

Retail Team Leader Apprenticeship Level 3

The role of the retail team leaders is a critical support to managers, delivering exceptional customer service and a positive experience to customers, and may have to deputise for managers in their absence. This role is dynamic and in one day can involve a variety of different functions. Most significantly retail team leaders guide and coordinate the work of the team to complete tasks, identify and explore opportunities that drive sales, ensuring team members maintain business standards in relation to merchandising, service and promotional activities, in line with procedures.

Retail team leaders gain the most of their team on a day to day basis, ensuring they are fully trained and work effectively and to the best of their ability.

The knowledge, skills and behaviours that the learner will develop as part of this programme are detailed below.

Knowledge	
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, and 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.
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.

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Diversity	Understand how to work with and support people from a wide range of backgrounds and cultures and the business policy on diversity.
Skills	
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.
Product and service	Maximise opportunities to increase sales by ensuring 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 team replenish and maintain merchandising according to business requirements, the retail calendar and local needs e.g. geographical, topical or weather based.
Stock	Ensure 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 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 team members are aware of and follow business policies relating to diversity. Make reasonable adjustments as required for customers or team members.
Behaviours/Attitude	
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
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.

Once the programme of learning is complete and the learner, employer and Intec agree the necessary **Knowledge, Skills and Behaviours/Attitude** have been met, learners will be put forward to the **Assessment Gateway** and this will trigger the **End Point Assessment**. This assessment will be carried out with an independent body to ensure the apprentice can demonstrate they have achieved the required standard, this will consist of the following:

Assessment Method	Duration
On demand test – Scenario based multiple choice questions	1 hour
Retail business project – Relating to an immediate opportunity, problem, challenge or idea within their retail environment.	n/a
Professional discussion – Structured discussion involving the apprentice and employer	1 hour

Grading

The apprenticeship includes Pass and Distinction grades with the final grade based on the apprentice's combined performance in the retail business project and professional discussion independent assessment activities in accordance with the table below:

Exam	Retail Business Project	Professional Discussion	Overall Grade
Pass	Pass	Pass	Pass
Pass	Pass	Distinction	Pass
Pass	Distinction	Pass	Distinction
Pass	Distinction	Distinction	Distinction

Duration: The apprenticeship will take a minimum of 12 months to complete (*approximately 14 sessions*). Plus an additional 3 months to complete the **End Point Assessment**.

Entry requirements: Apprentices will be required to have or achieve level 2 English and maths tests prior to completion of their Apprenticeship.

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