



## RETAIL SALES ASSOCIATE

### Job Definition<sup>1</sup>

A retail sales associate represents a company by providing exceptional service and by selling products and services in order to meet customer's wants and needs. The sales process is fluid and can occur in any order. The organization of skills and steps in this document is not prescriptive and a professional sales associate may use these skills in a variety of combinations.

### Overview:

This Occupational Language Analysis (OLA) presents Canadian Language Benchmarks (CLB) competencies and typical listening, speaking, reading and writing tasks performed at a competent level by retail sales associates. The tasks are illustrative only, and do not provide a complete sample of what a Retail Sales Associate does on the job. Other essential skills such as numeracy and computer skills are beyond the scope of the OLA. The content of the OLA was validated by people employed in the occupation and by CLB experts. It was developed by a Registered OLA Analyst using four key resources:

- the *Canadian Language Benchmarks 2000*, Centre for Canadian Language Benchmarks and Citizenship and Immigration Canada
- the *National Occupational Standards* for Retail Sales Associate, Canadian Tourism Human Resource Council: December, 2010
- the *Essential Skills Profile* for Retail Sales Associate, Canadian Tourism Human Resource Council: November, 2010

For a more complete picture of the competencies that are needed to perform this occupation, refer to these source documents.

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<sup>1</sup> *National Occupational Standards* for Retail Sales Associate, Canadian Tourism Human Resource Council: December, 2010

## How to Read this Occupational Language Analysis:

The titles, numbers and sequence of categories are based on the *Canadian Language Benchmarks 2000*, which address four major skill areas Speaking, Listening, Reading and Writing. CLB competencies (language descriptors) are entered at the left margin and followed by a number indicating the benchmark level (1 - 12) for each competency. Sample occupational tasks (work/task descriptors) drawn from the Essential Skills Profile or the National Occupational Standards are indented and italicized underneath each competency and referenced to their source, as follows:

Task Source	Reference	Example
Essential Skills Profile	ES + the first letters of the profile section	(ES-DU) = Essential Skills Profile, Document Use section
National Occupational Standard	NOS + the section/subsection	(NOS-B2.5) = National Occupational Standard, Major Category B, Skill 2; Subskill 5

## Comparative Ratings:

The following chart compares typical and most complex essential skills ratings for (retail sales associate), based on the Essential Skills Profile, to the corresponding range of CLB ratings, as suggested in *Relating Canadian Language Benchmarks to Essential Skills: A Comparative Framework*<sup>2</sup>. These are general ranges and there may be some language tasks that fall outside of this range.

Skill Area	Typical		Most Complex	
	Essential Skills	CLB	Essential Skills	CLB
Speaking	1 - 3	5 - 10	3	9-10
Listening	1 - 3	5 - 10	3	9-10
Reading	1 - 3	3 - 9	3	7-9
Writing	1 - 2	4 - 7	2	6-7

## Common Conditions of Communication:

Condition	Description
Purpose	– providing customer service; marketing and selling; advising and consulting; taking/giving direction and requests; typically working as part of a team; creating and keeping records
Audience	– customers (one-on-one and groups); co-workers; supervisors; managers; delivery and service personnel, suppliers
Context	– immediate; familiar, routine; varied; personal; informal; in public, variable pace; dynamic, somewhat stressful
Topic	– usually familiar and concrete topics; some abstract discussion; exchange of opinions and suggestions
Mode	– face-to-face; in-person; by phone; by computer; by public announcement system

<sup>2</sup> *Relating Canadian Language Benchmarks to Essential Skills: A Comparative Framework*; Centre for Canadian Language Benchmarks, 2005

# Skill: Speaking

## I. Social Interaction

### Interpersonal Competencies

Greet, introduce self and ask about the other person. (CLB 3)

- ❑ *greet customers, exchange pleasantries (ES-OC)*
- ❑ *begin conversation with appropriate remark (NOS-B3.02)*
- ❑ *(use) public address system [to] greet customers (NOS-B6.05)*
- ❑ *welcome back previous customers; use customer's name, if known (NOS-B3.11)*

Open, close and respond to short casual small talk. (CLB 4)

- ❑ *chat with customers to build rapport and provide service in order to make sales and build repeat business (ES-OC)*
- ❑ *say 'please' and 'thank you' (NOS-A1.01)*
- ❑ *acknowledge accompanying adults and children, as appropriate (NOS-B3.02)*
- ❑ *ask open-ended questions/statements. For example: "How may I help you?"; "If there is anything you need, I'll be happy to help." (NOS-B3.02)*
- ❑ *thank customer for opportunity to improve product/service (NOS-B3.05)*
- ❑ *count change back to customer; repeat denomination to customer (NOS-B4.02)*
- ❑ *invite customer to return to store (NOS-B4.06)*
- ❑ *thank customer for business (NOS-B4.06)*
- ❑ *say goodbye to customer (NOS-B4.06)*
- ❑ *announce to customers that store will be closing shortly using a personal announcement system or by gently reminding customers (NOS-E10.10)*

Take leave appropriately. (CLB 4)

- ❑ *politely excuse self to in-store customer to answer telephone, if appropriate ensure in-store customer feels that their business is important (NOS-B6.01)*

Respond to small talk comments. (CLB 5)

- ❑ *anticipate customer's needs and provide information on relevant services (NOS-B3.09)*
- ❑ *adjust selling style to meet goals (NOS-B3.10)*

Extend, accept or decline an invitation or offer. (CLB 5)

- ❑ *offer to assist co-workers (NOS-A1.01)*
- ❑ *follow-up with customers if they are present after closing time of store and ask if you can process their order (NOS-E10.10)*

Express and respond to compliments or congratulations. (CLB 5)

- ❑ *provide positive and constructive feedback (NOS-A2.01)*

Open, maintain and close a short routine formal conversation. (CLB 6)

