



LITERACY PROFILE:

# Retail Salesperson

- Reading**
- Speaking and listening**
- Critical thinking**
- Writing**
- Numeracy**
- Technology**

## Reading tasks

### Read and understand short texts and documents

- Short notes
  - Whiteboard
  - Notebook
  - Staff noticeboard
  - Loose paper
- Staff roster
  - Whiteboard
  - Noticeboard
- Merchandise labels and packaging to identify information
  - Name
  - Model
  - Features
  - Price
  - Use-by or 'best before' dates
  - Ingredients
  - Size
  - Dimensions
  - Weight
- In-store signage and labels
  - Merchandise tags
  - Sales signs
  - Department names
  - Labels on shelves
  - Health and safety signs

### Recognise and interpret pictures, symbols, abbreviations and codes

- Merchandise codes e.g. goods brought in for repair or replacement, checking packing slips against information on packaging and merchandise tags
  - Price Look Up (PLU) code
  - Stock Keeping Unit (SKU) code
  - Model code
  - Serial Number
- Information on Credit and Debit cards
  - Account number
  - Card expiry date
  - Customer signature
  - Type of card
- Read plans, maps and charts
  - Sales charts
  - Diagrams e.g. diagrams with assembly instructions
  - Store maps
- Read measurements in metric units
  - Length (mm, cm, m)
  - Capacity and volume (ml, l)
  - Weight (mg, g, kg)

- Read measurements in imperial units
  - Length (inches, feet, yards)
  - Capacity and volume (fluid oz., pints, gallons)
  - Weight (oz, lbs)
- Clothing and footwear sizes, using US and continental measurement systems

### Read and understand short texts and documents

- Information on packaging
- E-mail messages from customers and colleagues
- Information on a customer cheque
  - Correct amount is written in words and in numbers
  - Customer's signature
  - Form of identity such as a driver's licence or passport
- Packing slips, invoices and purchase orders
- Customer lists, merchandise lists, store locations, suppliers (may be from a computer display)

## Read and understand complex documents

- Merchandise information brochures and sheets
- Company or supplier warranty processes
- Company guidelines e.g. for stocking and replenishing items, customer interactions, health and safety, risk management
- Assembly instructions for merchandise displays
- Assembly instructions for merchandise
- Manufacturers' instructions

- Employment documents
  - Payslip
  - Employment agreements
  - Induction materials including store policies and practices
- Legislation
  - Consumer Guarantees Act
  - Fair Trading Act
  - Lay-by Sales Act
  - Credit Contracts and Consumer Finance Act
  - Employment Contracts Act
  - Privacy Act
  - Sale of Goods Act
  - Health and Safety in Employment Act
  - Human Rights Act

- Trade journals and magazines
- Catalogues and advertisements
- Training materials
  - Health and safety training materials
  - Brochures and leaflets from briefings by sales representatives
  - Distance education materials e.g. course workbooks
  - Retail Institute training and assessment materials

## Reading skills

Recognise the features of a range of texts.

- Signs
- Codes
- Forms
- Procedures and instructions
- Manuals
- Laws and regulations

Recognise number formats.

- Serial numbers
- Batch numbers
- Credit card numbers
- Phone numbers

Understand common and industry vocabulary.

Understand common and industry abbreviations.

Use a reference source.

- Catalogues
- Directories

Predict what will be contained in a text.

Identify the main points from a page of text.

Scan text or table or label to find specific piece of information.

Skim a text for "gist".

Read text thoroughly.

Make inferences based on what written material does not say.

Understand information in graphical material.

- Tables
- Charts

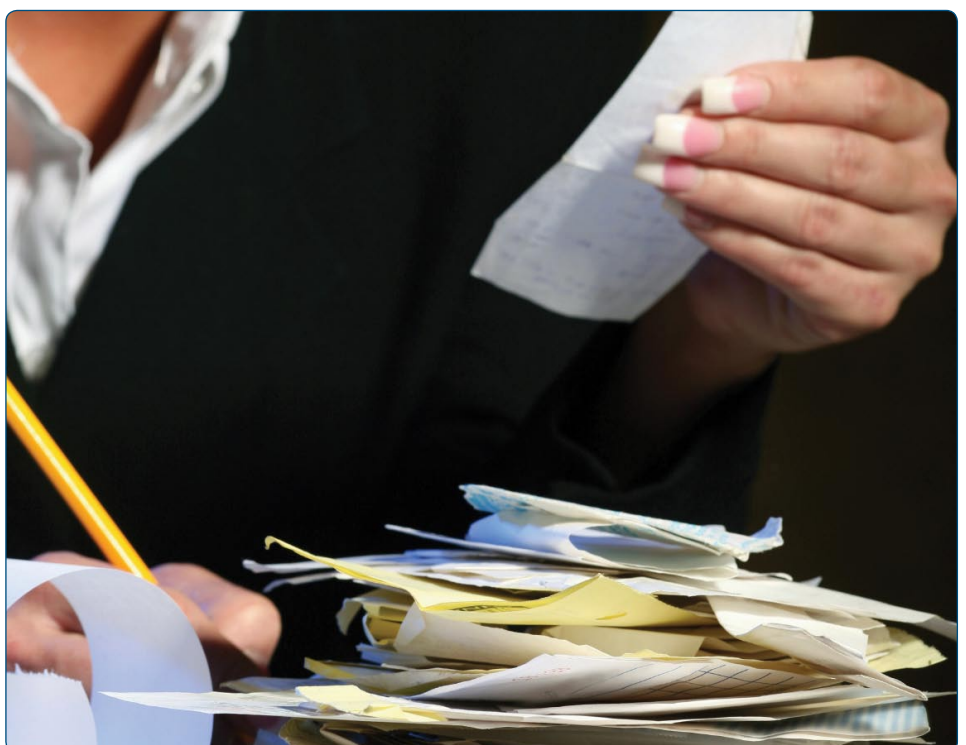
Interpret material read.

