

Retail & Customer Service

Framework requirements and Unit list of NVQs and Apprenticeships at Level 2 - 3

Level 2 and Framework Requirements To achieve a Full Apprenticeship Award

Candidates must complete six units - one mandatory unit plus a minimum of four Level 2 units. The remaining unit can be another Level 2 unit or:

Any Level 3 unit (with the exception of E8 and D5-D9) cannot be selected if D1, D2 or D3 have been taken at Level 2

Level 1 unit B8, B20 or C44.

Only one unit from group D can count towards the qualification when chosen from D1, D2 and D3.

Awarding Body: EDEXCEL

QCA Ref No: NVQ 500/1184/4, Technical Certificate 500/3124/7

Programme details for full Framework

Mandatory unit

Unit E19 Work effectively in your retail team

Technical certificate

Unit 1 Customer Service, Selling and Product Knowledge in the Retail Sector

Unit 2 Merchandise Handling, Storage and Display in the Retail Sector

Unit 3 Personal and Organisation Effectiveness in the Retail Sector

Key Skills

Application of Number - Level 1

Communication - Level 1

optional units (Sales)

Unit C3 Help customers choose products in a retail environment

Unit C4 Maximise product sales in a retail environment

Unit C5 Provide information and advice to customers in a retail environment

Unit C6 Demonstrate products to customers in a retail environment

Unit C12 Promote loyalty schemes to customers in a retail environment

optional units (Stock Management)

Unit B3 Receive goods and materials into storage in a retail environment

Unit B4 Put goods and material into storage in a retail environment

Unit B6 Process customer orders for goods in a retail environment

optional units (Product Expertise)

Unit B9 Prepare products for sales to customers in a retail environment

Unit B10 Process bake-off products for sale in a retail environment

Unit B11 Process fish and shellfish for sale in a retail environment

Unit B12 Process greengrocery products for sale in a retail environment

Unit B13 Finish meat products by hand in a retail environment

Unit B17 Contribute to dough production control and efficiency

Unit B18 Select, weigh and measure dough ingredients

Unit B19 Hand divide, mould and shape fermented dough

Unit B21 Maintain food safety while working with food in a retail environment

Unit C11 Assemble retail products in customers home/workplace

Unit C17 Provide the lingerie fitting service in a retail environment

Unit C35 Promote beauty products to retail customers

Unit C37 Help customers to buy National Lottery products in a retail environment

Unit C39 Process the self-service dispensing and purchase of motor fuel on a forecourt

Unit C41 Advise customers upon measuring and planning for the fixing of tiles

Unit C42 Advise customers upon the fixing of tiles

Unit C43 Maintain a display of cut flowers in a retail store

Level 2 and Framework Requirements (continued)

optional unit (Merchandising)

Unit B5 Keep stock on sale at required levels in a retail environment

optional units (Visual Merchandising)

- Unit C2 Display stock to promote sales to customers in a retail environment
- Unit C18 Follow guidelines for planning and preparing visual merchandising displays
- Unit C19 Follow guidelines for dressing visual merchandising displays
- Unit C20 Order graphic materials for visual merchandising displays
- Unit C21 Dismantle and store visual merchandising displays
- Unit C22 Make props for visual merchandising displays
- Unit C23 Put visual merchandising displays together

optional units (Finance & Administration)

- Unit C8 Process payments for purchases in a retail environment
- Unit C9 Process payments and credit applications for purchases in a retail environment
- Unit C10 Process cash and credit transactions in a retail environment
- Unit C36 Follow point of sale procedures for age restricted products in a retail environment

optional units (customer service)

- Unit B7 Process returned goods and materials in a retail environment
- Unit D1 Give customers a positive impression of yourself and your organisation
- Unit D2 Support customer service improvements
- Unit D3 Resolve customer service problems

optional units (Organisational Effectiveness)

- Unit E6 Help maintain health and safety in a retail environment
- Unit E7 Help to keep the retail unit secure

optional units (Management & Leadership)

- Unit E15 Develop productive working relationships with colleagues
- Unit E16 Allocate and check work in your team

optional units (Level 1)

- Unit B8 Process donated goods for resale or recycling in a retail environment
- Unit B20 Contribute to food safety in a retail environment
- Unit C44 Provide a counter/take-away service

optional units (Level 3)

