Think about Observation with questions Level 2 Retailer IfATE V1.2



On the day of this assessment you will carry out:



A 2.5-hour observation with questions



Face-to-face



In your normal place of work



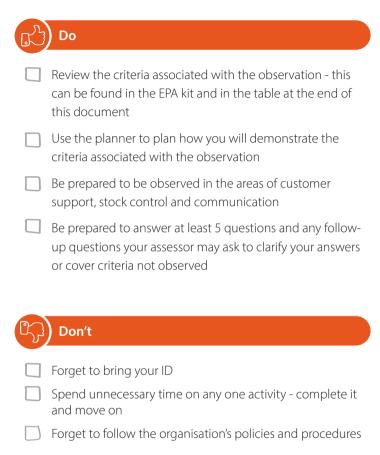
With an end-point assessor



Key point

Your end-point assessor will need to stop the observation if you demonstrate any unsafe practices or breaches of GDPR, professional codes of conduct or legislation.







Next steps

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



Resits

 If you do not achieve a pass result on the observation with questions you can resit the assessment.



Use the table below to plan and prepare for the observation with questions

- (P) indicates pass criteria
- (D) indicates distinction criteria

Assessment criteria	Key points to remember
(P) 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	

(P) Acts as an ambassador for the business or brand to maintain its reputation	
(D) Explains how their approach encourages customer loyalty and repeat business and why this is important	
(P) Contributes to effective and safe merchandising activities, applying visual and/or digital skills to enhance sales	

(P) Organises and maintains stock levels and storage conditions in order to meet customer demand and minimise losses	
(P) Complies with relevant regulations, legislation, and business procedures, including those related to the business approach to sustainability such as waste reduction and recycling	
(D) Explains how implementing successful merchandising and stock control supports the business, and the potential consequences of poor practice	
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(P) 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	
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(D) Uses IT and digital systems confidently, explaining how they can improve the customer experience and benefit the business