LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Certificate in Retail Sales and Customer Service



LAPT — London Academy of Professional Training

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Reference RET-C01 • Retail Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

4	74	494	400	60%	Lifetime
SUBJECTS	CHAPTERS	CLASSES	TOTAL MARKS	PASS MARK	VALIDITY

AT A GLANCE

REFERENCE	**RET-C01**
AWARD	**Certificate**
ASSESSMENT	**400 marks — 240 to pass (60%)**
PREREQUISITES	**None**
VALIDITY	**Lifetime**
AWARDING BODY	**LAPT — London Academy of Professional Training**

CURRICULUM

1 **Customer Service Skills for Retail** 23 chapters · 123 classes **100 marks**

- **1 Understanding Customer Engagement: Building Rapport with Customers** — 4 classes
  - 1.1 Exploring the Basics of Customer Engagement
  - 1.2 Developing Effective Listening Skills
  - 1.3 Building Trust and Rapport with Customers
  - 1.4 Helping Customers Find Products
- **2 Effective Communication: Tailoring Conversations to Customer Needs** — 4 classes
  - 2.1 Understanding Customer Needs Through Active Listening
  - 2.2 Adapting Your Communication Style for Different Customer Types
  - 2.3 Using Open-Ended Questions to Guide Conversations
  - 2.4 Connecting Product Features to Customer Needs Effectively
- **3 Mastering the Art of Upselling: Techniques for Increasing Sales** — 4 classes
  - 3.1 Understanding Customer Needs for Effective Upselling
  - 3.2 Building Rapport to Enhance Upselling Opportunities
  - 3.3 Timing Your Pitch: When and How to Upsell
  - 3.4 Utilizing Product Knowledge to Maximize Sales
- **4 Credit Card Application Assistance** — 4 classes
  - 4.1 Understanding Credit Card Basics
  - 4.2 Navigating the Application Process
  - 4.3 Explaining Insurance Products
  - 4.4 Assisting Customers Effectively
- **1 Understanding Customer Needs and Personalization** — 4 classes
  - 1.1 Identifying Customer Needs Through Active Listening
  - 1.2 Building Rapport to Enhance Personalization
  - 1.3 Tailoring Product Suggestions for Unique Preferences
  - 1.4 Implementing Feedback for Improved Customer Solutions
- **2 Creating an Inviting Store Atmosphere** — 4 classes
  - 2.1 Designing a Welcoming Store Layout
  - 2.2 Enhancing Ambiance with Lighting and Music
  - 2.3 Creating Engaging Product Displays
  - 2.4 Implementing Personalized Customer Greetings
- **3 Advanced Techniques for Upselling and Cross-selling** — 4 classes
  - 3.1 Understanding Advanced Upselling Tactics
  - 3.2 Mastering the Art of Cross-Selling Opportunities
  - 3.3 Implementing Psychological Techniques in Sales
  - 3.4 Personalizing Offers to Enhance Customer Experience
- **1 Understanding Customer Needs and Expectations** — 5 classes
  - 1.1 Exploring the Basics of Customer Needs
  - 1.2 Identifying Key Customer Expectations
  - 1.3 Analyzing Customer Feedback Effectively
  - 1.4 Developing Empathy in Customer Interactions
  - 1.5 Applying Techniques to Meet Customer Needs
- **2 Effective Communication Techniques in Retail** — 5 classes
  - 2.1 Understanding Customer Needs: Building the Foundation
  - 2.2 Eliciting Information: Asking the Right Questions
  - 2.3 Active Listening: Techniques for Engaging Conversations
  - 2.4 Verbal and Non-verbal Cues: Enhancing Customer Interactions
  - 2.5 Adapting Communication Styles: Tailoring Approaches for Diverse Customers
- **3 Resolving Customer Complaints and Conflicts** — 5 classes
