

# Highfield Level 2 End-Point Assessment for ST0334 Trade

## Supplier Mock Assessment Materials

### Real-Life Practical Observation

Knowledge and understanding of the specialist trade customer profile of the business		
Ref	Assessment Criteria (pass)	Practical Observation
CK1a	Offer the appropriate product or service options to meet the identified needs of the customers	
CK2a	Display active listening skills	
CS1a	Demonstrate adaptability in the service approach to meet the needs of customers and build their trust	
CS2a	Supply a service/product range to the customer that is not normally available	
CS3a	Offer appropriate product and/or service options to meet the identified needs of customers and communicate to customers how the proposed offer meets their needs.	

Knowledge and understanding of the specialist trade customer profile of the business		
Ref	Assessment Criteria (distinction)	Practical Observation
CK1b	<i>Demonstrate the ability to offer alternative, additional or complementary products or services to meet the identified needs of customers</i>	
CK2b	<i>Demonstrate the use of active listening to build and help formulate ideas to generate solutions</i>	
CS1b	<i>Use initiative to improve sales and/or improve customer service by use of specialist customer knowledge</i>	
CS2b	<i>Exceed customer expectations in the presentation of solutions that include a range of products and services, the relevant merits of each, alternatives and complementary products and services available</i>	
CS3b	<i>Have an in-depth understanding of the different specialist trade customer profiles that will exceed customer expectations in the presentation of solutions, alternatives and complementary products and services</i>	

### Knowledge and understanding of trade counter and telesales services

Ref	Assessment Criteria (pass)	Practical Observation
SK1a	Demonstrate how establishing the facts allows for a customer-focused experience and appropriate response	
SS1a	Demonstrate a knowledge of how to identify additional products/services the organisation has to offer	
SS2a	Display good communication skills to identify customers' needs and reflect this in the offer to the customer	
SS3a	Demonstrate good listening skills and make recommendations of suitable products and services available based on technical specification	
SS4a	Demonstrate good negotiation skills. Show confidence when dealing with different customer and transaction types operating within limits of authority	
SS5a	Display an understanding of the importance of clean and tidy housekeeping	
SS6a	Occasionally offer associated products to complement those requested by the customer	
SS7a	React promptly to customers: arriving at the Trade Counter; upon receipt of an email; or in response to a ringing telephone.	
SS8a	Demonstrate an understanding of systems and procedures involving documentation as well as company policy on document and information retention	

### Knowledge and understanding of trade counter and telesales services

Ref	Assessment Criteria (distinction)	Practical Observation
SK1b	<i>Explain the difference between the features and benefits of products and/or services to the customer</i>	
SS1b	<i>Demonstrate product knowledge and understanding that is over and above what a customer can find for themselves</i>	
SS2b	<i>Accurately describe the features and benefits of products and services to customers in a way that helps them make an informed decision</i>	
SS3b	<i>Demonstrate breadth of knowledge around product benefits, providing insight into usefulness of product specifications</i>	
SS4b	<i>Demonstrate genuine rapport with customers and off script when engaging with them</i>	
SS5b	<i>Demonstrate how to maximize the creative use of space throughout the display area</i>	

SS6b	<i>Always use upselling and link selling techniques with all customers in order to secure, complete and increase sales transactions</i>	
SS7b	<i>React with enthusiasm and speed when communicating with customers: arriving at the Trade Counter; upon receipt of an email; or in response to a ringing telephone</i>	
SS8b	<i>Provide ideas of how working practices could be improved, providing cost and time-saving efficiencies to the business</i>	

### Knowledge and understanding of the key principles of warehousing and stock control

Ref	Assessment Criteria (pass)	Practical Observation
WK1a	Describe company procedure and correct Personal Protective Equipment (PPE) requirements for the safe movement, storage and stock control of products	
WS1a	Apply company procedure to the “goods-in” process. Complete all paperwork correctly and in a timely manner and report any issues to the line manager	
WS2a	Always follow procedure and pass information on when something is wrong	
WS3a	Follow company procedure and Health and Safety Regulations in the loading and unloading of supplier and customer vehicles	

