

Participant Handbook

Sector
Beauty & Wellness

Sub-Sector
Product & Sales
Occupation
Sales & Consultancy Services

Reference ID: **BWS/RAS/Q0104,**
Version 3.0 NSQF level 3



**Retail
Sales Associate**

Published by

Beauty & Wellness Sector Skill Council
5B, Upper Ground Floor
23, Himalaya House, Kasturba Gandhi Marg,
Connaught Place, New Delhi-110001
Office: 011-40342940, 42, 44 & 45
Email: info@bwssc.in
Website: www.bwssc.in

This book is sponsored by Beauty & Wellness Sector Skill Council

Under Creative Commons License: CC-BY -SA

Attribution-ShareAlike: CC BY-SA



Disclaimer:

This license lets others remix, tweak, and build upon your work even for commercial purposes, as long as they credit you and license their new creations under the identical terms. This license is often compared to “copyleft” free and open-source software licenses. All new works based on yours will carry the same license, so any derivatives will also allow commercial use. This is the license used by Wikipedia and is recommended for materials that would benefit from incorporating content from Wikipedia and similarly licensed projects.





Shri Narendra Modi
Prime Minister of India

“ Skilling is building a better India.
If we have to move India towards
development then Skill Development
should be our mission. ”



Certificate

COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

RETAILERS ASSOCIATION'S SKILL COUNCIL OF INDIA

for

SKILLING CONTENT: PARTICIPANT HANDBOOK

Complying to National Occupational Standards of

Job Role/ Qualification Pack: 'Retail Sales Associate' QP No. 'BWS/RAS/Q0104, V3.0, NSQF Level 3'

Date of Issuance: **November 25th, 2021**

Valid up to: **November 24th, 2024**

* Valid up to the next review date of the Qualification Pack

Chairperson
B&WSSC

Acknowledgement

The Beauty & Wellness Sector Skill Council (B&WSSC) would like to thank all the individuals and institutions who contributed in various ways towards the preparation of this participant handbook. The handbook could not have been completed without their active contribution. Special gratitude is extended to those who collaborated during the development of the different modules in the participant handbook. Wholehearted appreciation is also extended to all who provided peer review for these modules.

The preparation of this handbook would not have been possible without the industry's support. Industry feedback has been extremely beneficial since inception to conclusion, and it is with the industry's guidance that we have tried to bridge the existing skill gaps in the industry. This participant handbook is dedicated to the aspiring youth, who desire to achieve special skills that will be a lifelong asset for their future endeavours.

About This book

This participant handbook has been designed to enable training for the specific Qualification Pack (QP). Each National Occupational Standard (NOS) has been covered across units. The key learning objectives for the specific NOS mark the beginning of the units for that NOS. The symbols used in this book have been described below.

A Retail Sales Associate is responsible for optimizing inventory to ensure maximum availability of stocks and minimizing losses; adhering to standard operating procedures, processes, and policies at the store while providing timely and accurate reporting; managing sales and service delivery to increase store profitability; executing visual merchandising displays as per standards and guidelines; ensuring overall safety, security and hygiene of the store; implementing promotions and special events at the store; leading and managing the team for developing store capability, and conducting price benchmarking and market study of competition. The individual should be meticulous, motivated to learn new things, logical, and result-oriented. He or she must have manual dexterity, right eye for visual quality, and excellent attention to detail. Among others, the individual must have decent communication skills and be able to prioritise tasks. The trainee will enhance his/her knowledge under the trainer's guidance in the following skills:

- **Knowledge and Understanding:** Adequate operational knowledge and understanding to perform the required task
- **Performance Criteria:** Achieve the required skills via hands-on training and complete the necessary operations within the specified standards
- **Professional Skills:** Ability to make operational decisions related to the area of work

The handbook incorporates the well-defined responsibilities of a Retail Sales Associate.

