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# Model Curriculum

## Retail Team Leader

**SECTOR: Retail**  
**SUB SECTOR: Retail Operations**  
**OCCUPATION: Store Operations**  
**REF ID: RAS/Q0105, Version 1.0**  
**NSQF LEVEL: 5**



## Certificate

### CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

**RETAILERS ASSOCIATION'S SKILL COUNCIL OF INDIA**

for the

### MODEL CURRICULUM

Complying to National Occupational Standards of  
Job Role/ Qualification Pack: '**Retail Team Leader**' QP No. '**RAS/Qo105 NSQF Level 5**'

Date of Issuance: **March 23<sup>rd</sup>, 2019**

Valid up to: **March 23<sup>rd</sup>, 2021**

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



Authorised Signatory  
(Retailers Association's Skill Council of India)

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# Retail Team Leader

## CURRICULUM/SYLLABUS

This program is aimed at training candidates for the job of a “Retail Team Leader”, in the “Retail” Sector/Industry and aims at building the following key competencies amongst the learner.

<b>Program Name</b>	<b>Retail Team Leader</b>		
<b>Qualification Pack Name &amp; Reference ID</b>	RAS/Q0105, v1.0		
<b>Version No.</b>	1.0	<b>Version Update Date</b>	25 March 2019
<b>Pre-requisites to Training</b>	Not Applicable		
<b>Training Outcomes</b>	<p><b>After completing this programme, participants will be able to:</b></p> <ul style="list-style-type: none"> <li>• Organize the display of products at the store</li> <li>• Plan visual merchandising</li> <li>• Demonstrate the skills required to establish and satisfy customer needs</li> <li>• Process the sale of products</li> <li>• Explain how to maintain the availability of goods for sale to customers</li> <li>• Allocate and check work in a team</li> <li>• Demonstrate the skills required to monitor and solve customer service problems</li> <li>• Explain how to communicate effectively with stakeholders</li> <li>• Demonstrate compliance with health and safety standards</li> <li>• Describe the elements that help to effectively work in a team such as demonstrating courteous and helpful behaviour while working in a team</li> <li>• Describe the elements that help to effectively work in an organization such as following company’s policies and guidelines</li> </ul>		

This course encompasses 11 out of 11 National Occupational Standards (NOS) of “Retail Team Leader” Qualification Pack issued by “Retailers Association’s Skill Council of India”.

S. No	Module	Key Learning Outcomes	Equipment Required
1	<p><b>Organize the display of products at the store</b></p> <p><b>Theory Duration</b> (hh:mm) 17:00</p> <p><b>Practical Duration</b> (hh:mm) 17:00</p> <p><b>Corresponding NOS Code</b> RAS/N0146</p>	<ul style="list-style-type: none"> <li>• Demonstrate compliance with health, safety and hygiene requirements and wear the correct personal protective clothing and equipment throughout the process.</li> <li>• Evaluate the display area, equipment and accessories for cleanliness and working condition.</li> <li>• Identify any problems and take prompt action.</li> <li>• Assemble and check products and additional materials and prepare them for use.</li> <li>• Review the products available for display, estimate the quantities required and select those products which are most suitable with regard to shelf life, demand, appeal and promotional requirements.</li> <li>• Prepare the display to ensure maximum appeal and to comply with product safety requirements.</li> <li>• Identify requirements for labelling of products with the relevant people.</li> <li>• Verify label information for accuracy and compliance to legal and standard operational requirements.</li> <li>• Identify and position labels for products correctly.</li> <li>• Check the labels for legibility, visibility to customers, and secure positioning in the correct place.</li> <li>• Assess the display area to ensure that it meets the requirement of hygiene, safety and saleability.</li> <li>• Transfer products safely to the display area according to instructions and specifications.</li> <li>• Follow hygiene and safety guidelines while arranging and replacing products and additional materials.</li> <li>• Reposition and reorganize the position of products and accessories, where product is not available, to maintain presentation and to meet trading conditions.</li> <li>• Review displays according to instructions and specifications.</li> <li>• Carry out any emergency cleaning procedures promptly when required.</li> <li>• Identify any product- or display-related</li> </ul>	<p>Display Racks - Gondola / Shelves, Display/Boards/ Standees for product categories and offers (Different Types), Calculator, Stock Almirah, Dummy Products (Products with ad - on accessories such as mobile handsets with ear phones etc.) with barcode, specifications price tags, VM elements (Mannequins - Full/Half Bust, Dangles, Wobblers, Hangers, Fixtures, Banners, Posters, POS Display (LED Lightbox); Signage Board; Offer /Policy Signage), Shopping Basket/Shopping Cart, Dummy Fire Extinguishers</p>

