Test Project

Competitor Instructions Day 4

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 Day 4, you will demonstrate your ability to combine product knowledge, sales expertise, marketing awareness, and presentation skills by delivering a live teleshopping broadcast designed to promote products across the organisation's social media platforms.

You will also complete a daily sales reporting task as part of your administrative responsibilities.

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

Module C4.1: Teleshopping Broadcast

Time Allocated

Preparation Time: 1 Hour

Live Broadcast: 10 Minutes

Task

In today's retail environment, businesses must connect with customers through multiple sales channels.

You are required to prepare and deliver a live teleshopping broadcast promoting a selection of products designed to help parents and caregivers while travelling or managing a busy lifestyle.

Your broadcast will be shared across the organisation's social media channels and should demonstrate excellent product knowledge, effective sales techniques, confident presentation skills, and strong customer engagement.

Theme

"On the Go Must Have Products for Busy Parents"

Products

You must include the following products in your broadcast:

- Baby Sling
- Portable Baby Bottle Warmer
- Baby Bag
- One additional product selected by you
- The additional product must align with the theme of convenience, portability, and supporting parents while on the move.

Target Audience

Your audience includes:

- New parents
- Busy professionals
- Caregivers
- Families seeking convenience and efficiency
- Customers who value practical parenting solutions

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Preparation Phase

- During your preparation time you must:

Product Selection

- Visit the designated shop floor area.
- Select the required products.
- Choose one additional product that supports the theme.
- Transport the products safely to your demonstration area.

Product Research

You should:

- Examine all products carefully.
- Identify key features and benefits.
- Understand any operational or usage considerations.
- Prepare accurate product information.
- Identify each product's unique selling points.

Demonstration Area Setup

You must:

- Organise products professionally.
- Create a visually appealing presentation area.
- Ensure products are clearly visible and accessible.
- Prepare all materials required for the broadcast.

Script Preparation

You must prepare a structured script or presentation outline.

Your script should include:

The Hook

Create an engaging opening that captures the audience's attention immediately and encourages them to continue watching.

The Problem

Explain the challenges faced by parents and caregivers who are regularly travelling or managing busy schedules with children.

The Solution

For each product, clearly explain:

- Features
- Benefits
- Customer value
- Practical applications

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Call to Action

Encourage customers to purchase through:

- Promotional offers
- Pricing information
- Product availability
- Shopping options

Store Information

You should include:

- Store name
- Store locations
- Opening hours
- Online shopping options
- Delivery services
- Promotional offers where applicable

Delivery Phase

At the conclusion of your preparation period, you will deliver your teleshopping broadcast.

Broadcast Requirements

You must:

- Deliver a professional presentation directly to camera.
- Remain within the 10-minute time allocation.
- Speak clearly and confidently.
- Maintain eye contact with the camera.
- Demonstrate enthusiasm and energy.
- Create an engaging customer experience.

Product Demonstration

You should:

- Physically demonstrate each product.
- Explain features and benefits while handling the product.
- Show how the product would be used.
- Create smooth transitions between products.
- Maintain a consistent sales-focused approach throughout the broadcast.

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Module C4.2: Daily Sales Report

Time Allocated

As directed

Task

As part of your daily administrative responsibilities, you are required to prepare and submit an End of Day Sales Report to your Regional Manager.

The report must be accurate, professional, and submitted within the timeline specified.

Requirements

You must:

- Review daily sales information.
- Record information accurately.
- Organize data professionally.
- Prepare a clear and concise sales report.
- Send the report via email to your Regional Manager.
- Ensure all information is complete before submission.
- Meet the specified deadline.

Competitor Expectations

Throughout all activities you should:

- You must:
- Review daily sales information.
- Record information accurately.
- Organise data professionally.
- Prepare a clear and concise sales report.
- Send the report via email to your Regional Manager.
- Ensure all information is complete before submission.
- Meet the specified deadline.

End of Day 4 Objective

By the end of Competition day 4, Competitors should demonstrate their ability to:

- You must:
- Review daily sales information.
- Record information accurately.
- Organise data professionally.
- Prepare a clear and concise sales report.
- Send the report via email to your Regional Manager.
- Ensure all information is complete before submission.
- Meet the specified deadline.

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

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