

Retail

An overview of what you can expect as part of the Recruitment Process

Agenda

- Introductions and Overview of session
- Introductory Exercises
- Recruitment Processes
- Retail Quiz
- Customer Service Exercises
- Sales Exercises
- Research and Recruitment Exercises

Introductions

- Say Good Morning /afternoon to each person who enters the room see what response is.
- Leave group to settle in for a couple of minutes observe if people start talking to each other remain quiet etc.
- Introduce staff to group.
- Explain purpose of session.
- Explain we will be observing behaviours during session.
- Ask group if they have ever undertaken group assessments before – ask them how it went, were they expecting it, were they successful, could they have done with any help beforehand on what to expect.

Introductory Exercises minimum of 2 to be undertaken

You have 2 minutes:-

1. Speak to person next to you find out their hobbies/interests and something unique to them, swap over and feed back to group
2. Introduce yourself telling us about yourself something that is different about you and something that you have achieved
3. Can you tell us what you know about the Retail sector and why you want to work in Retail

Recruitment Processes – What can you expect

- On Line applications
- Application Forms
- CV's
- Group Interview Sessions
- Team Building Exercises
- Store walks
- Identification of good and bad customer service
- Sales Techniques
- One to one interviews
- Competency based interviews

The 2012 Retail Quiz - Optional

1. By Games time in 2012, how many, items of London 2012 merchandise will be on sale?
2. What are the names of the Olympic and Paralympic mascots?
3. What is the name of the official Team GB mascot?
4. Who is the London 2012 Official Sportswear Partner?
5. Who is the London 2012 Official Clothing and Homeware Supplier?
6. How many different 2012 pin badge designs will have been produced by Games time?
7. Who produces the Official London 2012 jewellery collection?
8. What is LOCOG's budget for staging the Olympic and Paralympic Games?

Retail Quiz– Answers

1. 10,000
2. Olympic mascot: Wenlock
Paralympic mascots: Mandeville
3. GB Mascot: Pride the Lion
4. Adidas
5. Next
6. 2012
7. Links of London
8. £2 billion –raised from sources including sponsorship, broadcasting rights and selling merchandise.

Customer Service Exercises – Minimum of 2 to be undertaken

- Can you give an example of when you have experienced bad customer service and what you would have done to put it right.
- As a group can you discuss what represents good customer service, what effect good customer service has on people and business. Put your findings on flip- chart and feedback.
- In pairs go and visit local store, identify what is good about the store, identify what is not so good, identify what improvements could be made.

Sales Exercises – Minimum of 2 to be completed

- Have you ever sold anything to anyone – how did you go about it?
- Take an item and try and sell it to the person next to you outlining the features and benefits, How did you find that exercise.
- Take an item and as a group discuss the features and benefits of the product, then as a group sell the product to us.
- What do you understand about linked sales? Take the product you just spoke about and think about what else could be sold alongside the product provide feedback to group

Research and Recruitment Exercises

- Can you work together in groups to identify 6 different areas within Retail eg Supermarkets. Under each heading can you then identify the top 3 main employers in the local area.
- As a group can you discuss what these employers look for in their staff. Write up on flipchart, appoint a spokesperson to feedback.
- From your lists of employers can you personally identify the top 5 that you would like to work for, and then tell us how you are going to apply.
- Here is also a list of employers who are currently recruiting along with how they recruit. If there are any employers you would like to add to your list please do so.
- Can you draw up an Action Plan of what your next actions are going to be to find a job in Retail after today with timescales.