

Title		<b>Understand how to sell food products in a retail environment</b>			
Ofqual unit ref		<b>R/601/8306</b>			
Level	<b>2</b>	Credit value	<b>3</b>	GLH	<b>20</b>
Learning Outcomes			Assessment Criteria		
The learner will:			The learner can:		
1 Know how to establish the customer's needs			1.1 Explain why it is important to confirm the exact quantities, type and quality of food and drink products the customer wants		
2 Know how to satisfy the customer's needs			1.2 Outline the importance of working within the customer's price range.		
3 Know how to process and complete the sale of food and drink products			2.1 Explain the importance of customer service to retail operations		
			2.2 State why it is important to provide suitable alternatives when the customer's first choice cannot be met and what alternatives can be offered		
			2.3 Describe why it is important not to cause conflict as a result of the customer's change of mind		
			2.4 State when to provide supporting information about the safe transport, storage and keeping of food and drink products.		
			3.1 State the company procedures for dealing with methods of payment available to customers		
			3.2 Describe ways to keep payments and stock safe		
			3.3 Explain what legal tender is		
			3.4 Outline the basic trading rights of the customer and trader		
			3.5 Describe the process of taking customer orders for products not in stock		
			3.6 State the limits of own authority and the consequences of operating outside these limits		
			3.7 Outline the importance of communication and the implications of not communicating effectively.		

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Unit purpose and aim(s)	<p>This unit is designed to assess the knowledge and understanding of learners in the workplace context, when selling food products in a retail environment. It can be assessed on or off the job. The learner must demonstrate their current knowledge and understanding, to meet all assessment criteria. Assessment methods appropriate to the needs of the learner must be used to generate satisfactory evidence of knowledge and understanding. It is recommended that this unit is taken with the relevant Occupational Skills Unit. The Improve Assessment Strategy for Proficiency Qualifications in Food and Drink sets out the overarching assessment requirements.</p>	