledge and understanding

You need to know and understand:

K1 how to operate the range of web-based retail selling facilities available in-store within your organisation, including any mobile apps

K2 the features of the web-based retail selling facilities and their associated benefits, both to your customers and to your organisation

K3 the impact of multi-channel retailing upon in-store selling within your organisation, including its impact for your customers' ability to research and order products from your organisation and its competitors

K4 the importance of providing a 'seamless' service to your organisation's customers, irrespective of the customer journey taken, and what this means for you and your colleagues in your dealings with customers in-store

K5 the principal reasons why some colleagues may be concerned about the development and availability of web-based retail selling facilities in-store

K6 activities appropriate to supporting colleagues in addressing their concerns

K7 those personnel within your organisation with whom it is appropriate to discuss activities designed to overcome barriers and concerns regarding the use of web-based retail selling activities in-store

K8 how colleagues learn and develop their skills in using the web-based technology

K9 different learning styles and their impact for how colleagues learn and develop their skills in using web-based technology

K10 the importance of demonstrating respect for colleagues when helping them in their use of web-based technology and methods of achieving this

K11 sources of information within your organisation regarding developments in multi-channel retail web-based facilities affecting your organisation

PPLMCR17 Unit Code H8NG 04
Motivate colleagues to promote online retail facilities to customers

Developed by	People 1st
Version number	1
Date approved	November 2013
Indicative review date	November 2016
Validity	Current
Status	Original
Originating organisation	People 1st
Original URN	PPLMCR17
Relevant occupations	Retail and commercial enterprise; retailing and wholesaling
Suite	Multi-channel retailing
Key words	online; on-line; customer; web; internet; web-based retail; motivate; multi-channel; colleagues; communication