- ❑ *(be) tactful...diplomatic, [do] not offend anyone (NOA-A1.01)*
- ❑ *use effective verbal communication: speak directly to customer being addressed...pronounce words clearly; speak at moderate pace; speak loudly enough to be hear...refrain from using slang, profanity, industry jargon, or complex language (NOS-A1.03)*
- ❑ *close sale or offer gift card if customer is unable to decide (NOS-B3.05)*

Make or cancel an appointment or arrangement. (CLB 6)

- ❑ *confirm commitments to customer, e.g. "I'll call you tomorrow" (NOS-B4.06)*

Express/respond to apology, regrets and excuses. (CLB 6)

- ❑ *express understanding of customer concern (NOS-A1.01)*
- ❑ *admit own mistakes (NOS-A1.01)*
- ❑ *reassure customer that his needs are being met (NOS-B3.05)*
- ❑ *reassure customer [when product being returned] (NOS-B5.07)*

Express and respond to gratitude, appreciation, complaint, disappointment, dissatisfaction, satisfaction and hope. (CLB 7)

- ❑ *interact with customers who are unhappy with products. They communicate to ensure customer satisfaction. (ES-OC)*
- ❑ *contribute to team morale, e.g. encourage other team members (NOS-A2.01)*
- ❑ *communicate appreciation for other team members, e.g. thank person for helping (NOS-A2.01)*

- ❑ *provide encouragement and coaching to the new associates (NOS-A2.05)*
- ❑ *use discretion when offering feedback to customer on products, e.g. do not criticize customer's choice (NOS-B3.03)*
- ❑ *create desirability, for example: use emotional appeal, e.g. "you're going to look great!"; encourage customer to touch and feel the product...encourage customer to try item on in dressing room (NOS-B3.04)*
- ❑ *acknowledge objection immediately and empathetically (NOS-B3.05)*
- ❑ *confirm that objection has been addressed; limit options to three and eliminate least desirable if more than three could be presented (NOS-B3.05)*
- ❑ *ask customer for feedback, e.g. "What is it you don't like about this style/model?" (NOS-B3.05)*
- ❑ *acknowledge to customer that their needs cannot be satisfied at this store, for example: no more options available; product is not carried; other products or services that complement or enhance customer's purchases are not available (NOS-B3.07)*
- ❑ *reaffirm customer's purchase, e.g. compliment customer on product choice (NOS-B4.06)*

**Respond to a minor conflict or complaint. (CLB 8)**

- ❑ *work with team members to resolve conflict away from customer service areas (NOS-A2.01)*

**Conversation Management**

**Encourage others in a conversation by showing interest. (CLB 5)**

- ❑ *acknowledge customers, smile, use open body language (NOS-A1.01)*
- ❑ *acknowledge and greet customer, for example:...smile, make eye contact, personalize, if possible, e.g. use customer's name (NOS-B3.02)*

**Indicate partial comprehension. (CLB 6)**

- ❑ *clarify objection by asking questions (NOS-B3.05)*

**Encourage conversation by adding supportive comments. (CLB 6)**

- ❑ *be welcoming and empathetic to new staff (NOS-A2.05)*
- ❑ *ask customer about previous purchase, e.g. "Is your new lawnmower working well Mrs. McLaughlin?" (NOS-B3.11)*

**Confirm own comprehension. (CLB 7)**

- ❑ *confirm understanding, e.g. repeat message in own words (NOS-A1.03)*
- ❑ *summarize your understanding of customer's needs (NOS-B3.03)*

**Phone Competencies**

**Answer the phone briefly according to the situation. (CLB 5)**

- ❑ *answer telephone promptly and with appropriate greeting (NOS-B6.01)*
- ❑ *respond to customer with concise and courteous telephone service...suggest alternative location, if needs cannot be met by store (NOS-B6.02)*

**Carry on a brief phone conversation in a professional manner. (CLB 8)**

- ❑ *phone suppliers to learn delivery dates for products (ES-TS)*
- ❑ *call suppliers and other stores to locate and order items [when they] find that there are not enough supplies to complete orders (ES-TS)*
- ❑ *call loss prevention personnel [when they] observe suspicious behaviour (ES-TS)*
- ❑ *follow up with customer to confirm delivery (NOS-B4.07)*
- ❑ *follow-up with customer if commitments cannot be met as promised (NOS-B5.01)*
- ❑ *contact customers on regular basis to maintain relationship (NOS-B5.03)*
- ❑ *contact customer to schedule appointment based on customer's preference and availability (NOS-B5.04)*
- ❑ *follow up [about customer concerns and complaints] to ensure customer satisfaction, e.g. telephone customer within one week (NOS-B5.06)*
- ❑ *respond to customer with concise and courteous telephone service...(offer) to return call as soon as possible; encourage customer on telephone to come into store;...ask questions to determine caller's need...build sale: suggest add-on items;...promote additional sales; offer delivery; invite customer to visit store...provide your name as contact person; answer customer's...questions; take order, if appropriate (NOS-B6.02)*
- ❑ *notify customer of product arrival (NOS-C7.03)*

## II. Instructions

Give sets of simple everyday instructions and directions. (CLB 4)

- ❑ *locate additional services for customer: give clear directions, or escort customers, to areas where services can be obtained (NOS-B3.09)*
- ❑ *remind customer to retain sales receipt in case product needs to be exchanged or returned (NOS-B4.04)*

Give an extended set of sequentially presented simple clause instructions/directions on daily routine actions. (CLB 5)

- ❑ *provide care instructions to prevent future problems (ES-TS)*
- ❑ *demonstrate use of product (NOS-B3.04)*

Give a set of instructions dealing with simple daily actions and routines where the steps are not presented as a point-form sequence of single clauses. (CLB 6)

- ❑ *give guidance to other team members, e.g. explain how to perform task (NOS-A2.01)*
- ❑ *act as 'buddy' or 'mentor' to new employees when asked (NOS-A2.05)*
- ❑ *inform customer of procedures and products needed to care for product and to extend its life (NOS-B3.04)*

## III. Suasion (Getting Things Done)

Ask for, offer, and accept assistance. (CLB 3)