- Unit B14 Organise the receipt and storage of goods in a retail environment
- Unit B15 Audit stock levels and stock inventories in a retail environment
- Unit B16 Source required goods and services in a retail environment
- Unit B22 Monitor and help improve food safety in a retail environment
- Unit C7 Process part exchange sales transactions in a retail environment
- Unit C13 Maintain the availability of goods for sale to customers in a retail environment
- Unit C14 Provide specialist support in helping customers to make purchases in a retail environment
- Unit C15 Enable customers to apply for credit and hire purchase facilities
- Unit C16 Evaluate the receipt of payments from customers
- Unit C24 Choose merchandise to feature in visual merchandising displays
- Unit C25 Plan monitor and control how graphics are used in visual merchandising displays
- Unit C26 Monitor the effect of visual merchandising displays and layouts
- Unit C27 Allocate, monitor and control visual merchandising project resources against budgets
- Unit C28 Contribute to developing and putting into practice the company's visual merchandising policy
- Unit C29 Create plans, elevations and drawings to realise visual merchandising ideas
- Unit C30 Develop individual retail service opportunities
- Unit C31 Provide a personalised sales and after sales services to your retail clients
- Unit C38 Assist customers to obtain appropriate insurance
- Unit D5 Organise the delivery of reliable customer service
- Unit D6 Improve the customer relationship
- Unit D7 Work with others to improve customer service
- Unit D8 Monitor and solve customer service problems
- Unit D9 Promote continuous improvement in customer service
- Unit E9 Help to manage a retail team
- Unit E10 Contribute to the continuous improvement of retail operations
- Unit E11 Help to monitor and maintain the security of the retail unit
- Unit E12 Plan monitor and adjust staffing levels and schedules in a retail environment
- Unit E13 Recruit select and keep colleagues
- Unit E14 Provide learning opportunities for colleagues
- Unit E17 Monitor and evaluate the quality of service provided to your customers by external suppliers
- Unit E18 Monitor and maintain health and safety in a retail environment



Sales Professional Pathway

Retail Skills Level 3

To achieve a full award learners must complete six units made up of one mandatory unit and five optional units. At least four optional units must come from the Level 3 units available and a maximum of one unit may be chosen from the Level 2 units titled "Product Expertise". Only one unit can be chosen from the Customer Service Units D5 - D9.

Awarding Body: EDEXCEL

QCA Ref No: NVQ 500/1186/8, Technical Certificate 500/3938/6

Programme details for full Framework

Mandatory unit

Unit E8 Work effectively in your retail organisation

Technical certificate

- Unit 1 Being a Team Leader in Retail
- Unit 2 Financial Services and Controls in Retail
- Unit 3 Improving Retail Operations
- Unit 4 Maintaining and Improving Customer Relations in Retail
- Unit 5 Merchandise Handling and Display in Retail
- Unit 6 Staff Recruitment and Planning in Retail
- Unit 7 Storage and Stock Control in Retail

Key Skills

Application of Number - Level 2

Communication - Level 2

Employer Rights and Responsibility workbook



optional units (Sales)

- Unit C7 Process part exchange transactions in a retail environment
- Unit C14 Provide specialist support in helping customers to make purchases in a retail environment
- Unit C30 Develop individual retail service opportunities
- Unit C31 Provide a personalised sales and after sales service to your retail clients

optional units (Stock Management)

- Unit B14 Organise the receipt and storage of goods in a retail environment
- Unit B15 Audit stock levels and stock inventories in a retail environment

optional units (Product Expertise)

- Unit B22 Monitor and help improve food safety in a retail environment
- Unit C38 Assist customers to obtain appropriate insurance

optional unit (Sourcing)

- Unit B16 Source required goods and services in a retail environment

optional unit (Merchandising)

- Unit C13 Maintain the availability of goods for sale to customers in a retail environment

optional units (Management & Leadership)

- Unit E9 Help to maintain a retail team
- Unit E12 Plan monitor and adjust staffing levels and schedules in a retail environment

optional unit (Finance & Administration)

- Unit C15 Enable customers to apply for credit and hire purchase facilities

optional units (customer service)

- Unit D5 Organise the delivery of reliable customer service
- Unit D6 Improve the customer relationship
- Unit D7 Work with others to improve customer service
- Unit D8 Monitor and solve customer service problems
- Unit D9 Promote continuous improvement in customer service
- Unit E17 Monitor and evaluate the quality of service provided by external suppliers to your customers

optional unit (Organisational Effectiveness)

- Unit E11 Help to monitor and maintain the security of the retail unit

optional Level 2 units (Product Expertise)

- Unit B10 Process bake-off products for sale in a retail environment
- Unit B11 Process fish and shellfish for sale in a retail environment
- Unit B12 Process greengrocery products for sale in a retail environment
- Unit B13 Finish meat products by hand in a retail environment
- Unit B17 Contribute to dough production control and efficiency
- Unit B18 Select weigh and measure dough ingredients
- Unit B19 Hand divide, mould and shape fermented dough's
- Unit C17 Provide the lingerie fitting service in a retail environment
- Unit C35 Promote beauty products in a retail environment
- Unit C40 Establish customer needs and provide advice regarding tiling products
- Unit C41 Advise customers upon measuring and planning for the fixing of tiles
- Unit C42 Advise customers upon the fixing of tiles

Visual Merchandising Pathway

Retail Skills Level 3

Candidates must complete six units made up of one mandatory unit and five optional units. At least four units must be chosen from the Level 3 units available. A maximum of one unit can be selected from the Level 2 units from within the Visual Merchandising units.