  - 3.1 Understanding the Types of Customer Complaints
  - 3.2 Identifying the Root Causes of Conflict
  - 3.3 Techniques for Effective Listening and Empathy
  - 3.4 Strategies for Resolving Customer Complaints
  - 3.5 Preventing Future Conflicts through Proactive Measures
- **4 Building Long-term Customer Relationships** — 5 classes
  - 4.1 Understanding the Value of Long-term Customer Relationships
  - 4.2 Identifying Customer Needs Through Active Listening
  - 4.3 Building Trust with Consistent Communication
  - 4.4 Resolving Customer Issues to Enhance Loyalty
  - 4.5 Leveraging Feedback for Relationship Growth
- **1 Customer Interaction Skills** — 5 classes
  - 1.1 Effective Communication Techniques
  - 1.2 Building Rapport with Customers
  - 1.3 Handling Customer Complaints
  - 1.4 Active Listening Strategies
  - 1.5 Non-Verbal Communication Cues
- **2 Customer Relationship Management** — 5 classes
  - 2.1 Understanding Customer Needs
  - 2.2 Building Long-Term Relationships
  - 2.3 Loyalty Programs and Benefits
  - 2.4 Feedback Collection Techniques
  - 2.5 Customer Segmentation Strategies
- **3 Sales Techniques and Strategies** — 5 classes
  - 3.1 Upselling and Cross-Selling
  - 3.2 Closing the Sale Effectively
  - 3.3 Understanding Buyer Behavior
  - 3.4 Sales Pitch Development
  - 3.5 Negotiation Skills for Sales
- **4 Customer Experience Enhancement** — 5 classes
  - 4.1 Creating Memorable Experiences
  - 4.2 Personalization in Service
  - 4.3 Utilizing Technology for Service
  - 4.4 Measuring Customer Satisfaction
  - 4.5 Innovative Service Solutions
- **1 Developing Service Standards** — 6 classes
  - 1.1 Defining Quality Service Expectations
  - 1.2 Creating Service Level Agreements
  - 1.3 Training Staff on Service Standards
  - 1.4 Benchmarking Against Industry Standards
  - 1.5 Establishing Performance Metrics
  - 1.6 Communicating Standards to Customers
- **2 Implementing Customer Feedback** — 6 classes
  - 2.1 Collecting Customer Feedback Effectively
  - 2.2 Analyzing Feedback for Insights
  - 2.3 Integrating Feedback into Service Design
  - 2.4 Closing the Feedback Loop
  - 2.5 Using Surveys and Questionnaires
  - 2.6 Encouraging Customer Participation
- **3 Measuring Customer Satisfaction** — 6 classes
  - 3.1 Developing Satisfaction Measurement Tools
  - 3.2 Interpreting Satisfaction Scores
  - 3.3 Conducting Customer Satisfaction Surveys
  - 3.4 Identifying Satisfaction Drivers
  - 3.5 Reporting Satisfaction Findings
  - 3.6 Setting Satisfaction Improvement Goals
- **4 Loyalty Programs Design** — 6 classes
  - 4.1 Understanding Customer Loyalty
  - 4.2 Creating Effective Loyalty Programs
  - 4.3 Segmenting Customers for Loyalty Programs
  - 4.4 Measuring Loyalty Program Success
  - 4.5 Incorporating Rewards and Incentives
  - 4.6 Communicating Program Benefits
- **5 Continuous Improvement in Service** — 6 classes
  - 5.1 Identifying Areas for Improvement
  - 5.2 Implementing Service Improvement Initiatives
  - 5.3 Monitoring Improvement Outcomes
  - 5.4 Engaging Employees in Improvement
  - 5.5 Utilizing Technology for Service Enhancement
  - 5.6 Establishing a Culture of Continuous Improvement
- **22 Serving Diverse and Vulnerable Customers Inclusively** — 10 classes
  - 22.1 Equality Principles in Retail Service
  - 22.2 Recognising Customer Vulnerability Signs
  - 22.3 Serving Customers with Mobility Needs