- ❑ *make customer comfortable, e.g. offer to put packages behind counter (NOS-B3.02)*
- ❑ *ask if customer requires any assistance with their current purchase (NOS-B3.11)*
- ❑ *ask for discount or loyalty cards (NOS-B4.02)*
- ❑ *call on co-workers for assistance, if necessary (NOS-B4.02)*
- ❑ *provide customer with business card (NOS-B4.06)*
- ❑ *enlist assistance of management and/or co-workers to keep commitments (NOS-B5.01)*
- ❑ *call other sales associates when suspicious customer is noticed (NOS-E10.09)*
- ❑ *recruit assistance [to] (lift) very heavy or awkward items (NOS-E11.02)*

Request, accept or reject goods or services, assistance or offer in a service or sales situation. (CLB 4)

- ❑ *inform customers about shortages, dates when items will be available and offer "rain cheque" coupons (ES-TS)*
- ❑ *[offer] personal/individual services helpful to customer, for example: offer chair; use of telephone; attention to accompanying children (NOS-B3.01)*
- ❑ *provide reasonable assistance for special needs. For example, communicate services/facilities available to customers with special needs (NOS-B3.01)*
- ❑ *offer in-store samples or free services, e.g. put new watch strap on customer's watch (NOS-B3.01)*
- ❑ *determine end use/user of product with specific questions, for example: "Are you looking for yourself or for a gift?"; "How old is your child (NOS-B3.03)*
- ❑ *offer more than one option (NOS-B3.04)*
- ❑ *offer to make special order or provide rain check if available for customer (NOS-B3.05)*
- ❑ *encourage [customer] to enrol in loyalty program (e.g. credit account, mailing list, catalogue or points system) (NOS-B3.09)*
- ❑ *bring complementary services to customer's attention (NOS-B3.09)*
- ❑ *ask customer if product is a gift (NOS-B4.05)*
- ❑ *offer options for transporting, for example: special boxes or packages with handles; shipping and delivery (NOS-B4.05)*
- ❑ *offer box and gift receipt, if item is a gift (NOS-B4.05)*
- ❑ *offer catalogues or coupons, if applicable (NOS-B4.06)*
- ❑ *ask customer if he would like to be added to customer file or mail or email list (NOS-B4.06)*
- ❑ *encourage customer to contact associate (by name) with product feedback (NOS-B4.06)*
- ❑ *offer assistance, e.g. carry-out service, shopping cart (NOS-B4.06)*
- ❑ *inform customer of charges and taxes if applicable (NOS-B4.07)*
- ❑ *when customer brings product back to have device removed, ask for receipt (NOS-E10.04)*
- ❑ *offer assistance to all customers (NOS-E10.05)*
- ❑ *ask customer for another form of identification if signatures on credit card and receipt do not match or signature is not readable (NOS-E10.08)*

**Give and get permission. (CLB 5)**

- ❑ *provide supervisor with accurate availability dates (NOS-A2.04)*
- ❑ *make request for days off well in advance (NOS-A2.04)*
- ❑ *obtain approval from manager for schedule changes (NOS-A2.04)*
- ❑ *verify [with supervisor] if [resale] product should be sold at reduced price (NOS-C7.05)*
- ❑ *consult with supervisor about timing of dismantling (NOS-D9.03)*

**Give simple informal advice. (CLB 5)**

- ❑ *suggest new ideas (NOS-A1.01)*
- ❑ *provide information, if appropriate, e.g. trendy items that peers are buying (NOS-B3.01)*

**Call for emergency assistance. (CLB 5)**

- ❑ *report emergency: to supervisor; to emergency personnel: identify nature of emergency; dial emergency number; give address twice; provide other information, as requested (NOS-E11.03)*

**Make a simple formal suggestion; provide reason. (CLB 6)**

- ❑ *refer [dissatisfied] customers to their supervisors (ES-TS)*
- ❑ *offer alternative products [to customers] if they are unable to get supplies when needed (ES-TS)*
- ❑ *make product recommendations to supervisors and managers (ES-TS)*
- ❑ *provide feedback [to new staff] privately (NOS-A2.05)*
- ❑ *offer help to new sales associates, when necessary (NOS-A2.05)*
- ❑ *respond to customer comments, for example: clarify how benefits will meet needs (NOS-B3.04)*
- ❑ *upsell: offer items of greater value than what the customer was originally intending to buy (NOS-B3.08)*
- ❑ *cross-sell: suggest other complementary items, e.g. cream and sugar set with teapot, eye makeup remover with cosmetics); suggest products needed for care or use of purchase, e.g. batteries, shoe protectant (NOS-B3.08)*
- ❑ *suggestive sell: suggest products in an appealing manner, e.g. "Have you seen the trendy new hats that we just got in?" (NOS-B3.08)*
- ❑ *transform return into new sale, if appropriate: re-confirm customer's needs; suggest alternative items (NOS-B5.07)*
- ❑ *provide input to management about location of displays, e.g. primary or secondary location (NOS-D9.02)*

**Make a verbal request for an item. (CLB 6)**

- ❑ *follow up [with courier] if package is not delivered within time frame (NOS-B6.03)*
- ❑ *[speak to suppliers to] request additional stock as required and/or requested according to open-to-buy (NOS-C7.02)*

**Request a word. Ask for and respond to recommendations or advice. (CLB 7)**

- ❑ *seek assistance when communication barriers exist (e.g. with foreign language speakers; hard-of-hearing individuals; children) (NOS-A1.03)*
- ❑ *contact management when situation warrants, depending on policy (NOS-B5.06)*
- ❑ *if customer is abusive...contact manager; telephone security or police (NOS-B5.06)*