Symbols Used



Key Learning Outcomes



Unit Objectives



Exercise



Tips



Notes



Activity



Summary




Practical

Table of Contents

S.No	Modules and Units	Page No
1.	Introduction to Retail (Bridge Module)	1
	Unit 1.1 - Introduction to Retail	3
	Unit 1.2 - Traditional and Modern Retail in India	6
	Unit 1.3 - Retail Formats	8
	Unit 1.4 - Modern Retailing and You	11
	Unit 1.5 - Retail Supply Chain	14
2.	Suggesting Right Products to Customers (RAS/N0126)	21
	Unit 2.1 - Identification of Customer Needs	23
	Unit 2.2 - Demonstrate Products	29
	Unit 2.3 - Handle Objections and Close Sale	31
	Unit 2.4 - Buying Signals of the Customer	35
	Unit 2.5 - Advising Customers on Additional Products Sales	39
3.	Product Demonstration (RAS/N0125)	45
	Unit 3.1 - Prepare for Demonstrating Products	47
	Unit 3.2 - Demonstrate Products to Customers	53
4.	Provide Specialist Advise to the Customers (RAS/N0127)	61
	Unit 4.1 - Provide Specialist Support	63
	Unit 4.2 - Styles that Appeal to Customers	69
	Unit 4.3 - Demonstrate Specialist Products	73
5.	Maximising Sales (RAS/N0128)	85
	Unit 5.1 - Maximise Sales of Goods and Services	87
6.	Provide Personalised Sales & After Sales Support (RAS/N0129)	95
	Unit 6.1 - Provide a Personalised Service-1	97
	Unit 6.2 - Provide a Personalised Service (contd.)	103
	Unit 6.3 - Provide After-Sales Service	106



S.No	Modules and Units	Page No
15.	Working Effectively in a Team (RAS/N0137 & RAS/N0138) Unit	223
	15.1 - Working Effectively in a Retail Team and Organisation Unit	225
	15.2 - Information and Documentation at Workplace	231
	Unit 15.3 - Develop Effective Work Habits	235
16.	Employability Skills (DGT/VSQ/N0102)	241
	 <p>Scan this QR Code to access the Employability skills module</p> <p>https://www.skillindiadigital.gov.in/content/detail/1-10d218cd-31f0-41d0-a276-b41ec3b52013</p>	
17.	Annexure	243







1. Introduction To Retail

Unit 1.1 - Introduction to Retail

Unit 1.2 - Traditional and Modern Retail in India

Unit 1.3 - Retail Formats

Unit 1.4 - Modern Retailing and You

Unit 1.5 - Retail Supply Chain



Key Learning Outcomes

By the end of this module, the participants will be able to:

1. State the meaning of retail.
2. Identify the difference between the traditional and modern retail sector.
3. Identify the traditional forms of retailing in India.
4. Identify the features of retail formats.
5. Identify the departments and functions in a modern retailing operation.
6. Identify the components involved in the retail supply chain.

UNIT 1.1: Introduction To Retail

Unit Objectives

By the end of this unit, the participants will be able to:

1. State the meaning of retail.
2. List the features and components of retail.
3. Identify the stages in the growth of the retail sector.
4. Discuss the reasons for the growth of retail in India.
5. Differentiate between the traditional and modern retail sector.

1.1.1 Retail

Retail: Originates from the French word 'Retailier' which means 'to cut, divide into pieces and sell in small quantities to customers'. In other words, retail is the sale of goods or commodities in small quantities to customers.

Retailing: Retailing is the activity that enables products, merchandise or services to reach the customers or end consumer.

Retailer: A retailer is a person or an outlet through which products or services are sold to customers or end consumers.

Features of retailing

The factors of retailing are:

- Selling directly to customers or consumers.
- Selling in smaller units/quantities.
- Location advantages: closer/convenient to consumers.
- A range of products or services in one place: convenient to customers.
- Differences in service levels: customer experiences.
- Regular promotions: to attract customers (for example 20% off on MRP).
- Large number of outlets: more stores.

Key components of a retail store

The key components of a typical retail store are:

- Products and services
- Retail store and store staff
- Customers or consumers

The retail store and staff are the last stage in the 'market' where consumers or customers buy the products or services that they need.

Activity

1. **Objective of the activity:** To help learners understand how barter system works.
2. **Learning outcome:** Learners will be able to understand barter system.
3. **Procedure to conduct the activity:** Divide the class into three or four groups depending on the size of the class. Give each group a card with one of the following items written on it:
 - Group 1: Rice: 50 kg.
 - Group 2: Vegetables: 20 kg.
 - Group 3: Salt and masala: 1 kg.
 - Group 4: Vessels: 10
4. **Suggested time for the activity:** 10 minutes
Once the task is completed, share the feedback and discuss what you did, why and how.
5. **Suggested time for discussion:** 5 minutes
6. **Debrief:** Explain the importance of barter system as the very first way of the 'buying' system. Explain that money evolved to make buying more flexible and the subsequent growth of retail.
7. **Suggested time for debrief:** 5 minutes

1.1.2 Growth Of Retail Sector

Barter system: Barter system is a system in which goods or services are directly exchanged for other goods and/or services without a common unit of exchange (without the use of money).