		problems and take prompt action to address them.	
2	<p><b>Plan visual merchandising</b></p> <p><b>Theory Duration</b> (hh:mm) 18:00</p> <p><b>Practical Duration</b> (hh:mm) 18:00</p> <p><b>Corresponding NOS Code</b> RAS/N0139</p>	<ul style="list-style-type: none"> <li>Identify the purpose, content and style of the display.</li> <li>Identify the equipment, materials, merchandise and props needed to create and install the display and the dates for completing it.</li> <li>Evaluate the place selected for the display for relevance with the design brief.</li> <li>Create new and effective ways of improving the visual effect of displays, within the limits of the design brief, the company's visual design policies and one's authority.</li> <li>Select merchandise and props shown in the design brief, which will most likely attract customers' attention.</li> <li>Identify other merchandise and props when those originally specified are not available or not suitable, and agree your selections with the right person.</li> <li>Verify arrangements for delivery of merchandise and props with the right people, allowing enough time for deliveries to arrive before display must be installed.</li> <li>Evaluate the progress of deliveries and take suitable action if delays seem likely.</li> <li>Update stock records to account for merchandise on display.</li> </ul>	<p>Display Racks - Gondola / Shelves, Display/Boards/ Standees for product categories and offers (Different Types), Calculator, Stock Almirah, Dummy Products (Products with ad -on accessories such as mobile handsets with ear phones etc.) with barcode, specifications price tags, VM elements (Mannequins - Full/Half Bust, Danglers, Wobblers, Hangers, Fixtures, Banners, Posters, POS Display (LED Lightbox); Signage Board; Offer /Policy Signage), Shopping Basket/Shopping Cart, Dummy Fire Extinguishers</p>
3	<p><b>Establish and satisfy customer needs</b></p> <p><b>Theory Duration</b> (hh:mm) 17:00</p> <p><b>Practical Duration</b> (hh:mm) 17:00</p> <p><b>Corresponding NOS Code</b> RAS/N0140</p>	<ul style="list-style-type: none"> <li>Demonstrate skills required to make unobtrusive observations about customer choices and movements within the store.</li> <li>Demonstrate polite ways to promptly approach the customer and acknowledge customers' request for information and advice on the products of choice.</li> <li>Explain how to help customers identify the product or supplies they wish to purchase and direct/accompany them to the exact store location where the specific product or supplies are stocked/displayed.</li> <li>Illustrate how to confirm with customers that the products and supplies being packed, wrapped and billed exactly match their selections.</li> <li>Identify opportunities to provide information on variants of product and supplies available in the store and enable customers to make informed purchase decisions.</li> </ul>	<p>Display Racks - Gondola / Shelves, Display/Boards/ Standees for product categories and offers (Different Types), Calculator, Stock Almirah, Dummy Products (Products with ad -on accessories such as mobile handsets with ear phones etc.) with barcode, specifications price tags, VM elements (Mannequins - Full/Half Bust, Danglers, Wobblers, Hangers, Fixtures, Banners, Posters, POS Display (LED Lightbox); Signage Board; Offer /Policy Signage), Shopping Basket/Shopping Cart, Dummy Fire Extinguishers, Customer Feedback Forms, Customer Inquiry /Lead Register, Register to record customer delivery, Sample forms showing Loyalty scheme/EMI Offers</p>

		<ul style="list-style-type: none"> <li>• Explain how to enable customers to make choices appropriate with their product, supplies and brand preferences and complete their basket of purchases.</li> <li>• Advise the customer, where allowed by store or business policy, to sample the product or supplies in the course of the purchase decision.</li> <li>• Explain how to maintain prescribed levels of store, environmental and personal hygiene and ensure health and safety within the store environs and peripheral areas.</li> <li>• Demonstrate skills required to ensure that customers fulfil their purchase process smoothly from start to billing by minimizing waiting times at different stages of the process.</li> </ul>	
4	<p><b>Process the sale of products</b></p> <p><b>Theory Duration</b> (hh:mm) 14:00</p> <p><b>Practical Duration</b> (hh:mm) 14:00</p> <p><b>Corresponding NOS Code</b> RAS/N0147</p>	<ul style="list-style-type: none"> <li>• Identify prices of available products and supplies.</li> <li>• Update customers about the pricing, terms and the department's business policies.</li> <li>• Explain the modes of payment available at the department and check the customers' choice of payment mode.</li> <li>• Carry out payment or credit payment process in line with business policies.</li> <li>• Describe how to ensure safe handling and movement of product and supplies off the racks and through to billing counters.</li> <li>• Illustrate how to ensure appropriate and accurate processing and safe storage of payments, vouchers, records and receipts.</li> <li>• Explain how to ensure proper functioning of departmental processes that lead to a sale.</li> <li>• Report any process malfunctions or process failures to the appropriate persons.</li> <li>• Demonstrate appropriate mannerism while closing the sale.</li> </ul>	<p>Display Racks - Gondola / Shelves, Display/Boards/ Standees for product categories and offers (Different Types), Calculator, Stock Almirah, Point of Sale (POS) Terminal (Computer, Cash drawer, Receipt printer, Barcode scanner, Card swiping machine), Dummy Products (Products with ad -on accessories such as mobile handsets with ear phones etc.) with barcode, specifications price tags, VM elements(Mannequins - Full/Half Bust, Danglers, Wobblers, Hangers, Fixtures, Banners, Posters, POS Display (LED Lightbox); Signage Board; Offer /Policy Signage), Shopping Basket/Shopping Cart, Customer Feedback Forms, Customer Inquiry /Lead Register, Sample forms showing Loyalty scheme/EMI Offers, Posters showing various types of digital payment options such as PayTM, PayPal etc)</p>
5	<p><b>Maintain the availability of goods for sale to customers</b></p> <p><b>Theory Duration</b> (hh:mm) 18:00</p> <p><b>Practical Duration</b> (hh:mm)</p>	<ul style="list-style-type: none"> <li>• Review the staff's understanding to confirm purchase of the display and any relevant requirements and standards.</li> <li>• Explain the purpose of the display and any relevant requirements and standards to the staff.</li> <li>• Identify ways to check that staff prepare the display area and put the display together in a way that causes the least inconvenience to customers.</li> <li>• Review the performance of staff and</li> </ul>	<p>Display Racks - Gondola / Shelves, Display/Boards/ Standees for product categories and offers (Different Types), Calculator, Stock Almirah, Dummy Products (Products with ad -on accessories such as mobile handsets with ear phones etc.) with barcode, specifications price tags, VM elements(Mannequins - Full/Half Bust, Danglers, Wobblers, Hangers, Fixtures, Banners, Posters, POS Display (LED Lightbox); Signage</p>



