

RETAIL TEAM LEADER

LEVEL 3 APPRENTICESHIP





WHAT IS IT?

The Retail Team Leader qualification enhances your business by developing your staff to have the skills, knowledge and behaviours needed to support your managers and build strong teams. It will help them to deliver exceptional customer service and a positive experience for customers. It will ensure that they have the skills to deputise for managers.

The role of a Retail Team Leader can change from day to day, but will involve guiding and coordinating the work of teams, identify opportunities and ultimately drive sales. This Apprenticeship is suitable for all forms of retail, from boutiques to department stores, from garden centres to funeral services.

This Apprenticeship will ensure they are fully trained and work effectively and to the best of their ability.

COURSE DETAILS

Entry requirements:

Employers will set their own entry requirements, but it is expected that the individual would have worked in an operational role within the industry.

Course Length:

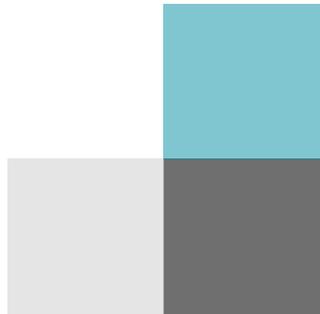
12 months minimum

Functional Skills:

Functional Skills level 2 English and Maths (if not already attained)

Progression:

Progression from this apprenticeship could be into a junior retail management position and/or onto a level 4 management qualification.



KNOWLEDGE AND UNDERSTANDING (KNOW IT)

Customer

Understand the customer profile of the business, their purchasing habits across a retail calendar year and how to meet and exceed their needs. Know the best ways to drive the team to increase sales, secure customer loyalty and attain business targets

Business

Understand the purpose of the business including its vision, objectives and brand/business standards, how they compare to its competitors and how own role, and the team, help to achieve them

Financial

Understand how own actions and those of the team can contribute to the overall financial performance of the business by increasing sales e.g. through product positioning, minimising costs through effective stock control and prevention of theft

Leadership

Understand how to organise the team on a daily basis to achieve objectives, and recognise the importance of contingency planning to meet business requirements; know limits of authority when deputising for line manager

Marketing

Understand how the brand/business is positioned externally, particularly in relation to local and online competitors and how its products/services meet consumer trends. Understand how own actions, and those of the team can impact on customers' perception of the brand/business

Communication

Understand how to support effective communication, quickly determining the situation and needs of individuals and how to respond in the most appropriate way using a variety of techniques and methods, for example face to face and/or remotely to include on-line

Sales and Promotion

Understand the factors which can determine and affect sales and promotions throughout the retail year and how to coordinate and implement them to support business objectives

Product and Service

Know and promote the features and benefits of products/services, their unique selling points, the skills required to sell them, where items fit into product ranges, associated products and services, where to find detailed information, if required and other relevant information such as delivery lead time, accessibility and source

Merchandising

Know methods of merchandising throughout the retail operation, including point of sale, the retail calendar and local needs e.g. geographical, topical or weather based

Stock

Understand the principles of stock control from sourcing to sale/supply. Understand the management of stock levels, security, restrictions (e.g. age restricted products), wastage and effective systems for recording them

Technology

Understand how current and emerging technologies support retail operations and sales whether customer facing or remote, and how best to operate them to achieve an efficient and effective service

KNOWLEDGE AND UNDERSTANDING (KNOW IT)

Developing Self and Others

Understand the knowledge, skills and behaviours required of self and others to develop a high performing team in the business. Understand team dynamics and the importance of enabling team members to appreciate their role in the wider organisation and in meeting business objectives

Team Performance

Know how to identify and develop excellent team performance. Understand how the performance of the team contributes to the overall success of the business

Legal and Governance

Understand the importance of business compliance to legal requirements and supporting the team to operate in line with business policy and procedures

Diversity

Understand how to work with and support people from a wide range of backgrounds and cultures and the business policy on diversity

SKILLS (SHOW IT)

