

# Step up to management with confidence

## New Zealand Certificate in Retail (Level 4)

Whether your retail business is in-store, online, or both, give your up-coming team leaders, supervisors and managers the skills, knowledge and confidence they need to successfully lead a team and make the right decisions for the best results. The New Zealand Certificate in Retail (Level 4) is designed to help your talented people do just that and help take your business to the next level.

It is easily delivered to your staff, on the job, and at a pace that works for your business. Your staff will be up-skilled in: staff performance, stock management, specialist knowledge, workplace interactions and more...



### Benefits for your business

Upskilling your staff in this on-job training programme helps you:

- ▶ maintain health, safety and security standards
- ▶ meet your customers' expectations for great service
- ▶ increase productivity and sales
- ▶ improve customer experience and protect your competitive position
- ▶ boost morale and retain skilled employees.

### Benefits for your employees

Upskilling your staff in this on-job training programme helps them:

- ▶ take on more responsibility and management
- ▶ apply business measures to sales
- ▶ increase job satisfaction
- ▶ develop their retail career with this nationally-recognised qualification.

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**ServiceIQ**

 **Te Pūkenga**



## Staff skilled on-job build customers' most trusted brand

Resene wanted to build a business based on excellent product and customer service. They also wanted to retain and reward great employees.

**Solution:** By upskilling hundreds of employees with the New Zealand Certificates in Retail (Level 3 and 4), Resene endorses its high quality standards and helps reward and retain employees with nationally recognised qualifications and a bonus programme.

**Result:** Resene's focus on excellence saw it named Reader's Digest Most Trusted Brand in NZ 2014. Resene's Canterbury Retail Manager Andy McPherson says: "ServiceIQ teaches people how to do a great job and offer a high level of customer service. On top of experience, our team get a real qualification to build their career."



### Programme features – Skills for success

This programme gives your staff the skills and know-how they need to make the right decisions, lead a team and benefit the business. Here's a brief summary of what they will learn:

#### Effective health and safety management

How to:

- ▶ monitor and maintain health, safety and security practices for your business.

#### Staff and store performance

How to:

- ▶ monitor and maintain staff performance and customer interaction for great results
- ▶ apply business performance measures to sales situations
- ▶ effectively lead a team
- ▶ ensure staff complete sales processes that enhance customer experience
- ▶ monitor and maintain productive customer relationships to promote brand loyalty.

#### Operations, stock management and merchandising

How to:

- ▶ apply, monitor and maintain standard operating procedures for effective service
- ▶ establish and maintain stock levels, collate and dispatch customer orders
- ▶ lead the creation of in-store displays and merchandising.



### Why ServiceIQ / Te Pūkenga?

ServiceIQ is part of Te Pūkenga – New Zealand Institute of Skills and Technology.

We are your industry-endorsed training partner and are committed to helping you build a successful business through world-class customer service. We are the workplace training specialist for service sector employers in aviation, hospitality, retail, travel, tourism, and museums. We help our customers succeed by growing their talent.

### More

This essential skills programme is just one of many that will benefit your business and employees. Talk to your expert ServiceIQ training advisor for no obligation advice and programmes to fit your needs.