

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Certificate in Retail Sales & Service Operations

Foundation Level



LAPT — London Academy of Professional Training

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Reference RT-RSC-F • Retail Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	RT-RSC-F
AWARD	Certificate
ASSESSMENT	445 marks — 267 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1 Customer Service Skills 4 chapters · 20 classes 90 marks	
• 1 Understanding Customer Needs and Expectations — 5 classes › 1.1 Exploring the Basics of Customer Needs › 1.2 Identifying Key Customer Expectations › 1.3 Analyzing Customer Feedback Effectively › 1.4 Developing Empathy in Customer Interactions › 1.5 Applying Techniques to Meet Customer Needs • 2 Effective Communication Techniques in Retail — 5 classes › 2.1 Understanding Customer Needs: Building the Foundation › 2.2 Eliciting Information: Asking the Right Questions › 2.3 Active Listening: Techniques for Engaging Conversations › 2.4 Verbal and Non-verbal Cues: Enhancing Customer Interactions › 2.5 Adapting Communication Styles: Tailoring Approaches for Diverse Customers	• 3 Resolving Customer Complaints and Conflicts — 5 classes › 3.1 Understanding the Types of Customer Complaints › 3.2 Identifying the Root Causes of Conflict › 3.3 Techniques for Effective Listening and Empathy › 3.4 Strategies for Resolving Customer Complaints › 3.5 Preventing Future Conflicts through Proactive Measures • 4 Building Long-term Customer Relationships — 5 classes › 4.1 Understanding the Value of Long-term Customer Relationships › 4.2 Identifying Customer Needs Through Active Listening › 4.3 Building Trust with Consistent Communication › 4.4 Resolving Customer Issues to Enhance Loyalty › 4.5 Leveraging Feedback for Relationship Growth
2 Introduction to Retail Sales 4 chapters · 20 classes 115 marks	
• 1 Understanding the Retail Landscape — 5 classes › 1.1 Defining Retail: Concepts and Characteristics › 1.2 Identifying Types of Retail Organisations › 1.3 Analyzing Customer Segments in Retail › 1.4 Exploring Retail Business Models › 1.5 Evaluating Trends and Innovations in Retail • 2 Retail Sales Techniques and Processes — 5 classes › 2.1 Understanding Customer Needs › 2.2 Exploring Effective Communication Techniques › 2.3 Mastering Product Knowledge for Sales Success › 2.4 Applying Active Listening to Enhance Customer Interaction › 2.5 Implementing Closing Techniques to Finalize Sales	• 3 Customer Service Excellence in Retail — 5 classes › 3.1 Understanding Customer Service Principles › 3.2 Identifying Customer Needs and Expectations › 3.3 Demonstrating Effective Communication Skills › 3.4 Resolving Customer Issues with Empathy › 3.5 Applying Customer Feedback for Service Improvement • 4 Leveraging Technology in Retail Sales — 5 classes › 4.1 Understanding Retail Technology Basics › 4.2 Exploring Point of Sale Systems › 4.3 Utilizing Customer Relationship Management (CRM) Software › 4.4 Applying Inventory Management Tools › 4.5 Implementing E-commerce Platforms

3

Problem Solving in Customer Interactions

4 chapters · 20 classes

65 marks

• 1 Understanding Customer Needs and Expectations — 5 classes

- › 1.1 Identifying Different Types of Customer Needs
- › 1.2 Analyzing Customer Expectations in Retail
- › 1.3 Exploring Techniques for Effective Listening
- › 1.4 Developing Empathy to Enhance Customer Engagement
- › 1.5 Applying Problem-Solving Strategies in Real-Life Scenarios

• 2 Techniques for Effective Problem Identification — 5 classes

- › 2.1 Uncovering Customer Needs with Active Listening
- › 2.2 Identifying Root Causes through Effective Questioning
- › 2.3 Analyzing Customer Feedback for Problem Trends
- › 2.4 Differentiating Between Symptoms and Problems
- › 2.5 Applying Critical Thinking to Diagnose Issues

• 3 Developing Creative Solutions — 5 classes

- › 3.1 Exploring the Basics of Creative Problem Solving
- › 3.2 Identifying Customer Needs through Active Listening
- › 3.3 Generating Innovative Ideas to Address Customer Issues
- › 3.4 Evaluating and Selecting the Best Solution
- › 3.5 Implementing and Reflecting on Solutions in Customer Interactions

• 4 Implementing Solutions and Handling Feedback — 5 classes

- › 4.1 Understanding the Problem-Solving Process in Customer Service
- › 4.2 Identifying and Analyzing Customer Complaints
- › 4.3 Developing and Implementing Effective Solutions
- › 4.4 Communicating Solutions Clearly to Customers
- › 4.5 Gathering and Responding to Customer Feedback

