



# RETAIL TEAM LEADER LEVEL 3

Retail team leaders support managers by delivering great customer service and stepping in when managers are absent. Their role is dynamic, involving various tasks each day. They guide and coordinate the team to complete tasks, drive sales, and maintain business standards in merchandising, service, and promotions. Retail team leaders ensure their team is well-trained and works efficiently every day.

## WHY CHOOSE INSPIRE ATA?

We work with high-quality training providers to deliver a wide range of training programmes through a blended learning approach that is tailored to each learner’s needs. Inspire ATA recruits and employs each apprentice on behalf of the “host” client, enabling us to offer additional support and a better experience for both apprentice and client. We can also offer flexi-job apprenticeships which means we are able to offer short term contracts and other non-standard employment models.

- TOTAL DURATION:** 15 MONTHS
- PRACTICAL PERIOD:** 12 MONTHS
- EPA PERIOD:** 3 MONTHS
- EPA ORGANISATION:** OFQUAL
- ASSESSMENT METHOD:** TEST, PROJECT, DISCUSSION

## KNOWLEDGE, SKILLS AND BEHAVIOURS THE CORE SKILLS TO BE DEVELOPED INCLUDE:

- Understand how the brand / business is positioned externally, particularly in relation to local and online competitors and how its products / services meet consumer trends. Understand how own actions, and those of the team can impact on customers’ perception of the brand / business.
- Support the team to ensure they understand and engage in the marketing activities and plans of the business and help ensure that customers have the best possible experience
- Demonstrate commercial awareness and act responsibly and with integrity to protect the financial position of the business
- Display decisive thinking when making decisions that are in the best interest of the business. Use sound judgement; take prompt action in the case of problems relating to resources
- Work with the team to maintain brand / business standards at all times and identify and address any potential risks according to business procedures



## RETAIL TEAM LEADER

### KNOWLEDGE

- Understand the customer profile of the business, their purchasing habits across a retail calendar year and how to meet and exceed their needs. Know the best ways to drive the team to increase sales, secure customer loyalty and attain business targets
- Understand the purpose of the business including its vision, objectives and brand / business standards, how they compare to its competitors and how own role, and the team, help to achieve them
- Understand how own actions and those of the team can contribute to the overall financial performance of the business by increasing sales e.g. through product positioning, and minimising costs through effective stock control and prevention of theft.
- Understand how to organise the team on a daily basis to achieve objectives, and recognise the importance of contingency planning to meet business requirements; know limits of authority when deputising for line manager
- Understand how the brand / business is positioned externally, particularly in relation to local and online competitors and how its products / services meet consumer trends. Understand how own actions, and those of the team can impact on customers' perception of the brand / business.

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### SKILLS

- Monitor customers' enquiries and service requirements; coach and support team members to use appropriate methods e.g. face to face or remote such as on-line facilities, to deliver consistent and exceptional service that provides customers with a positive experience
- Work with the team to maintain brand / business standards at all times and identify and address any potential risks according to business procedures
- Support the achievement of financial targets by planning and monitoring resources. Use resources effectively and efficiently to meet expected demand. Oversee the areas that impact on financial performance in own area of the business in line with business procedures
- Use available information to coordinate the work of the team so that the right people and resources are in the right place at the right time to ensure consistent brand / business standards are delivered. Deputise for line manager within limits of own authority
- Support the team to ensure they understand and engage in the marketing activities and plans of the business and help ensure that customers have the best possible experience

### BEHAVIOURS

- Act as a role model to champion excellent customer service by always looking to improve customers' experience through a welcoming and professional approach which builds strong customer relationships
- Demonstrate personal responsibility for meeting the objectives of the team and the business
- Demonstrate commercial awareness and act responsibly and with integrity to protect the financial position of the business
- Display decisive thinking when making decisions that are in the best interest of the business. Use sound judgement; take prompt action in the case of problems relating to resources