

Sell food and drink products in a retail environment

Overview

This standard covers the skills and knowledge needed to sell food and drink products in a retail environment.

Selling food and drink products in a retail environment involves effective organisation and the maintaining of good communication with customers.

This standard is for you if you work in food and drink operations and the associated supply operations and if you are involved in a food and drink retail environment and serve customers at the counter.

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Performance criteria

You must be able to:

Establish customer needs

1. greet your customer in a manner that complies with company standards and policy
2. find out what and the amount of food and drink product your customer wants
3. offer suitable alternatives when food or drink products are unavailable or your customer is undecided
4. show customers their selected products to confirm they are what they want and wrap or pack the products in compliance with company procedure

Satisfy customer needs

5. provide information to customers about the safe transport, storage and keeping of products, where this is requested or advisable
6. conduct the sale at a pace which is appropriate to the needs of the customer and the trading conditions and in compliance with company policy and procedure
7. comply with health, safety and hygiene requirements and wear personal protective clothing and equipment throughout the sale

Process the sale of food and drink products

8. confirm with customers the price and the method of payment
9. process payment or credit according to the policy of your organisation
10. keep payments and stock safe throughout transaction
11. report mistakes and problems to the relevant person and take corrective action
12. thank your customer and say goodbye politely

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Knowledge and understanding

You need to know and understand:

1. health, safety and hygiene requirements related to selling food and drink products and what might happen if they are not met
2. why it is important to find out exactly what food and drink products your customer wants
3. why it is important to confirm the exact quantities, type and quality of food and drink products your customer wants
4. why it is important to work within your customer's price range
5. why it is important to provide suitable alternatives when your customer's first choice cannot be met and what alternatives can be offered
6. the process of taking customer orders for products not in stock
7. why it is important not to cause conflict as a result of your customer's change of mind
8. ways to keep payments and stock safe
9. legal tender and the basic trading rights of the customer and trader
10. company procedures for dealing with methods of payment available to customers
11. the importance of good standards of customer service to retail operations
12. what the limits of your own authority are and the consequences of operating outside these limits
13. when to provide supporting information about the safe transport, storage and keeping of food and drink products
14. the importance of effective communication and the implications of not doing so

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