

**Unit Title:** Looking After Customers In A Retail Environment  
**Unit Level:** Entry 3  
**Unit Credit Value:** 3  
**GLH:** 30  
**LASER Unit Code:** WJC709  
**Ofqual Unit Code:** R/506/1033

This unit has 3 learning outcomes.

LEARNING OUTCOMES		ASSESSMENT CRITERIA	
The learner will:		The learner can:	
1.	Know how to project positive impression of self/company to customers.	1.1	State why personal appearance and following dress code is important to giving a positive impression.
		1.2	State how to greet customers in a positive way.
2.	Be able to communicate with customers.	2.1	Use appropriate and clear language, tone, manner and body language when communicating with customers.
3.	Know how to deal with customer enquiries.	3.1	Identify a range of customer enquiries common to a retailer.
		3.2	Respond politely to simple enquiries.

**Assessment Guidance:**

NA

**Additional Information:**

NA