**Make an extended suggestion on how to solve an immediate problem or make an improvement. (CLB 7)**

- ❑ *provide advice and make suggestions about products and options. They dissuade customers from purchasing items that are not appropriate for them, using tact and good listening and communication skills, providing reasons for their advice and redirecting them to consider other items. Their communication skills are important for achieving customer satisfaction, building clientele and closing sales. (ES-OC)*
- ❑ *they ask questions to understand problems. They ask how products were used, cleaned and handled. They offer replacements or discounts on future purchases. (ES-TS)*
- ❑ *make suggestions on improving work processes (ES-WWO)*
- ❑ *use appropriate method for overcoming objection, e.g. "I would feel the same if I were in your shoes"; counter with benefit; highlight value (NOS-B3.05)*
- ❑ *handle customer concerns and complaints: ask customer to clarify what he wants sales associate to do and offer alternative solutions, if request cannot be met (NOS-B5.06).*

## IV. Information

### Presentations

#### Tell a detailed story/report an incident (CLB 5)

- ❑ *provide information to supervisor or manager regarding unsatisfactory returned products with proof of purchase (NOS-B5.07)*
- ❑ *[on public address system] use codes or coded language when speaking about security issues (e.g. suspected shoplifter, float needs to be skimmed, more change is required); repeat important details (e.g. names, locations, promotion highlights) (NOS-B6.05)*
- ❑ *be able to describe suspicious individuals (NOS-E10.05)*
- ❑ *help new sales associates to recognize suspicious customers (NOS-E10.09)*
- ❑ *use coded language...over P.A. system to alert co-workers of possible theft (NOS-E10.09)*

#### Describe and compare people, places etc. (CLB 6)

- ❑ *explain how products are better, or are better value, than competition's (NOS-B3.06)*

### Interaction One-on-One

#### Ask for and provide information related to routine daily activities (e.g., personal, family, others, work). (CLB 5)

- ❑ *inform supervisors about...product shortages [when] advertised specials do not arrive (ES-TS)*
- ❑ *communicate to customer [about] advertisements and promotions (NOS-B3.01)*
- ❑ *answer...questions most frequently asked by customers about advertisement and promotions (NOS-B3.01)*
- ❑ *review product warranties carefully with customer (NOS-B3.04)*
- ❑ *refer customer to another retailer that can satisfy their needs (NOS-B3.07)*
- ❑ *notify customer of upcoming events and promotions (NOS-B4.06)*
- ❑ *make arrangements for pick-up or delivery; inform customer of delivery charges (NOS-B6.03)*
- ❑ *communicate [inventory] discrepancies between product and paperwork to appropriate individual (NOS-C7.01)*
- ❑ *communicate [to supervisor] discrepancies between assigned and marked prices (NOS-C7.01)*
- ❑ *provide feedback to supervisor or supplier about stock levels on floor (NOS-C7.02)*
- ❑ *respond to request for product transfer; answer questions about availability of product (NOS-C7.03)*
- ❑ *inform supervisor if supplies needed (NOS-D8.01)*
- ❑ *notify supervisor of arrival (NOS-E10.01)*
- ❑ *report stock shrinkage immediately to supervisor (NOS-E10.07)*

#### Ask for and provide information in an interview related to daily activities. (CLB 6)

- ❑ *speak with co-workers, supervisors and supplier representatives to enquire about products with which they are unfamiliar (ES-OC)*
- ❑ *interact with suppliers to...order products (ES-OC)*
- ❑ *introduce additional related products, and provide technical information (ES-OC)*
- ❑ *identify personal training and career objectives: communicate to management (NOS-A1.06)*
- ❑ *promote the importance of complying with legislation with team members (NOS-A1.07)*
- ❑ *share information, for example, help familiarize co-workers with product in stock (NOS-A2.01)*
- ❑ *offer product information/assistance to other associates to help customer make buying decision when asked (NOS-A2.03)*
- ❑ *determine why customer is in store, for example: ask open-ended questions such as 'What brings you into our store?' (NOS-B3.03)*
- ❑ *explain features and benefits of product clearly, e.g. "shoes that are waterproof will keep your feet dry" (NOS-B3.04)*
- ❑ *prompt and ask for sale, for example: "Would you like the white one as opposed to the blue one?"; "Would you like to take that home today?" (NOS-B4.01)*
- ❑ *inform customer of: product availability; extra costs;...approximate delivery date; tracking numbers (NOS-B4.03)*
- ❑ *give customer information about [warranty] service centres, e.g. telephone number, address (NOS-B5.05)*
- ❑ *review relevant points of [return] policy with customer (NOS-B5.07)*
- ❑ *communicate results [from written evaluations of displays] to appropriate individual (NOS-D9.04)*
- ❑ *notify supervisor if fraud is witnessed (NOS-E10.08)*
- ❑ *notify mall security and/or other stores in area of suspicious individuals (NOS-E10.09)*

Ask for and provide detailed information related to personal needs, varied daily activities and routine work requirements. (CLB 7)

- ❑ *discuss job assignments with supervisors. For example, they discuss product deliveries to determine where and how to create space and set up displays...they discuss tasks. (ES-OC)*
- ❑ *discuss orders and share information with suppliers. For example, they...discuss damaged goods or errors in shipment and to share information about products. (ES-OC)*
- ❑ *(provide) technical information to customers (ES-OC)*
- ❑ *speak with human resources staff and shop stewards [to] locate information about benefits, pay and overtime (ES-TS)*
- ❑ *report to supervisor...any potential conflict with legislation (NOS-A1.07)*
- ❑ *discuss advantages of different products [to] help customer in making decision (NOS-B3.04)*
- ❑ *provide enough information for customer to make informed decision (NOS-B3.04)*
- ❑ *inform customer of exchange and return policies while processing of sale: make sure policies are clearly stated; point out written policies, if posted; direct to web sites, if available (NOS-B4.04)*
- ❑ *give customer accurate information at time of sale about: store policies regarding warranties; warranties on different products stocked (NOS-B4.04)*

### **Interaction in a Group**

Participate in a small group discussion. (CLB 5)

- ❑ *discuss work tasks with co-workers. For example, throughout work shifts they speak with co-workers to discuss job assignments, and integrate tasks. (ES-OC)*
- ❑ *work together [with team members] to meet deadlines (NOS-A2.01)*
- ❑ *participate and interact with co-workers [during] store meetings and events (NOS-A2.02)*
- ❑ *take advantage of meetings and events to...meet...other sales associates (NOS-A2.02)*

