

**Level 3 Retail Team Leader**  
**Assessment Plan AP02 ST0326: Summary of Changes**

**Which assessment plan should apprentices work towards?**

AP02 will be made live on 17/2/20

Between 17/2/20 and 17/5/20 apprentices will undertake assessments from AP01, unless they request to do AP02. After then, apprentices will all undertake AP02.

**What remains the same?**

On-demand test

Business project

**What has changed?**

1. Professional discussion criteria
2. Inclusion of Knowledge, skills and behaviour for:
  - Customer
  - Leadership
  - Marketing
  - Produce and service
  - Technology
  - Business
  - Sales and promotion

<b>Professional Discussion</b>	
<b>AP01 Pass Criteria</b>	<b>AP02 Pass Criteria</b>
<p>PD1 Clearly articulate examples from the workplace relevant to evidencing competence across the standard</p> <p>PD2 Explain why it is essential to instil the importance of following procedures to staff</p> <p>PD3 Provide examples of how staff are managed effectively, including motivation and development of teams and individual staff members</p> <p>PD4 Provide an overview of how the retail operation meets the needs of the business</p> <p>PD5 Provide reasoned examples of how the operation operates efficiently</p> <p>PD6 Explain the importance of keeping up to date with current industry trends and provide examples of how this has been achieved</p> <p>PD7 Provide evidence to show they have been part of the budgeting and cost control in the organisation</p> <p>PD8 Describe how the retail operation meets legislative and regulatory needs</p> <p>PD9 Provide an effective evaluation of own performance, including behaviours, identifying where opportunities for improvement have been taken and results thereof evaluated</p> <p>PD10 Demonstrate how feedback has been sought from managers and customers and how this has been effectively dealt with</p>	<p><b>Stock</b> ST6 Explain how to lead the team in effective stock management to meet legal and business requirements</p> <p><b>Developing self and others</b> DS4 Demonstrate how own and team development is planned and managed detailing the benefits of development to individuals and the business</p> <p><b>Diversity</b> DI2 Describe how the team work positively, professionally within a diverse culture</p> <p><b>Customer</b> CU1 Describe the organisation's customer profile, how their purchasing habits are monitored across the retail calendar year and explain how the team are supported to ensure their individual needs are met or exceeded CU2 State how they act as a role model to motivate the team to increase sales, merchandise products effectively, attract customer loyalty and meet business / brand targets</p> <p><b>Leadership</b> LE1 Describe how to organise day-to-day activities, plan for contingencies and escalate to the manager as appropriate</p> <p><b>Marketing</b> MA1 Explain the position of the business / brand and how the team can impact the reputation within the market</p> <p><b>Product and service/Technology</b> PT1 Demonstrate understanding of the full range of products/services offered by the brand/business and how technology is used to promote these to the customer</p>

<b>Professional Discussion</b>	
<b>AP01 Distinction Criteria</b>	<b>AP02 Distinction Criteria</b>
<p>PD11 Explains how effective retail management and contingency planning have been developed and implemented and how this has decreased vehicle down time and increased overall departmental performance</p> <p>PD12 Describe how recommendations for the improvement of quality, cost, value or efficiency have been made and implemented in the organisation</p> <p>PD13 Demonstrates staff engagement, motivation, performance management and how this has led to increased performance</p> <p>PD14 Demonstrate how a proactive approach to risk management has been implemented, including proactively educating and monitoring staff on health and safety and risk matters beyond the legislative minimum</p> <p>PD15 Provide examples of when improvement activities have been actively sought to develop own performance to raise standards in sales, promotions, team performance and customer service</p> <p>PD16 Provides mentorship to team members with measurable improvements to the performance of individuals and the team</p> <p>PD17 Proactively invite feedback from all stakeholders and use this to develop and implement measurable improvements in performance of self and team</p>	<p><b>Developing self and others</b> DS5 Measure individual and team development and performance</p> <p><b>Customer</b> CU3 Evaluate customer feedback to justify evidence that customer expectations are met or exceeded</p> <p><b>Leadership</b> LE2 Analyse data evidence to support the meeting of organisation's targets and objectives</p>

Knowledge, skills and behaviour from the following have been identified for inclusion in the professional discussion.

