

DETAILED SYLLABUS

CTA 1 : Fundamentals of Display and Visual Merchandising

Prepare Display Areas and Goods in a Retail Store: Identify need for the display in relation to stock, space, position of the display and dates; Check that the display area is right size and report any concerns promptly; Gather the materials, equipment and stock you need for the display and check that they are clean, safe and in good working order; Follow company procedures for clearing, cleaning and preparing the display area before use.

Set Up and Dismantle Displays in a Retail Store : Set up and dismantle the display safely, in line with plans within the time allowed; Check that the display has the levels of stock you need; Clean and store equipment and excess materials, get rid of waste safely, correctly and promptly; Protect the parts of the display from being damaged during dismantling; Return the parts of display to the appropriate places promptly and if needed in a saleable condition; Getting rid of unwanted materials safely and keeping accurate records of this, if needed; Cleaning display sites and parts using safe and approved cleaning materials and equipment.

Label Displays of Stock in a Retail Store : Check requirements for labeling stock; Check information on the label whether it is clear, accurate and legal before starting to label stock; Report promptly any information on labels that may need changing; Attach the right labels to the right products; Position labels so that they are securely fastened and customers can see them clearly; Complete labeling within the time allowed.

Organizational Context and Technical Knowledge : Setting up displays as per the health, safety and environmental standards; Following store procedures for display requirements for stock, space, position of the displays and dates; Meeting legal and statutory requirements; Cleaning and storing materials and equipment used in displays and getting rid of waste safely; Using labeling materials and equipment efficiently and effectively.

Creating and using focal points within a display; Putting together merchandising displays for use inside the store; Dressing mannequins, busts and other props; Displaying different types of merchandise; Choosing a suitable type of grouping; Using different types, directions and levels of light to create atmosphere; Achieving add-on sales and its importance; Installing creative displays and awareness of trends; Different approaches to displaying merchandise and choosing the best approach; Props, prototypes, dressings and fixtures creating visual effects; Health and safety guidelines for displays; Identifying the selling features of merchandise to be used in displays; Lighting window displays and person responsible for installing lighting; The legal requirements which apply to pricing and ticketing; The company's visual design and merchandizing policies; Reporting arrangements for sorting out problems and reducing risks; Evaluating the visual effect of displays; Making adjustments and improvements to displays; Using scale when creating visual effects; Dressing techniques for different types of merchandise; Different purposes of displays and their use in visual merchandising; Choosing and combining dimension, shape, colour, texture and lighting to create the visual effect you need from a display.

Dismantling displays safely; Protecting the parts of displays from being damaged during dismantling; Identifying unwanted materials and how to get rid of them safely; Where to return the parts of display to; Identifying requirements for protective packaging and security measures; Labelling items accurately; Keeping records of items and where to store them; Items that need to be stored; Dangers and risks to health, safety and security in relation to storage facilities and stored items; Reporting dangers and risks to the concerned; Techniques for cleaning display sites and parts safely and thoroughly; Checking the condition of items; Dealing with items that need repair; Store items securely.

Dress in-Store Displays based on Guidelines : Use the design brief to identify the focal points of the display; Choose shapes, colours and groupings that are suited to the purpose and style of the display; Create displays that achieve the visual effect you need and are consistent with the company's visual design policy; Position merchandise, graphics and signs in ways that promote sales; Check that lighting is installed in line with the design brief; Check that the finished display meets health and safety guidelines and legal requirements.

Dress Window Displays based on Guidelines : Position merchandise graphics & signs according to guidelines & in ways that attract attention & interest of customers & give customers information they need; Group merchandise appropriately for the purpose & style of display, the selling features of merchandise & the visual effect needed under the design brief; Make sure that lighting is installed in line with lighting requirements.

Evaluate and Improve Retail Displays : Check that all the parts of the display are suitable for the purpose of the display and meet requirements, Check that the display meets requirements for easy access, safety and security; Identify safety and security risks to the display and choose suitable ways of reducing risks; Consider how the display looks from all the directions from which customers will approach it; Encourage colleagues to provide constructive comments about the display; Promptly make any adjustments that you are authorized to make and that are needed to achieve the visual effect and to make the display safe and secure; Regularly check the display's visual effects; Promptly report to the right person any problem and risks that you are not responsible for sorting out yourself.