- Summarise material read in own words
- Make inferences based on written material
- Understand writer's purpose and audience

Interpret information from graphical material.

- Tables
- Price lists
- Parts lists
- Catalogues
- Graphs

Use a key to find items in catalogues, charts or tables.



## Writing tasks

### Write a brief factual statement

- On whiteboard or paper notifying supervisor or colleagues on work done, work still to do and any problems that arose
- In log books or diaries, such as customer orders, lay-by details, customer holds
- Sign off documents to confirm they have been read and understood e.g. employment agreements, induction checklists, delivery dockets

### Complete a range of forms manually or on computer

- Invoices
- Receipts
- Refund notes
- Credit applications
- Customer hold forms
- Credit card sales forms
- Health and safety forms e.g. accident report forms, near miss forms
- Annual leave forms, sick leave forms

### Write a paragraph

- Write answers for unit standard assessments and other industry related training
- Write email messages to customers and colleagues

### Write a longer piece of text

- Make notes from training material or oral information from tutor or trainer

## Writing skills

Understand the purpose and audience for different types of writing.

Select the correct format, tone and style for different types of writing.

- Note
- List
- Checklist
- Form
- Assignments (training)
- Assessments (training)

Sign name on forms to indicate understanding and agreement.

Write correct text on documents and forms. This will include single words, numbers and alphanumeric codes, notes, short sentences, lists and paragraphs.

- Use legible handwriting
- Use recognisable spelling and abbreviations
- Writing on the line
- Writing in the correct place
- Grammar and punctuation must be understandable but need not be 100% correct
- Writing points in a logical order
- Attempt to use correct tenses, and correct verb and subject agreement



## Speaking and listening tasks

### Actively manage communications with customers and others

- Greet customers and initiate or respond to general conversation and enquiries
- Observe and interpret body language to help understand the needs of customers, colleagues and supervisors
- Influence customers' purchase decisions
- Use active listening skills to understand and identify customer needs and purpose
- Co-ordinate with colleagues, supervisor, and suppliers via communications equipment e.g. store speaker system or telephone
  - To locate merchandise for customers
  - To get information on merchandise
  - To order merchandise
  - To find out delivery dates and times

- Deal with difficult or angry customers e.g. use effective language, questioning and active listening skills to help identify and resolve the problem
- Negotiate with customers on pricing, returned or damaged merchandise
- Ask questions to identify and clarify customer needs
- Ask for assistance from colleague, supervisor or manager

### Listen to procedures and instructions given orally, and respond accordingly

- Listen to instructions from colleagues, supervisor, sales representatives about:
  - Day's work tasks and priorities
  - How to use merchandise and equipment
- Ask questions to clarify if instructions are fully understood

### Give factual information orally and check for understanding

- Explain features of merchandise, e.g. comparing the features of two or more products
- Explain store policy to customers e.g. on pricing, warranty, returned goods, damaged goods
- Give answers orally to assessors for unit standard assessments

### Participate in discussions with work team

- Participate in meetings e.g. staff meetings, health and safety meetings
- make suggestions on improving work processes
- explain or demonstrate to team-mates how tasks are performed

### Organise information and present in sequence

- Give instructions to junior staff and new employees to ensure they understand job tasks, workplace vocabulary and what to do in specific situations

## Speaking and listening skills

Speak clearly.

Discuss topics that are appropriate in work context.

Use vocabulary, pronunciation, and tone appropriate to situation and person.

Initiate and conclude conversations appropriately.

Give information in a sensible order.

Plan and deliver oral instructions in a logical order and to suit the audience.

Understand that communication is a two way process.

Use active listening skills.

- Repeat message back to sender
- Summarise instructions in own words
- Use following techniques e.g. Say "aha" or "okay" as you follow what someone is saying

Ask for assistance.

Present and defend a viewpoint.