Participate in a small group discussion/meeting on non-personal familiar topics and issues: express opinions, feelings, obligation, ability, certainty. (CLB 6)

- ❑ *ask questions during demonstrations (ES-OC)*
- ❑ *attend staff meetings to share ideas (ES-WWO)*
- ❑ *[coordinate and] integrate tasks with co-workers to share resources and complete tasks (ES-WWO)*
- ❑ *communicate information to others [during] store meetings and event (NOS-A2.02)*

Participate in a small group discussion/meeting: express opinions and feelings; qualify opinion, express reservations, approval and disapproval. (CLB 7)

- ❑ *participate in staff meetings...They...provide suggestions for floor designs and purchases of stock. (ES-OC)*
- ❑ *attend staff meetings to...solve specific issues such as health and safety breaches, sales and theft (ES-WWO)*
- ❑ *participate in formal discussions about work processes or product improvement (ES-WWO)*

Participate in a debate/discussion/meeting on an abstract familiar topic or issue. (CLB 8)

- ❑ *participate in training sessions as part of departmental or store meetings (NOS-A2.05)*

# Skill: Listening

## I. Social Interaction

Identify specific factual details and inferred meanings in dialogues of casual small talk, introductions, leave-taking, and in short phone calls. (CLB 4)

- ❑ *listen to customer comments about other stores (NOS-B3.06)*
- ❑ *obtain customer feedback regarding displays, for example: observe customer's reactions; listen to questions and comments (NOS-D9.04)*

Identify factual details and inferred meanings in dialogues containing compliments, invitations, and offers; discussion of interests, likes/dislikes and preferences. (CLB 5)

- ❑ *receive feedback and recognition from customer comments (NOS-A2.02)*
- ❑ *take time to listen to customers (NOS-A1.01)*
- ❑ *assist customer in narrowing range of choices, for example: determine customer's preferences (e.g. price, brand, quality, colour) (NOS-B3.03)*
- ❑ *allow opportunities for customer to raise objections (NOS-B3.04)*
- ❑ *obtain relevant information, e.g. personal information and product interests (NOS-B4.06)*
- ❑ *select suitable products in response to customer's needs and interests (NOS-B5.04)*
- ❑ *determine reason for product return courteously (NOS-B5.07)*
- ❑ *determine details of desired product (e.g. size, model, price, colour) (NOS-B6.03)*

Identify specific factual details and inferred meanings in dialogues containing openings and closings, making and cancelling of appointments, apologies, regrets, excuses, problems in reception and communication. (CLB 6)

- ❑ *listen actively: make eye contact with customer; refrain from prejudging customer's message; focus on message; show interest in what is being said (e.g. lean forward slightly, do not interrupt, acknowledge with nod or smile) (NOS-A1.03)*
- ❑ *listen attentively to customer's objection (NOS-B3.05)*

Identify mood/attitude of participants. (CLB 6)

- ❑ *determine level of service desired and adjust selling style accordingly (NOS-B3.03)*

Identify stated and unspecified details, facts and opinions about situation and relationship of participants containing expression of and response to gratitude and appreciation, complaint, hope, disappointment, satisfaction, dissatisfaction, approval and disapproval. (CLB 7)

- ❑ *interact with customers who are unhappy with products...by listening to complaints and finding the best solutions such as providing refunds, exchanges and credits (ES-OC)*
- ❑ *encounter customers who are unhappy about products purchased and not satisfied with options such as refunds, replacements and future discounts offered (ES-TS)*
- ❑ *receive complaints about products from customers (ES-TS)*
- ❑ *obtain feedback on product from customer, e.g. ask if customer has used product before [to] obtain feedback on product (NOS-B3.03)*
- ❑ *identify customer objection (NOS-B3.05)*
- ❑ *handle customer concerns and complaints; treat customer professionally and with respect; remain impartial...empathize with customer;...allow customer to fully explain problem (NOS-B5.06)*

## II. Instructions

Understand a range of spoken everyday instructions on step by step procedures. (CLB 5)

- ❑ *receive instructions [from supervisors] (ES-OC)*
- ❑ *[take] direction from their supervisors (ES-TS)*
- ❑ *[receive] instructions from supervisors [to] select sequences of tasks (ES-TS)*

Understand a set of instructions when not presented completely in point form: sequence/order must be inferred from the text. (CLB 6)

- ❑ *receive instruction from co-workers and supervisors about completing tasks such as floor displays and packaging products. They listen, observe. (ES-OC)*

Understand sets of instructions related to simple technical and non-technical tasks. (CLB 7)

- ❑ *participate in staff meeting...They...receive instructions for implementing new procedures; providing customer service and practicing 'up-selling' techniques. (ES-OC)*
- ❑ *meet emergency personnel and assist as directed (NOS-E11.03)*

### III. Suasion (Getting Things Done)

Demonstrate comprehension of factual details and some inferred meanings in simple advice and suggestions, announcements and commercials. (CLB 5)

- ❑ *(listen) to...public address systems (ES-OC)*

Demonstrate comprehension of details and speaker's purpose in suggestions, advice, encouragements and requests. (CLB 6)

- ❑ *discuss purchases with customers. They interact with customers to determine their needs and preferences. (ES-OC)*
- ❑ *(take) orders from customers] (ES-OC)*
- ❑ *respond to customers' enquiries (ES-TS)*
- ❑ *[listen to] customer requests/needs [to] find solutions (NOS-A1.01)*
- ❑ *respect input from team members (NOS-A2.01)*
- ❑ *provide efficient, friendly service when customer knows exactly what she wants (NOS-B3.01)*
- ❑ *do thorough needs analysis (NOS-B3.01)*
- ❑ *determine customer product needs (NOS-B3.11)*

### IV. Information

Demonstrate comprehension of mostly factual details and some inferred meanings in a story about obtaining goods or services; a report or a forecast; a news item. (CLB 4)

