

# Develop your retail professional star

## New Zealand Apprenticeship in Retail (Level 3 & 4)

Customers choose where to shop based on service, product, price, location and so much more.

But it's skilled, talented and committed people that pull all that together and drive success for your business. Staff with the right skills and knowledge make your store the top choice for your customers.

ServiceIQ helps you offer talented, up-and-coming employees an apprenticeship that delivers everything they need to impress your customers and help you run a slick operation. It's also vital for growing a serious career in retail or management.

The programme is easily delivered to your staff, on-job, and at a pace that works for you.

### Benefits for your business

Upskilling your staff with this Apprenticeship helps you:

- ▶ meet your customers' expectations for consistent great service
- ▶ increase productivity and sales
- ▶ strengthen your business with well-trained employees
- ▶ retain skilled people and reduce costs associated with high staff turnover
- ▶ cut training costs by up-skilling staff while they're on the job
- ▶ satisfy your legal obligations under consumer, health, safety, and other legislation
- ▶ maintain security and minimise loss
- ▶ boost morale and loyalty by offering nationally recognised qualifications
- ▶ continuously enhance your service as employees apply their new skills on-job.



### Benefits for your employees

Upskilling your staff with this Apprenticeship helps them:

- ▶ gain the right skills to do a great job
- ▶ earn while they learn
- ▶ increase their job satisfaction
- ▶ take on more responsibility and management
- ▶ apply business measures to sales
- ▶ build a career with the nationally recognised New Zealand Apprenticeship in Retail (Level 3 & 4).

## Programme features – Skills for success

Your staff will gain essential skills and your business will benefit. Among much more, they will learn how to:

- ▶ understand your store, your customers, your products
- ▶ apply legislation
- ▶ monitor and maintain health, safety, and security practices
- ▶ manage risk
- ▶ apply loss prevention policies and procedures
- ▶ interact with other staff, management, and customers
- ▶ respond to customer complaints
- ▶ collate and dispatch customer orders
- ▶ establish and maintain stock levels
- ▶ monitor and maintain staff performance and customer interaction for great results
- ▶ apply business performance measures to sales situations
- ▶ lead an effective team
- ▶ ensure staff complete sales processes that enhance customer experience
- ▶ monitor and maintain productive customer relationships to promote brand loyalty
- ▶ apply, monitor, and maintain standard operating procedures for effective service
- ▶ lead the creation of in-store displays and merchandising.



### How the programme works

The programme involves training in the workplace. Your store manager or supervisor trains your apprentice on the job and measures how well they are learning what they need to know. It's a time proven method that allows your apprentice to master new skills by applying them continually as they work.

A training plan outlines the skills your apprentice needs to learn, and when they need to learn them by.

Much of the learning can be self-taught using the supplied programme resources.

Your apprentice and their manager are supported by a ServiceIQ Assessor, or your own internal assessor, who monitors the training and progress, and carries out practical assessments of your apprentice's skills in your workplace.

### Strong support all the way

Your ServiceIQ Sector Advisor signs your apprentice on as a trainee and mentors their progress throughout the programme. It includes quarterly visits with you and your apprentice to discuss their progress, set goals, and complete assessments.

### How long is the programme?

Apprentices are encouraged to work at their own pace, around you and your business. The average completion time is 24 months.



### Why ServiceIQ?

ServiceIQ is a business division 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.