Store Equipment, Props and Graphics for Retail Displays : Work out accurately the storage space required; Identify the protective packaging you need and the security measures that need to be in place; Store items in suitable places and with clear and accurate labels; Keep accurate and up-to-date records of items in storage; Identify damaged items, missing items and dangers and risks to health and safety and report these promptly to the right person; Check that storage facilities and items in storage are clean, safe, secure and accessible only to those with a right to them.

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches.

CTA 2 : Prepare Products for Sale

Prepare Products for Selling to Customers : Check that all expected items and parts of the product are in the package; Remove all unwanted packaging and safely get rid of waste; Gather the tools you need for putting products together; Use safe work methods and follow manufacturer's instructions when putting products together; Check that products have been assembled correctly and can be used safely; Ask the right person for help when products are proving difficult to put together; Check regularly that products on display are in a satisfactory condition; Promptly remove damaged products from display and follow company procedures for dealing with them.

Organizational Context : Knowledge of products you are responsible for preparing for sale; Where to put products together and where to put them once they are assembled; Working safely when putting products together for sale; Checking that products have been correctly put together and are safe to display; Whom to approach for help when products are proving difficult to put together; Company quality standards for products on display

Technical Knowledge : Checking the condition of products on display; Dealing with products that are damaged; Tools to be used to put products together; Getting rid of unwanted packaging and waste.

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches.

CTA 3 : Maintain Security, Health and Safety

Identify and Report Security Risks : Notice and correctly identify security risks; Follow company procedures for reporting security risks; Report security risks to the right people promptly and accurately; Follow company procedures for preventing security risks while you work; Notice where stock may have been stolen and tell the right person about it.

Identify and report Accidents and Emergencies : Notice and correctly identify accidents and emergencies; Get help promptly and in most suitable way; Follow company policy and procedures for preventing further injury while waiting for help to arrive; Act within the limits of your responsibility and authority when accidents and emergencies arise; Promptly follow instructions given by the senior staff and the emergency services.

Protect Health and safety as You work : Follow company procedures and legal requirements for reducing health and safety risks as far as possible while you work; Use safety equipment correctly and in the right situations; Get advice and help from the right people when you are concerned about your ability to work safely.

Lift and Handle Goods Safely : Take suitable safety measures before lifting to protect yourself and other people; Use approved lifting and handling techniques; Check that any equipment you need to use is fit for use; Use lifting and handling equipment in line with company guidelines and

manufacturer's instructions; Plan a safe and efficient route for moving goods; Make sure that you understand your responsibilities when you ask others to help in lifting and handling operations.

Keep work Surfaces Clean : Get the equipment and materials that are suitable for the surfaces that need cleaning; Safely position the cleaning equipment and materials and any items you must move; Keep the risk of spillages to a minimum and clean up any spillages promptly and thoroughly; Get rid of rubbish and waste promptly and safely; Disturb other people as little as possible while cleaning; Check that surfaces are thoroughly clean; Store cleaning equipment and materials correctly and promptly when you have finished cleaning.

Get Rid of Waste and Litter : Use suitable equipment to tidy work areas; Check that equipment is safe to use before starting to use it; Get rid of waste and litter safely and in line with company procedures; Disturb other people as little as possible while getting rid of waste and litter; Store equipment correctly and promptly after use.

Maintain Personal Hygiene : Wear protective clothing that is clean and suitable for the work you need to do; Dispose correctly of used clothing and products; Use effective practices and techniques for keeping your hair, skin and nails clean enough for the work you do.

Organizational Context : Workplace security matters; What can happen, to you and to the company, if the store is not kept secure; Helping to keep the workplace secure by noticing and reporting security risks; The types of security risks you need to be alert for, including shoplifting, theft by staff, aggressive customers, vandalism, terrorist activity; Identifying security risks; Situations that can make you less alert for security risks and how to deal with these situations; Reporting security risks promptly and accurately; Whom to report security risks to and how to communicate these risks; Reasons why you should not take on more responsibility than you are authorized to when faced with security risks, including personal safety, legal considerations & company policy.

