



# Retailer

## Level 2

# Apprenticeship Standard

Retailers are passionate about helping customers choose and buy products or services from retail organisations such as department stores, high street chains, supermarkets and online shopping organisations. Regardless of the type of products and services being sold, a wide representation of employers from across the retail industry have defined this standard and agreed that the knowledge, skills and behaviours that apprentices must have to do their job are the same.

This programme will ensure the apprentice has a good understanding of their organisation; its brand; its target audience and how it markets itself. It also covers sales, the products being sold, the variety of ways customers can shop, financial/regulatory aspects and the ability to process payments efficiently.

Retailers must be driven to deliver a quality service that always aims to exceed customers' expectations. Therefore, retailers enjoy direct contact with a wide range of people and are motivated by completing a sale and knowing a customer is happy with their purchase.



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**Example Job roles:**

Retail Assistant, Sales Advisor, Cashier, Customer Service Advisor, Merchandiser, Store Assistant

**Eligibility / Entry requirements:**

- Aged 16+ years
- Employed in a relevant retail role
- Willing to work towards Functional Skills Level 2 Maths and English (if required)

**Price:**

£5,000 (inclusive of End Point Assessment)

**Progression route:**

The Retailer role may be a gateway to further career opportunities, such as team leading, supervisory or first line management roles.



Key facts:	
<b>Typical Duration</b>	13-15 months
<b>Study mode/frequency</b>	Regular attendance on bespoke virtual learning environment and face-to-face meetings planned in with a dedicated tutor
<b>Apprenticeship standard</b>	Upon completion the apprentice will receive: <ul style="list-style-type: none"> <li>• Retailer Level 2 qualification</li> </ul>
<b>Knowledge and Skills</b>	<ul style="list-style-type: none"> <li>• Knowing your customers</li> <li>• Know the vision, brand and objectives of the business</li> <li>• Financial procedures and performance</li> <li>• Marketing</li> <li>• Effective communication</li> <li>• Product and service knowledge</li> <li>• Sales and promotion</li> <li>• Brand reputation</li> <li>• Merchandising and stock</li> <li>• Use of appropriate technology</li> <li>• Legal and governance</li> <li>• Working in a team</li> <li>• Personal performance</li> <li>• Diversity</li> <li>• Minimising effects on the environment</li> </ul>
<b>Functional skills</b>	Required to work towards Level 2 in Maths and English, unless exempt with recognised prior learning.
<b>Assessment</b>	End point assessment which may include: test of knowledge; competency based interview; assessment of evidence; presentation & questioning and a professional discussion

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