

SURVIVAL SKILLS in the Workplace

RETAIL



Everyday tasks for employees in retail

- Serving customers, advising on goods and products
 - Checking stock
 - Stocking shelves
 - Arranging products for point-of-sale promotions
 - Checking and labelling prices
 - Keying the correct information into automated systems
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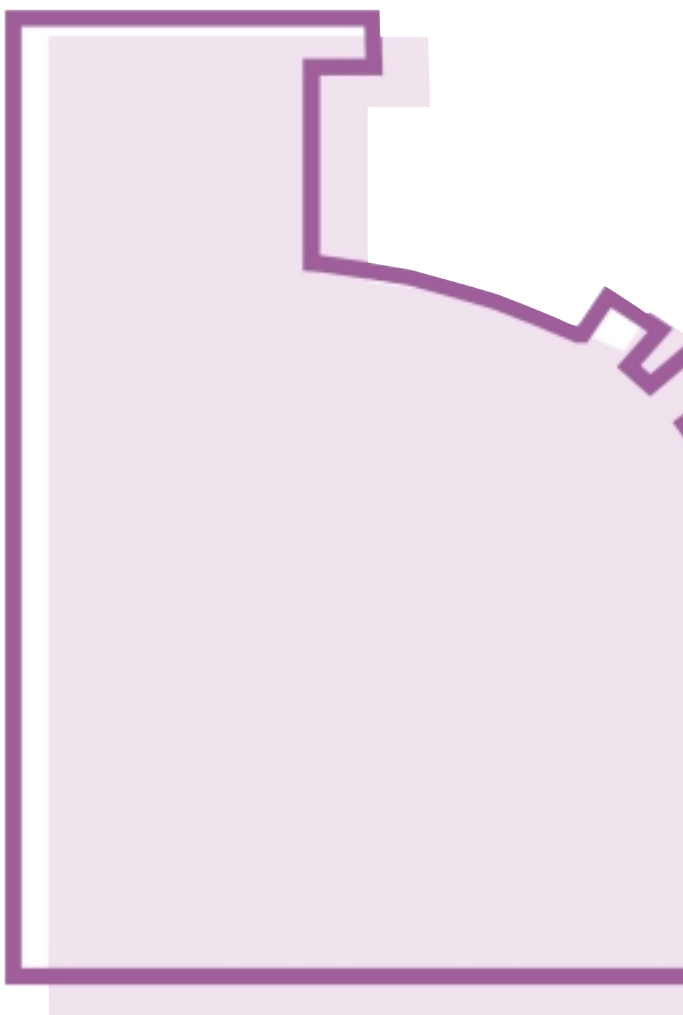
- Calculating price reductions
- Dealing with credit card transactions
- Dealing with cash payments and giving change
- Communicating with the customer in an appropriate manner
- Dealing with problems, queries and complaints



WHAT SKILLS?

Speaking and Listening

- Listen carefully to details to avoid mistakes, e.g. dealing with customers' requests for particular products, instructions from supervisors



- Give information in a logical order and use summarising to check and clarify, e.g. when dealing with a difficult customer, handling complaints, providing product information
- Use a pleasant tone and manner whenever dealing with customers and colleagues, e.g. politeness, smiles and appropriate greetings so that high standards of customer service are maintained
- Demonstrate positive body language and facial expressions, in all aspects of customer care

Reading

- Obtain information from tables and charts, e.g. stock lists, price lists, safety signs, size charts
 - Recognise common abbreviations, e.g. in addresses, product descriptions, catalogues
 - Find information using alphabetical order, e.g. in telephone books, catalogues, trade directories, stock lists
 - Use 'skimming' and 'scanning' to quickly find specific information, e.g. in catalogues, on packaging and promotional material

Writing

- Write clearly and accurately on forms to avoid mistakes, e.g. stock lists, orders, accident book, invoices and receipts
- Note messages accurately from telephone calls and conversations, e.g. orders from customers, complaints, planning discussions with colleagues
- Write neatly and legibly on price tags and other labels

Number Skills

- Count and write numbers accurately, e.g. batches of stock, prices, stock lists
- Understand and extract information from tables and charts, e.g. weight conversion charts, discount reckoners, VAT tables
- Deal with money, cheques or credit cards, e.g. processing payments, pricing stock, recording takings
- Measure accurately, e.g. to check customer size, to check product size
- Weigh accurately, e.g. loose produce, mail order dispatches
- Record the use of time, e.g. completing a job sheet or daily or weekly work time sheet





Communication skills needed to work in retail

- Reading – understanding straightforward written and graphical information, e.g. in catalogues and promotional leaflets, on packaging, labels, signs and notices
- Writing – completing simple forms and records, writing messages, e.g. stock lists and orders, accident reports, price tags and labels, telephone messages
- Speaking and Listening – talking face-to-face and on the telephone to one person, e.g. customers, colleagues, representatives

Numeracy skills needed to work in retail

- Numbers – counting and writing numbers clearly and accurately, e.g. price labels, telephone numbers, stock levels
- Tables and charts – extracting and using information from tables and charts, e.g. VAT tables, discount reckoners, conversion charts, stock lists
- Money – processing cash and non-cash payments, manually and using electronic equipment
- Weights and measures – weighing and measuring using Metric and Imperial units, e.g. loose produce, customer size

To start work or undertake an NVQ in the retail industry, the basic skills levels needed are:

- communication at or above Level 1 (writing at Entry 3);
- numeracy at Level 1.



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