	<p>18:00</p> <p><b>Corresponding NOS Code</b> RAS/N0148</p>	<p>provide constructive feedback.</p> <ul style="list-style-type: none"> <li>• Identify ways to provide opportunities for staff to check they understand the requirements and standards of the display.</li> <li>• Assess the assembled display and ensure compliance to company requirements and standards.</li> <li>• Explain how to obtain permission from the appropriate authority to modify or change the display.</li> <li>• Monitor that information has been placed accurately and legally, and is chosen and positioned to promote sales effectively.</li> <li>• Collect keep complete, accurate and up-to-date records of displays.</li> <li>• Identity the standards that the display should meet.</li> <li>• Explain how to encourage staff to make helpful comments and identify changes that may make the display more appealing to customers.</li> <li>• Identify ways to ask the right person for permission to make any changes.</li> <li>• Identify any risks to security or health and safety and take prompt and suitable action to deal with.</li> <li>• Collect and record accurate information on price changes.</li> <li>• Summarise the importance of giving accurate, up-to-date price information to the staff who need it.</li> <li>• Review price marking and promptly sort out any pricing problems.</li> <li>• Explain how to ensure that stock replenishment plans are up-to-date and realistic.</li> <li>• Follow company policy and legal guidelines to deal with out-of-date or deteriorating stock.</li> <li>• Identify ways to involve staff in spotting potential improvements to the way stock is organised and presented.</li> <li>• Point out realistic and effective ways of improving how stock is organized and presented.</li> <li>• Demonstrate compliance with company policies while getting permission from the right person, where necessary, to improve the way stock is organised and presented.</li> <li>• Explain the importance of maintaining customer goodwill and staff morale while stock is being reorganized.</li> </ul>	<p>Board; Offer /Policy Signage), Shopping Basket/Shopping Cart, Dummy Fire Extinguishers, Sample Retail Standard Operating Procedures (SOP) manual covering do's &amp; don'ts in a store, Sample Stock delivery note / challan, Dummy Stock Transfer Notes / Invoice, Stock Inward/Stock Outward register</p>
6	<p><b>Allocate and check work in your team</b></p>	<ul style="list-style-type: none"> <li>• Use information collected on the performance of team members in any</li> </ul>	<p>Sample Retail Standard Operating Procedures (SOP) manual covering</p>



	<p><b>Theory Duration</b> (hh:mm) 18:00</p> <p><b>Practical Duration</b> (hh:mm) 18:00</p> <p><b>Corresponding NOS Code</b> RAS/N0131</p>	<p>formal appraisal of performance.</p> <ul style="list-style-type: none"> <li>• Identify successful completion of significant pieces of work or work activities by team members and the overall team and update the manager.</li> <li>• Identify unacceptable or poor performance, discuss the cause(s) and agree ways of improving performance with team members.</li> <li>• Explain how to monitor the team for conflict, identifying the cause(s) when it occurs and dealing with it promptly and effectively.</li> <li>• Demonstrate how to motivate team members to complete the work they have been allocated and provide, where requested and where possible, any additional support and/or resources to help completion.</li> <li>• Extend support to team members in identifying and dealing with problems and unforeseen events.</li> <li>• Review the progress and quality of the work of team members on a regular and fair basis against the standard or level of expected performance and provide prompt and constructive feedback.</li> <li>• Explain how to encourage team members to ask questions, make suggestions and seek clarification in relation to the work they have been allocated.</li> <li>• Analyse and identify any differences in expectations and working methods of any team members from a different country or culture and promote ways of working that take account of their expectations and maximize productivity.</li> <li>• Brief team members on the work they have been allocated and the standard or level of expected performance.</li> <li>• Allocate work to team members on a fair basis taking account of their skills, knowledge and understanding, experience and workloads and the opportunity for development.</li> <li>• Plan how the team will undertake its work, identifying any priorities or critical activities and making best use of the available resources.</li> <li>• Identify ways to confirm the work required of the team with your manager and seek clarification, where necessary, on any outstanding points and issues.</li> </ul>	<p>do's &amp; don'ts in a store , In-store induction training manual, HR Manual, Attendance register / Employee Work Shift planner, Sample employee appraisal form, Sample script for team briefing, Sample Team Target vis-à-vis Team Performance Report sample (In hardcopy or digital form)</p>
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7	<p><b>Monitor and solve customer service problems</b></p> <p><b>Theory Duration</b> (hh:mm) 18:00</p> <p><b>Practical Duration</b> (hh:mm) 18:00</p> <p><b>Corresponding NOS Code</b> RAS/N0150</p>	<ul style="list-style-type: none"> <li>• Follow organizational guidelines while responding to customer service problems.</li> <li>• Identify and solve customer service problems which are within one's authority.</li> <li>• Identify ways to seek support from team members and colleagues in solving customer service problems.</li> <li>• Explain to the customers the actions being taken and inform about progress of problem resolution.</li> <li>• Outline clear reasons to customers when the problem has not been resolved to their satisfaction.</li> <li>• Assess customer satisfaction level after problem is resolved.</li> <li>• Demonstrate compliance with company service system and procedures for resolving customer service problems.</li> <li>• Update co-workers of the steps taken to solve specific problems.</li> <li>• Identify repeated customer service problems.</li> <li>• Identify the advantages and disadvantages of options for dealing with problems.</li> <li>• Select the best option, balancing customers' and organisational needs.</li> <li>• Identify ways to obtain approval from sufficient authority to change guidelines to reduce a problem.</li> <li>• Review any changes made in the guidelines.</li> </ul>	<p>Customer Feedback Forms, Customer Inquiry /Lead Register, Register to record customer delivery, Sample forms showing Loyalty scheme/EMI Offers, Sample Retail Standard Operating Procedures (SOP) manual covering do's &amp; don'ts in a store</p>
8	<p><b>Communicate effectively with stakeholders</b></p> <p><b>Theory Duration</b> (hh:mm) 18:00</p> <p><b>Practical Duration</b> (hh:mm) 18:00</p> <p><b>Corresponding NOS Code</b> RAS/N0145</p>	<ul style="list-style-type: none"> <li>• Explain how to pass on written information only to those people authorised to receive it and within agreed timescales.</li> <li>• Demonstrate compliance with organizational policies to keep the information in written documents.</li> <li>• Use appropriate communication medium in line the instructions and organisation's procedures.</li> <li>• Evaluate the communication equipment in use are in working condition and take corrective action as required.</li> <li>• Use appropriate terminology to acknowledge incoming communication promptly and clearly.</li> <li>• Identify ways to promptly pass on information to persons who require it within agreed timescales.</li> <li>• Explain how to check that the information provided is understood by the receivers.</li> </ul>	<p>Sample contact list of key internal and external stakeholders, Customer Feedback Forms, Customer Inquiry /Lead Register, Sample Retail Standard Operating Procedures (SOP) manual covering do's &amp; don'ts in a store, Sample Team Target vis-à-vis Team Performance Report sample (In hardcopy or digital form)</p>

