**NCFE Level 2 Certificate in Understanding Retail Operations**

**Candidate Assessment – Part A**

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| **Candidate Details** |

Name:

Address:

Post Code:

Mobile Number

Work Number:

Home Number:

Preferred Number:

Preferred contact time(s): Morning 🞏 Late afternoon 🞏 Anytime 🞏

Early afternoon 🞏 Evening 🞏

E-mail:

Employer:

College:

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| **Candidate Statement** |

I have completed the following assessment and confirm all the work is my own.

Signed:

Date:

**ASSESSMENT QUESTIONS**

**Please complete ALL the answers to the questions in each of the sections and submit these together.  
This assessment workbook contains questions in relation to the information provided in your learning resource pack.  
Please:**

* Read your learning resource before attempting to answer these assessment questions
* Fully complete, sign and date the candidate information on the front sheet overleaf
* Answer **ALL** questions **IN FULL**
* Check you have answered each question fully before submitting to your tutor for marking
* Make sure you supply any research materials together with your assessment.

**(Please note: read each question carefully as there may be more than one answer required).**

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| **Unit 1: Understanding customer service in the retail sector** |

**Q1. Describe the key features of excellent customer service with reference to: (1.1)**

1. **The retail organisation**
2. **Retail Staff**

**Q2. Describe how excellent customer service affects a retail business. (1.2)**

**Q3. Describe the key features of unsatisfactory customer service. (1.3)**

**Q4. Describe how unsatisfactory customer service affects a retail business. (1.4)**

**Q5. Describe the main methods used by retail businesses to maintain and increase customer loyalty. (1.5)**

**Q6a. Describe how to approach customers on the sales floor. (2.1)**

**Q6b. Describe how to use different approaches for different customers. (2.1)**

**Q6c. Describe how to use questioning techniques for finding out what customers are looking for. (2.1)**

**Q6d. Describe how to use listening techniques for finding out what customers are looking for. (2.1)**

**Q7a. Describe how customer feedback is collected. (2.2)**

**Q7b. Describe how customer feedback is used to improve customer service. (2.2)**

**Q8. Explain the difference between: (3.1)**

1. **Customer service standards**
2. **Customer service policies**
3. **Customer service procedures**

**Q9. Describe the benefits of customer service standards, policies and procedures to: (3.2) (3.3)**

1. **The customer**
2. **The retail business**

**Q10. Describe the main types of customer complaints and problems. (4.1)**

**Q11. Describe techniques for listening to customers expressing concerns about a product or service, and for reassuring them that their concerns have been heard and understood. (4.2)**

**Q12. Describe the key stages in resolving complaints to the customer’s satisfaction. (4.3)**

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| **Unit 2: Understanding the retail selling process** |

**Q1. Outline the five steps of the selling model. (1.1)**

**Q2a. Describe how you would build and effective rapport with a customer. (1.2)**

**Q2b. Explain why an effective rapport needs to be created with customers. (1.2)**

**Q3. Explain the importance of effective questioning to the sales process. (1.3)**

**Q4. Explain how linking benefits to product features helps to promote sales. (1.4)**

**Q5. Explain why products must be matched to customers’ needs. (1.5)**

**Q6. Explain the importance of closing the sale. (1.6)**

**Q7. Define ‘open’ and ‘closed’ questions and state their purpose in the selling process. (2.1)**

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| **Open questions** | **Closed questions** |
| **Definition:** | **Definition:** |
| **Purpose:** | **Purpose:** |

**Q8. Define ‘probing’ questions and state their purpose in the selling process. (2.2)**

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| **Definition:** |
| **Purpose:** |

**Q9. Identify questions that can be used to establish sales opportunities, giving three examples. (2.3)**

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| **Example 1:** |
| **Example 2:** |
| **Example 3:** |

**Q10. Explain how comprehensive and up-to-date product knowledge can be used to promote sales. (3.1)**

**Q11a. Explain the difference between a feature and a benefit of a product or service, illustrating your explanation with an example. (3.2)**

**Q11b. Describe ways of identifying features and benefits of products or services. (3.2)**

**Q11c. Describe how to match the features and benefits of products and services to customers’ needs. (3.2)**

**Q12. Describe a range of methods for keeping product knowledge up to date. (3.3)**

**Q13a. State what is meant by a ‘buying signal’. (4.1)**

**Q13. Describe the main buying signals that the salesperson needs to look for, including non-verbal and verbal signals. (4.1)**

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| **Non-verbal buying signals** | **Verbal buying signals** |
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**Q14. Describe the main ways of closing sales. (4.2)**

**Assessment Checklist**

**Now you have completed this assessment booklet, please now complete the final checklist:**

**I have answered all of the assessment questions 🞏**

**I can confirm all the work in the assessment is my own 🞏**

**Name:**

**Signed**

**CONGRATULATIONS!**

You have now completed your Part A Assessment. Please make sure you have completed all questions fully and you have filled in the front cover page with your personal details.

You now need to submit your answers to be marked. Please follow the instructions as detailed in your induction.

Your tutor will mark your mark and provide robust feedback. Should your paper be referred, you will be required to resubmit answers until you have passed.

Please contact our support team if you require any further advice or guidance.