

Retailer Level 2



Course Aim

- Develop the ability to provide exceptional customer service, enhancing the shopping experience.
- Gain comprehensive understanding of products and services offered.
- Learn effective sales strategies to maximise revenue and meet sales targets.
- Acquire the ability to present products to attract customer interest and promote sales.
- Understand inventory control processes to maintain stock levels and ensure product availability.
- Develop teamwork and communication skills.
- Learn to adhere to health and safety regulations to ensure a safe shopping and working environment.
- Enhancing problem-solving skills to address and resolve customer issues and operational challenges effectively.

Target Audience

This qualification is aimed at individuals in Counter Assistant, Customer Team Member, General Assistant, Retail Assistant, Retail Sales Advisor, Retailer or Sales Assistant roles.

Course Objectives

By the end of this programme, the apprentice Retailer will be equipped with the necessary skills, knowledge, and behaviours to excel in retail operations and a successful career in the retail industry.

Important Information

- Retailer Level 2 Standard
- Functional Skills is optional for apprentices aged 19+. Apprentices aged 16–19 without GCSEs (grade C/4+) in Maths and English must achieve Functional Skills Level 2 before end-point assessment.

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Costs are determined by the government, details available upon request.