		<ul style="list-style-type: none"> <li>• Explain how to take prompt and effective action when there is difficulty in transmission or reception of information.</li> <li>• Interpret incoming instructions accurately and take prompt action.</li> <li>• Identify ways to seek clarifications on incoming instructions, if needed.</li> <li>• Discuss with and help your team members to maximise efficiency in carrying out tasks.</li> <li>• Explain the importance of giving instructions to others at a pace and in a manner that helps them to understand.</li> <li>• Demonstrate active listening skills to identify the most important things that customers are saying.</li> <li>• Summarize information for customers.</li> <li>• Use appropriate body language when communicating with customers.</li> <li>• Analyse your customers' body language to understand their feelings and wishes.</li> <li>• Demonstrate respectful, helpful and professional behaviour while engaging with customers.</li> <li>• Extend support to colleagues in providing good customer service.</li> <li>• Identify the roles and responsibilities of the different people who will be working together.</li> <li>• Discuss on how and when the joint work will be monitored and reviewed and agree to the information sharing timing, reasons and confidentiality.</li> <li>• Discuss on how and when the joint work will be monitored and reviewed.</li> <li>• Represent your agency's views and policies in a clear and constructive way.</li> <li>• Identify any tensions and issues in the joint working and seek to address them with the people involved.</li> <li>• Identify ways to seek appropriate support when you are having difficulty working effectively with staff in other agencies.</li> </ul>	
9	<p><b>Help maintain health and safety</b></p> <p><b>Theory Duration</b> (hh:mm) 11:00</p> <p><b>Practical Duration</b> (hh:mm) 11:00</p>	<ul style="list-style-type: none"> <li>• Demonstrate compliance with company procedures and legal requirements for dealing with accidents and emergencies.</li> <li>• Demonstrate calm behaviour while dealing with accidents and emergencies.</li> <li>• Report accidents and emergencies promptly, accurately and to the right person.</li> <li>• Recognise when evacuation</li> </ul>	<p>Dummy Fire Extinguishers, Sample Retail Standard Operating Procedures (SOP) manual covering do's &amp; don'ts in a store</p>

	<p><b>Corresponding NOS Code</b></p> <p>RAS/N0122</p>	<p>procedures have been started and following company procedures for evacuation.</p> <ul style="list-style-type: none"> <li>• Demonstrate compliance with health and safety requirements laid down by your company and by law, and encourage colleagues to follow the same.</li> <li>• Use approved techniques and process to deal with risks.</li> <li>• Explain how to report risks to the higher authority.</li> <li>• Use equipment and materials in line with the manufacturer's instructions.</li> </ul>	
10	<p><b>Work effectively in a retail team</b></p> <p><b>Theory Duration</b> (hh:mm) 13:00</p> <p><b>Practical Duration</b> (hh:mm) 13:00</p> <p><b>Corresponding NOS Code</b></p> <p>RAS/N0137</p>	<ul style="list-style-type: none"> <li>• Demonstrate courteous and helpful behaviour at all times.</li> <li>• Use opportunities to enhance assistance level offered to colleagues.</li> <li>• Demonstrate skills required to finish all reasonable requests for assistance and complete allocated tasks within timeframe.</li> <li>• Identify ways to get assistance during difficulties.</li> <li>• Use questioning techniques to clarify instructions or responsibilities.</li> <li>• Demonstrate a non-discriminatory attitude with customers and other staff members.</li> <li>• Demonstrate compliance with standard dress code and presentation according to workplace, job role and customer contact.</li> <li>• Follow personal hygiene procedures as per organizational policy and legislation.</li> <li>• Interpret workplace information, instructions and procedures relevant to the particular task and act accordingly.</li> <li>• Interpret legal requirements against anti-discrimination, sexual harassment and bullying to act accordingly.</li> <li>• Use questioning techniques to seek workplace information.</li> <li>• Plan daily work routine within the scope of the job role and act accordingly.</li> <li>• Identify tasks and complete them within required timeframes.</li> <li>• Assess work and personal priorities and achieve a balance.</li> </ul>	<p>Sample Retail Standard Operating Procedures (SOP) manual covering do's &amp; don'ts in a store, In-store induction training manual, HR Manual, Sample script for team briefing, Sample employee appraisal form</p>
11	<p><b>Work effectively in an organization</b></p> <p><b>Theory Duration</b> (hh:mm) 13:00</p>	<ul style="list-style-type: none"> <li>• Identify elements that help work collaboratively with colleagues.</li> <li>• Identify ways in which support can be extended to colleagues by making realistic commitments.</li> <li>• Identify and suggest suitable alternatives to colleagues if promised</li> </ul>	<p>Sample Retail Standard Operating Procedures (SOP) manual covering do's &amp; don'ts in a store, In-store induction training manual, HR Manual, Sample script for team briefing, Sample employee appraisal form</p>

