



# LC429

## CERTIFICATE IN RETAIL Operation

## Course Introduction:

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This course reflects the role of an individual who works with customers in retail environment, giving you the relevant skills and knowledge to work in a small or medium retail store front or back of the business. Certificate III in Retail provides the opportunity for employees to update, increase and broaden their skills and knowledge in the retail industry. This course is designed to guide your career development and enable you to be competent in skilled operations and the practical application of knowledge.

This qualification provides the skills and knowledge for an individual to be competent in retail operations. Work would be undertaken in various retail store settings, such as specialty stores, supermarkets, department stores and retail fast food outlets.

## Course Objectives:

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**On completion of the course, the users will be able to do the following:**

- Introduction to the function of your Customer Care Philosophy
- Understanding the importance of Customers Service Excellence
- Utilizing the Point of Sale effectively to sell to customers' needs and wants
- Practical knowledge of the system and procedures that the delivery of reliable and effective service through your Store Operating Policies and Procedures
- Customer Communication Skills to handle various work scenarios that generate good service delivery
- Developing a personal action plan for enhancing employees effectiveness in providing Customer Satisfaction
- Achieve Customer Loyalty through service excellence; adding value to their lives

## Who Should Attend?

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- Merchandise Coordinator
- Department Manager
- Ass. Store Manager
- Sales Assistant
- Shift Manager
- Team Leader

# Course Outline:

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## Customer Service, Selling and Product Knowledge

### Customer Care Philosophy

- Understanding the role of Customer Service
- Your Customer Care Mission and Policies
- Value-added Service Competitiveness

### Customer Service Excellence

- The important of friendly and personable service
- Customer values and expectations
- Learning the need to familiarize with your products range and how to respond to customer inquiry
- Work ethics and etiquette

### Customer Communication Skill

- Making favorable contact with walk-in customers
- Listening and understanding customer needs
- Language proficiency and articulation
- Keeping a positive composure in any situation
- Handling feedback and complaints

### Understanding the Role of Selling

- Selling promotion/ complementary products, using the Point of Sale (P.O.S)
- Knowing your products
- Pitching based on products knowledge
- Selling to customer needs and wants

### Service Excellence under Difficulties

- Understanding the impact of badly handled complaints on service, future sales and customer loyalty
- Steps for service recoveries to avoid upsets
- Ways to deal with complaints and feedback
- The important to take action and use initiative to ensure customers satisfaction
- Procedures for dealing with a refund or exchange

### Competitive Advantage through Customer Excellence

- Beyond customer service to customer delight
- The 2 ways communication
- Telephone and telephone techniques
- Keeping customers forever

## **Personal Effectiveness and Teamwork**

### **Who am I where I am going**

- Self understanding
- How others see me
- Having a sense of direction; personal goal and department goal

### **Me and We; How I can make a difference at work**

- Increase self image, success and happiness
- Develop effective and accelerated critical thinking
- Managing my time
- Involvement in team activities

### **Achieve high levels of self awareness and mastery and well-rounded behavior**

- Sharpen critical thinking in personal decision making and behavior
- Managing stress
- Getting along with others
- Develop interdependent relationship
- Positive reinforcement

### **Values to live by**

- Responsibilities / Initiatives
- Integrity and Execution
- Respect / Benefits
- Solidarity / Creative Understanding
- Progress and innovative
- Freedom

### **Basic Relationship between Character and Personality**

- Dependence, independence and Interdependence
- Managing Emotions
- Managing Change

### **Human Needs and Motivation**

- Live; Physical Fairness
- Love; Social Kindness
- Leaving a legacy; Spiritual meaning
- Learn; mental development
- The Inner Drive; Motivating Factor

### **Personal Grooming**

- Adapting to change at the workplace
- Creating the first impression
- Personal Attitudes & Presentation
- Verbal and non-verbal behavior that can make a difference