- ❑ *verify [customer] shipping or delivery information (NOS-B4.07)*

Demonstrate comprehension of the gist, factual details and some inferred meanings by listening to a descriptive or narrative text. (CLB 5)

- ❑ *[listen] to co-workers and supervisors [to] find information about products (ES-TS)*
- ❑ *[seek] assistance from other associates if, for instance: you are busy with another customer; additional input from another sales associate will help close sale if done tactfully; another sales associate has specialized product knowledge (NOS-A2.03)*

Identify main ideas, supporting details, statements and examples in a descriptive or narrative presentation, or in a group interaction (e.g., meeting, discussion). (CLB 6)

- ❑ *participate in staff meeting. They learn about new products. (ES-OC)*
- ❑ *listen and understand the information provided [during] store meetings and events (NOS-A2.02)*
- ❑ *take advantage of meetings and events to...learn from other sales associates (NOS-A2.02)*

Demonstrate comprehension of mostly factual details and some inferred meanings in an extended description, report or narration when events (or stages) are reported out of sequence. (CLB 7)

- ❑ *[attend] retail segment related resources, for example: automotive tradeshows (NOS-A1.06)*
- ❑ *access training available through company, for example: watch in-store demonstrations (NOS-A1.06)*
- ❑ *attend seminars/meetings (NOS-B3.04)*

Identify main idea (which is not explicitly stated) organization and specific details in extended oral presentations. (CLB 8)

- ❑ *(view) computer and video-based training modules provided by suppliers and their employers (ES-CL)*
- ❑ *access training available through company, for example, attend courses and workshops...complete online training (NOS-A1.06)*
- ❑ *attend training on applicable legislation (NOS-A1.07)*

Identify facts, opinions and attitudes in conversations about abstract and complex ideas on a familiar topic. (CLB 8)

- ❑ *participate in training programs...covering topics such as the Workplace Hazardous Material Information System, customer service, product knowledge, safe food handling and first aid (ES-CL)*
- ❑ *[participate in] company learning and development programs (NOS-A1.06)*

## Skill: Reading

### I. Social Interaction Texts

Get information from personal notes, e-mail messages and letters. (CLB 4)

- ❑ *read...short notes from co-workers and supervisors. They read notes from supervisors about job tasks, housekeeping, stocking and display priorities. They read about schedule changes such as those for stock deliveries. (ES-RT)*
- ❑ *[read] notes...from supervisors [to] select sequences of tasks (ES-TS)*

### II. Instructions

Understand and follow moderately complex written instructions for seven to 10-step procedures. (CLB 5)

- ❑ *scan instructions in checklists such as those for housekeeping, stocking and displays to understand correct procedures to complete tasks (ES-RT)*
- ❑ *read descriptions and preparation instructions for items such as gift baskets and balloon arrangements. They read to determine items required and to follow correct presentation and packaging procedures. (ES-RT)*
- ❑ *clean cash register and other POS equipment following manufacturer's instructions (NOS-D8.03)*

Understand/follow moderately complex everyday texts. (CLB 5)

- ❑ *follow correct safety procedures (e.g., ladders, lifting) (NOS-D8.02)*
- ❑ *[follow] stacking and lifting procedures (NOS-D9)*

Follow a set of common everyday instructions (up to 10 steps) when not presented completely in point form: sequence/order must be inferred. (CLB 6)

- ❑ *follow company procedures for processing sale accurately, completely and in proper sequence (NOS-B4.02)*
- ❑ *follow store procedures when returning inventory (NOS-C7.06)*
- ❑ *follow company guidelines [to] replenish supplies as needed (NOS-D8.01)*
- ❑ *use...correct procedures for item being cleaned (NOS-D8.03)*
- ❑ *follow shut down procedures (NOS-D8.04)*
- ❑ *follow workplace traffic guidelines (NOS-E11.01)*

Follow a set of written instructions on 10- to 13- step everyday procedures related to simple technical and non-technical tasks. (CLB 7)

- ❑ *follow manufacturer's instructions [to] use equipment safely (NOS-E11.01)*

Follow everyday instructional texts. (CLB 7)

- ❑ *[follow] safe handling procedures (NOS-D9)*
- ❑ *follow merchandising and marketing guidelines to maximize promotional activities (NOS-D9.02)*
- ❑ *[follow] key handling procedures (NOS-D10.01)*
- ❑ *follow Workplace Hazardous Materials Information System (WHMIS) guidelines; follow manufacturer's directions for use, storage and disposal of chemicals and cleaning products (NOS-E11.01)*

### III. Business/Service Texts

Find information in formatted texts: forms, tables, schedules, directories. (CLB 3)

- ❑ *use icons on computerized cash register screens to complete sales transactions (ES-DU)*
- ❑ *review...featured sales items lists to learn about weekly specials and verify that prices displayed on cash registers match list prices (ES-DU)*
- ❑ *[check] original receipts [when] (choosing) to make refunds and offer exchanges (ES-TS)*
- ❑ *ensure that all items are scanned or entered into POS (NOS-B4.02)*
- ❑ *verify client...identification when picking up product (NOS-B6.04)*
- ❑ *check products received for SKU numbers (NOS-C7.01)*
- ❑ *check that price signs or labels are present and correct (NOS-D9.01)*
- ❑ *verify identification of store associates as they enter (NOS-E10.01)*
- ❑ *check receipt tape (NOS-E10.02)*

**Find information in formatted texts: forms, tables, schedules, directories. (CLB 4)**

- ❑ scan daily and weekly job schedules to locate their weekly work shifts (ES-DU)
- ❑ locate cleaning and maintenance requirements in daily and weekly housekeeping lists (ES-DU)
- ❑ [read] list of stores/supplies (NOS-B4.03)
- ❑ review records regularly to ensure commitments are met (NOS-B5.01)
- ❑ use customer files to facilitate contact (NOS-B5.03)
- ❑ use existing customer file information to contact customer personally (NOS-B5.04)
- ❑ verify receipt information if customer is picking pre-purchased item up in-store (NOS-B6.04)
- ❑ verify client receipt...when picking up product (NOS-B6.04)
- ❑ verify that product received is same as that shown on purchase order (PO) or packing slip (NOS-C7.01)
- ❑ review basic stock (list) (NOS-C7.02)

