

# APPRENTICE GUIDE



The apprentice end-point assessment user guide is a tool to help give you the best possible chance of successfully demonstrating all of the criteria required to achieve a pass or distinction in your apprenticeship. The guidance is given with examples and you may think there are other ways or other opportunities to demonstrate your knowledge and skills.

## Customer

Engage with customers, ask them questions to clarify how you can help, consider appropriate responses to their queries, complaints or questions. Promote suitable products and deliver great customer service.

For a distinction consider how you can exceed customers' expectations.

## Communications

Think about body language as well as listening and speaking when engaging with customers. Tailor your approach depending on the customer interactions you have.

## Sales and Promotions

Speak to customers to identify opportunities for, and to secure, additional sales, including, link selling and upselling of products/services.

## Business and Brand Reputation

Think about your business brand - are you promoting the brand values at all times in all of your customer and colleague interactions?

## Legal and Governance

Follow procedures to handle customers' data correctly when processing payments and taking details.

Follow the health and safety procedures at all times, e.g. when lifting, when de-boxing, when restocking.

## Financial

Manage stock to minimise losses (e.g. fresh produce, stock damage).



## Marketing

When working as a store greeter or on the checkouts, discuss favourite products and offers and illustrate the selling points that will benefit the customer.

## Product and Service

Demonstrate how you keep up to date with new products and services and how they link with existing lines.

Show knowledge of a broad range of products showing customers more than they can see for themselves.

## Merchandising

Consider how to increase sales through product placement throughout the store and how you display items to influence what customers purchase.

For a distinction show how to plan and install displays or demonstrations, planning and preparing products so displays are eye-catching and appealing to customers.

# APPRENTICE GUIDE



## Team

Consider how you support and influence the team you work with positively, recognising how all colleagues and teams are dependent on each other to meet the business's objectives.

Show how you work with colleagues to meet business objectives. For example, supporting colleagues to resolve a customer's query, increase sales or reduce waste.

## Diversity

Demonstrate how you work with people from a wide range of backgrounds and cultures and recognise how local demographics can impact on the product range and products wanted by customers in the store.

Local demographics based on people could include the following information:

- age
- gender
- income
- race
- religion

## Stock

The importance of ensuring the right level of stock in the store, stock control and understand the implications of poor stock control in the store you work in.

## Technical

Show how the technology you use support the sale of products and services to customers in-store.

## Performance

For a distinction think about your own performance and development and an activity you have completed that has benefited you and helped you improve the way you work.

Consider some of the opportunities for learning both in and out of your workplace and what you can learn from them that will improve your performance at work.

## Environment

Show how your work activities in the store impact on the environment. Examples could include the following:

- deliveries
- spillages
- packaging
- recycling
- waste
- hazardous goods