4

Retail Operations Management

4 chapters · 20 classes

65 marks

• 1 Understanding Retail Operations and Workflow — 5 classes

- › 1.1 Exploring the Basics of Retail Operations
- › 1.2 Identifying Key Components of Retail Workflows
- › 1.3 Analyzing the Role of Technology in Retail Operations
- › 1.4 Understanding Customer Interaction Processes in Retail
- › 1.5 Applying Workflow Optimization Strategies in Retail

• 2 Inventory Management Techniques — 5 classes

- › 2.1 Understanding Inventory Types and Classifications
- › 2.2 Analyzing Inventory Management Systems
- › 2.3 Implementing Stock Control Methods
- › 2.4 Exploring Inventory Turnover Ratios
- › 2.5 Applying Demand Forecasting Techniques

• 3 Enhancing Sales Floor and Merchandising Strategies — 5 classes

- › 3.1 Understanding the Sales Floor Dynamics
- › 3.2 Analyzing Customer Traffic Patterns
- › 3.3 Utilizing Effective Merchandising Techniques
- › 3.4 Implementing Visual Merchandising Strategies
- › 3.5 Optimizing Sales Floor Layout for Impact

• 4 Optimizing Customer Service and Relationship Management — 5 classes

- › 4.1 Understanding the Fundamentals of Customer Service
- › 4.2 Identifying and Meeting Customer Needs
- › 4.3 Building Effective Customer Relationships
- › 4.4 Leveraging Technology for Enhanced Customer Interaction
- › 4.5 Applying Customer Feedback to Drive Service Improvement

5

Sales Strategies and Techniques

4 chapters · 20 classes

65 marks

• 1 Understanding Consumer Behavior in Retail — 5 classes

- › 1.1 Exploring the Basics of Consumer Behavior
- › 1.2 Analyzing Consumer Buying Motives
- › 1.3 Identifying Influences on Consumer Decisions
- › 1.4 Examining Shopper Patterns and Trends
- › 1.5 Applying Consumer Insights to Enhance Sales

• 2 Effective Communication Techniques in Sales — 5 classes

- › 2.1 Understanding the Fundamentals of Sales Communication
- › 2.2 Engaging Customers Through Active Listening Techniques
- › 2.3 Building Rapport and Trust in Customer Interactions
- › 2.4 Using Persuasive Language to Influence Buying Decisions
- › 2.5 Handling Objections and Closing Sales Effectively

• 3 Developing Tailored Retail Sales Strategies — 5 classes

- › 3.1 Understanding Customer Needs and Preferences
- › 3.2 Analyzing Market Trends to Inform Sales Strategies
- › 3.3 Crafting Personalized Sales Approaches
- › 3.4 Implementing Adaptive Selling Techniques
- › 3.5 Evaluating and Refining Sales Strategies

• 4 Advanced Techniques for Enhancing Customer Experience — 5 classes

- › 4.1 Understanding Customer Needs Through Advanced Listening
- › 4.2 Building Rapport Using Emotional Intelligence
- › 4.3 Personalizing Customer Interactions for Maximum Impact
- › 4.4 Implementing Empathy to Resolve Customer Concerns
- › 4.5 Evaluating Feedback to Continuously Improve Experience

• 1 Introduction to Retail Technology: Tools and Platforms — 5 classes

- › 1.1 Exploring Digital Payment Systems in Retail
- › 1.2 Understanding Inventory Management Software
- › 1.3 Leveraging Customer Relationship Management Tools
- › 1.4 Examining Point-of-Sale Systems and Their Features
- › 1.5 Implementing Omnichannel Retail Platforms

• 2 Enhancing Customer Experience through Technology — 5 classes

- › 2.1 Understanding the Role of Technology in Retail
- › 2.2 Exploring Customer-Friendly Retail Technologies
- › 2.3 Analyzing Digital Marketing Techniques for Enhanced Customer Engagement
- › 2.4 Implementing In-Store Technologies for a Seamless Shopping Experience
- › 2.5 Evaluating the Impact of Technology on Customer Satisfaction

• 3 Data Analytics and Decision Making in Retail — 5 classes

- › 3.1 Understanding the Role of Data in Retail
- › 3.2 Exploring Key Analytics Tools Used in Retail
- › 3.3 Interpreting Retail Data for Informed Decision Making
- › 3.4 Using Predictive Analytics to Enhance Customer Experiences
- › 3.5 Applying Data Insights to Optimize Retail Operations

• 4 Future Trends in Retail Technology: Innovation and Adaptation — 5 classes

- › 4.1 Exploring Cutting-Edge Retail Technologies
- › 4.2 Understanding the Role of Artificial Intelligence in Retail
- › 4.3 Analyzing the Impact of Augmented Reality on Customer Experience
- › 4.4 Adapting to Digital Payment Innovations
- › 4.5 Predicting Future Retail Trends and Innovations