Traditional: Selling goods and services in smaller stores.

Modern retail stores: Supermarkets, hypermarkets, malls, etc.

Reasons for the growth of retail in India

- Rising income levels: More money to spend.
- Rising expectations of the young segment of the population: More demand for new and different products.
- Nuclear family structure: Not a joint family structure.
- Growing literacy: Understand the market better.
- The rapidly expanding middle class: Spending power will be more.
- Growing urbanisation: The social process whereby cities grow and societies become more urban (more stores to satisfy the needs of the customers).
- Increasing media penetration: Get more information about products and services.
- Exposure to international brands and products: Increased demands and explain the traditional retail scene in India. Highlight the highest and lowest organised retail percentages.

Organised v/s Unorganised

- Unorganised retail 92% per cent market share
- 12 million unorganized (mom-and-pop) stores.

Traditional and modern retail sector

- **Technology:** Technology plays a vital role in modern retail in the following areas: billing software, customer relationship management and indent software - which is used to place orders for products through mails and equipment (used to prevent losses). But the traditional retail sector does not implement any technology for its growth or improvement.
- **Systems:** Modern retail follows proper procedures for handling customer complaints, product return policy and ordering procedure. Modern retail companies have their own Standard Operating Procedures (SOPs) to ensure that the day-to-day operations are taken care of, but the traditional retailers do not have any specific procedures/systems to handle their stores on a day-to-day basis. It is a totally biased, or one sided decision. This may cause dissatisfaction among their customers.
- **Size and reach:** Modern retail stores are in different formats, depending on the size of the store, size of the department and shopping convenience of the customers. They reach customers in different areas and cater to different segments. Since traditional retail forms do not have the above features, their size and reach are very limited.
- **Service levels:** Modern retail stores are in different formats and each format service levels are different and higher than the traditional retailers. For example in a lifestyle stores, the service levels are really high, the SOAs will understand the needs of the customers and will help them to select the right products and also do a consultative selling. The services are offered from entry till exit of the store. But, in traditional retail forms the service levels are not par with the modern retail forms; this is due to different reasons like, size, untrained staff, etc.
- **Scope of products:** Since modern retail has different formats, it offers products in various range/ collection, price, size and quantity. It also caters to customers of different levels. On the other hand, traditional forms of retail offer a very limited range of products. The customers do not have much selection of products.
- **Markets:** Unlike the traditional retail sector, modern retail exists in all segments of market like urban, rural, semi-urban areas, catering to a wide range of customers.

Summary

- Meaning of retail.
- Features and components of retail.
- Stages in the growth of the retail sector.
- Reasons for the growth of retail in india.
- Difference between the traditional and modern retail sector.

UNIT 1.2: Traditional And Modern Retail In India

Unit Objectives

By the end of this unit, the participants will be able to:

1. Describe the traditional retail scene in India.
2. Describe the emerging modern forms of retailing in India.

1.2.1 Traditional Forms Of Retailing In India

- **Kirana/mom and pop stores:** Small shops, selling to consumers in the immediate neighbourhood. They have low cost of operations, flexible selling prices, and limited product range and offer high service levels to their customers.
- **Weekly bazaars/markets:** Small temporary stalls selling to customers (small traders) as well as consumers from large areas around the bazaar with low cost of operations and usually lower prices. Specialist traders have a variety of products but in small quantities and low levels of service.
- **Whole sale markets/mandis:** Permanent but small stalls. They undertake wholesale and retail activity, essentially food and grain centres, mainly selling to small traders, have low cost of operations and offer lower selling prices (prices fluctuate with demand and supply of vegetables, etc.) with low levels of service.
- **Hawkers:** Movable shops with small push carts or vehicles, mainly selling to consumers in a specific locality. They offer low cost of operations, focus on convenience to consumers and usually charge higher selling prices. Store-needs hawkers carry products for regular consumption and offer high levels of service.

The emerging retail scene in India

Malls, hypermarkets and supermarkets are getting more importance in the Indian retail scenario.

Malls

- A huge retail building that houses many stores.
- A one-stop shop for all customer needs.
- Many products and services: groceries, apparel, jewelry, books, restaurant, cinemas
- For example Alsa Mall (Delhi), The Forum (Bangalore).
- High quality of shopping environment and shared services.
- Parking, walk-ways.
- A dream shopping destination.

