Test Project

Competitor Instructions Day 3

Retail Sales

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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 3, you will demonstrate your ability to launch and promote a new product, support customers collecting online orders, communicate marketing ideas professionally, complete administrative duties, and resolve a customer complaint.

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

Module C3.1: New Product Drop

Time Allocated

1 hour

Task

A supplier delivers a new product to the store. You are responsible for preparing the product for sale, maximizing its visibility within the store, and creating a short social media video to promote the product to customers.

During the task, you will also interact with a customer and use the opportunity to introduce and recommend the new product.

Requirements

You must:

- Prepare the product for sale.
- Merchandize the product to maximize visibility.
- Create a short promotional social media video.
- Develop a clear customer-focused message.
- Present the product professionally.
- Introduce the product to a customer naturally.
- Demonstrate the value and benefits of the product.
- Attempt an upsell or recommendation.

Social Media Video Requirements

Your video should include:

- A clear introduction to the product.
- Key features and benefits.
- A customer-focused message.
- A call-to-action.

Examples include:

- "Available now in-store"
- "Visit us today"
- "Limited stock available"

Customer Interaction and Upselling

During the customer interaction you should:

- Introduce the new product naturally.

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- Link the product to customer needs.
- Demonstrate product value.
- Highlight features and benefits.
- Attempt an upsell or recommendation where appropriate.

Module C3.2: Online Order Collection

Time Allocated

10 Minutes

Participants

- Competitor
- Customer Actor (Ethan)

Scenario

A customer, Ethan, arrives at Best for Baby to collect an online order that was placed earlier in the week.

A special promotion is currently running on selected products throughout the store. This provides an opportunity to enhance the customer experience and generate additional sales through effective cross-selling.

Task

You must:

- Welcome Ethan professionally.
- Confirm the order details accurately.
- Retrieve and present the order.
- Complete the collection efficiently.
- Engage the customer in conversation.
- Identify additional customer needs.
- Recommend suitable promotional products.
- Provide a positive collection experience.

Customer Engagement

You should:

- Engage in natural conversation.
- Explore how the purchased product will be used.
- Identify additional customer requirements.
- Build rapport throughout the interaction.

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Cross-Selling Opportunity

You should:

- Recommend relevant promotional products.
- Link recommendations to the customer's purchase.
- Demonstrate value and convenience.
- Highlight promotional benefits.
- Maximize sales opportunities where appropriate.

Closing the Interaction

You must:

- Confirm the order collection is complete.
- Ensure customer satisfaction.
- Thank the customer.
- Encourage future visits to Best for Baby.

Module C3.3: Marketing Team Presentation

Time Allocated

Preparation Time: 1 hour

Presentation: 15 minutes

Participants

- Competitor
- Marketing team panel

Scenario

You have previously developed a social media video concept during Module C3.1 to support the launch of a new product.

You are now required to present your marketing concept to the Marketing Team via Microsoft Teams and explain how your campaign will attract customers and support sales.

Task

You must prepare and deliver a professional presentation outlining your proposed social media campaign.

Preparation

During the preparation period you should:

- Structure your presentation clearly.
- Refine your video concept.
- Develop key marketing messages.
- Consider your target audience.
- Select an appropriate social media platform.
- Prepare supporting notes or slides if required.

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Presentation Content

Your presentation should include:

Introduction

- Overview of the product.
- Campaign objective.

Social Media Video Concept

- Summary of your proposed video.
- Key messages.
- Visual approach.
- Platform selection.
- Tone and style.

Justification and Rationale

Explain:

- Why the concept was selected.
- How it meets customer needs.
- How it supports the Best for Baby brand.
- How it will attract customer interest.

Commercial Impact

Discuss potential benefits including:

- Customer engagement.
- Increased awareness.
- In-store traffic.
- Online traffic.
- Increased sales opportunities.

Professional Communication

You should:

- Speak clearly and confidently.
- Present professionally.
- Use a logical structure.
- Demonstrate commercial awareness.
- Respond appropriately to questions.

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Module C3.4: Administrative Task

Time Allocated
30 minutes

Task
Earlier in the day, your manager requested that you complete a manual stock take and provide a written update regarding stock levels.

You must complete the stock count accurately and communicate your findings professionally.

Requirements
You must:

- Complete a manual stock take.
- Record stock levels accurately.
- Identify any discrepancies.
- Organize information clearly.
- Prepare and send a professional email.
- Follow company administrative procedures

Module C3.5: Customer Complaint Email

Time Allocated
As Directed

Scenario
Customer Ethan contacts Best for Baby regarding a product purchased earlier in the day.

The product was intended as a gift; however, the item was discovered to be faulty after purchase. Ethan is frustrated and embarrassed that the gift was given in this condition.

He is requesting a full refund and compensation.

Task
You must respond to Ethan's complaint professionally via email.

Requirements
You must:

- Acknowledge the customer's concerns.
- Demonstrate empathy and understanding.
- Apologize appropriately on behalf of the business.
- Explain relevant company procedures.
- Outline the actions available to resolve the issue.
- Maintain a professional and customer-focused tone.
- Protect the reputation of Best for Baby.

Customer Service Expectations
Your email should:

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- Remain calm and professional.
- Address all issues raised.
- Build trust and confidence.
- Demonstrate a commitment to customer satisfaction.
- Provide a clear route to resolution.

Competitor Expectations

Throughout all activities you should:

- Demonstrate professional retail behaviour.
- Communicate confidently and professionally.
- Deliver excellent customer service.
- Follow company procedures.
- Demonstrate creativity and commercial awareness.
- Maintain a positive attitude.
- Manage your time effectively.
- Complete all tasks to a professional standard.
- Represent the Best for Baby brand positively at all times.

End of Day 3 Objective

By the end of Competition day 3, Competitors should demonstrate their ability to:

- Launch and promote new products effectively.
- Apply visual merchandizing and marketing techniques.
- Create engaging social media content.
- Deliver excellent customer service during order collections.
- Present commercial ideas professionally.
- Complete administrative tasks accurately.
- Handle customer complaints effectively.
- Represent the Best for Baby brand professionally.

Good Luck! We wish you every success in the competition. 🍼🏆

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