### **Setting Plans**

- Reflective Writing
- Experiential Learning Activities
- Values Clarification
- 3 Person Teaching
- Transfer learning to the work and home
- Making it stick

## **Merchandise Handling, Storage and Display**

### **Merchandise Display**

- Understanding basic in-store visual communications
- Selecting the correct type, quantity and quality of stock required for display
- How sales are maximized by
  - a. visual imaging
  - b. effective usage of space and position of displays
  - c. The importance of setting up and dismantling display stocks and equipment safely and securely

### **Pricing and Ticketing**

- Why is it important to have accurate information on tickets and labels
- How to select and display the correct ticket, label price
- Methods for dealing with ticket/labeling that is incorrect stock storage

### **Stock Storage and Movement**

- The correct techniques for handling stocks or equipment and the implications of using incorrect methods

- Determining where goods should be stored and prioritized the order in which they are moved and stored
- The necessary requirements for moving and storing various kinds of stock like high value / volume goods, general merchandise and hazardous goods
- The effects on a business with incorrect stock storage

### **Stock accuracy**

- The importance of maintaining accurate levels stock
- How to order, count, check, and rotate stock accurately, safely and efficiently
- What to do if there are stock discrepancies
- The purpose and uses of stock reports and other stock documentation
- How to stock reports and other documentation can improve customer service and sales

### **Receiving Goods**

- How to plan, prepare and check with suitability of the goods reception areas
- How to check deliveries and deal with damaged stock or discrepancies
- The importance of completing delivery documentation

## **✚ Risk Awareness, Health and Safety**

### **Understanding and identifying security**

- The different between theft and loss
- How theft and loss can have effect on an organization
- How can they occur in different areas of a store
- What is meant by a security risk
- Why it is important to remain alert to risks
- How to diffuse a tense situation at the floor area

### **Preventing security risks**

- Understanding how individuals can help to prevent loss
- How to keep stock, premises and cash secure
- Ability to identify areas that are vulnerable to theft
- Positioning merchandise to minimize risks
- Loss can be minimized through:
  - a. CCTV
  - b. Security Guards
  - c. Store Detectives

### **Safe Handling, Storage and Disposal**

- Ways in which to handle, store and move different types of merchandise / equipment including lifting and carrying
- The need to handle, remove, store and dispose of waste and rubbish correctly and safely
- Principles regarding the compatibility of storing different types of merchandise

### **Taking Action**

- Situations in which action may be taken personally
- What action to take when suspecting a theft
- What security measures should be in place or carry out in the event of an emergency

### **Emergency Procedures**

- How and when to raise an emergency alarm
- What action to take in the event of an emergency
- The need for evacuation procedures, and the practical effects on customers and staff
- How to report an accident and summon first aid if required

### **Hygiene and Safety Standards**

- How to spot dangerous hazards and avoid accident
- Keeping the store clean and tidy
- Standard Safety Procedures

## **Course Requirement:**

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"Hand's on practical sessions, equipment and software will be applied during the course if required and as per the client's request"

## **Course Certificate:**

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**International Center for Training & Development (ICTD)** will award an internationally recognized certificate(s) for each delegate on completion of training.

## **Course Methodology:**

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**A variety of methodologies will be used during the course that includes:**

- (30%) Based on Case Studies
- (30%) Techniques
- (30%) Role Play



- (10%) Concepts
- Pre-test and Post-test
- Variety of Learning Methods
- Lectures
- Case Studies and Self Questionnaires
- Group Work
- Discussion
- Presentation

## Course Fees:

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**To be advised as per the course location.** This rate includes participant's manual, and-Outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

## Course Timings:

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### Daily Course Timings:

08:00 - 08:20	Morning Coffee / Tea
08:20 - 10:00	First Session
10:00 - 10:20	Coffee / Tea / Snacks
10:20 - 12:20	Second Session
12:20 - 13:30	Lunch Break & Prayer Break
13:30 - 15:00	Last Session

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