2 Customer Needs, Product Knowledge and Consultative Selling

21 chapters · 127 classes **100 marks**

- **1 Identifying Customer Demographics and Preferences** — 4 classes
  - 1.1 Unveiling Customer Demographics: Who Are They?
  - 1.2 Decoding Shopper Preferences: What Do They Want?
  - 1.3 Analyzing Data: Patterns in Customer Behavior
  - 1.4 Applying Insights: Tailoring Retail Strategies
- **2 Active Listening Techniques and Customer Interaction** — 4 classes
  - 2.1 Understanding the Importance of Active Listening in Retail
  - 2.2 Identifying Verbal and Non-Verbal Customer Cues
  - 2.3 Practicing Empathetic Responses for Customer Engagement
  - 2.4 Applying Active Listening Techniques to Upselling Scenarios
- **3 Analyzing Customer Feedback and Behavioral Cues** — 4 classes
  - 3.1 Decode Verbal and Non-Verbal Customer Feedback
  - 3.2 Interpret Behavioral Patterns in Retail Interactions
  - 3.3 Assisting Customers with Specialist Products
  - 3.4 Apply Feedback Insights to Enhance Customer Experience
- **1 Understanding the Retail Landscape** — 5 classes
  - 1.1 Defining Retail: Concepts and Characteristics
  - 1.2 Identifying Types of Retail Organisations
  - 1.3 Analyzing Customer Segments in Retail
  - 1.4 Exploring Retail Business Models
  - 1.5 Evaluating Trends and Innovations in Retail
- **2 Retail Sales Techniques and Processes** — 5 classes
  - 2.1 Understanding Customer Needs
  - 2.2 Exploring Effective Communication Techniques
  - 2.3 Mastering Product Knowledge for Sales Success
  - 2.4 Applying Active Listening to Enhance Customer Interaction
  - 2.5 Implementing Closing Techniques to Finalize Sales
- **3 Customer Service Excellence in Retail** — 5 classes
  - 3.1 Understanding Customer Service Principles
  - 3.2 Identifying Customer Needs and Expectations
  - 3.3 Demonstrating Effective Communication Skills
  - 3.4 Resolving Customer Issues with Empathy
  - 3.5 Applying Customer Feedback for Service Improvement
- **4 Leveraging Technology in Retail Sales** — 5 classes
  - 4.1 Understanding Retail Technology Basics
  - 4.2 Exploring Point of Sale Systems
  - 4.3 Utilizing Customer Relationship Management (CRM) Software
  - 4.4 Applying Inventory Management Tools
  - 4.5 Implementing E-commerce Platforms
- **1 Understanding Consumer Behavior in Retail** — 5 classes
  - 1.1 Exploring the Basics of Consumer Behavior
  - 1.2 Analyzing Consumer Buying Motives
  - 1.3 Identifying Influences on Consumer Decisions
  - 1.4 Examining Shopper Patterns and Trends
  - 1.5 Applying Consumer Insights to Enhance Sales
- **2 Effective Communication Techniques in Sales** — 5 classes
  - 2.1 Understanding the Fundamentals of Sales Communication
  - 2.2 Engaging Customers Through Active Listening Techniques
  - 2.3 Building Rapport and Trust in Customer Interactions
  - 2.4 Using Persuasive Language to Influence Buying Decisions
  - 2.5 Handling Objections and Closing Sales Effectively
- **3 Developing Tailored Retail Sales Strategies** — 5 classes
  - 3.1 Understanding Customer Needs and Preferences
  - 3.2 Analyzing Market Trends to Inform Sales Strategies
  - 3.3 Crafting Personalized Sales Approaches