Awarding Body: EDEXCEL

QCA Ref No: NVQ 500/1186/8, Technical Certificate 500/3938/6

Programme details for full Framework

Mandatory unit

Unit E8 Work effectively in your own retail organisation

Technical certificate

Unit 1 Being a Team Leader in Retail
Unit 2 Financial Services and Controls in Retail
Unit 3 Improving Retail Operations
Unit 4 Maintaining and Improving Customer Relations in Retail
Unit 5 Merchandise Handling and Display in Retail
Unit 6 Staff Recruitment and Planning in Retail
Unit 7 Storage and Stock Control in Retail

Key Skills

Application of Number - Level 2

Communication - Level 2

Employer Rights and Responsibility workbook

optional unit (Stock Management)

Unit B14 Organise the receipt and storage of goods in a retail environment

optional units (Visual Merchandising)

Unit C24 Choose merchandise to feature in visual merchandising displays
Unit C25 Plan, monitor and control how graphics are used in visual merchandising displays
Unit C26 Monitor the effect of visual merchandising displays and layouts
Unit C27 Allocate, monitor and control visual merchandising project resources against budgets
Unit C28 Contribute to developing and putting into practice the company's visual merchandising policy
Unit C29 Create plans, elevations and drawings to realise visual merchandising ideas

optional units (Management & Leadership)

Unit E9 Help to manage a retail team
Unit E10 Contribute to the continuous improvement of retail operations

optional units Level 2 (Visual Merchandising)

Unit C18 Follow guidelines for planning and preparing visual merchandising displays
Unit C19 Follow guidelines for dressing visual merchandising displays
Unit C20 Order graphic materials for visual merchandising displays
Unit C21 Dismantle and store visual merchandising displays
Unit C22 Make props for visual merchandising displays
Unit C23 Put visual merchandising displays together



Management Pathway

Retail Skills Level 3

Candidates must complete six units comprising one mandatory unit (E8) and five optional units, two units must come from E10, E13, E14, E15 or E16 the three remaining units to come from any level units (apart from the Customer Services units where only one unit can be selected from D5 – D9).

Awarding Body: EDEXCEL

QCA RefNo: NVQ 500/1186/8, Technical Certificate 500/3938/6

Programme details for full Certificate

Mandatory unit

Unit E8 Work effectively in your own retail organisation

Technical certificate

Unit 1 Being a Team Leader in Retail

Unit 2 Financial Services and Controls in Retail

Unit 3 Improving Retail Operations

Unit 4 Maintaining and Improving Customer Relations in Retail

Unit 5 Merchandise Handling and Display in Retail

Unit 6 Staff Recruitment and Planning in Retail

Unit 7 Storage and Stock Control in Retail

Key Skills

Application of Number - Level 2

Communication - Level 2

Employer Rights and Responsibility workbook

optional units

Unit E10 Contribute to the continuous improvement of retail operations

Unit E13 Recruit, select and keep colleagues

Unit E14 Provide learning opportunities for colleagues

Unit E15 Develop productive working relationships with colleagues

Unit E16 Allocate and check work in your team

optional units (Stock Management)

Unit B14 Organise the receipt and storage of goods in a retail environment

Unit B15 Audit stock levels and stock inventories in a retail environment

optional unit (Product Expertise)

Unit B22 Monitor and help improve food safety in a retail environment

optional unit (Sourcing)

Unit B16 Source required goods and service in a retail environment

optional unit (Merchandising)

Unit C13 Maintain the availability of goods for sale to customers in a retail environment

optional unit (Management & Leadership)

Unit E12 Plan, monitor and adjust staffing levels and schedules in a retail environment

optional unit (Finance & Administration)

Unit C16 Evaluate the receipt of payments from customers

optional units (customer service)

Unit D5 Organise the delivery of reliable customer service

Unit D6 Improve the customer relationship

Unit D7 Work with others to improve customer service

Unit D8 Monitor and solve customer service problems

Unit D9 Promote continuous improvement in customer service

Unit E17 Monitor and evaluate the quality of service provided by external suppliers to your customers

optional units (Organisational Effectiveness)

Unit E11 Help to monitor and maintain the security of the retail unit

Unit E18 Monitor and maintain health and safety in a retail environment



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