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Participant Handbook



Sector
Retail

Sub-Sector
Retail Operations

Occupation
Store Operations

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Retail Team Leader

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Shri Narendra Modi
Prime Minister of India

“ Skilling is building a better India.
If we have to move India towards
development then Skill Development
should be our mission. ”



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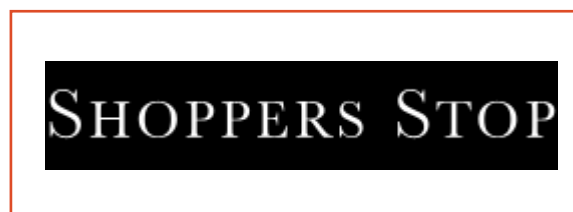
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About the Book

This Participant Handbook is designed to facilitate training for Retail Team Leader Qualifications Pack (QP). It provides learners with the necessary knowledge to carry out the job roles and functions of a Team Leader effectively. The handbook describes strategies to organise product display and visual merchandising in retail stores, besides processing sale of merchandise and maintaining availability of goods for sale. It also focuses on ways to address customer needs, handle consumer queries, ensure effective teamwork, and follow company policies towards health and safety. The handbook aims at rendering as much detail as is required for a Retail Team Leader to work effectively and efficiently in any retail environment.

The handbook is divided into eleven National Occupational Standards (NOSs). NOSs are Occupational Standards which have been endorsed and agreed to by the Industry Leaders for various roles. The OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently.

Key characteristics of this handbook:

- (i) It enhances the understanding about the policies and regulations in retail sector.
- (ii) It provides guidance to perform essential functions safely and cautiously.
- (iii) It helps learners understand the job role and responsibilities of a Team Leader in the Retail environment.

Symbols Used



Key Learning Outcomes

The key learning outcomes are listed at the beginning of each module. These outline the focus areas that the learners will cover in every module.



Tips

Wherever possible, tips are included in every module. They provide additional insight to learners on a particular topic being discussed.



Steps

These provide step-by-step instructions for a specific process.



Notes

Notes at the end of each module is a space for learners to list down their key points related to the topic.



Activity

It is designed to bring or create the condition for learning.



Unit Objectives

These are listed at the beginning of each unit under every module. They highlight the focus areas that the learners will cover in every unit.

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1. Introduction

Unit 1.1 - Retail Team Leader: An Overview

Unit 1.2 - Job Role, Responsibilities and Qualities of a Retail Team Leader



Key Learning Outcomes

At the end of this module, you will be able to:

1. Define who is a Team Leader and his/her function in the store
2. Explain required attributes for a team leader
3. Understand the role and responsibilities of a team leader

UNIT 1.1: Retail Team Leader: An Overview

Unit Objectives

At the end of this unit, you will be able to:

1. Explain who is a team leader
2. Describe the functions of a team leader
3. Describe the required attributes for a team leader

1.1.1 Who is a Retail Team Leader?

A retail team leader is a person who holds a supervisory position directing the sales team in the retail environment. It is his/her job to help implement a company's sales strategy and ensure that the rest of the sales team adheres to these guidelines.

He/She works to help implement and train the staff on executing sales techniques and services within this framework.

He/She supervises the staff and reviews sales data to ensure that the entire team performs to his/her expectations.



Fig. 1.1 Team Leader

1.1.2 What Does a Store Team Leader Do?

A store team leader will often be responsible for running a specific department or even a whole shift of employees. The team leader can have multiple responsibilities depending on the nature of the store and the number of other employees that work there. This is a good opportunity for individuals who want to build a career in retail. It will help them gain management experience. Working as a store team leader often provides opportunities for promotion when more upper-level managerial positions open up.

Individuals who choose to become store team leaders, or who are chosen by a manager for this role, would have worked their way up from a more entry-level position, such as a cashier or someone working on the store floor to the position of a head cashier or some other type of supervisor who will be responsible for managing his or her peers.



Fig. 1.2 Team Leaders Role in Increasing Sale

The team leader is responsible for maintaining a specific department in the store, which could include everything from organizing products for display, Planning Visual Merchandising, Processing Sale of Products, Customer Relationship Management, Stock Merchandising to name a few. This individual will also be responsible for motivating, encouraging, and giving directions to employees, and in making sure the team follows the store policies and feels positive about the corporate culture.

A store team leader will often need to prepare reports that have to be presented to the upper management and other department managers in the store.

1.1.3 Required Attributes for a Retail Team Leader

Retail team leaders involved in retail sales are expected to develop a few attributes, which are known to aid their job performance.

A team leader involved in retail sales:



Fig. 1.3 Attributes of a Retail Team Leader

Tips

There are a few challenges that a retail team leader is expected to handle while on duty. How would you like to use your skills and experience effectively if you were hired for the job, is the question a prospective team leader like you could be asked. When answering the question, you have to say that you are motivated by challenges, have the ability to effectively meet challenges, and have the flexibility and skills necessary to handle a challenging job.