  - 3.4 Implementing Adaptive Selling Techniques
  - 3.5 Evaluating and Refining Sales Strategies
- **4 Advanced Techniques for Enhancing Customer Experience** — 5 classes
  - 4.1 Understanding Customer Needs Through Advanced Listening
  - 4.2 Building Rapport Using Emotional Intelligence
  - 4.3 Personalizing Customer Interactions for Maximum Impact
  - 4.4 Implementing Empathy to Resolve Customer Concerns
  - 4.5 Evaluating Feedback to Continuously Improve Experience
- **5 Sales Techniques and Customer Engagement** — 5 classes
  - 5.1 Promoting Retail Credit Cards
  - 5.2 Understanding Insurance Products
  - 5.3 Communicating Benefits to Customers
  - 5.4 Portion Control in Delicatessen
  - 5.5 Meeting Individual Customer Needs
- **1 Market Trends Analysis** — 6 classes
  - 1.1 Identifying Emerging Market Trends
  - 1.2 Analyzing Competitor Strategies
  - 1.3 Impact of Economic Factors
  - 1.4 Utilizing Market Research Tools
  - 1.5 Forecasting Market Demand
  - 1.6 Trends in Consumer Behavior
- **2 Customer Needs Assessment** — 6 classes
  - 2.1 Understanding Customer Expectations
  - 2.2 Techniques for Needs Analysis
  - 2.3 Conducting Customer Surveys
  - 2.4 Segmenting Customer Groups
  - 2.5 Identifying Pain Points
  - 2.6 Aligning Products with Needs
- **3 Comprehensive Sales Planning** — 6 classes
  - 3.1 Setting Sales Objectives
  - 3.2 Developing Sales Tactics
  - 3.3 Budgeting for Sales Activities
  - 3.4 Creating a Sales Timeline
  - 3.5 Resource Allocation Strategies
  - 3.6 Risk Management in Sales Planning
- **4 Implementation of Sales Strategies** — 6 classes
  - 4.1 Executing Sales Plans Effectively
  - 4.2 Training Sales Teams
  - 4.3 Monitoring Sales Activities
  - 4.4 Adjusting Strategies Based on Feedback
  - 4.5 Leveraging Technology in Sales
  - 4.6 Building a Sales Culture
- **5 Performance Measurement** — 6 classes
  - 5.1 Key Performance Indicators in Sales
  - 5.2 Analyzing Sales Performance Data
  - 5.3 Setting Benchmarks for Success
  - 5.4 Conducting Performance Reviews
  - 5.5 Using Metrics to Drive Improvement
  - 5.6 Reporting Sales Performance
- **18 Handling Objections, Negotiating and Closing the Sale** — 10 classes
  - 18.1 Why Customers Hesitate to Buy
  - 18.2 Common Objections About Price and Quality
  - 18.3 Listening Before Answering an Objection
  - 18.4 Answering Objections With Facts
  - 18.5 Recognising Buying Signals
  - 18.6 Simple Closing Techniques
  - 18.7 Negotiating Within Store Limits
  - 18.8 Offering Alternatives Instead of Discounts
  - 18.9 Closing Politely When the Answer Is No
  - 18.10 Objection and Closing Role-Play
- **19 Product Demonstrations and Specialist Product Advice** — 10 classes
  - 19.1 Planning a Product Demonstration
  - 19.2 Preparing the Product and Demonstration Area
  - 19.3 Showing Features and Linking Benefits
  - 19.4 Letting the Customer Try the Product
  - 19.5 Demonstrating Beauty and Personal Care Products Safely
  - 19.6 Advising on Electronics and Appliances
  - 19.7 Advising on Specialist and High-Value Products
  - 19.8 Answering Technical Questions Honestly
  - 19.9 Checking the Customer Has Understood
  - 19.10 Demonstration Practice and Self-Review

