

Make and review plans for finding new retail customers

Overview

This standard is about making and reviewing plans for finding new retail customers where a business relationship can be developed. It involves understanding what type of customers you should be meeting and how to go about meeting them in ways that uses time effectively and is likely to help meet sales targets.

This standard is for staff who are required to make and review plans for finding new retail customers.

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

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Performance criteria

You must be able to:

1. Identify the types of new retail customers who would benefit from your workplace's service and whose custom would help achieve sales targets
2. suggest ideas for building the customer base that are suitable for the retail customer profiles and achievable, bearing in mind the budget and time available and your workplace's image and procedures
3. follow your workplace procedures for building the new retail customer base
4. compile a plan based on the findings and ideas and present to the correct person following your workplace procedures
5. monitor and review progress against the plan at suitable intervals following your workplace procedures
6. recognise whether results are being achieved and adjust plans when necessary following workplace procedures
7. provide accurate progress reports at agreed times following your workplace procedures

Knowledge and understanding

You need to know and understand:

1. sales targets and when they should be achieved following your workplace procedures
2. retail customer profiles relevant to the brands and services that members of staff are responsible for selling
3. the number and types of new retail customers likely to be required in order to meet sales targets
4. your workplace procedures for developing business relationships with retail customers
5. how best to balance time between finding new retail customers and selling to existing retail customers
6. how to compile a plan for finding new retail customers and how often it should be reviewed
7. how to measure progress in ways that help to decide if a change is required in the approach being taken
8. when, how and who progress should be reported to according to your workplace requirements
9. how to define your target audience
10. how to set goals with quantifiable objectives and metrics for measuring success

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Suite Retail

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