



# HCT

Progressive, Innovative & Interactive Training



## Retail Selling

### LEVEL 5



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QQI AWARD

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## Retail Selling, 5N1619

**Programme Aim:** to provide learners with the opportunity to develop the knowledge, skills and competencies necessary to great customers in a appropriate manner, to use active listening skills to identify specific customers needs and be able to demonstrate product knowledge in order to close a sale. During the programme learners will explore legal obligation as a retailer in relation to returns and after sales service and will be provided with the tools to be able to deal with challenging situation within a retail outlet. On completions learners will be able to identify a number of payment methods and secure procedure when handling payments.

### Participants of this programme will:

- Have the confidence to open retail selling opportunities appropriately
- Understand different buying signal
- Deal with customer objectives
- Use effective closing techniques to secure the sale.
- Know you right and reasonability's under current legislation
- Understand terminologies used in retail industry
- Be able to identity a number of payment method
- Deal with difficult customer and situations
- Have acquired the skills to deal with handling transactions effectively
- Appreciate the importance of good presentation and interpersonal skills.
- Understand various different in-house procedures including customer service policy, returns policy and customer complaints procedures

### Programme Content

- Different types of retail outlets
- Understand the feature of full personal service
- Customer Loyalty
- Appropriate methods of opening a sale
- Demonstrate feature of a product
- Recognising buying signals
- Dealing with objects
- Closing a sale
- Legal responsibilities under current legislation
- Deal effectively with customer complaints
- Understand correct procedure when handling transactions

### Specific Support Available

A range of accommodations and supports are possible according to specific needs. This programme comes with a very comprehensive manual as an excellent source of reference after the programme

<b>Programme level</b>	This programme leads to a Level 5 on the National Framework of Qualifications
<b>Progression and Credit Value</b>	A major award in Marketing 5M2069, This programme is worth 15 credits to achieve a Major Award
<b>Duration</b>	This programme will run for 6 contact days depending on the project and will require participants to complete some work in their own time
<b>Who should attend this course</b>	People seeking skills in or are looking to gain formal qualification in the selling and systems of retail selling.
<b>Required fluency in generic skills</b>	Learners entering a programme leading towards an award at Level 5 will usually be proficient at reading, drafting, preparing and understanding information across a broad range of topics, including quantitative information. Learners may solve predicable problems well, independently and as part of a group. Learners participate well in a chosen area of expertise, using a range of tools and procedures, responsibly and autonomously.
<b>QQI Assessment</b>	Participants who wish to achieve a QQI Component Certificate must complete two assignments (20% Each) and a Skills Demonstration (60%).
<b>Resources Required in Order to Successfully Complete the Module</b>	Some personal learning / study time will be required from participants. Programme packs, Assessment Briefs and some equipment will be provided as a part of the programme
<b>Specific Entry/Access &amp; Exemptions required</b>	A learner seeking entry to a programme leading to awards at level 5 does not need a previous formal qualification. HCT would highly recommend that learners have achieved some certification at Level 4 or have relevant work/life experience

## Retails Selling 5N1619