

Standards and Assessment Guide

Retail Sales

Introduction

Welcome to the Standards and Assessment Guide (SAG), a comprehensive resource designed to support excellence in assessment practices for all skills competitions hosted at the WorldSkills Competition. A key component of the SAG is the commitment to continuous improvement through ongoing review, ensuring that these guides consistently reflect the latest industry innovations and high standards of assessment in an open and transparent manner.

Purpose

The primary purpose of this guide is to provide a structured framework for the consistent and fair assessment of each skill competition. It aims to ensure that all assessments are conducted with a high degree of accuracy, reliability, validity, and reflect global industry standards. By adhering to these guidelines, assessors can maintain the integrity of the competition and uphold the high standards associated with WorldSkills.

Note: this guide is not a replacement for the Marking Scheme and should only be used as a reference when required during the assessment process. Experts are not allowed to have a copy of this SAG in the workshop in either digital or paper form.

Scope

This document covers general assessment practices applicable to a diverse range of industry sectors including:

- Manufacturing and Engineering Technology
- Information and Communication Technology
- Construction and Building Technology
- Transportation and Logistics
- Social and Personal Services
- Creative Arts and Fashion

Each skill competition has its unique requirements and benchmarks, which are detailed within sections of this guide. The consistency of assessment across each skill is the overarching principle, ensuring a unified approach to evaluating performance to the highest standards.

Key Components

The guide is structured into several key components, each addressing critical aspects of the assessment process:

Assessment Principles and Objectives

- Emphasis on fairness, transparency, and objectivity in assessments.
- Alignment with global industry standards and best practices.

Assessment Methods and Tools

- Description of various assessment methods in Measurement and Judgement.
- Guidance on the application of appropriate assessment tools and equipment (if applicable).

Criteria and Benchmarks

- Examples of assessment criteria and aspects for each skill, outlining the expected competencies and performance standards.
- Benchmarks for different levels of proficiency i.e. Judgement award range 0, 1, 2, 3 or Yes/No criteria alongside clear measurable descriptors.

Expert assessment requirements

- Completion of the Access Programme.
- Approved Curriculum Vitae (CV).
- Reaching **100%** Expert preparedness.
- Full participation of online and in-person Mandatory Assessment Training (MAT).
- Completion of practical assessment testing at the Competition.

Quality Assurance and Improvement

- Monitoring and evaluation: Ensuring assessments are carried out correctly and produce reliable results.
- Continuous improvement: Using feedback from Experts and Skill Competition Managers to enhance future assessments.
- Periodic review: Regularly updating processes to reflect current industry and WorldSkills standards.

Implementation

For effective implementation, this guide should be used for guidance purposes only and in parallel with the Technical Description for each skill. Experts are encouraged to familiarize themselves thoroughly with both the general guidelines and the particular requirements of their respective skill areas. Collaborative efforts between the Skill Management Team, Experts, and s are vital for achieving the ultimate goal of global skills development.

Conclusion

The Standards and Assessment Guide embodies the commitment of the WorldSkills movement to nurturing talent and promoting the highest standards of vocational education and training worldwide. By providing clear and comprehensive guidance, we aim to empower Experts to conduct marking and assessment practices that are not only rigorous and equitable but also inspiring and transformative for all participants.

Thank you for your dedication to upholding these standards and contributing to the success of the WorldSkills Competition. Together, we can continue to champion skills excellence and celebrate the achievements of talented individuals from around the globe.

Skill 43 – Retail Sales

Measurement

Measurement is used to assess accuracy, precision, and other performance that can be measured objectively. It is used where ambiguity must be avoided.

The total marks allocated to measurement marking may vary from competition to competition depending on the Test Project.

Judgement

Judgement is used to assess the quality of performance about which there may be small differences of view when applying the external benchmarks.

The Resources column in the table below may include all kinds/formats of resources such as: a link to a YouTube video, a website link, an illustration, a photo, a reference to a book, and so on. It needs to be as detailed as possible to show the differentiation between 0, 1, 2, 3.