Non-store retailing

- There are other ways of selling which may not need a store.
- E-Retail: Marketing and selling directly to customer over the internet.
- Tele-marketing: Showing products on TV and taking orders over the phone, mobile or internet.
- Catalogue marketing: Sending catalogues (books with details of products) to customers and taking orders over the phone or posted orders.

- Direct selling: Visiting customers at home and demonstrating products or services followed by direct order taking.

Summary

- The traditional retail scene in India.
- The emerging modern retail sector in India.

UNIT 1.3: Retail Formats

Unit Objectives

By the end of this unit, the participants will be able to:

1. List the different retail formats.
2. Summarise the key features of retail formats.

1.3.1 Retail Format

Retail format is the overall appearance and feel that it presents to customers, primarily its look and layout, the sort of range it stocks and the approach taken to pricing.

Parameter	Format	
Size	Mini (500-1500 sq ft)	Super/Hyper market (2000 - 200,000+ sq ft)
Location	Standalone	Malls
Range	Specialty (narrow range)	Departmental (wide range)
Brands	Exclusive (one company/brand)	Multi brands (different brands/ companies)
Product type	Staples (everyday products)	Life style/Luxury (special occasion/specific)
Price	Value/Discount	Premium

Table 1.3.1: Retail format

Types of retail formats

Standalone stores

- Small to mid size stores: 500 to 2000 sq ft.
- Generally, merchandise one company's (branded) items.
- Consist of different sections within the store for related products.
- Located within the planned shopping mall or on a high street.
- For example Pantaloons, Nike, Puma, Reebok, Levis, Zodiac, etc.

Department stores

- Large stores: 20,000 to 50,000 sq ft.
- Cater to a variety of customer needs.
- Further classified into departments such as clothing, toys, home needs, etc.
- Multi-brand range.
- Premium priced.
- May be located in shopping malls or on a high street.
- For example Shoppers Stop, West Side.

Discount stores

- Mid to large size : 2,000 to 10,000 sq ft.
- Sell in bulk, reaching economies of scale or excess stock left over at the season to offer discounts.
- The product category can range across a variety of goods : food, grocery, apparel.
- Always on discount.
- For example Mega Mart, Brand Factory, Factory outlets.

Speciality stores

- Can range from small to very large: 500 to 100,000+ sq ft.
- Specialise in a very specific range of merchandise and related items.
- Build expertise and customer base within this range.
- For example Croma, Crossword, Apple Store, Health & Glow.

Convenience stores

- Relatively small stores (400-2,000 sq ft).
- Located near residential areas – proximity to consumer.
- Stocks a limited range of high-turnover convenience products.
- Prices are slightly higher due to the convenience factor.
- Generally sells Fast Moving Consumer Goods (FMCG) and perishable products.
- For example Reliance Fresh.
- This is traditionally the strong hold of local Kiranas

Supermarkets

- Large size: 2000 to 20,000 + sq ft.
- Self-service stores that offer a wide variety of grocery, processed food, perishables, dairy products, meat and bakery products, non food products and household merchandise.
- Organised into departments.
- For example Food world, More.

Premium store/Lifestyle stores

- Mid to large size : 1000 to 20,000+ sq ft
- Span a wide range of products, entertainment and luxury/ leisure categories.
- Merchandises are offered at premium prices.
- Operation cost is higher than other formats.
- Level of customer service is high.
- For example Lifestyle, Central.

Hypermarkets

- Superstores which may combine a supermarket and a department store (covers 150,000 sq ft to 2,50,000 sq ft).
- Very large retail facility having an enormous range of products under one roof, including full lines of groceries, apparel and general merchandise.

- One stop weekly/monthly shopping destination for customers.
- Focus on high-volume and low-margin sales because of their large footfalls.
- For example Big Bazaar, Wal-Mart, Reliance Mart.

Malls

- Largest form of organised retailing today (6,00,000 sq ft to 10,00,000 sq ft).
- Located mainly in metro cities in proximity to urban outskirts.
- Lend an ideal shopping experience with a combination of product, service and entertainment.
- Stores, restaurants, cinemas, kids play areas.
- Essentially provide a platform for many retailers/stores to tap into a common consumer base.
- For example Prestige Mall, Forum Mall, Garuda Mall.

Summary



- Retail formats.
- Features of important retail formats.