	<p><b>Practical Duration</b> (hh:mm) 13:00</p> <p><b>Corresponding NOS Code</b> RAS/N0138</p>	<p>work is compromised.</p> <ul style="list-style-type: none"> <li>• Demonstrate supportive attitude to colleagues when working conditions are difficult.</li> <li>• Identify ways to encourage colleagues to maintain work effectiveness within team.</li> <li>• Identify and explain SMART goals to the right people.</li> <li>• Choose realistic action points and deadlines according to past experiences.</li> <li>• Implement feedback received from seniors to improve self-performance.</li> <li>• Describe ways to encourage colleagues to ask any work-related information or advice and doubts on the information provided.</li> <li>• Demonstrate tasks and procedures in a logical sequence with relevant information.</li> <li>• Discover new opportunities for colleagues to learn new skill and give constructive feedback.</li> <li>• Follow company's health and safety procedures while working and training others.</li> </ul>	
<p><b>Total Duration:</b></p> <p><b>Theory Duration</b> (hh:mm) 175:00</p> <p><b>Practical Duration</b> (hh:mm) 175:00</p>	<p><b>Unique Equipment Required:</b></p> <p>Display Racks - Gondola / Shelves, Display/Boards/ Standees for product categories and offers (Different Types), Calculator, Stock Almira, Point of Sale (POS) Terminal (Computer, Cash drawer, Receipt printer, Barcode scanner, Card swiping machine), Dummy Products (Products with ad -on accessories such as mobile handsets with ear phones etc.) with barcode, specifications price tags, VM elements (Mannequins - Full/Half Bust, Danglers, Wobblers, Hangers, Fixtures, Banners, Posters, POS Display (LED Lightbox), Signage Board, Offer /Policy Signage), Shopping Basket/Shopping Cart, Dummy Fire Extinguishers, Customer Feedback Forms, Customer Inquiry /Lead Register, Sample Retail Standard Operating Procedures (SOP) manual covering do's &amp; don'ts in a store, In-store induction training manual, HR Manual, Sample contact list of key internal and external stakeholders, Attendance register / Employee Work Shift planner, Sample employee appraisal form, Sample script for team briefing, Sample Team Target vis-à-vis Team Performance Report sample (In hardcopy or digital form)</p>		

**Grand Total Duration: 350 Hours, 0 Minutes**

*(This syllabus/ curriculum has been approved by [Retailers Association's Skill Council of India](#))*

## Trainer Prerequisites for Job role: “Retail Team Leader” mapped to Qualification Pack: “RAS/Q0105, Version 1.0”

Sr. No.	Area	Details
1	<b>Description</b>	Individual in this position should be able to train and skill candidates as per Qualification Pack by using effective methodology for the target audience/candidates whilst ensuing consistently high pass percentage.
2	<b>Personal Attributes</b>	Individual in this position should exhibits below mentioned attributes: <ul style="list-style-type: none"> <li>• Should be subject knowledge / matter expert</li> <li>• Effective communication skills and proven integrity, as well as sincerity</li> <li>• Ability to conduct interactive training program and concentrate on details</li> <li>• High sense of thoughtfulness in a habitually active environment</li> <li>• Multi-talented and resourceful ability when handling different tasks</li> <li>• Highly skilled in promoting friendly atmosphere and efficient in managing learners</li> </ul>
3	<b>Minimum Educational Qualification</b>	Retail Diploma/Graduate
4a	<b>Domain Certification</b>	Certified for Job Role: “Retail Team Leader” mapped to QP “RAS/Q0105, V 1.0”. Minimum accepted score of 80% or as per RASCI guidelines.
4b	<b>Platform Certification</b>	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MEP/Q0102”. Minimum accepted score of 80% or as per RASCI guidelines.
5	<b>Experience</b>	<ul style="list-style-type: none"> <li>• 5 years of experience in Retail Store Operations or Sales including minimum 2 years of supervisory experience</li> </ul> OR <ul style="list-style-type: none"> <li>• 5 years of experience in Retail Store Operations or Sales including minimum 2 years of supervisory training experience (who has trained team leaders and above or has functioned as a master trainer)</li> </ul>



## CRITERIA FOR ASSESSMENT OF TRAINEES

<b>Assessment Criteria</b>	
<b>Job Role</b>	<b>Retail Team Leader</b>
<b>Qualification Pack</b>	<b>RAS/Q0105, v1.0</b>
<b>Sector Skill Council</b>	<b>Retailers Association's Skill Council of India</b>

### Guidelines for Assessment

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/ set of NOS
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below)
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on these criteria
6. To pass the Qualification Pack, every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment.
7. In case of *unsuccessful completion*, the trainee may seek reassessment on the Qualification Pack.



Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	Skills Practical
<b>RAS/N0146</b> <b>Organize the display of products at the store</b>	PC1. Comply with health, safety and hygiene requirements and wear the correct personal protective clothing and equipment throughout the process.	100	5	2.5	2.5
	PC2. Check whether the display area, equipment and accessories are clean and take prompt action on finding any problems.		5	2.5	2.5
	PC3. Assemble and check products and additional materials and prepare them for use.		5	2.5	2.5
	PC4. Review the products available for display, estimate the quantities required and select those products which are most suitable with regard to shelf life, demand, appeal and promotional requirements.		10	5	5
	PC.5 Prepare the display to ensure maximum appeal and to comply with product safety requirements		5	2.5	2.5
	PC6. Confirm requirements for labelling of products with the relevant people.		5	2.5	2.5
	PC7. Confirm label information is correct and conforms to legal and standard operational requirements, with the relevant people.		5	2.5	2.5
	PC8. Position labels for products correctly.		10	5	5
	PC9. Ensure that labels are legible, visible to customers, and securely positioned in the correct place		5	2.5	2.5
	PC10. Check and take steps to ensure that the display area always meets the requirement of hygiene, safety and saleability.		5	2.5	2.5
	PC11. Transfer products safely to the display area according to instructions and specifications.		5	2.5	2.5
	PC12. Arrange and promptly replace products and additional materials in a way that is attractive to customers and meets the requirements of hygiene and safety.		10	5	5
	PC13. Reposition and reorganize the position of products and accessories, where product is not available, to maintain presentation and to meet trading conditions.		5	2.5	2.5
	PC14. Monitor displays according to instructions and specifications.		10	5	5
	PC15. Carry out any emergency cleaning procedures promptly when required.		5	2.5	2.5
	PC16. Take prompt action to address any product or display related problem		5	2.5	2.5

	Total		100	50	50
<b>RAS / N0139 Plan visual merchandising</b>	PC1. Identify the purpose, content and style of the display.	100	10	5	5
	PC2. Identify the equipment, materials, merchandise and props you need to create and install the display and the dates for completing it.		10	5	5
	PC3. Evaluate whether the place you plan to put the display is likely to fulfil the design brief.		10	5	5
	PC4. Create new and effective ways of improving the visual effect of displays, within the limits of the design brief, the company's visual design policies and the authority you have.		15	7.5	7.5
	PC5. Confirm that the features of merchandise and props shown in the design brief are those most likely to attract customers' attention.		10	5	5
	PC6. Identify other merchandise and props when those originally specified are not available or not suitable, and agree your selections with the right person.		15	7.5	7.5
	PC7. Verify arrangements for delivery of merchandise and props with the right people, allowing enough time for deliveries to arrive before the display must be installed.		10	5	5
	PC8. Check the progress of deliveries and take suitable action if delays seem likely.		10	5	5
	PC9. Update stock records to account for merchandise on display.		10	5	5
	Total		100	50	50
<b>RAS / N0140 Establish and satisfy customer needs</b>	PC1. Stay alert to, and make unobtrusive observations about, customer choices and movements within the store	100	10	5	5
	PC2. Heed to customer queries about the products and supplies they wish to purchase and unobtrusively and politely enquire about their purchase requirements, when necessary		10	5	5
	PC3. Help customers identify the product or supplies they wish to purchase and direct / accompany them to the exact store location where the specific product or supplies are stocked / displayed		10	5	5
	PC4. Confirm with customers that the products and supplies being packed, wrapped and billed exactly match their selections		10	5	5
	PC5. Extend appropriate courtesy to customers during the sales process and provide appropriate and accurate information and advice		10	5	5
	PC6. Provide information on variants of product and supplies available in the store and enable customers to make informed purchase decisions		10	5	5

	PC7. Enable customers to make choices appropriate with their product, supplies and brand preferences and complete their basket of purchases		10	5	5
	PC8. Advise the customer, where allowed by store or business policy, to sample the product or supplies in the course of the purchase decision.		10	5	5
	PC9. Maintain prescribed levels of store, environmental and personal hygiene and ensure health and safety within the store environs and peripheral areas		10	5	5
	PC10. Ensure that customers fulfil their purchase process smoothly from start to billing by minimizing waiting times at different stages of the process		10	5	5
	Total		100	50	50
<b>RAS / N0147</b> <b>Process the sale of products</b>	PC1. Confirm prices of product and supplies with customers and ensure customers are agreeable to the pricing, terms and the department's business policies.	100	15	7.5	7.5
	PC2. Confirm that customer is aware and agreeable to the modes of payment available at the department		15	7.5	7.5
	PC3. Process payment or credit in line with business policies and ensure accurate accounting of units of purchased product or supplies and the payments and credits processed.		15	7.5	7.5
	PC4. Ensure safe handling and movement of product and supplies off the racks and through to billing counters.		15	7.5	7.5
	PC5. Ensure appropriate and accurate processing and safe storage of payments, vouchers, records and receipts.		15	7.5	7.5
	PC6. Ensure proper functioning of departmental processes that lead to a sale and alert appropriate persons in case of a process malfunction or process failure.		10	5	5
	PC7. Conclude dealing with customers with appropriate and prescribed mannerisms		15	7.5	7.5
	Total		100	50	50
<b>RAS / N0148</b> <b>Maintain the availability of goods for sale to customers</b>	PC1. Confirm the purchase of the display and any relevant requirements and standards and, where necessary, check them with the appropriate authority	100	4	2	2
	PC2. Clearly explain to staff the purpose of the display and any relevant requirements and standards		4	2	2
	PC3. Check that staff prepare the display area and put the display together in a way that causes the least inconvenience to customers		4	2	2
	PC4. Provide constructive feedback to staff on their performance		4	2	2