3 **Upselling, Cross-Selling and Sales Promotions** 14 chapters · 122 classes **100 marks**

- **1 Understanding Basic Retail Etiquette and Customer Engagement** — 4 classes
  - 1.1 Recognising the Importance of Retail Etiquette
  - 1.2 Mastering Effective Customer Engagement Techniques
  - 1.3 Implementing Upselling Strategies in Retail Transactions
  - 1.4 Enhancing Sales with Cross-Selling Methods
- **2 Techniques for Identifying Customer Needs for Upselling** — 4 classes
  - 2.1 Understanding Customer Needs Through Active Listening
  - 2.2 Analyzing Customer Profiles to Inform Upselling Strategies
  - 2.3 Utilizing Customer Feedback for Tailored Upselling
  - 2.4 Implementing Upselling Techniques Based on Observed Needs
- **3 Integrating Cross-Selling Strategies to Enhance Customer Value** — 4 classes
  - 3.1 Understanding the Basics of Cross-Selling in Retail
  - 3.2 Identifying Customer Needs to Enhance Cross-Selling Opportunities
  - 3.3 Crafting Effective Cross-Selling Suggestions to Maximize Value
  - 3.4 Implementing Cross-Selling Techniques in Customer Interactions
- **4 Spotting Sales Opportunities on the Shop Floor** — 10 classes
  - 4.1 Where Extra Sales Come From
  - 4.2 Reading Customer Behaviour for Openings
  - 4.3 Knowing Which Products Sell Together
  - 4.4 Using Sales Data to Find Slow Lines
  - 4.5 Timing Suggestions Naturally
  - 4.6 Approaching Browsing Customers
  - 4.7 Avoiding Pressure and Pushy Selling
  - 4.8 Recording Opportunities Noticed
  - 4.9 Sharing Ideas With Your Supervisor
  - 4.10 Opportunity Spotting Walk-Through
- **5 Product Promotion and In-Store Communication** — 10 classes
  - 5.1 Why Products Are Promoted
  - 5.2 Promotion Messages That Customers Understand
  - 5.3 Verbal Promotion at the Counter
  - 5.4 Shelf Talkers, Posters and Floor Signs
  - 5.5 Public Address and Digital Screen Messages
  - 5.6 Using Product Stories and Benefits
  - 5.7 Honest Claims and Misleading Advertising Rules
  - 5.8 Promoting New Arrivals and Seasonal Lines
  - 5.9 Matching Promotion to Customer Type
  - 5.10 Promotion Pitch Practice
- **6 Types of Sales Promotions in Indian Retail** — 10 classes
  - 6.1 Price Discounts and Percentage Offers
  - 6.2 Buy One Get One and Combo Offers
  - 6.3 Gift With Purchase and Free Samples
  - 6.4 Festival and End-of-Season Sales
  - 6.5 Coupons, Vouchers and Cashback Offers
  - 6.6 Bank Card and Wallet Offers
  - 6.7 Loyalty Points and Member Pricing
  - 6.8 Clearance Sales and Markdown Rules
  - 6.9 Advantages and Risks of Each Type
  - 6.10 Matching Promotion Types to Goals
- **7 Planning a Promotion Step by Step** — 10 classes
  - 7.1 Setting a Clear Promotion Objective
  - 7.2 Choosing Products and Customers to Target
  - 7.3 Setting a Budget and Margin Limit
  - 7.4 Choosing Dates and Duration
  - 7.5 Agreeing Roles and Responsibilities
  - 7.6 Planning Staffing for the Promotion
  - 7.7 Checking Legal and Pricing Requirements
  - 7.8 Building a Promotion Timeline
  - 7.9 Risk Checks and Backup Plans
  - 7.10 Writing a One-Page Promotion Plan