<b>Customer</b>		
<b>Knowledge</b>	<b>Skills</b>	<b>Behaviour</b>
Understand the customer profile of the business, their purchasing habits across a retail calendar year and how to meet and exceed their needs. Know the best ways to drive the team to increase sales, secure customer loyalty and attain business targets	Monitor customers' enquiries and service requirements; coach and support team members to use appropriate methods e.g. face to face or remote such as on-line facilities, to deliver consistent and exceptional service that provides customers with a positive experience	Act as a role model to champion excellent customer service by always looking to improve customers' experience through a welcoming and professional approach which builds strong customer relationships
<b>Leadership</b>		
<b>Knowledge</b>	<b>Skills</b>	<b>Behaviour</b>
Understand how to organise the team on a daily basis to achieve objectives, and recognise the importance of contingency planning to meet business requirements; know limits of authority when deputising for line manager	Use available information to coordinate the work of the team so that the right people and resources are in the right place at the right time to ensure consistent brand / business standards are delivered. Deputise for line manager within limits of own authority	Display decisive thinking when making decisions that are in the best interest of the business. Use sound judgement; take prompt action in the case of problems relating to resources
<b>Marketing</b>		
<b>Knowledge</b>	<b>Skills</b>	<b>Behaviour</b>
Understand how the brand / business is positioned externally, particularly in relation to local and online competitors and how its products / services meet consumer trends. Understand how own actions, and those of the team can impact on customers' perception of the brand / business	Support the team to ensure they understand and engage in the marketing activities and plans of the business and help ensure that customers have the best possible experience	Proactively seek to understand local consumer trends, competitors' offers and promotions, and customer needs and expectations, report to manager, seek feedback and take action in area of responsibility

<b>Product and service</b>		
<b>Knowledge</b>	<b>Skills</b>	<b>Behaviour</b>
Know and promote the features and benefits of products / services, their unique selling points, the skills required to sell them, where items fit into product ranges, associated products and services, where to find detailed information if required and other relevant information such as delivery lead time, accessibility and source	Maximise opportunities to increase sales by ensuring team know and understand the features, benefits, unique selling points and other relevant information relating to products, product ranges and services offered by the business	Promote all products and services confidently, demonstrating excellent knowledge and understanding of them
<b>Technology</b>		
<b>Knowledge</b>	<b>Skills</b>	<b>Behaviour</b>
Understand how current and emerging technologies support retail operations and sales whether customer facing or remote, and how best to operate them to achieve an efficient and effective service	Oversee the appropriate use of technology in line with business policy and follow the appropriate procedures to deal with service issues	Is an advocate for the effective and efficient use of technology

Knowledge, skills and behaviour from the following have been identified for inclusion in the business project.

<b>Business</b>		
<b>Knowledge</b>	<b>Skills</b>	<b>Behaviour</b>
Understand the purpose of the business including its vision, objectives and brand / business standards, how they compare to its competitors and how own role, and the team, help to achieve them	Work with the team to maintain brand / business standards at all times and identify and address any potential risks according to business procedures	Demonstrate personal responsibility for meeting the objectives of the team and the business
<b>Sales and promotion</b>		
<b>Knowledge</b>	<b>Skills</b>	<b>Behaviour</b>
Understand the factors which can determine and affect sales and promotions throughout the retail year and how to coordinate and implement them to support business objectives	Communicate sales targets to the team and support them, recognising and acting on opportunities to maximise revenue, for example through link selling and drawing customers' attention to promotional offers	Proactive in looking for cost effective sales opportunities and ways to enhance revenue