

Overview

This standard is about helping retail customers choose products. This means helping retail customers decide whether specific products are suitable for their requirements, as well as helping them choose the most suitable product from a range of options. Retail customers need to be helped with their buying decisions in ways that promote sales. This standard is applicable to in-person, remote and online retail environments.

This standard is for staff who help customers choose products.

When you have completed this standard you will be able to demonstrate your understanding of and ability to:

- Help retail customers choose products

Performance criteria

You must be able to:

1. find out which product features and benefits interest individual customers and focus on these when communicating with customers about the products following your workplace procedures
2. follow relevant legislation and your workplace procedures to describe and explain clearly and accurately relevant product features and benefits to customers
3. follow your workplace procedures to compare and contrast products in ways that help customers choose the product that best meets their requirements
4. check customers' responses to explanations and confirm their interest in the product following your workplace procedures
5. follow your workplace procedures to encourage customers to ask questions and respond to their questions and comments in ways that promote sales and goodwill
6. follow your workplace procedures to identify suitable opportunities to inform retail customers about associated or additional products and do so in a way that promotes sales
7. follow your workplace procedures to check customer activity for security, safety and potential sales whilst helping retail customers at all times

Knowledge and understanding

You need to know and understand:

1. why there is a requirement to promote sales and how helping customers to choose products contributes to this
2. your responsibility for selling certain products and their features and benefits following your workplace requirements and relevant legislation
3. why there is a requirement to explain product features and benefits to customers in ways that they understand and promote the product
4. how to check and interpret customers' responses to explanations
5. how to adapt explanations and respond to questions and comments in ways that promote sales following your workplace requirements
6. how to encourage customers to ask for clarification and more information following your workplace requirements
7. the risks of not monitoring customer activity in your workplace in terms of security, safety and lost sales

Links to other NOS

PPL.C214 Provide a payment service at point of sale in a retail organisation

PPL.C223 Check customer's preferences and buying decisions when making retail sales

PPL.C253 Demonstrate beauty products to retail customers

PPL.C254 Maintain customer records in a retail organisation

PPL.C280 Demonstrate products to customers in a retail organisation

Help retail customers choose products

Developed by People 1st

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Relevant Occupations Manager, Marketing and Sales Managers, Owner/Manager, Retail and Commercial Enterprise, Retailing and Wholesaling, Sales and Customer Services Occupations, Sales Assistants and Retail Cashiers, Team Leader

Suite Retail

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