



COURSE NAME: Retail Trainee Associate

NSQF LEVEL: 3

REFERENCE ID: RAS/Q0103

ALIGNED TO: NCO-2015/5223.0105

Brief Job Description:

Individuals in this position display merchandise and interact with customers to understand their needs to service them with sales of relevant product offerings whilst working cordially within the team and retail organisation.

Personal Attributes:

The individual needs to be physically fit to withstand working in a retail environment whilst being customer responsive. He/she would need good interpersonal and listening skills.

Module 1 : Visual Merchandising

- Stock Display & Sales Promotion
- Display-Scope & Need Identification (Inventory, Location, Position & Dates)
- Display-Checking & Report
- Display-Set-up & Dismantling
- Display Setting as per Health Safety & Environmental Standards
- Legal & Statutory Requirements
- Stock Labelling
- Retail Unique Display Equipments & Terminologies

Assessment for Module 1



Module 2: Promotional Activities-Tools, Equipments & Terminologies

- Plan & Preparation
- Purpose, Content & Display Style
- Design Brief
- Need Identification & Performance Evaluation
- Visual Effect
- Attracting Customers Attention
- Stock Replenishment
- Delivery Progress & Countermeasures
- Accounting Records
- Role of Display in Sales, Marketing & Promotional Activities
- Display Dressing
- Merchandize Positioning & Sales Promotion
- Mannequins
- Creative Display & Team Awareness
- Dismantling & Storage
- Protective Packaging & Waste Reduction
- Labelling

Assessment for Module 2



Module 3: Sales Processes, HSS, Effective Teamwork

- Sales Preparation
- Waste Reduction
- Assembling
- Loyalty Schemes & Its Promotion
- Loyalty Schemes Membership-Customer Interest & Benefits
- Objection Handling
- Financial Benefits
- Store Security
- Security Risk Identification & Reporting
- Health & Safety Risks & Equipments
- Type of Accident & Emergency
- Cleanliness & Hygiene
- Lifting & Handling Equipments
- Cleaning Equipments & Material
- Litter & Waste Management
- Information & Advice
- Need Identification
- Creating Trust & Building Positive Image
- Meeting & Greeting
- Communication with Valued & Respected Customer
- Customer Expectation & Courteous Help
- Team & Effective Working
- Effective Team at Workplace
- Value System
- Employees Rights & Regulations
- Reporting Hierarchy & Escalation Matrix

Assessment for Module 3

Interaction with Subject Matter Expert

Certification