UNIT 1.2: Job Role, Responsibilities and Qualities of a Retail Team Leader

Unit Objectives

At the end of this unit you will be able to:

1. Explain the role of a team leader in a retail store
2. Understand job description of a team leader
3. Learn about the qualities of an effective/a good team leader

1.2.1 Role of a Team Leader in Retail

A team leader performs various duties in a retail business, which may differ on the discretion of the retailer who employs him/her. However, responsibilities are the same across various online retailers, retail stores and catalogue-order retailers. The key role of a team leader is to increase the efficiency of the sales people who have been employed under him/her. All the other roles are basically an extension of this key role.



Fig. 1.4 Team Leaders with Increasing Sale

Training and Instructions

The role of a team leader also involves helping and training the new and existing sales people, so they may acquire a competitive edge on the sales floor. It may comprise advise on handling challenging customers, help on closing a particular sale or answers to frequently asked questions. Sales training emphasizes on making sure the sales staff can input data or complete orders, follow company policies pertaining to dealing with customers or colleagues and work on required machines. Such trainings also focus on the adequate orientation of a sales person with his/her job and tips that improve his or her job and sales performance.



Fig. 1.5 Instruction and Training given by Team Leader

Encourage, Applause and Give Rewards

There are few practices which a team leader should follow such as .

- Encourage his/her employees to achieve their individual sales targets. A team leader must motivate his/her subordinates to consistently work hard for better results.
- Applaud the employees who perform well and use his/her sign-up or sale as an example to encourage others.
- Reward his/her team members. Some of the common rewards are bonuses, small prizes and “employee of the month” awards.
- Correct an employee’s mistake politely It will encourage them to work efficiently to meet their sales targets.



Fig. 1.6 Colleagues Appreciating Team Leader after a Presentation

Lead by Example

At a retail store, website or a catalogue call-centre, a team leader does not work up front, but rather operates behind the scenes. Most situations require a team leader or supervisor to intervene from the level of a sales associate. In such situations, a team leader needs to lead with an example.



Fig. 1.7 Leading by an Example

When interacting with customers, you must handle them the same way as you want your team members to handle them. You must be humble, polite and obliging. Even if a customer becomes hostile, you need to keep calm and deal with the situation as per the policy of the company. You must avoid any sarcastic or rude comments and refrain from raising your voice.

Communicate Properly

You, as a team leader, need to complete your daily tasks and be open to listening to your sales team. One of your roles is to act as a link between your team members and the higher management or

your immediate boss. It is your duty to raise any concerns your team members have to your boss about the inappropriate compensation, safety or unfriendly work environment. If you fail to do so, you raise the risk of a team member escalating the issue to a higher authority, which undoubtedly would not be a comfortable situation for you.



Fig. 1.8 Communication between the Team Leader and Retail-Sales Employee

1.2.2 Job Description of a Retail Team Leader

A team leader's job description in a retail store focuses on maximizing the organization's sales.

- A team leader makes a sales person better and makes sure that he/she knows all the sales strategies and techniques to accomplish the sales targets.
- A sales-team leader makes sure the sales department works in an organized and affable manner. He/she makes sure the staff member maintains records efficiently, which includes taking delivery notes for the department and entering sales data into the computers.
- Maintaining good customer relations is one of the most important and oldest sales strategies to achieve high sales and a team leader must not take it for granted.
- A team leader should consider a customer as the king and imparts the same learning to his/her team members, while teaching them better ways to handle their customers, right from the moment a customer enters the retail store. The techniques include the manner in which a customer must be greeted, responded to and answered to. A team leader teaches them to be friendly and polite, as this motivates the customer to visit the store again for more purchases.
- When dealing with challenging customers, the sales people need to use refined language. Their behaviour must be pleasant at all times.
- A team leader also makes sure that the sales people abide by the code of conduct laid down by their organisation/organisations.
- A team leader motivates its sales-team members and encourages them to achieve their sales targets while focusing on smart work not hard work.
- Sales personnel must also be motivated to work efficiently by creating a healthy competition among them. It is the responsibility of a sales-team leader to reward a well-performing employee in a way that is allowed by the organisation.
- A team leader can privately criticise people who have behaved in an unexpected manner those sales persons.
- A team leader steps in for a settlement when there is a conflict between a customer and a sales person.
- Even when a customer is behaving aggressively and ruthlessly, a team leader must keep calm and be polite when handling such matters.



Fig. 1.9 Retail Sales Team Leaders

1.2.3 Qualities of a Good and Effective Retail Team Leader

Effective team leadership includes several attributes that can affect the working of a in a positive manners. Below are some additional of an effective team leader attribute.

