



# RETAIL SKILLS

## Series 1

## Retail Skills

# What Is Retail ?

Retail encompasses many organisations some of which you will be familiar with and others you won't. Discuss the above question further in your groups and look up the following link to help you.

**<http://en.wikipedia.org/wiki/Retailing>**

Record below as many different types of retail organisations you can think of along with anything that comes from the research and discussion on 'What is Retail'

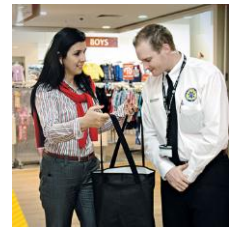


# Retail Skills

## Jobs in the industry

Now you have looked at the many retail organisations, it is important that you are aware of the many different and varied jobs within those organisations.

Try to recognise the pictures below, complete the words with missing letters, untangle the anagram, and finally, try to identify at least 10 others.



1) **M** \_ \_ **A** \_ \_ **R**    2) **B** \_ \_ \_ **R**

3) \_ **E R** \_ **H** \_ \_ \_ **I S** \_ \_

**OMTRESUC ECISRVE**

- 1)
- 2)
- 5)
- 7)
- 9)

- 2)
- 4)
- 6)
- 8)
- 10)

## Retail Skills

# First Impressions

How **you** present yourself is extremely important within the retail sector. You may well be the first person a customer sees and the first impression of the company you work for.

If you are dressed appropriately, display confident body language and try to meet their needs in a polite and helpful way their impression of the company and you will be a positive one!

Listed below are just some of the positive traits and qualities that a retail employer would look for in a new employee?

Try to put them in order of importance give a reasons why from a customer's perspective.

	1 – 10 (1 being highest)	Why could this be important to a customer?
<b>Honesty</b>		
<b>Well Presented</b>		
<b>Helpful</b>		
<b>Approachable</b>		
<b>Listens First</b>		
<b>Enthusiastic</b>		
<b>Knowledgeable</b>		
<b>Calm</b>		
<b>Organised</b>		
<b>Polite</b>		

# Retail Skills

## Retail Lingo

Learning new terminology in a new job can sometimes be overwhelming. The retail sector is no exception when it comes to having its own 'lingo'

Discuss what 'Lingo' means and try to come up with some key words or abbreviations associated with retailing. Now try to match the examples below with their correct definitions.

**Promotion**

Shows how merchandise should be arranged on store shelves in order to drive more sales

**BOGOF**

Refers to the display of products that's aim is to stimulate interest and entices customers to make a purchase

**Planogram**

A count to check the quantity and condition of items held on the shop floor and warehouse

**Best Before**

A set of marketing activities undertaken over a set period of time to boost sales of a product or service

**Stock Take**

Someone who purchases goods and services for personal use

**Merchandising**

A date placed on consumable products that if passed doesn't mean that the food will be harmful, but may begin to lose its flavour and texture

**Consumer**

A marketing technique which is used by retailers to boost their sales

## Retail Skills

# Retail Sectors

Retail organisations are made up of different sub-sectors; these departments will all have their own purpose in ensuring the smooth running of all operations. For example, you may have a purchasing department to buy in goods, a merchandising department to display products and a sales team to sell items to the customer.

Below are some examples of sub-sectors. Research and record a description of their purpose within a typical retail outlet.

<b>Retail Areas</b>	<b>Brief Description</b>
<b>Customer Service</b>	
<b>Stock Control</b>	
<b>Cash Handling</b>	
<b>Merchandising</b>	
<b>Marketing</b>	
<b>Technology</b>	
<b>Sales</b>	
<b>Purchasing</b>	
<b>Human Resources</b>	

## Retail Skills

# Customer Service Observation

**Fawlty Towers** was a popular television series made in the 1970's and is an excellent light-hearted portrayal of both good and bad (mostly bad) customer service.

Follow the links below and while watching, try to spot as many positive and negative examples, and record them below.

[www.youtube.com/watch?v=5UNJuhrtyns&list=RD5UNJuhrtyns#t=76](http://www.youtube.com/watch?v=5UNJuhrtyns&list=RD5UNJuhrtyns#t=76)

[www.youtube.com/watch?v=EjVCbwhhpw&list=RD5UNJuhrtyns&index=17](http://www.youtube.com/watch?v=EjVCbwhhpw&list=RD5UNJuhrtyns&index=17)

We will then discuss, as a group, how to act appropriately if these issues were to occur in a real situation.



# Retail Skills

## Taking Payment

A Key Job in retail is the processing of payments. There are many ways in which a customer can pay for items. Identify as many different methods as you can below and then try to put them in order of popularity, **1** being most common.



- 1
- 2
- 3
- 4
- 5

Finally, what is your preferred method of payment and why?



# Retail Skills

## Cash Transactions

Look at the steps below and number them 1-13 to show the correct order in which complete a cash typical transaction with a customer.

Confirming the amount given by customer verbally \_\_\_\_\_

Put notes/change into draw \_\_\_\_\_

Check the customer has found everything they need \_\_\_\_\_

Checking the amount given is correct \_\_\_\_\_

Pulling out change from the cash drawer \_\_\_\_\_

Giving change to customer and saying amount \_\_\_\_\_

Entering their items into the till \_\_\_\_\_

Entering the amount given in the till \_\_\_\_\_

Checking the note for authenticity \_\_\_\_\_

Tell the customer the amount that is due verbally \_\_\_\_\_

Closing till draw \_\_\_\_\_

Thanking the customer and saying goodbye \_\_\_\_\_

Smile and greeting the customer \_\_\_\_\_

Remember that cash is unhygienic; it could have been in contact with harmful and dangerous bacteria. So remember

- **Do not handle food as well as cash**
- **Wash your hands after handling cash**

## Retail Skills

# Identifying Forgeries

It is vitally important you can tell the difference between a fake and genuine note, look at the £10 note below and clearly show what you should be checking for.