Customer

Monitor customers' enquiries and service requirements; coach and support team members to use appropriate methods e.g. face to face or remote such as on-line facilities, to deliver consistent and exceptional service that provides customers with a positive experience

Business

Work with the team to maintain brand/business standards at all times and identify and address any potential risks according to business procedures

Financial

Support the achievement of financial targets by planning and monitoring resources. Use resources effectively and efficiently to meet expected demand. Oversee the areas that impact on financial performance in own area of the business in line with business procedures

Leadership

Use available information to coordinate the work of the team so that the right people and resources are in the right place at the right time to ensure consistent brand / business standards are delivered. Deputise for line manager within limits of own authority

Marketing

Support the team to ensure they understand and engage in the marketing activities and plans of the business and help ensure that customers have the best possible experience

Communication

Adapt style of communication according to the audience, monitor the effectiveness of and encourage excellent communications across all operations that achieve the best result for the business including verbal, written and on-line communications

Sales and Promotion

Communicate sales targets to the team and support them, recognising and acting on opportunities to maximise revenue, for example through link selling and drawing customers' attention to promotional offers

SKILLS (SHOW IT)

Product and Service	Maximise opportunities to increase sales by ensuring the team know and understand the features, benefits, unique selling points and other relevant information relating to products, product ranges and services offered by the business
Merchandising	Ensure the team replenish and maintain merchandising according to business requirements, the retail calendar and local needs e.g. geographical, topical or weather based
Stock	Ensure the team complies with stock procedures to minimise stock damage or loss, maximise income and comply with legal requirements; and take appropriate action to sell stock that is near the end of its product, promotional or shelf life
Technology	Oversee the appropriate use of technology in line with business policy and follow the appropriate procedures to deal with service issues
Developing Self and Others	Plan, organise, prioritise and oversee own and team members' activities, supporting their induction, training, development and coaching, and delegating tasks fairly and appropriately to meet business objectives
Team Performance	Lead the team on a daily basis, setting targets and reviewing progress against them. Motivate team members, provide coaching and on job training. Identify conflict within the team and work to resolve this with support from others
Legal and Governance	Ensure self and the team always comply with legal requirements, respond quickly to identified risks and ensure they are dealt with in line with business procedures and reported to the appropriate member(s) of the management team
Diversity	Ensure the team members are aware of and follow business policies relating to diversity. Make reasonable adjustments as required for customers or team members

BEHAVIOURS (LIVE IT)

Customer	Act as a role model to champion excellent customer service by always looking to improve customers' experience through a welcoming and professional approach which builds strong customer relationships
Business	Demonstrate personal responsibility for meeting the objectives of the team and the business
Financial	Demonstrate commercial awareness and act responsibly and with integrity to protect the financial position of the business
Leadership	Display decisive thinking when making decisions that are in the best interest of the business. Use sound judgement; take prompt action in the case of problems relating to resources

BEHAVIOURS (LIVE IT)