**Get information from short business brochures, notices, form letters and flyers. (CLB 4)**

- ❑ scan promotion and sales sheets to learn details about weekly specials (ES-RT)
- ❑ review weekly flyers...to learn about weekly specials and verify that prices displayed on cash registers match list prices (ES-DU)
- ❑ scan brief text entries on labels and signs. For example, they locate prices, codes, model numbers, product descriptions and care instructions on product labels. They scan details about products, such as tools, building supplies and automotive products. They observe department and sales signs and hazard warnings on equipment and container labels. (ES-DU)
- ❑ review advertisements and promotions (e.g. flyers, online advertising) (NOS-B3.01)
- ❑ read labels and package information (NOS-B3.04)
- ❑ check that customer has entered all required information in order (NOS-B6.04)
- ❑ determine weight of object, e.g....read label (NOS-E11.02)

**Identify factual details and some inferred meanings in moderately complex business/service texts, including formatted texts. (CLB 5)**

- ❑ locate data in lists and tables. For example, they locate stock quantities, descriptions and UPC codes in supplier invoices and inventory sheets. (ES-DU)
- ❑ analyze sales data (ES-N)
- ❑ receive e-mail and attachments(ES-CU)
- ❑ keep up to date by reading memos on regular basis (e.g. check bulletin boards, intranet, email) (NOS-A1.04)
- ❑ obtain information [from] email promotions...from competitor's advertisements (NOS-B3.06)
- ❑ compare sales to goals (NOS-B3.10)
- ❑ review customer buying history to identify new selling opportunities (NOS-B3.11)
- ❑ analyze new product in comparison to customer profile (NOS-B5.04)
- ❑ receive emails (NOS-B6.06)
- ❑ compare actual count to count on system (NOS-C7.04)
- ❑ [read] outstanding credits from suppliers: deposits on special orders items used in store (NOS-C7.04)

**Identify factual details and some inferred meanings in moderately complex texts containing advice, requests, specifications. (CLB 6)**

- ❑ read memos and bulletins from their employers, unions and government agencies about procedure changes and new products...They read memos and bulletins from their employers, unions and government agencies about procedure changes and new products. For example,...they read memos to understand storage, labelling and packaging procedures for chemicals, food and dangerous goods. They read memos from health and safety representatives to learn about new procedures such as those for stocking. They read memos about loss prevention and health and safety. (ES-RT)
- ❑ consider display plans {to} choose which items to feature in displays (ES-TS)
- ❑ read fact sheets [to] find information about products (ES-TS)
- ❑ [refer to] raincheck or substitution issuing policies (NOS-B3.01)
- ❑ read vendor's/manufacture's promotional materials (NOS-B3.04)
- ❑ [read] exchange and return policies (NOS-B4.04)
- ❑ [read] warranty types, for example: lifetime warranty; limited lifetime warranty; manufacturer's warranty; extended warranty (NOS-B5.05)
- ❑ [read] complaint handling procedures (NOS-B5.06)
- ❑ [read] company return policy (NOS-B5.07)
- ❑ follow company policy regarding telephone payment to process sale (NOS-B6.03)

- ❑ *[read] store policies regarding returns, for example:...all returned items must be unused, in original packaging (NOS-C7.05)*
- ❑ *[read] vendor return policy (NOS-C7.06)*
- ❑ *follow manufacturer's or store's policy to determine options for repair or replacement (NOS-C7.07)*
- ❑ *follow store policy for left over or demonstration merchandise (NOS-D9.03)*
- ❑ *follow company cheque; cash; debit card; gift card and credit card acceptance policies (NOS-E10.08)*

**Find two or three pieces of information in moderately complex formatted texts. (CLB 6)**

- ❑ *read brief memos and e-mail messages from their supervisors, co-workers and colleagues. For example, they read e-mail messages from supervisors about new procedures they must read, upcoming health and safety inspections, and featured sale items in order to maintain current knowledge of store operations. They read e-mail messages from colleagues in other stores concerning the availability of products. (ES-RT)*
- ❑ *locate data in forms. For example, they locate customer delivery due dates, product quantities, codes and descriptions, payment details and special instructions in invoices and customer rental and order forms. (ES-DU)*
- ❑ *locate data in lists and tables...For example, they locate descriptions, code numbers and prices in price lists and supplier catalogues. (ES-DU)*

**Identify factual details and some inferred meanings in moderately complex texts containing assessments, evaluations, advice. (CLB 7)**

- ❑ *read a variety of company procedures to ensure policies and procedures are adhered to. For example, they read dress code, staff conduct, security, opening and closing procedures. They read stocking procedures to create displays that meet standards for safety and aesthetics. They read daily and weekly housekeeping procedures to understand and complete maintenance tasks. (ES-RT)*
- ❑ *read product warranties and related notices concerning limitations to manufacturer liability (ES-RT)*
- ❑ *[read] company dress codes and policies (NOS-A1.02)*
- ❑ *[read] policies and procedures, for example: dress code; staff conduct; security procedures; emergency procedures; opening and closing procedures; return policy (NOS-A1.04)*
- ❑ *[read] inventory handling procedures (NOS-C7.01)*
- ❑ *[read] Workplace Hazardous Materials Information System (WHMIS) (NOS-D8.01)*
- ❑ *[read] policies and procedures for operation of cash register (NOS-E10.01)*
- ❑ *follow company policies and procedures for operation of cash register (NOS-E10.02)*

**Locate three or four pieces of information in moderately complex formatted texts. (CLB 7)**

- ❑ *scan...supplier catalogues [to] find information about products (ES-TS)*

**Identify factual and inferred meanings in written proposed solutions, recommendations and proposals; and in statements of rules, regulations, laws and norms of behaviour. (CLB 8)**