### Knowledge and understanding of the key principles of warehousing and stock control

Ref	Assessment Criteria (distinction)	Practical Observation
WK1b	<i>Explain ways in which to improve the procedure and the extra steps taken to reduce any risks further</i>	
WS1b	<i>Use own initiative to resolve any issues in line with procedure, professionally communicating with suppliers, colleagues and drivers</i>	
WS2b	<i>Use own initiative to resolve any issues in line with procedure, professionally communicating with relevant parties</i>	
WS3b	<i>Demonstrate own initiative when dealing with suppliers and exercises extreme care and caution when loading and unloading whilst liaising with the driver</i>	

### Knowledge and understanding of the technologies that are appropriate to the role

Ref	Assessment Criteria (pass)	Practical Observation
TS1a	Demonstrate basic use of the different systems, equipment or technology used in the organisation	
TS2a	Demonstrates basic knowledge of appropriate software tools used by the organisation	

### Knowledge and understanding of the technologies that are appropriate to the role

Ref	Assessment Criteria (distinction)	Practical Observation
TS1b	<i>Demonstrate fluency of use of the different systems, equipment or technology used in the organisation</i>	
TS2b	<i>Demonstrates advanced knowledge of appropriate software tools used by the organisation</i>	

### Knowledge and understanding of legislative responsibilities relating to the business, products and/or services being sold

Ref	Assessment Criteria (pass)	Practical Observation
LS3a	Show or explain what action is required when a breach of Health and Safety regulations is observed	

### Knowledge and understanding of legislative responsibilities relating to the business, products and/or services being sold

Ref	Assessment Criteria (distinction)	Practical Observation
LS3b	<i>Show or explain what proactive steps could be taken to reduce risks before they become breaches of Health and Safety Regulations</i>	

### Knowledge and understanding of how personal responsibilities and performance contribute to the success of the team and the business

Ref	Assessment Criteria (pass)	Practical Observation
PK2a	Follow business requirements of personal presentation (including Personal Protective Equipment)	
PS1a	Carry out tasks with consideration for others. Seek help and support from others when appropriate	
PS2a	Take a systematic approach to problem solving, know their own limits and when best to escalate issues	
PS3a	Know what they need to do in their role and complete all tasks to agreed timescales and standards	

### Knowledge and understanding of how personal responsibilities and performance contribute to the success of the team and the business

Ref	Assessment Criteria (distinction)	Practical Observation
PK2b	<i>Explain the benefits of complying with organisational standards for presentation and behaviour and how this can impact on customers' expectations</i>	
PS1b	<i>Provide feedback to colleagues on performance and actively seek feedback in order to identify areas for improvement</i>	
PS2b	<i>Demonstrate ability to actively address unexpected situations and complaints to achieve positive outcomes</i>	
PS3b	<i>Contribute to the success of the organisation through high-levels of performance, applying positive personal attributes, using initiative and sharing ideas</i>	

### Behaviours

Ref	Assessment Criteria (pass)	Practical Observation
PB1a	Demonstrate a range of methods of communication, usually adapting these to meet the needs of the customer	

PB4a	Show flexibility to meet the needs of the organisation	
PB5a	Be organised and committed with a positive attitude when carrying out the role	
PB6a	Can be trusted to work on their own. Can take responsibility for their own mistakes	
PB8a	Uses the correct Personal Protective Equipment (PPE) for the appropriate machinery to operate it safely	

## Behaviours

Ref	Assessment Criteria (distinction)	Practical Observation
<i>PB1b</i>	<i>Demonstrate a wide range of methods of communication and adapt the method used (including language and type of communication) to build rapport and exceed the expectations of the customer</i>	
<i>PB4b</i>	<i>Volunteer for additional tasks and responsibilities as required by the organisation. Can recommend different ways of working when appropriate</i>	
<i>PB5b</i>	<i>Remain organised and committed with a positive attitude when under pressure</i>	
<i>PB6b</i>	<i>Welcome feedback and actively seek to improve personal performance</i>	
<i>PB8b</i>	<i>Can describe the importance of PPE and good housekeeping in the organisation. Is observant and vigilant and actively looks for ways to make the workplace safer</i>	