

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Retail Sales in the Aviation Environment

Workshop Level



LAPT — London Academy of Professional Training

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Reference AV-ARD-W • Aviation Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	AV-ARD-W
AWARD	Certificate
ASSESSMENT	440 marks — 264 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1 Consumer Behaviour Analysis 3 chapters · 12 classes 65 marks	• 1 Understanding Consumer Profiles in Aviation Retail — 4 classes › 1.1 Identifying Key Consumer Segments in Aviation Retail › 1.2 Analyzing Factors Influencing Purchase Decisions › 1.3 Understanding the Impact of Cultural Differences on Consumer Behavior › 1.4 Applying Consumer Profiles to Enhance Sales Strategies • 2 Factors Influencing Purchase Decisions in Duty-Free Shopping — 4 classes › 2.1 Understanding Consumer Motivation in Duty-Free Shopping › 2.2 Exploring Cultural Influences on Duty-Free Purchase Decisions › 2.3 Analyzing the Impact of Store Layout and Ambiance on Buying Behavior › 2.4 Applying Psychological Pricing Strategies in Duty-Free Retail • 3 Analyzing Trends and Predicting Consumer Behavior in Aviation Retail — 4 classes › 3.1 Understanding Consumer Trends in Aviation Retail › 3.2 Identifying Key Drivers of Consumer Behavior › 3.3 Analyzing Data to Forecast Consumer Preferences › 3.4 Applying Predictive Techniques in Retail Strategies
2 Cultural Awareness in Retail 3 chapters · 12 classes 65 marks	• 1 Understanding Diverse Customer Profiles in Aviation Retail — 4 classes › 1.1 Recognizing the Importance of Cultural Awareness in Aviation Retail › 1.2 Identifying Key Characteristics of Diverse Customer Profiles › 1.3 Exploring Cultural Norms and Preferences in Shopping Behaviors › 1.4 Applying Cultural Sensitivity to Enhance Customer Interactions • 2 Effective Communication Strategies for Cross-Cultural Engagement — 4 classes › 2.1 Understanding Cultural Diversity in Communication › 2.2 Identifying Barriers to Cross-Cultural Communication › 2.3 Implementing Effective Listening Techniques › 2.4 Applying Communication Strategies for Inclusive Engagement • 3 Adapting Retail Services to Meet Cultural Expectations — 4 classes › 3.1 Understanding Cultural Norms in Retail Contexts › 3.2 Identifying Key Cultural Influences on Consumer Behavior › 3.3 Customizing Retail Strategies to Enhance Cultural Sensitivity › 3.4 Implementing Culturally Adapted Customer Service Practices

3

Customer Service Excellence

3 chapters · 12 classes

90 marks

• 1 Understanding Customer Service Basics in Aviation Retail — 4 classes

- › 1.1 Identifying Key Components of Customer Service in Aviation Retail
- › 1.2 Analyzing Customer Needs and Expectations in the Aviation Context
- › 1.3 Applying Effective Communication Strategies in Aviation Retail
- › 1.4 Resolving Common Customer Service Challenges in Aviation

• 2 Enhancing Customer Experience in Airport Retail Settings — 4 classes

- › 2.1 Understanding Customer Expectations in Airport Retail
- › 2.2 Implementing Personalised Service Strategies
- › 2.3 Navigating Cultural Sensitivities in a Diverse Marketplace
- › 2.4 Applying Feedback to Enhance Customer Satisfaction

• 3 Advanced Customer Service Strategies for Duty-Free Shopping — 4 classes

- › 3.1 Understanding Customer Needs in a Duty-Free Environment
- › 3.2 Developing Personalised Sales Approaches for Travellers
- › 3.3 Implementing Effective Communication Techniques for Duty-Free Sales
- › 3.4 Evaluating Customer Feedback to Enhance Duty-Free Shopping Experience

4

Duty-Free Retail Knowledge

3 chapters · 12 classes

65 marks

• 1 Understanding Duty-Free Regulations and Compliance — 4 classes

- › 1.1 Exploring the Basics of Duty-Free Regulations
- › 1.2 Identifying Key Compliance Requirements in Aviation Retail
- › 1.3 Analyzing Common Challenges in Duty-Free Compliance
- › 1.4 Applying Duty-Free Regulations to Real-World Scenarios

• 2 Product Categories and Consumer Behavior in Duty-Free Retail — 4 classes

- › 2.1 Understanding Product Categories in Duty-Free Retail
- › 2.2 Analyzing Consumer Behavior in Duty-Free Shopping
- › 2.3 Exploring the Impact of Product Placement on Sales
- › 2.4 Applying Consumer Insights to Enhance Retail Strategies

• 3 Sales Techniques and Customer Engagement in Duty-Free Shopping — 4 classes

- › 3.1 Introduction to Duty-Free Sales Techniques
- › 3.2 Identifying Customer Needs in Aviation Retail
- › 3.3 Creating Personalized Shopping Experiences
- › 3.4 Closing Sales with Confidence in Duty-Free Settings

5

Introduction to Airport Retail

3 chapters · 12 classes

65 marks

• 1 The Fundamentals of Airport Retail Dynamics — 4 classes

- › 1.1 Exploring the Unique Characteristics of Airport Retail
- › 1.2 Understanding Passenger Demographics and Behaviours
- › 1.3 Analyzing Product Placement and Sales Strategies
- › 1.4 Implementing Effective Customer Engagement Techniques

• 2 Product and Merchandising Strategies in Duty Free — 4 classes

- › 2.1 Understanding Duty-Free Product Range and Categories
- › 2.2 Analyzing Consumer Behavior and Preferences in Airport Retail
- › 2.3 Developing Effective Merchandising Techniques for Duty-Free Shops
- › 2.4 Implementing Sales Strategies to Maximize Duty-Free Revenue

• 3 Customer Experience and Sales Skills in Aviation Retail — 4 classes

- › 3.1 Understanding Customer Behavior in Aviation Retail
- › 3.2 Effective Communication Techniques for Retail Associates
- › 3.3 Enhancing the In-Store Experience for Airport Shoppers
- › 3.4 Applying Sales Skills to Maximize Revenue in Aviation Retail

6

Sales Techniques and Strategies

3 chapters · 12 classes

90 marks

• 1 Understanding Customer Behavior in Airport Retail — 4 classes

- › 1.1 Exploring Customer Profiles in Airport Retail
- › 1.2 Identifying Key Motivations of Airport Shoppers
- › 1.3 Analyzing Purchase Behavior Patterns at Airports
- › 1.4 Applying Strategies to Enhance Customer Engagement

• 2 Effective Sales Techniques for Duty-Free Products — 4 classes

- › 2.1 Understanding the Duty-Free Market: Trends and Customer Behavior
- › 2.2 Enhancing Product Knowledge: Key Features of Duty-Free Goods
- › 2.3 Engaging Customers Effectively: Building Rapport and Trust
- › 2.4 Closing the Sale: Techniques to Increase Duty-Free Purchases

• 3 Advanced Sales Strategies in the Aviation Retail Sector — 4 classes

- › 3.1 Understanding Customer Profiles in Aviation Retail
- › 3.2 Tailoring Sales Approaches to Aviation Customer Needs
- › 3.3 Leveraging Sales Technologies for Enhanced Customer Engagement
- › 3.4 Applying Persuasion Techniques in Aviation Retail Sales