- **8 Preparing Stock, Pricing and Signage for Promotions** — 10 classes
  - 8.1 Estimating Stock Needed for an Offer
  - 8.2 Checking Stock Arrival Before Launch
  - 8.3 Updating Prices in Billing Systems
  - 8.4 Re-Labelling Promotional Goods
  - 8.5 Displaying Promotional Stock Attractively
  - 8.6 Making Signage With Correct Terms
  - 8.7 Showing MRP and Offer Price Correctly
  - 8.8 Briefing Billing Staff on the Offer
  - 8.9 Final Pre-Launch Walk-Through
  - 8.10 Promotion Readiness Checklist Exercise
- **9 Running Sampling and Product Trials** — 10 classes
  - 9.1 Why Sampling Builds Sales
  - 9.2 Choosing Products Suited to Sampling
  - 9.3 Setting Up a Sampling Station
  - 9.4 Food Hygiene During Sampling
  - 9.5 Allergen Awareness and Labelling
  - 9.6 Offering Samples Politely
  - 9.7 Linking Samples to a Sales Conversation
  - 9.8 Handling Waste and Cleaning Up
  - 9.9 Recording Samples Given and Sales Made
  - 9.10 Sampling Station Practice
- **10 Implementing a Promotion During Trading** — 10 classes
  - 10.1 Launch Day Briefing and Roles
  - 10.2 Checking the Floor Is Ready
  - 10.3 Explaining the Offer to Customers
  - 10.4 Handling Queues During Offers
  - 10.5 Monitoring Stock Levels During the Promotion
  - 10.6 Dealing With Offer Disputes Politely
  - 10.7 Keeping Records During the Day
  - 10.8 Adjusting the Plan When Problems Appear
  - 10.9 Closing the Promotion Properly
  - 10.10 Promotion Day Simulation
- **11 Promoting Additional Services and Warranties** — 10 classes
  - 11.1 Services Customers May Want
  - 11.2 Extended Warranty and Protection Plans
  - 11.3 Delivery, Installation and Gift Wrapping Services
  - 11.4 Alteration and Repair Services
  - 11.5 Explaining Service Terms Clearly
  - 11.6 Linking Services to Customer Needs
  - 11.7 Offering Services Without Pressure
  - 11.8 Recording Service Sales Correctly
  - 11.9 Following Up After Service Delivery
  - 11.10 Service Promotion Role-Play
- **12 Finding New Customers and Qualifying Leads** — 10 classes
  - 12.1 Who Your Store's Ideal Customers Are
  - 12.2 Where New Customers Can Be Found
  - 12.3 Collecting Enquiries and Contact Details
  - 12.4 Asking Permission to Contact Customers
  - 12.5 Qualifying a Lead by Interest and Need
  - 12.6 Following Up Leads by Phone and Message
  - 12.7 Inviting Leads to the Store
  - 12.8 Tracking Lead Results
  - 12.9 Reviewing and Improving Your Plan
  - 12.10 Lead Generation Practice Exercise
- **13 Marketing the Store's Services to Local Customers** — 10 classes
  - 13.1 Understanding the Local Market Around the Store
  - 13.2 Store Services Worth Highlighting
  - 13.3 Low-Cost Local Marketing Ideas
  - 13.4 Working With Local Residents and Societies
  - 13.5 Leaflets, Hoardings and Local Media
  - 13.6 WhatsApp Business and Social Posts
  - 13.7 Events, Demonstrations and Open Days
  - 13.8 Partnering With Nearby Businesses
  - 13.9 Measuring Response to Marketing
  - 13.10 Local Marketing Mini-Plan
- **14 Evaluating Promotion Results and Reporting** — 10 classes

