

SSR.C205 - SQA Unit Code HA9E 04

Help customers choose products in a retail store



Overview

This standard is about helping customers choose products. This means helping customers decide whether specific products are suitable for their needs, as well as helping them choose the most suitable product from a range of options. You need to help customers with their buying decisions in ways that promote sales and goodwill.

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Performance criteria

- You must be able to:*
- 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 and comments 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

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Knowledge and understanding

You need to know and understand:

- 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

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Additional Information

Links to other

NOS

SSR.C214 Provide service at point of sale in a retail store;

SSR.C223 Check the customer's preferences and buying decisions when making retail sales;

SSR.C253 Demonstrate beauty products to retail customers;

SSR.C254 Maintain the customer record-card system in a retail store;

SSR.C280 Demonstrate products to customers in a retail environment

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