
Overview

This standard is about checking the customer's preferences and buying decisions when they are making retail sales. It is also about closing the sale once a decision has been made by the customer. This standard is applicable for in-person, online or remote sales.

This standard is for staff who close the sale once a customer has made a decision.

When you have completed this standard you will be able to demonstrate your understanding of and ability to:

- Check customers' preferences and buying decisions when making retail sales

Performance criteria

You must be able to:

1. give customers enough time to evaluate products and ask questions following your workplace procedures
2. check the customers' preferences with them to assist them making a buying decision
3. handle customers' questions in a way that promotes sales and keeps the customers' confidence
4. identify additional and associated products and take the opportunity to increase sales following your workplace procedures
5. use open and closed questioning techniques when customers are making sales decisions
6. acknowledge clearly the customers' buying decisions following workplace procedures
7. close the sale when possible
8. explain clearly any customer rights that apply following your workplace and relevant legislation requirements
9. follow your workplace procedures to explain clearly to customers where to pay for their purchases

Knowledge and understanding

You need to know and understand:

1. how to recognise buying signals from customers
2. how to handle customers' questions confidently and effectively
3. questioning techniques for closing the sale
4. what your workplace's additional and associated products are and why it is important to promote these
5. why customer confidence and loyalty matter to your workplace and how members of staff contribute towards these
6. the rights and responsibilities of your workplace and customers regarding the returning of unsatisfactory goods according to your workplace procedures and relevant legislation

PPL.C223

Check customers' preferences and buying decisions when making retail sales



Links to other NOS

PPL.C205 Help retail customers choose products

PPL.C214 Provide a payment service at point of sale in a retail organisation

PPL.C250 Identify the retail customer's requirements for lingerie

PPL.C251 Measure and fit retail customers for lingerie

PPL.C223

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Originating Organisation	Skillsmart Retail
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Suite	Retail
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