PC5. Provide opportunities for staff to check they understand the requirements and standards of the display	4	2	2
PC6. Check that the assembled display confirms to company requirements and standards	4	2	2
PC7. Obtain permission from the appropriate authority to modify or change the display	4	2	2
PC8. Monitor that information has been placed accurately and legally, and is chosen and positioned to promote sales effectively	4	2	2
PC9. Keep complete, accurate and up-to-date records of displays	4	2	2
PC10. Identify what standards the display should meet	4	2	2
PC11. Check displays against all the relevant standards to decide how effective they are	4	2	2
PC12. Encourage staff to make helpful comments and identify changes that may make the display more appealing to customers	4	2	2
PC13. Ask the right person for permission to make any changes that you cannot authorize yourself	4	2	2
PC14. Give staff clear instructions and encouragement so that they can make any changes needed to the display	4	2	2
PC15. Take prompt and suitable action to deal with any risks to security or health and safety that your assessment has revealed	4	2	2
PC16. Collect and record accurate information on price changes	4	2	2
PC17. Give accurate, up-to-date price information to the staff who need it	4	2	2
PC18. Regularly check price marking and promptly sort out any pricing problems you spot	4	2	2
PC19. Make sure that stock replenishment plans are up-to-date and realistic	4	2	2
PC20. Deal with out of date or deteriorating stock in line with company policy and any relevant laws	4	2	2
PC21. Involve staff in spotting potential improvements to the way stock is organized	4	2	2
PC22. Spot realistic and effective ways of improving how stock is organized and presented	8	4	4
PC23. Get permission from the right person, where necessary, to improve the way stock is organized and presented	4	2	2
PC24. Make sure that you maintain customer goodwill and staff morale while stock is being reorganized	4	2	2
Total	100	50	50

<b>RAS / N0131 Allocate and check work in your team</b>	PC1. Use information collected on the performance of team members in any formal appraisal of performance.	100	10	5	5
	PC2. Recognize successful completion of significant pieces of work or work activities by team members and the overall team and update manager.		10	5	5
	PC3. Identify unacceptable or poor performance, discuss the cause(s) and agree ways of improving performance with team members.		5	2.5	2.5
	PC4. Monitor the team for conflict, identifying the cause(s) when it occurs and dealing with it promptly and effectively.		5	2.5	2.5
	PC5. Motivate team members to complete the work they have been allocated and provide, where requested and where possible, any additional support and/or resources to help completion.		10	5	5
	PC6. Support team members in identifying and dealing with problems and unforeseen events.		5	2.5	2.5
	PC7. Check the progress and quality of the work of team members on a regular and fair basis against the standard or level of expected performance and provide prompt and constructive feedback.		10	5	5
	PC8. Encourage team members to ask questions, make suggestions and seek clarification in relation to the work they have been allocated.		10	5	5
	PC9. Recognize and find out about differences in expectations and working methods of any team members from a different country or culture and promote ways of working that take account of their expectations and maximize productivity.		5	2.5	2.5
	PC10. Brief team members on the work they have been allocated and the standard or level of expected performance.		10	5	5
	PC11. Allocate work to team members on a fair basis taking account of their skills, knowledge and understanding, experience and workloads and the opportunity for development.		5	2.5	2.5
	PC12. Plan how the team will undertake its work, identifying any priorities or critical activities and making best use of the available resources.		5	2.5	2.5
	PC13. Confirm the work required of the team with your manager and seek clarification, where necessary, on any outstanding points and issues		10	5	5
	Total		100	50	50
<b>RAS / N0150 Monitor and</b>	PC1. Respond positively to customer service problems following organizational guidelines		10	5	5

<b>solve customer service problems</b>	PC2. Solve customer service problems when you have sufficient authority	100	5	2.5	2.5
	PC3. Work with others to solve customer service problems		10	5	5
	PC4. Keep customers informed of the actions being taken		5	2.5	2.5
	PC5. Checking if the customers are comfortable with the actions taken		5	2.5	2.5
	PC6. Solve problems with service system and procedures		10	5	5
	PC7. Inform coworkers of the steps taken to solve specific problems		5	2.5	2.5
	PC8. Identify repeated customer service problems		10	5	5
	PC9. Identify advantages and disadvantages of options for dealing with problems		5	2.5	2.5
	PC10. Select the best option, balancing customers' and organizational needs		5	2.5	2.5
	PC11. Obtain approval from sufficient authority to change guidelines to reduce a problem		10	5	5
	PC12. Action your agreed solution		5	2.5	2.5
	PC13. Keeping customers positively involved in steps taken to solve problem		10	5	5
	PC14. Monitor and adjust changes made		5	2.5	2.5
	Total			100	50
<b>RAS / N0145 Communicate effectively with stakeholders</b>	PC1. Pass on written information only to those people authorized to receive it and within agreed timescales	100	4	2	2
	PC2. Keep the information in written documents as required by your organization;		4	2	2
	PC3. Maintain the communication mediums in line your instructions and organization's procedures		4	2	2
	PC4. Make sure the communication equipment you use is working properly, take corrective action as required		4	2	2
	PC5. Acknowledge incoming communication promptly and clearly, using appropriate terminology		4	2	2
	PC6. Pass on information to persons who require it within agreed timescales		4	2	2
	PC7. Check to ensure that the information you give is understood by the receivers		4	2	2
	PC8. Take prompt and effective action when there is difficulty in transmission or reception of information		4	2	2
	PC9. Accurately interpret and act upon instructions that you receive		4	2	2



