Test Project

Competitor Instructions Day 2

Retail Sales

Submitted by:
Róisín Woods – IBEC, Independent Test Project Designer
Darren Gavin - Mayo, Sligo and Leitrim Education and Training Board, Independent Test Project Designer
Jessica Martin - Mayo, Sligo and Leitrim Education and Training Board, Independent Test Project Designer

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Scenario

You are employed as a Retail Sales Assistant at Best for Baby, a specialist retailer offering a range of products for babies, young children, and parents.

During Competition day 2, you will face a variety of retail situations that require you to demonstrate professionalism, problem-solving, customer service, sales skills, administration, and marketing expertise.

You will complete five separate modules. Each module will be assessed independently.

Module C2.1: Theft Incident

Time Allocated

2 to 5 Minutes (Phone Call) Additional Time as Directed

Task

You arrive at the store and receive communication from the Security Prevention Team informing you that there has been an overnight break-in at the premises.

The store has been left in disarray, the till float has been stolen, and there may be damage to stock.

Requirements

You must:

- Respond professionally to the Security Prevention Team.
- Record all relevant details of the incident.
- Follow company procedures regarding theft and loss prevention.
- Assess the condition of the store.
- Restore the store environment where appropriate.
- Identify and report any damaged stock.
- Ensure the store is safe for colleagues and customers.
- Prepare and send a professional email reporting the incident.

Module C2.2: Regional Manager Store Visit

Time Allocated

15 Minutes

Participants

- Competitor
- Regional Manager Actor

Scenario

Following the overnight theft incident, your Regional Manager visits the store to review the situation and conduct an informal store inspection.

You will accompany the Regional Manager during the visit and discuss actions taken since discovering the incident.

Task

You must:

- Welcome the Regional Manager professionally.
- Create a positive first impression.
- Discuss the theft incident clearly and accurately.
- Explain the actions taken following the incident.
- Accompany the Regional Manager during the walk-through.
- Answer questions confidently and professionally.
- Demonstrate awareness of store standards and operational requirements.

Theft Incident Discussion

Be prepared to explain:

- What occurred
- The condition of the store upon arrival
- What was stolen
- What remained secure
- Actions taken following discovery of the incident
- Current status of the store

Store Walk-Through

Demonstrate awareness of:

- Store presentation
- Safety standards
- Store organization
- Stock management
- Any outstanding issues requiring attention

Module C2.3: Parent Purchase

Time Allocated

Preparation Time: 45 Minutes

Customer Interaction: 10 Minutes

Participants

- Competitor
- Two Customer Actors

Scenario

Two customers visit Best for Baby seeking advice on purchasing a car seat for their baby. They have researched products available both in-store and online and are looking for expert guidance before making a purchase decision.

You must engage with the customers professionally, identify their needs, recommend suitable products, and maximize sales opportunities through appropriate cross-selling.

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Task

You must:

- Welcome both customers warmly and professionally.
- Acknowledge the baby accompanying them.
- Build rapport and create a comfortable shopping experience.
- Use effective questioning techniques to identify customer requirements.
- Recommend the most suitable product based on customer needs.
- Compare relevant products where necessary.
- Address customer concerns confidently.
- Guide the customers towards a purchase decision.
- Recommend additional relevant products.

Needs Analysis

Use questioning to establish:

- Baby's age and size
- Vehicle type and compatibility requirements
- Budget
- Safety concerns
- Ease of installation
- Day-to-day usability requirements

Product Recommendation

Clearly explain:

- Product features
- Safety benefits
- Ease of use
- Comfort and convenience
- Value for money

Handling Concerns

Customers may express concerns regarding:

Safety

- Product options
- Price
- Product suitability

You must:

- Remain calm and professional
- Provide reassurance
- Explain features and benefits clearly
- Build trust and confidence

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Closing the Sale

You should:

- Summarize key benefits
- Guide customers towards an informed decision
- Use an appropriate closing technique
- Recommend relevant complementary products
- Maximize sales opportunities through cross-selling

Module C2.4: Administration Task

Time Allocated

As directed

Task

You are required to complete an administrative task relating to store operations.

Details and supporting documentation will be provided during the competition.

Requirements

You must:

- Read all instructions carefully.
- Complete all required documentation accurately.
- Use professional written communication.
- Ensure information is recorded correctly.
- Demonstrate attention to detail throughout the activity.

Module C2.5: Promotional Poster Design

Time Allocated

2 Hours

Task

You are required to create a professional promotional poster using **Canva** to support a baby product campaign.

The poster should be suitable for both in-store display and online promotion.

Requirements

Your poster must:

- Attract customer attention.
- Promote trust, safety, and value.
- Highlight key baby products.
- Communicate a clear promotional message.
- Reflect a professional retail standard.

Theme and Visuals

Your poster should include:

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- A baby-focused theme
- Family-friendly branding
- Appropriate imagery
- Professional layout and presentation
- Effective use of colour and space

Content

Your poster should include:

- A clear headline
- Promotional message or offer
- Featured baby product(s)
- Strong call-to-action

Examples include:

- "Baby Essentials Sale"
- "Safe Starts Here"
- "Shop Now"
- "Visit Us Today"

Branding

Your design should demonstrate:

- Appropriate use of store branding
- Consistent colour scheme
- Professional typography
- Clear visual hierarchy
- Strong overall presentation

Competitor Expectations

Throughout all activities you should:

- Demonstrate professional retail behaviour.
- Follow company procedures.
- Communicate effectively with customers and colleagues.
- Maintain a safe and organized working environment.
- Manage your time effectively.
- Demonstrate strong product knowledge.
- Deliver excellent customer service.
- Apply commercial awareness and sales skills.
- Complete all tasks to a professional standard.

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End of Day 2 Objective

By the end of Competition day 2, Competitors should demonstrate their ability to:

- Respond appropriately to retail incidents.
- Follow company procedures and reporting requirements.
- Communicate professionally with management.
- Deliver excellent customer service and sales support.
- Recommend products confidently and accurately.
- Complete administrative tasks accurately.
- Create effective retail marketing materials.
- Represent the Best for Baby brand professionally.

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