# Retail Skills

## Checking a Cheque

When presented with a cheque and guarantee card, you need to remember to check the following.

- 1) **The Date** - Does it show today's date? Are the day, Month and Year correct?
- 2) **The Amount** – Is it the amount due? Does the amount in numbers match the amount in words?
- 3) **Payable To** – Has the company name been shown correctly?
- 4) **The Signature** – Does the signature on the cheque match the one on the card? Does the spelling match the printed name?
- 5) **The Expiry Date** – Is the card still valid?
- 6) **The Sort Code** – are the sort code numbers on the card and the cheque the same?
- 7) **Card Limit** – Does the cheque exceed this amount? If it does, seek authorisation form a member of the store management before proceeding with sale.



# Retail Skills

## Till Problems

Technology is great but unfortunately not always 100% reliable. You may well find yourself having to revert back to manual calculating certain costs, discounts and working out change due.

Complete the sums below to practice these skills.

Add up the following purchases:

£1.99	10.99
£3.50	5.99
£6.90 +	7.95 +
<u>£0.50</u>	<u>15.99</u>



### What change you would give in the following situations?

The price of the items is £8.49 and the customer gives you a £10 note.

The price of the items is £20.50 and the customer gives you £30.00

The price of the items is £10.39 and the customer gives you £11.00.

Where possible, count back the change to the customer - working up from the cost of the order to the value of the money given.

For Example if an order cost 18.50 and 20.00 was given in payment:

#### Counted Out Verbally

**"18.50"**

**"19.00"**

**"20.00"**

#### Change Handed To Customer

**"50p"**

**"£1.00"**

Practice this with a peer using different amounts.

## Retail Skills

# Maths Task

See how quickly you can complete the following sums without a calculator, remembering that it is important to keep calm even though the customer maybe impatiently tutting or demonstrating negative body language towards you.

Your tutor will time this exercise.

0.40

2.63

9.21      +

0.97

\_\_\_\_\_

\_\_\_\_\_

0.64

2.92

8.92      +

16.40

25%      -

\_\_\_\_\_

\_\_\_\_\_

How much time did it take you to add these sums up manually.

Sum One \_\_\_\_\_

Sum Two \_\_\_\_\_

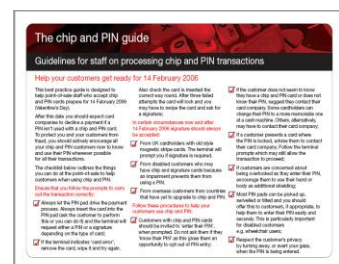
# Retail Skills

## Chip & Pin

Chip and pin is now one of the most popular forms of payment. It is a procedure that you would need to become very familiar with when taking customer payment

Visit the link below and print of the guidelines for staff processing Chip & Pin Transactions.

You can then discuss these guidelines and answer the following questions.



[http://www.chipandpin.co.uk/reflib/staff\\_guidelines.pdf](http://www.chipandpin.co.uk/reflib/staff_guidelines.pdf)

1. When was the chip and Pin process launched?
2. If a transaction has been declined what is the procedure? (30 words min)
3. There are many reasons why a payment may not be authorised, and it may not be the customer's fault.
 

**True or False?**

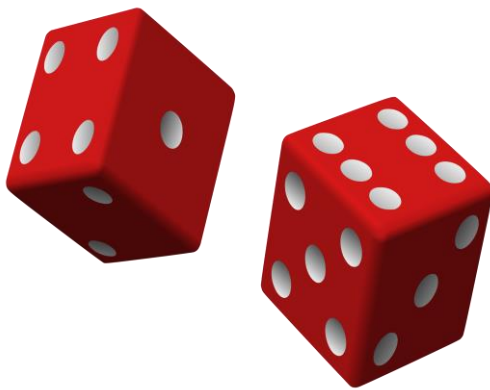
  4. If declined, how can the cardholder still pay for their goods?
  5. If the terminal indicates 'Card Error'. What could be the reason?
  6. What should you do if you are in any doubt or feel intimidated?
  7. What should you do when a customer is entering their pin number?

## Retail Skills

# Monopoly

Handling money correctly comes with practice and to help you with this process you are going to take part in a classic game of Monopoly.

This should enable you to start thinking about values, giving change and making cash transactions. After the game answer the following questions and record how the game worked out for you.



Who won?

Why do you think that person won?

If you could go back would you have changed to way you played?

Which decision played the biggest part in your downfall?

Did you keep track of all your transactions selling or purchasing?

Were you always given the right change, did you double check?

What else have you learnt from this activity?



# Retail Skills Recap



1. Write a sentence that describes the meaning of customer service?
2. How could you identify a counterfeit note?
3. Give two examples of negative customer service?
4. Name two things you would need to check on a cheque if processing it for payment.
5. If a customer's shopping came to £16.47 and they paid with a £20 note, how much change should they receive?
6. What is Chip and Pin and how does it work?
7. Name 3 things to remember when taking cash payments?
8. Briefly describe the meaning of the term 'Stock Control'?
9. What and who are 'Human Resources'?