4 **Handling Complaints and Challenging Customers** 16 chapters · 122 classes **100 marks**

- **1 Understanding Customer Needs and Expectations** — 5 classes
  - 1.1 Identifying Different Types of Customer Needs
  - 1.2 Analyzing Customer Expectations in Retail
  - 1.3 Exploring Techniques for Effective Listening
  - 1.4 Developing Empathy to Enhance Customer Engagement
  - 1.5 Applying Problem-Solving Strategies in Real-Life Scenarios
- **2 Techniques for Effective Problem Identification** — 5 classes
  - 2.1 Uncovering Customer Needs with Active Listening
  - 2.2 Identifying Root Causes through Effective Questioning
  - 2.3 Analyzing Customer Feedback for Problem Trends
  - 2.4 Differentiating Between Symptoms and Problems
  - 2.5 Applying Critical Thinking to Diagnose Issues
- **3 Developing Creative Solutions** — 5 classes
  - 3.1 Exploring the Basics of Creative Problem Solving
  - 3.2 Identifying Customer Needs through Active Listening
  - 3.3 Generating Innovative Ideas to Address Customer Issues
  - 3.4 Evaluating and Selecting the Best Solution
  - 3.5 Implementing and Reflecting on Solutions in Customer Interactions
- **4 Implementing Solutions and Handling Feedback** — 5 classes
  - 4.1 Understanding the Problem-Solving Process in Customer Service
  - 4.2 Identifying and Analyzing Customer Complaints
  - 4.3 Developing and Implementing Effective Solutions
  - 4.4 Communicating Solutions Clearly to Customers
  - 4.5 Gathering and Responding to Customer Feedback
- **1 Effective Communication Strategies** — 4 classes
  - 1.1 Building Rapport with Customers
  - 1.2 Active Listening Techniques
  - 1.3 Non-Verbal Communication Cues
  - 1.4 Handling Difficult Conversations
- **2 De-escalation Techniques** — 4 classes
  - 2.1 Recognizing Escalation Signs
  - 2.2 Calming Techniques for Customers
  - 2.3 Negotiation Skills for Resolution
  - 2.4 Setting Boundaries Effectively
- **3 Customer Feedback Management** — 4 classes
  - 3.1 Collecting Customer Feedback
  - 3.2 Analyzing Feedback for Improvement
  - 3.3 Responding to Customer Feedback
  - 3.4 Implementing Changes Based on Feedback
- **8 Complaint Handling Principles and Consumer Rights** — 10 classes
  - 8.1 Why Complaints Are Valuable to a Store
  - 8.2 Principles of Good Complaint Handling
  - 8.3 Customer Rights Under the Consumer Protection Act
  - 8.4 Defective Goods and Deficient Service
  - 8.5 Visibility and Access to the Complaint Process
  - 8.6 Fairness, Confidentiality and Impartiality
  - 8.7 Who Can Resolve What in a Store
  - 8.8 Staff Responsibility for Complaints
  - 8.9 Complaint Policy Documents
  - 8.10 Reading and Explaining a Complaint Policy
- **9 Receiving and Logging a Complaint** — 10 classes
  - 9.1 Welcoming a Complaint Positively
  - 9.2 Listening Without Interrupting
  - 9.3 Questions That Clarify the Problem
  - 9.4 Verifying Bills, Products and Dates
  - 9.5 Recording Facts Accurately
  - 9.6 Writing a Complaint Reference Number
  - 9.7 Telling Customers What Happens Next
  - 9.8 Complaints by Phone, Email and Social Media
  - 9.9 Written Complaint Forms
  - 9.10 Complaint Logging Practice
- **10 Tracking and Escalating Complaints Inside the Store** — 10 classes
  - 10.1 Setting Priority Levels for Complaints
  - 10.2 Assigning Complaints to the Right Person
  - 10.3 Using a Complaint Register or Software
  - 10.4 Setting Time Limits for Each Stage
  - 10.5 When to Escalate to the Manager
  - 10.6 Escalating to Head Office or Brand
  - 10.7 Keeping the Customer Updated
  - 10.8 Handling Repeat Complaints
  - 10.9 Safeguarding Records and Evidence
  - 10.10 Escalating a Complaint in Role-Play
- **11 Responding and Resolving Within Timelines** — 10 classes
  - 11.1 Deciding a Fair Outcome
  - 11.2 Offering Repair, Replacement or Refund
  - 11.3 Apologising Sincerely and Professionally
  - 11.4 Goodwill Gestures Within Authority
  - 11.5 Writing a Clear Response Letter
  - 11.6 Phone Responses and Call Backs
  - 11.7 Meeting Promised Deadlines
  - 11.8 Checking the Customer Is Satisfied
  - 11.9 Closing a Complaint Properly
  - 11.10 Resolution Practice Cases
- **12 Product Defects, Warranty and Service Complaints** — 10 classes
  - 12.1 Common Product Complaints in Stores
  - 12.2 Checking Warranty and Guarantee Terms
  - 12.3 Manufacturer Versus Retailer Responsibility
  - 12.4 Sending Faulty Goods for Inspection
  - 12.5 Handling Delivery and Installation Complaints
  - 12.6 Complaints About Staff Behaviour
  - 12.7 Pricing and Billing Complaints
  - 12.8 Expired and Unsafe Product Complaints
  - 12.9 Dealing With Supplier Delays
  - 12.10 Defect Complaint Case Studies
- **13 Recognising Challenging Customers and Their Triggers** — 10 classes
  - 13.1 Types of Challenging Behaviour
  - 13.2 Why Customers Become Angry
  - 13.3 Spotting Early Warning Signs
  - 13.4 Separating the Person From the Problem
  - 13.5 Your Own Emotional Triggers
  - 13.6 Cultural Differences in Expressing Anger
  - 13.7 Customers Who Are Stressed or Unwell
  - 13.8 Customers Who Try to Take Advantage
  - 13.9 Choosing the Right First Response
  - 13.10 Customer Behaviour Spotting Exercise
- **14 Staying Calm and Safe With Aggressive Customers** — 10 classes
  - 14.1 Calm Voice and Body Language Techniques
  - 14.2 Showing Empathy Without Giving In
  - 14.3 Setting Polite Limits
  - 14.4 Handling Shouting in a Public Store
  - 14.5 Moving a Dispute Away From Other Shoppers
  - 14.6 Dealing With Abusive Language
  - 14.7 Handling Threats and Physical Aggression
  - 14.8 When to Call Security or Police
  - 14.9 Protecting Your Colleagues
  - 14.10 Recovering After a Difficult Encounter

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