

LANC.3 - SQA Unit Code F090 04

Help Customers choose products in a retail environment



Overview

This unit is about the sales role. It involves describing the features and benefits of products to customers in ways that encourage them to make a purchase. It also involves handling objections and spotting opportunities to sell additional or associated products.

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Performance criteria

You must be able to:

Help customers choose products in a retail store

- P1 find out which product features and benefits interest individual customers and focus on these when discussing products
- P2 describe and explain clearly and accurately relevant product features and benefits to customers
- P3 compare and contrast products in ways that help customers choose the product that best meets their needs
- P4 check customers' responses to your explanations and confirm their interest in the product
- P5 encourage customers to ask you questions and respond to their questions, comments and objections in ways that promote sales and goodwill
- P6 identify suitable opportunities to tell the customer about associated or additional products and do so in a way that promotes sales and goodwill
- P7 constantly check the store for security, safety and potential sales whilst helping customers

You must be able to:

Check the customer's preferences and buying decisions when making retail sales

- P8 give customers enough time to evaluate products and ask questions
- P9 handle objections and questions in a way that promotes sales and keeps the customer's confidence
- P10 identify the need for additional and associated products and take the opportunity to increase sales
- P11 clearly acknowledge the customer's buying decisions
- P12 clearly explain any customer rights that apply
- P13 clearly explain to the customer where to pay for their purchases

Knowledge and understanding

You need to know and understand:

Know how to help customers choose products in a retail store

- K1 why you need to promote sales and goodwill and how helping customers to choose products contributes to this
- K2 the products you are responsible for selling and their features and benefits
- K3 why you need to explain product features and benefits to customers in ways that they understand and find interesting
- K4 how to check and interpret customers' responses to your explanations
- K5 how to adapt your explanations and respond to questions and comments in ways that promote sales and goodwill
- K6 how to encourage customers to ask you for clarification and more information
- K7 the risks of not paying attention to the store, in terms of security, safety and lost sales

You need to know and understand:

Know how to check the customer's preferences and buying decisions when making retail sales

- K8 how to recognise buying signals from customers
- K9 how to handle objections and questions confidently and effectively
- K10 techniques for closing the sale
- K11 why customer confidence and loyalty matter to the store and how you contribute towards these
- K12 legal rights and responsibilities of retailers and customers to do with returning of unsatisfactory goods

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Suite Floristry

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