

Highfield Level 2 End-Point Assessment for ST0327

Retailer Mock Assessment Materials

Observation with Questions

Customer support					
Ref	Assessment Criteria (Pass)	Observation		Questions	
		Achieved	Not Achieved	Achieved	Not Achieved
CS1	Communicates using a range of techniques to identify customer requirements and influence their purchasing decisions in line with legislation, brand standards, and business procedures and values (K6, S1, S2, S4)				
CS2	Acts as an ambassador for the business or brand to maintain its reputation (K8, B2)				
Ref	Assessment Criteria (Distinction)	Achieved	Not Achieved	Achieved	Not Achieved
CS3	<i>Explains how their approach encourages customer loyalty and repeat business and why this is important (K6, K8, S1, S2, B2)</i>				

Stock control and merchandising					
Ref	Assessment Criteria (Pass)	Observation		Questions	
		Achieved	Not Achieved	Achieved	Not Achieved
SM1	Contributes to effective and safe merchandising activities, applying visual and/or digital skills to enhance sales (K9, S7)				
SM2	Organises and maintains stock levels and storage conditions in order to meet customer demand and minimise losses (K10, S8)				

SM3	Complies with relevant regulations, legislation, and business procedures, including those related to the business approach to sustainability such as waste reduction and recycling (K5, S11)				
Ref	Assessment Criteria (Distinction)	Achieved	Not Achieved	Achieved	Not Achieved
SM4	<i>Explains how implementing successful merchandising and stock control supports the business, and the potential consequences of poor practice (K10, S8)</i>				

Technology					
Ref	Assessment Criteria (Pass)	Observation		Questions	
		Achieved	Not Achieved	Achieved	Not Achieved
T1	Uses technology and applications to support sales and service, reporting maintenance issues in line with the business' procedures, and explaining how they have adapted when necessary (K11, S9, B5)				
Ref	Assessment Criteria (Distinction)	Achieved	Not Achieved	Achieved	Not Achieved
T2	<i>Uses IT and digital systems confidently, explaining how they can improve the customer experience and benefit the business (K11, S9)</i>				