	PC10. Make sure you get clarifications when you need to		4	2	2
	PC11. Consult with and help your team members to maximize efficiency in carrying out tasks		4	2	2
	PC12. Give instructions to others clearly, at a pace and in a manner that helps them to understand		4	2	2
	PC13. Listen actively and identify the most important things that customers are saying		4	2	2
	PC14. Identify the most important things that customers are telling you		4	2	2
	PC15. Summarize information for customers		4	2	2
	PC16. Use appropriate body language when communicating with customers		4	2	2
	PC17. Read your customers' body language to help you understand their feelings and wishes		4	2	2
	PC18. Deal with customers in a respectful, helpful and professional way at all times		2	1	1
	PC19. Help to give good customer service by passing messages to colleagues		2	1	1
	PC20. Understand the roles and responsibilities of the different people you will be working with		4	2	2
	PC21. Agree and record arrangements for joint working that are appropriate and effective		2	1	1
	PC22. Agree to the information sharing timing, reasons and confidentiality		4	2	2
	PC23. Discuss on how and when the joint work will be monitored and reviewed		4	2	2
	PC24. Undertake your role in the joint working in a way that is consistent with agreements made, your own job role and relevant policies and standards.		4	2	2
	PC25. Represent your agency's views and policies in a clear and constructive way		4	2	2
	PC26. Identify any tensions and issues in the joint working and seek to address them with the people involved		2	1	1
	PC27. Seek appropriate support when you are having difficulty working effectively with staff in other agencies		4	2	2
	Total		100	50	50
<b>RAS / N0122 Help maintain health and safety</b>	PC1. Follow company procedures and legal requirements for dealing with accidents and emergencies.	100	15	7.5	7.5
	PC2. Speak and behave in a calm way while dealing with accidents and emergencies.		15	7.5	7.5
	PC3. Report accidents and emergencies promptly, accurately and to the right person.		10	5	5



	PC4. Recognize when evacuation procedures have been started and following company procedures for evacuation		10	5	5
	PC5. Follow the health and safety requirements laid down by your company and by law, and encourage colleagues to do the same.		15	7.5	7.5
	PC6. Promptly take the approved action to deal with risks if you are authorized to do so.		10	5	5
	PC7. If you do not have authority to deal with risks, report them promptly to the right person.		15	7.5	7.5
	PC8. Use equipment and materials in line with the manufacturer's instructions.		10	5	5
	Total		100	50	50
<b>RAS / N0137</b> <b>Work</b> <b>effectively in a</b> <b>retail team</b>	PC1. Display courteous and helpful behavior at all times.	100	10	5	5
	PC2. Take opportunities to enhance the level of assistance offered to colleagues		5	2.5	2.5
	PC3. Meet all reasonable requests for assistance within acceptable workplace timeframes.		10	5	5
	PC4. Complete allocated tasks as required		5	2.5	2.5
	PC5. Seek assistance when difficulties arise.		5	2.5	2.5
	PC6. Use questioning techniques to clarify instructions or responsibilities		10	5	5
	PC7. Identify and display a non-discriminatory attitude in all contacts with customers and other staff members.		5	2.5	2.5
	PC8. Observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact.		5	2.5	2.5
	PC9. Follow personal hygiene procedures according to organizational policy and relevant legislation		5	2.5	2.5
	PC10. Interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task.		5	2.5	2.5
	PC11. Interpret, confirm and act on legal requirements in regard to anti- discrimination, sexual harassment and bullying.		10	5	5
	PC12. Ask questions to seek and clarify workplace information.		5	2.5	2.5
	PC13. Plan and organize daily work routine within the scope of the job role.		5	2.5	2.5
	PC14. Prioritize and complete tasks according to required timeframes.		5	2.5	2.5
	PC15. Identify work and personal priorities and achieve a balance between competing priorities.		10	5	5
	Total		100	50	50
<b>RAS / N0138</b>	PC1. Share work fairly with colleagues, taking account of your own and others' preferences,	100	5	2.5	2.5

<b>Work effectively in an organization</b>	PC2. Make realistic commitments to colleagues and do what you have promised you will do.	5	2.5	2.5
	PC3. Let colleagues know promptly if you will not be able to do what you have promised and suggest suitable alternatives.	5	2.5	2.5
	PC4. Encourage and support colleagues when working conditions are difficult.	5	2.5	2.5
	PC5. Encourage colleagues who are finding it difficult to work together to treat each other fairly, politely and with respect.	5	2.5	2.5
	PC6. Follow the company's health and safety procedures as you work.	5	2.5	2.5
	PC7. Discuss and agree with the right people goals that are relevant, realistic and clear.	5	2.5	2.5
	PC8. Identify the knowledge and skills you will need to achieve your goals.	5	2.5	2.5
	PC9. Agree action points and deadlines that are realistic, taking account of your past learning experiences and the time and resources available for learning.	5	2.5	2.5
	PC10. Regularly check your progress and, when necessary, change the way you work.	5	2.5	2.5
	PC11. Ask for feedback on your progress from those in a position to give it, and use their feedback to improve your performance	10	5	5
	PC12. Encourage colleagues to ask you for work-related information or advice that you are likely to be able to provide.	5	2.5	2.5
	PC13. Notice when colleagues are having difficulty performing tasks at which you are competent, and tactfully offer advice.	5	2.5	2.5
	PC14. Give clear, accurate and relevant information and advice relating to tasks and procedures.	10	5	5
	PC15. Explain and demonstrate procedures clearly, accurately and in a logical sequence.	5	2.5	2.5
	PC16. Encourage colleagues to ask questions if they don't understand the information and advice you give them.	5	2.5	2.5
	PC17. Give colleagues opportunities to practice new skills, and give constructive feedback.	5	2.5	2.5
	PC18. Check that health, safety and security are not compromised when you are helping others to learn.	5	2.5	2.5
	Total	100	50	50