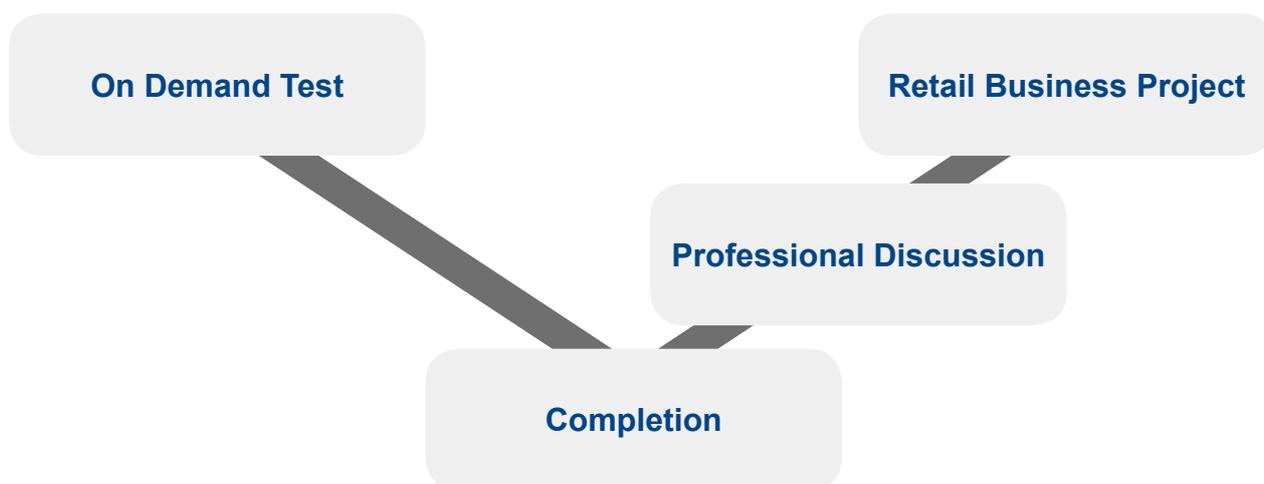
Marketing	Proactively seek to understand local consumer trends, competitors' offers and promotions, and customer needs and expectations, report to manager, seek feedback and take action in area of responsibility
Communication	Demonstrate positive verbal and body language using concise and clear methods of communication, taking on board other peoples' points of view and responding in a way that is considerate to the audience
Sales and Promotion	Proactive in looking for cost effective sales opportunities and ways to enhance revenue
Product and Service	Promote all products and services confidently, demonstrating excellent knowledge and understanding of them
Merchandising	Communicate and encourage the merchandising principles, standards and commerciality to the team
Stock	Take a proactive approach and lead the team to effective stock management, ensuring stock is accessible and available in line with quality requirements, where and when needed
Technology	Is an advocate for the effective and efficient use of technology
Developing Self and Others	Take responsibility for own performance, learning and development. Develop positive relationships with team members, embracing new and better ways of working
Team Performance	Positively and confidently challenge poor performance and reward excellent performance in line with business procedures
Legal and Governance	Be responsible, advocate and adhere to the importance of working legally in the best interests of all people
Diversity	Operate in an empathic, fair and professional manner with all individuals regardless of background and circumstances

ASSESSMENT GATEWAY

The End-point Assessment should only commence once the employer is confident that the apprentice has developed all the knowledge, skills and behaviours defined in the apprenticeship standard which, as a best practice recommendation, could be clearly evidenced by the on-programme progression meetings and records. Apprentices without English and Maths at level 2 must achieve this level.

END-POINT ASSESSMENT

The apprentice will be assessed to the apprenticeship standard using three complementary assessment methods. The assessment is synoptic, i.e. takes a view of the overall performance of the apprentice in their job. The assessment activities will be completed in the following order:



ON DEMAND TEST

A 60 minute on demand multiple choice scenario based test. Externally set and marked by the Independent End-point Assessor and undertaken either on the employer's premises or off site.

RETAIL BUSINESS PROJECT

A project requiring the apprentice to look at an immediate opportunity, problem, challenge or idea within their retail environment. This could be a project to identify a potential cost saving for the business through improving efficiency, reducing waste or finding alternative ways of working to achieve business objectives. It should include a research proposal, identify measurable improvements and make recommendations for implementation.

PROFESSIONAL DISCUSSION

A 1 hour structured meeting led by the Independent End-point Assessor, involving the apprentice and employer (e.g. line manager). Focusing on how they have performed during the apprenticeship and their overall achievement of the knowledge, skills and behaviours in the standard.

COMPLETION

Independent End-point Assessor confirms that each assessment element has been completed. The grade is determined by the Independent End-point Assessor on the overall performance of the apprentice in the retail business project and professional discussion. A Pass, Distinction or Fail grade is awarded.

CONTACT US

TCHC

Phone: 01923 698430

Email: info@tchc.net

Visit: www.tchc.net

ADDRESS

2nd Floor
21 Station Road
Watford
Hertfordshire
WD17 1AP