Read information aloud.

Use appropriate body language where there are barriers to verbal communication e.g. noisy, smelly.

Use negotiation skills.

- Identify issue
- Suggest possible solutions
- Agree on best outcome

Use questioning techniques

including using open and closed questions to gain information, check understanding and encourage further discussion.

Summarise to check or clarify details.

Check that the other person has understood what you said.

Use suitable body language.

Read body language of person speaking, or being spoken to, and respond appropriately.

Understand barriers to communication, especially in a cross-cultural situation.



## Numeracy tasks

### Carry out calculations for specific work tasks

- Handle money transactions involving one or a combination of cash, credit card, debit card, cheque and give the correct change
- Calculate discounts, Goods and Service Tax amounts using percentages e.g. convert a percentage discount to get a dollar value
- Check the physical number of items sold matches the number of items scanned
- Check amount entered on EFTPOS machine matches the amount owed
- Round off numbers for cash transactions e.g. to give correct change
- Check float amount in till is correct at start of day or shift
- Reconcile the till totals at the end of the day, including cash, cheques, EFTPOS sales totals

- Calculate quantities e.g. amount of paint needed to cover an area, amount of material to cover a window

### Carry out a range of measurements

- Using instruments such as rulers, tapes, tape measures, scales, calibrated containers e.g. measure off a length of material, weigh goods being purchased, take measurements of shoe sizes

- Using estimation e.g. clothing sizes that may fit the customer, volume of paint needed for a wall, room, roof, or house.



## Numeracy skills

Understand a range of numerical concepts as they apply to specific jobs

- Whole numbers
- Place value
- Decimal numbers
- Percentages
- Fractions
- Proportions and ratios
- Trends (e.g. in graphs and tables)

Perform calculations accurately, using a calculator where required.

Be aware of differences between imperial and metric measurements.

Measure accurately.

- Length
- Height
- Area
- Time
- Weight
- Volume
- Quantity

Understand numbers and calibrations on measuring instruments and timing devices.

Estimate measures such as height, distance, area and volume to a degree of accuracy that meets customers' needs.

## Critical thinking tasks

### Assess a situation and take appropriate action

- Organise daily work schedule to prioritise customer service
- Manage interruptions to work tasks throughout the day
- Decide whether to accept returned goods or to exchange goods
- Observe and interpret customers body language to help identify possible purpose e.g. to purchase, enquire, browsing, waiting
- Identify suspicious behaviour by a customer and take appropriate actions e.g. notifying a supervisor, monitor the customer to prevent theft of goods
- Ask customers appropriate questions and adjust per customer feedback to identify specific merchandise needs
- Identify and implement appropriate strategies to:
  - Help close a sale e.g. decide whether to match a price offered by another store, decide whether to offer a discount
  - Deal with difficult or angry customers

### Assess a situation and decide if assistance is needed

- Identify if colleagues need assistance and provide where required
- Decide if you need assistance from a colleague, supervisor, or manager

### Recognise significant events not covered by procedures and take appropriate action

- Deal with contingencies:
  - Loss of power
  - Problems with counter scanner or till
  - Injury or accident



## Critical thinking skills

Identify when action should be taken.

Identify what action should be taken.

Identify if you have enough knowledge and skill to take action on your own.

Identify when you need assistance from others.

Identify when cultural issues need to be considered and take appropriate action.

Use problem-solving methodology.

- Identify issue
- Identify possible solutions
- Determine best outcome
- Decide on plan of action
- Carry out plan

Apply knowledge of time required to complete tasks to schedule work activities.

Apply knowledge of efficient work practices to determine the most effective way to complete the job.

Interpret body language.

## Technology tasks

### Use information and communications technology to read or record simple information

- Use a computer
  - Find if merchandise is in stock, and the location of a particular item
  - Search for merchandise information
  - Look up customer information
  - Manage inventory
  - Print price tags and labels
  - Print sales reports
  - Complete sales transactions
  - Send, receive and respond to email
  - Write letters and notes
  - Record merchandise information
  - Update spreadsheets e.g. price lists, supplier lists, customer lists
  - Search the internet, or specific web sites for information
- Use computerised cash registers, possibly with laser bar code scanners



## Technology skills

### Operate a computer.

- Start the computer
- Log in if needed
- Start and operate the appropriate application
- Locate required information, update if needed, add new data and save information for later use
- Exit an application
- Turn the computer off

Operate computer applications.  
e.g. email, word processor, spreadsheet, point of sale software.

Enter or update data using a computer (operating keyboard, mouse or other input devices).

### Manage computer files.

- Copy or move a file to new location
- Back-up files using appropriate software
- Copy to different media (from hard disk to pen drive, from hard disk to CD ROM)
- Delete a file

Identify elements of computer applications and the function of the element.

e.g. menus and menu options, command buttons, icons and toolbars.

Identify cash register problems and resolve, if appropriate.