- **Leads from the Front:** Contrary to the old days when team leaders would simply just sit in the administrative rooms while the real deal would happen at the battlefield. These days they have to lead from the front. In today's corporate environment, a team leader does not get any respect unless he/she gets down to the brass tracks with his/her team members.
- **Makes Decisions:** The ability to make decisions is the most important characteristic that a team leader needs to possess. A level-headed person needs to make decisions on various important things in different scenarios in the professional world. If not taken properly, these decisions can even negatively impact a person's career and his/her teams work. Hence, one must make these decisions carefully. Effective decision-making requires experience.
- **Leads by Example:** This is one of the most important qualities of a team leader. Leading by example is one of the most effective ways to drive the team to achieve excellence. It is not an easy task in this fast-moving world of today, but it is want which to make an effort.
- **Maintains a Personal-Professional Life Balance:** In the corporate world, an overlap between personal and professional lives is common. Hence, a team leader must understand this difference and respect the professional growth and personal life of the team members. Along with this the team leader, should be able to maintain a balance in his/her life. Stress should not affect his/her life in an adverse manner.
- **Serves as a Cohesive Force:** A team leader should act as a cohesive force amongst his/her team members. Team members in a professional world can't be on great terms at all times. Hence, a team leader must ensure that the team members have a comfortable and productive relationship with one another.
- **Forgives, but does not Forget:** An effective team leader remembers all the mistakes made by the team members and ensures they are not repeated. However, he/she should make sure that a member is not punished for a mistake unnecessarily.

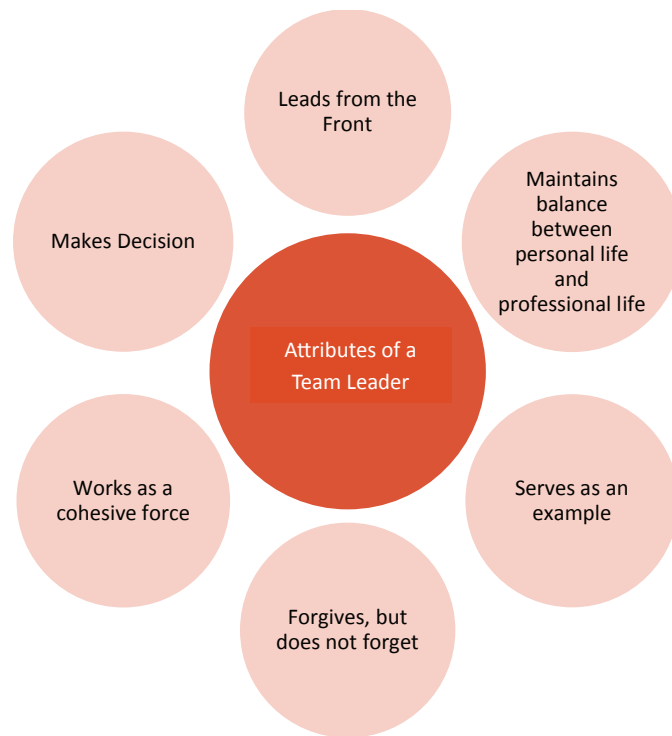


Fig. 1.10 Team Leader's Attributes

Tips

Given below are the major responsibilities that should be carried out by the team leaders:

- To maximise sales and service initiatives by actively approaching and assisting customers in finding and purchasing the required merchandise that meets their requirements
- To lead and motivate sales team, to fully utilize and develop their skills and capabilities and promote a culture of high performance and consistent delivery
- To Plan and lead the daily team briefings that encourage contributions from the team whilst promoting a culture of honesty that allows input on sales, product and operational changes
- To work with the senior management to set objectives and performance standards
- Through regular contact and conversation, monitor the performance of the team including attendance, punctuality and personal appearance, to ensure that performance is on track.
- To take care of your personal health and safety and that of the others and report if these are any health and safety concerns

Exercise

1. A retail team leader is a person who holds position and directs the sales team in the retail environment.
2. A team leader should be oriented.

3.. A team leader encourages his/her team to achieve their sales targets.

Service, Supervisory, department, individual

4. A store team leader will often be responsible for (tick the correct options)

- (a) Handling a particular team of workers
- (b) Running a specific department
- (c) Managing an entire shift of employees

5. Match the following:

(a) A team leader is more like a	(i) the team and the supervisor.
(b) A team leader should offer tips and training to	(ii) disputes between sales associates and Customers
(c) Team leader acts as a liaison between	(iii) new and existing sales associates.
(d) Team leader is also responsible for settling	(iv) department manager.

6. Leadership is the ability to:

- (a) Influence others
- (b) Motivate others
- (c) Enable others to contribute towards the effectiveness and success of the organisation
- (d) All of the above

7. Key characteristic(s) of a Team Leader include:

- (a) Makes Decision
- (b) Leads from the front
- (c) Serves as an example
- (d) All of the above

Notes