The types of accidents emergency that tend to happen in stores and why they happen; Getting help in the event of an accident or emergency; Action you can safely and usefully take while waiting for help to arrive; Health and safety risk that can arise in a store environment; Company procedures and legal requirements for reducing health and safety risks as far as possible while you work; Following health and safety procedures; Safety equipment you need to use and why you need to use it; What you can lift safely; Weight of the loads you are asked to lift; Company guidelines for not lifting more than safe loads; Planning your route when moving loads including the types of obstacles to look for and how to remove or avoid them; Company guidelines and manufacturer's instructions for using lifting and handling equipment.

Health and safety risks posed by spillages; Cleaning up spillages promptly; Following procedures laid by Health Regulations when carrying out routine cleaning and when dealing with spillages; Cleaning up spillages thoroughly; Getting rid of rubbish and waste promptly and safely; Not disturbing others as much as possible while cleaning; Company standards for clean work surfaces; Why work areas should be kept free of waste and litter, including health and safety reasons; Safe methods for getting rid of waste and litter; Where equipment is stored; Putting equipment away promptly after use; Effective cleaning practices and techniques for keeping your hair, skin and nails clean enough for the work you do.

Technical Knowledge : Activating all the loss prevention and security devices; Securing all the security alarms; Deactivating the loss prevention & security devices.

Approved techniques for safe handling and lifting, Approved procedures for using safety equipment.

Techniques for reducing as far as possible the risk of spillages; Equipment usage and how to check it is safe to use.

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches, analytical thinking – respond to emergency situations as per the escalation matrix, critical thinking – to determine the impact of not securing the loss prevention and security equipment.

CTA 4 : Loyalty Schemes to Customers

Features and Benefits of the Loyalty Schemes : Take suitable opportunities to ask customers if they are members of the loyalty scheme and whether they are interested in joining; Explain clearly and accurately to customers how joining the scheme would benefit them, including any current special offers relating to the scheme; Respond positively to any questions or objections that the customer raises: provide relevant information to the customer to help them decide whether to join the scheme; Treat the customer politely at all times and in a way that promotes goodwill.

Customer Commitment to the Loyalty Scheme : Recognize accurately when customers are interested in joining the scheme; Take opportunities to ask customers who are showing signs of interest to sign up for the scheme; Fill in the membership application accurately with the customer, using the information they provide; Give the customer proof of their membership; Check with the customer that their details, as shown on the membership documentation, are correct; Give application forms to customers who show interest but are not willing to join the scheme there and then.

Organizational Context and Technical Knowledge : Features and benefits of the company's loyalty scheme; Sources of information about the scheme that you can use or tell the customer about; Importance of loyalty schemes in achieving the company's commercial aims; Specific offers currently available to scheme members; Gaining customer's attention and interest; Using suitable questions to gain information about the customer and their interest in joining the scheme; Dealing with frequently raised questions and objections in relation to the scheme; Asking customers to sign up for scheme in a way that encourages them to cooperate willingly; The layout of the membership application form, questions it asks and how to fill in the form accurately; The proof of membership the company provides; Correcting or replacing incorrect proof of membership; Financial benefit accrued by a customer through loyalty schemes.

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal

and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches.

CTA 5 : Inform Customers

Provide Information and Advice to Meet the Needs of Customers : Acknowledge promptly and politely customer's requests for information and advice; Identify the customer's needs for information and advice; Communicate information and advice to customers in ways they can understand; Provide information and advice to customers that is relevant, complete, accurate and up to date; Check politely that the information and advice provided meets the customer's needs; Find other ways to help the customer when the information and advice given is not satisfactory; Refer requests for information or advice to the right person when you cannot help the customer.

Help Customers Sort Out Complaints : Identify the nature of the complaint from information obtained from customers; Acknowledge the complaint clearly and accurately and apologise to the customer; Follow legal requirements and company policies and procedures for dealing with complaints; When it is not your responsibility to sort complaints, refer them promptly to the right person and explain the referral procedure clearly to the customer.

