

RETAIL MANAGER PROFESSIONAL DISCUSSION APPRENTICE GUIDE



The Retail Manager Apprentice Guide is a tool to help give you the best possible chance of successfully demonstrating all the criteria required to achieve a pass or distinction in the Professional Discussion assessment as part of your Retail Manager apprenticeship.

Your professional discussion will usually last 60 minutes, you should take the time to show off and give examples of all the knowledge, skills and behaviours you have learnt during your apprenticeship.

Use the box below to make any notes to help you during your professional discussion (Remember to detail approximate dates).

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Throughout the professional discussion keep an eye on the time and make sure you cover all the areas and tasks you planned to discuss with the assessor.

Sales and Promotions

Describe how you manage your team to achieve sales targets through regular monitoring of performance against results, identifying high and low performance products/services and taking timely action to find and implement appropriate solutions.

In the example scenario you provide consider:

- how the retail operation meets the needs of the business
- provide examples of how the business operates efficiently

Product and Service

Analyse and interpret product/service sales information and use it to make recommendations for future planning e.g. of staff and resources, ideas for new initiatives. Research and demonstrate new products/services or initiatives to the team.

In the example you provide:

- explain the importance of keeping up to date with current industry trends and provide examples of how, and when, you do this as part of your job role

Financial

Discuss how you manage the overall performance of your team to achieve financial targets taking into account the retail calendar year. Analyse reports to identify and determine key actions and recommendations. Produce and report on financial plans as required by the business, and identify and implement opportunities to increase profit and reduce waste.

In the example you provide:

- describe how you have made recommendations and implemented improvements in quality, cost, value or efficiency
- provide evidence to show you have been part of the budgeting and cost control in the organisation

Customer

Provide examples of times you have managed the customer experience, including remotely e.g. on-line, through ensuring your team deliver to customers a positive experience that benchmarks favourably to your main competitors and meets customer service objectives.

In the example you provide, detail the following:

- describe your typical customers, their characteristics and how you ensure customers have a positive experience in your store
- how you invite feedback from all stakeholders (customers/managers) and use this to develop and implement measurable improvements in your own and team's performance

Leadership

Detail times you have provided clear direction and leadership to your team, giving open and honest feedback. How you applied and adapted your own leadership style to different retail situations and people to achieve the desired outcome.

In the example you provide consider:

- how you evaluate your own performance, including behaviours, what additional training or opportunities for improvement you have undertaken and how you reflected and evaluated the results
- times you have mentored team members to gain measurable improvements to the performance of individuals and the team

Developing Self and Others

Discuss how you work with team members to maximise their potential and achieve organisation's objectives. Implement effective and accurate training on products, services and legislation governing sales, such as age restricted products, trading standards and weights and measures.

In the example you provide consider:

- explain and give working examples of how you ensure staff engagement, motivation, development of teams performance management and how this has led to increased performance
- when you have undertaken improvement activities to develop your own performance to raise standards in sales, promotions, team performance and customer service

Communications and Legal and Governance

Describe how you manage and continuously review adherence to legislation and regulations/policies for due diligence; handle audits and regulatory authorities such as the Environmental Health Officer appropriately.

In the example scenario you provide consider:

- describe how the retail operation meets legislative and regulatory needs
- instil the importance of following procedures with your staff
- how you took a proactive approach to risk management in educating and monitoring staff on health and safety and risk matters beyond the legislative minimum