



PASSPORT TO RETAIL

UNIT 1: CUSTOMER SERVICE

ELEMENT 2: KNOW YOUR STORE



CUSTOMER SERVICE

ELEMENT 2: KNOW YOUR STORE

DURATION: 3/4 SESSIONS

YEAR GROUP: KS3/4 OR 5

STUDENTS WILL:

- > Develop knowledge of customer service
- > Gain skills & knowledge on the different types of products
- > Understand the importance of knowing your store
- > Practice and develop skills directly related to customer service
- > Develop employability skills for future employment
- > Hold employee encounters virtual and face 2 face
- > Acquire and develop an appropriate vocabulary in written and spoken language
- > Listen to and understand spoken language and use spoken Standard English whenever and wherever appropriate.

ADDITIONAL NEEDS:

- > Class teachers to differentiate according to need

SKILLS USED FROM SKILLS BUILDER:

- > Listening
- > Speaking
- > Problem solving
- > Staying positive
- > Teamwork
- > Creativity

KEY WORDS:

- > Retail
- > Customer service
- > Manager
- > Store layout
- > Layout types
- > Grid, Herringbone, Loop, Free flow
- > Location
- > Locate

RESOURCES FOR ALL LESSONS:

- > **UN1E201** - 4x retail store layout flash cards
- > **UN1E102** - Store layout activity
- > **UN1E203** - Example store information for activity
- > **UN1E204** - Job description



SESSION 1: TYPES OF STORE LAYOUTS



ACTIVITIES TO SUPPORT LEARNING	LEARNING OUTCOMES	DIFFERENTIATION & RESOURCES						
<p>Until you know what retail store you will be working at it is hard to support you to learn the layout, this can be done by the staff within your employment. For now, we can learn the types of store layouts to give you a head start.</p> <p>There are 4 main types of store layouts, these can be seen on the four flash cards and also explained here.</p> <ol style="list-style-type: none"> Get the students to look through the 4 flashcards covering the 4 types of store layouts, Grid, Herringbone, Loop (racetrack) & Free flow. See if the students can list advantages and disadvantages of each store layout. See if the students can work through the following suggestions of store types and match them to the best layout type. <table border="0" style="width: 100%;"> <tr> <td>1. Supermarket</td> <td>4. DIY</td> </tr> <tr> <td>2. Children's Clothing store</td> <td>5. Home furnishings</td> </tr> <tr> <td>3. Pharmacy</td> <td></td> </tr> </table> If possible, the students can layout a classroom following the guided flash cards, looking at flow of customers from the door around the store and where best to put the pay point, you could even add in a customer services desk and online collection point. If this cannot physically be done in a classroom the students can pick their own shop type and draw it out labelling the sections and the reason why they have chosen that layout. <p>TASK VARIATION: Utilising the 4 layout flash cards try to explain that shops use layout as a way for a customer to journey around the shop. See if they can suggest a good place to put the pay point and entrance/exit along with any products on offer.</p>	1. Supermarket	4. DIY	2. Children's Clothing store	5. Home furnishings	3. Pharmacy		<ul style="list-style-type: none"> ➤ To understand stores purposefully layout their shops depending on their products or shop size etc. ➤ To learn the 4 main types of store layout ➤ To learn patterns and new words associated ➤ Thinking through a stores purpose ➤ Writing ➤ Speaking ➤ Listening ➤ Teamwork ➤ Special awareness 	<ul style="list-style-type: none"> ➤ UN1E201 4x retail store layout flash cards
1. Supermarket	4. DIY							
2. Children's Clothing store	5. Home furnishings							
3. Pharmacy								



SESSION 2+: KNOW YOUR STORE



ACTIVITIES TO SUPPORT LEARNING	LEARNING OUTCOMES	DIFFERENTIATION & RESOURCES
<p>Now we understand that all stores will follow one of the 4 layouts it is easier for us to learn how to find things in a shop.</p> <ol style="list-style-type: none"> Look at the store layout activity, see if the students can identify what store layout method has been used. <p>Common things to learn that will help you answer questions.</p> <ul style="list-style-type: none"> Know your store opening and closing times, you can write these down on a card and put them in your pocket. Learn the layout of your store- this may take time but use the hanging signs for directions if they have them in your store. Do you keep extra stock- in case something isn't out on display? Where your customer service department is Where to find a manager or senior member of staff See if any of your students have a common shop they go to a lot, like a supermarket, see if they know any of the answers above? <p>If possible, you could visit a local supermarket and find the answers out by speaking to staff and getting to know the shop</p> Using some of the following scenarios and the example store information card, get the students to act out their customer service situation: <ol style="list-style-type: none"> Where would I find the clothing section for children? I need to return this item it is faulty, where do I go? What time do you close today? Are you open on a Sunday? Where is the Café? 	<ul style="list-style-type: none"> To learn common customer services skills related to a store layout To understand how best to deal with a customer To be able to relate the real world to the classroom activity Role play Writing Speaking Listening Teamwork Special awareness 	<ul style="list-style-type: none"> UN1E102 - Store layout activity UN1E203 - Example store information for activity



ACTIVITIES TO SUPPORT LEARNING

LEARNING OUTCOMES

DIFFERENTIATION & RESOURCES

Students can rotate around the scenarios and even utilise props if you have anything to hand.

TASK VARIATION: Work through task 3 supported.

See if the student can identify any of the answers with the example information card in front of them.



SESSION 3: JOB DESCRIPTION EXPLORATION



ACTIVITIES TO SUPPORT LEARNING	LEARNING OUTCOMES	DIFFERENTIATION & RESOURCES
<p>Allow the students to look over the job description, See if they have met any of the skills through the sessions? Did they find any of the skills easy? Did they find anything difficult? Had they completed some of the tasks before? See if this would be something they would like to do as a job? For those that wish to, you could hold a mock interview asking questions around the skills they have learnt related to retail.</p>	<ul style="list-style-type: none"> ➤ Skill identification ➤ Linking activity to careers and subject learning ➤ Speaking ➤ Listening ➤ Reading 	<p>➤ UN1E204 - Job description</p>