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City & Guilds Level 1 Certificate for Skills for Working in the Retail Industry - 601/7381/6

OVERVIEW

- What does this qualification cover?

This qualification will build on learners' prior intermediate knowledge of Employability Skills and provide learners' with a deeper understanding and coverage of Employability knowledge and skills as well as developing a more advanced understanding of the Retail Industry.

The Level 1 Certificate for Skills for Working in the Retail Industry ensures a substantial coverage and focus on the application of Employability knowledge and skills.

Learners' can focus on complex Employability themes such as developing their Awareness of Equality and Diversity, Interpersonal Relationships and Understanding Personal Finance for Employment, in addition to other optional units such as Conduct, Communication, Rights and Responsibilities and Attitudinal Development.

In contrast to the Entry Level Skills for Working in the Retail Industry qualification, the mandatory element of the Level 1 Certificate for Skills for Working in the Retail Industry - an Introduction to the Retail Industry - broadens out the scope of retail from traditional retail operations into other retail channel's such as online, catalogues, TV, retail outlets, telephone, mobile apps and retail services. Learners' will explore in greater detail the product and service mix of the retail industry and develop an understanding of how Customer Service shapes the customers' experience in Retail across different retail channels services.

On completion learners' will be able to:

- Identify and give examples of different types of retailer and the channels that retailers might use in processing transactions with their customer's.
- Understand the different ways customers shop within the retail sector – in person, through a catalogue, online, using a television or shopping on a mobile phone.
- Other methods of processing transactions with a customer
- Evaluate the advantages and disadvantages of different ways to shop

- explore retail services, including being able to outline the services that a retailer might be able to offer a customer, such as delivery services or financial services, and be able to give examples of some of the other services
- identify different job roles within a retail environment and be able to give examples of different roles and outline the main responsibilities of a job role in a retail environment.

In the City & Guilds Level 1 Certificate for Skills for Working in the Retail Industry, learners are given a choice as to whether they'd like to explore an Introduction to Customer Service at Entry Level or at Level 1. The Entry Level Introduction to Customer Service allows the learner to;

- explore and understand why personal appearance is important in the workplace
- understand and provide a definition of the terms *internal and external customer*
- know how to communicate with customers, including how to greet a customer in a positive way and be able to outline the importance of the use of tone, speaking clearly and the use of positive body language when communicating with customers.

In addition the Introduction to Customer Service unit at Level 1 requires the learner to;

- apply their understanding of personal appearance by giving examples of how personal appearance can create a positive impression for the employer and customer
 - outline differences between an internal and external customer and understand and give examples of the needs of an internal and external customer
 - Understand and identify the differences between formal and informal communication and give examples of either written or verbal formal and informal communications.
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- Who could take this qualification? Or, who is this qualification designed for?

This qualification can be taken by learners from 16+ onwards who would like to develop an early knowledge of the Retail Industry.

The qualification is designed to fulfil the work preparation training requirement of a traineeship and is for learners who are familiar with basic Employability Skills and have a general understanding of a retail work place, perhaps some previous work experience or have previously had a part-time position in the Retail industry and are

seeking to progress onto an apprenticeship in the Retail Industry and pursue a career in the retail sector.

The core of the qualification is an in depth range of Employability Skills taken from across a broad range of the most popular Employability Skills themes. The qualification is structured so that it can be tailored to the experience and prior knowledge of a more experienced learner.

The qualification has been purposefully structured to make it suitable for delivery as an extended work preparation programme alongside a substantial work placement and/or English and maths for learners studying on a full-time study programme.

This is a standalone qualification.

WHAT COULD THIS QUALIFICATION LEAD TO?

- Will the qualification lead to employment, and if so, in which job role at which level?

The qualification builds on learners' basic Employability Skills by establishing an in depth understanding and awareness of work skills and behaviour, together with a detailed understanding of the Retail Industry, and will support learners as they progress onto a Retail Apprenticeship or into working in the Retail Industry for the first time as a Retail, Sales or Counter Assistant.

This qualification will provide a good basis to begin a role within the Retail Industry.

- Will the qualification support progression to further learning, if so, what to?

The qualification will support some of the underpinning and technical knowledge of the retail industry and skill requirements of the Retail Apprenticeship.

WHO SUPPORTS THIS QUALIFICATION?

- 1) Warwickshire College Group
- 2) Working Links
- 3) Learn Direct