Generic rules:

The assessment group comprises three Experts plus one Expert who acts as the supervisor. The supervising Expert will replace an Expert in the marking group to prevent compatriot marking.

The difference of the three Experts' scores may not exceed 1. If this is the situation the Experts must re-score until there is a maximum difference of 1. As long as the three Experts judge within 1, the result can be entered into the CIS.

The total marks allocated to judgement marking may vary from competition to competition depending on the Test Project.

Measurement

Measurement is used to assess accuracy, precision, and other performance that can be measured objectively. It is used where ambiguity must be avoided.

The total marks allocated to measurement marking may vary from competition to competition depending on the Test Project.

Aspect	Sub Criterion name	Descriptor	Requirement
Work organization and management	In-store duties	- Is all promotional signage fully visible without obstruction? - Is the shop floor free of any items on the ground, including packaging, tags, or products - Does the Competitor complete all assigned duties? - Did the Competitor arrive for work on time? - Was the Competitor ready at the start of the Competition? - Is the workstation floor free from clutter and trash?	
Market research and business development	Product knowledge	- Are product recommendations supported by at least one data point from the collected research - Does the Competitor refer to the current promotions?	
Communication and interpersonal skills including customer care	Customer interaction	- Does the Competitor greet each customer? - Did the Competitor acknowledge the customer in an appropriate timeframe? - Did the Competitor ask at least two guiding questions to ascertain preferences? - Does the Competitor respond to customer questions without interrupting and only speak after the customer has finished their sentence? - Does the Competitor maintain a neutral, polite facial expression (no frowning, eye-rolling, or visible signs of frustration) during the full customer conversation? - Does the Competitor maintain eye contact with the customer while they are conversing? - Does the Competitor provide information on customer loyalty programme? - Does the Competitor follow all stated company policies and procedures without omissions? - Does the Competitor address the customer by name at least once during the interaction, after naturally obtaining it throughout the conversation?	

Aspect	Sub Criterion name	Descriptor	Requirement
Ambience and display of products and services	Product display	• Are all price labels attached directly to the correct products or positioned on the shelf edge beneath the correct item? • Are all product displays fully stocked with no empty spaces or gaps visible on shelves, rails, or tables? • Was the merchandise ticketed and arranged according to the planogram? • Was suitable lighting deployed?	
Care and management of products	Product management	• Is every garment returned to its correct location after customer handling?	
Finance, records, and security	Processing transactions	• Is every refund or exchange processed only after a valid receipt is presented and verified? • Is each transaction entered correctly into the Point-of-Sale system as per the guidelines provided in the training video? • Was the purchase amount calculated and stated correctly before payment? • Did the Competitor check the identity of the customer for a "click and collect" pickup? • Did the Competitor use the SUM function?	Review Retail Management System training video
Digital sales and services	Customer enquiries	• Are customer enquiries received via email, chat, or phone answered within the response time specified in the brief?	

WSOS section as per TD	Score	Descriptor
Matching product to customer needs	0	Did not offer a product to address the customer's needs.
	1	Offered a product that does not address the customer's needs
	2	Offered a product that addresses some of the customer's needs
	3	Offered a product that addresses all of the customer's needs

WSOS section as per TD	Score	Descriptor
Customer complaint	0	The Competitor apologises but makes no effort to investigate the complaint further.
	1	The Competitor identifies the problem but offers a solution which does not address the customer's needs.
	2	The Competitor offers a solution which addresses the customer's needs.
	3	The solution offered by the Competitor addresses the customer's needs and the Competitor takes additional steps to follow up and prevent similar cases happening again.

WSOS section as per TD	Score	Descriptor
Product demonstration	0	The Competitor provided no demonstration.
	1	The Competitor demonstrated one (1) to two (2) product features.
	2	The Competitor demonstrated more than two (2) product features.
	3	The Competitor demonstrated the product features that were relevant to the customer's needs or the task provided.