Organizational Context and Technical Knowledge : Identifying the customer's needs for information and advice; Giving clear and accurate information and check the customer understands you; Whom to approach for help if you cannot provide information and advice yourself; Why it is important to keep customer loyalty and confidence; Maintaining customer loyalty and confidence while dealing with requests for information and advice; Company policy on customer service and how this applies to giving information and advice to customers; Managing angry customers; Responsibility for sorting out complaints; Escalation of problems you cannot resolve: Assessing complaints and deciding what action to take; When you should refuse to accept returned goods; Keeping customer loyalty and confidence when dealing with complaints; Rights of the customer and the trader, including legal rights and duties under relevant laws; Company policy on customer service and how this applies to dealing with complaints; Relevant information about the products and services you sell (Elective Standards would apply).

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches.

CTA 6 : Create Positive Image of Self and Organization

Establish Effective Rapport with Customers : Meet your organization's standards of appearance and behaviour; Greet your customer respectfully and in a friendly manner; Communicate with your

customer in a way that makes them feel valued and respected; Identify and confirm your customer's expectations; Treat your customer courteously and helpfully at all times; Keep your customer informed and reassured; Adapt your behavior to respond effectively to different customer behavior.

Respond Appropriately to Customers : Respond promptly to a customer seeking assistance; Select the most appropriate way of communicating with your customer; Check with your customer that you have fully understood their expectations; Respond promptly and positively to your customer's questions and comments; Allow your customer time to consider your response and give further explanation when appropriate,

Communicate Information to Customers : Quickly locate information that will help your customer; Give your customer the information they need about the services or products offered by your organization; Recognize information that customer might find complicated and check whether they fully understand; explain clearly to your customers any reasons why their needs or expectations cannot be met.

Organizational Context : Organization's standards for appearance and behavior; Organization's guidelines for how to recognize what your customer wants and respond appropriately; Organization's rules and procedures regarding the methods of communication you use; Recognizing when a customer is angry or confused; Organization's standards for timeliness in responding to customer questions and requests for information.

Core / Generic Skills and Professional Skills : Writing skills to complete documentation accurately and write simple reports when required; Reading skills to read information accurately and read and interpret data sheets; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – decision making - to make appropriate decisions regarding the responsibilities of the job role, plan and organize – to plan and schedule routines, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to breakdowns and malfunction of equipment, unsafe and hazardous working conditions and security breaches.

CTA 7 : Work Efficiently

Support the Work Team : Display courteous and helpful behavior at all times; Take opportunities to enhance the level of assistance offered to colleagues; Meet all reasonable requests for assistance within acceptable workplace timeframes; Complete allocated tasks as required; Seek assistance when difficulties arise; Use questioning techniques to clarify instructions or responsibilities; Identify and display a non-discriminatory attitude in all contacts with customers and other staff members.

Maintain Personal Presentation : Observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact; Follow personal hygiene procedures according to organizational policy and relevant legislation.

Develop Effective Work Habits : Interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task; Interpret, confirm and act on legal requirements in regard to anti-discrimination, sexual harassment and bullying; Ask questions to seek and clarify workplace information; Plan and organize daily work routine within the scope of the job role; Prioritise and complete tasks according to required timeframes; Identify work and personal priorities and achieve a balance between competing priorities.

Organizational Context: The policies and procedures relating to the job role; The value system of the organization; Employee rights and obligations; The reporting hierarchy and escalation matrix;

Technical Knowledge : Ask questions to identify and confirm requirements; Follow routine instructions through clear and direct communication; Use language and concepts appropriate to cultural differences; Use and interpret non-verbal communication; The scope of information or materials required within the parameters of the job role; Consequences of poor team participation on job outcomes; Work health and safety requirements.

Core / Generic Skills and Professional Skills : Writing skills to complete workplace documentation accurately; Reading skills to read and interpret workplace documentation and read and interpret organizational policies and procedures; Oral communication to follow instructions accurately, use gestures or simple words to communicate where language barriers exist, use questioning to minimize misunderstandings; display courteous and helpful behavior at all times; Professional skills – plan and organize – to plan and schedule time personal management, customer centricity – to build relationships with internal and external customers, problem solving – to identify and respond to ambiguity in directions and instructions, breakdown in relationships within the team and breakdowns in communications with other teams.