

Overview

This standard is about the skills and knowledge needed for you to sell fresh produce on the wholesale market.

You will need the skills and knowledge to establish customer requirements, select the products and offer alternatives where original customer requirements cannot be met. You will need the skills and knowledge to demonstrate that you can negotiate and finish the sale of products.

This standard is for you if you work in food and drink manufacture and/or supply operations and are involved in production operations.

Performance criteria

You must be able to:

Establish wholesale display of produce

1. comply with health, safety and hygiene requirements
2. obtain a representative selection of stock from storage following stock rotation procedures
3. merchandise stock to promote produce
4. identify and take account of factors that may influence price

Establish customer needs

5. comply with health, safety and hygiene requirements
6. greet customers politely and courteously
7. talk to customers to determine their needs
8. confirm the availability of product to meet identify needs
9. offer suitable alternatives when required produce is unavailable or your customer is undecided
10. show customers a sample of their selected products to confirm purchase and describe their characteristics

Process sale

11. comply with health, safety and hygiene requirements
12. conduct the sale courteously, and at a pace which meets the needs of the customer and the trading conditions
13. negotiate and agree sale terms with customer in accordance with organisational sales targets
14. seek advice when negotiation goes beyond own limits of authority
15. finish the sale and transfer order to the next stage in the process according to organisational procedures
16. organise the supply of purchased items from stock
17. maintain communication throughout
18. complete all records

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Knowledge and understanding

You need to know and understand:

1. what the legal or regulatory requirements, the organisational health and safety, hygiene and environmental standards and instructions are and what may happen if they are not followed
2. how to identify the full range of produce on sale
3. how to identify and describe produce characteristics including quality, ripeness and condition
4. how to merchandise produce on the wholesale market
5. why it is important to follow stock rotation when merchandising stock
6. communication skills including the importance of being polite and courteous
7. the implications of not communicating
8. how to use different sales techniques to sell fresh produce
9. how and why it is important to establish a rapport with customers
10. how and why it is important to determine the exact needs of your customer
11. why it is essential to accurately describe the products on sale
12. why it is important to confirm needs in respect of quantities, type and quality
13. how and why suitable alternatives are offered when your customer's first choice cannot be met and what alternatives can be offered
14. how to use different negotiation skills to sell fresh produce
15. organisational sales targets
16. the organisational sales process including how to take, record and process customer orders
17. why it is important not to cause conflict during sales activities
18. the methods used to keep stock safe
19. the legal requirements that protect both the customer and the trader
20. the importance of good standards of customer service
21. what the limits of your own authority are and the consequences of operating outside these limits
22. the factors that can influence produce availability and price including weather, seasons, economic conditions
23. the mechanisms used to supply customers with purchased stock

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