

Think about Professional discussion Level 4 ST0325 Retail Manager v1.1



On the day of this assessment you will carry out:



A 1-hour professional discussion



Face-to-face or remote



In a suitable, controlled environment free from distractions or influence



With an end-point assessor and your employer (for example a line manager) who can support you and confirm information



Key point

The professional discussion will focus on how you have performed during the apprenticeship and your achievement of the knowledge, skills and behaviours in the standard.



Do

- ☐ Review the criteria associated with the professional discussion - this can be found in the EPA Kit and in the table at the end of this document
- ☐ Ensure a quiet room is available and that there are no interruptions
- ☐ Be prepared to answer any follow-up questions that your assessor may ask



Don't

- ☐ Forget to bring your ID
- ☐ Forget to plan



Next steps

- Results can take up to 7 working days to be confirmed
- Your manager or training provider will inform you of the results



Resits

- If you do not achieve a pass result on the professional discussion, you can resit the assessment



Use the table below to plan and prepare for the professional discussion.

(P) indicates pass criteria

(D) indicates distinction criteria

Assessment criteria	Key points to remember
Professional discussion	
(P) Clearly articulate examples from the workplace relevant to evidencing competence across the standard	
(P) Explain why it is essential to instil the importance of following procedures to staff	

(P) Provide examples of how staff are managed effectively, including motivation and development of teams and individual staff members

(P) Provide an overview of how the retail operation meets the needs of the business

(P) Provide reasoned examples of how the operation operates efficiently

(P) Explain the importance of keeping up to date with current industry trends and provide examples of how this has been achieved

(P) Provide evidence to show you have been part of the budgeting and cost control in the organisation

(P) Describe how the retail operation meets legislative and regulatory needs

(P) Provide an effective evaluation of own performance, including behaviours, identifying where opportunities for improvement have been taken and results thereof evaluated

(P) Demonstrate how feedback has been sought from managers and customers and how this has been effectively dealt with

(D) Explain how effective retail management and contingency planning have been developed and implemented and how this has increased overall departmental performance

(D) Describe how recommendations for the improvement of quality, cost, value or efficiency have been made and implemented in the organisation

(D) Demonstrate staff engagement, motivation, performance management and how this has led to increased performance

(D) Demonstrate how a proactive approach to risk management has been implemented, including proactively educating and monitoring staff on health and safety and risk matters beyond the legislative minimum

(D) Provide examples of when improvement activities have been actively sought to develop own performance to raise standards in sales, promotions, team performance and customer service

(D) Provides mentorship to team members with measurable improvements to the performance of individuals and the team

(D) Proactively invite feedback from all stakeholders and use this to develop and implement measurable improvements in performance of self and team