- ❑ *read employers' policy and procedure manuals. For example, they read store procedure manuals to understand safety, merchandising and customer-service policies and procedures. They read cashier manuals to understand cash register functions such as price reductions, and read manuals relating to operations, suppliers and computer programs. (ES-RT)*
- ❑ *read union agreement [to] locate information about benefits, pay and overtime (ES-TS)*
- ❑ *[read] applicable legislation: Personal Information Protection and Electronic Document Act (PIPEDA); Occupational Health and Safety provincial regulations; workplace violence; WHMIS; Human Rights legislation (federal, provincial/territorial): harassment, discrimination, labour standards, accessibility; liquor gaming; tobacco legislation (NOS-A1.07)*
- ❑ *[read] code of ethics; laws; company standards and rules; [and] be aware of rights, protections and responsibilities under applicable legislation (NOS-A1.07)*
- ❑ *read vendors'/manufacturers' manuals (NOS-B3.04)*
- ❑ *[read] privacy legislation (NOS-B5.02)*
- ❑ *[read] legislation on requirements for disposing of expired items (NOS-C7.01)*
- ❑ *[read] health, safety and security legislation and policy (NOS-D8.01)*

#### **IV. Informational Texts**

**Get the gist, key information, and important detail of simple explicit one- to two-paragraph texts. (CLB 3)**

- ❑ *read logbook entries...from co-workers and supervisors. For example, they read comments in daily logbooks about outstanding work, special orders, supply deliveries and items set aside for customer pick-ups. (ES-RT)*

Get the gist, key information and important detail of simple, explicit two- to three-paragraph texts (e.g., news articles, educational/content materials, stories). (CLB 4)

- ❑ *locate additional services for customer (NOS-B3.09)*

Demonstrate comprehension of a two- or three-paragraph moderately complex descriptive or narrative text on a familiar topic. (CLB 5)

- ❑ *review any promotional information for current sales (NOS-E10.01)*

Demonstrate comprehension of standard maps, basic diagrams, basic graphs. (CLB 5)

- ❑ *scan a variety of graphical displays. For example, they locate daily, weekly and monthly data for categories such as customer complaints and compliments, personal and department sales and safety incidences. (ES-DU)*
- ❑ *review past sales statistics to identify similarities with previous best sellers (ES-TS)*
- ❑ *[read] store plan-o-grams (NOS-D9.02)*

Show comprehension of a one-page moderately complex descriptive/narrative text on a familiar topic. (CLB 6)

- ❑ *read product knowledge pamphlets, articles...and newsletters provided by their employers and suppliers to enhance their knowledge about product lines and enable them to answer customers' questions (ES-RT)*
- ❑ *read...articles [to] find information about products (ES-TS)*
- ❑ *read information pamphlets [to] locate information about benefits, pay and overtime (ES-TS)*
- ❑ *scan...manufacturer brochures [to] find information about products (ES-TS)*
- ❑ *[read] background information, for example: company structure; company history and [store information such as] mailing address; email address; website; telephone; and fax numbers other stores locations; hours of operation (NOS-A1.04)*
- ❑ *[read] retail segment related resources, for example: fashion magazines (NOS-A1.06)*
- ❑ *read...newspapers [to] be aware of industry trends (NOS-A1.06)*
- ❑ *[read about] competitors' products; services and prices [and] features of products (NOS-B3.06)*

Demonstrate comprehension of a one- or two-page moderately complex extended description, report or narration on a familiar topic. (CLB 7)

- ❑ *read brief reports about store and department performance. For example, they read safety and mystery shopper summary reports to learn about sales performance and areas for customer service and sales improvements. (ES-RT)*
- ❑ *scan technical books [to] find information about products (ES-TS)*
- ❑ *(read) product magazines and articles (ES-CL)*
- ❑ *read books [to] be aware of industry trends (NOS-A1.06)*
- ❑ *[read] training and orientation materials (NOS-A2.05)*
- ❑ *review reports from management, e.g. daily volume, monthly progress (NOS-B3.10)*

Demonstrate comprehension of moderately complex tables, graphs, diagrams, and flow charts. (CLB 7)

- ❑ *locate merchandising and arrangement data and details in diagrams that show how display areas are to be set up, including dimensions and set-up descriptions (ES-DU)*

### **Information Literacy/Reference and Study Skills Competencies**

Access and locate information through tables of content, indexes and glossaries. (CLB 5)

- ❑ *search for information on suppliers' websites about products their stores carry (ES-CU)*
- ❑ *check that product is in stock (NOS-B6.04)*
- ❑ *obtain information about availability of product elsewhere, for example: use store inventory system (NOS-C7.03)*

Access/locate/compare two or three pieces of information in a CD-ROM electronic reference source. (CLB 6)

- ❑ *obtain information [from]...web promotions (NOS-B3.06)*

Access and locate three or four pieces of information in on-line electronic reference sources (e.g., World Wide Web, library databases), if available, or from print reference sources. (CLB 7)

- ❑ *run queries [in databases] to locate customer names, addresses and product information (ES-CU)*
- ❑ *search on internet [to] be aware of industry trends (NOS-A1.06)*
- ❑ *[use] retail segment related resources, for example: video game forums (NOS-A1.06)*
- ❑ *research on the web (NOS-B3.04)*
- ❑ *read online reviews (NOS-B3.04)*
- ❑ *search for product information on the Internet (NOS-B6.06)*
- ❑ *use online store [to] obtain information about availability of product elsewhere (NOS-C7.03)*

## I. Social Interaction

Convey a personal message in an informal written note (CLB 3)

- *offer name on paper for future contact (NOS-B4.06)*

Convey personal messages in an informal or formal personal short letter or a note to express invitations, thanks, regrets, cancellations and apologies. (CLB 4)

- *write brief notes. For example, they write invitation notes and thank you cards to customers. (ES-W)*
- *thank customer for completing purchase online (NOS-B6.04)*

## II. Recording/Reproducing Information

Copy short texts from dictionaries, directories, schedules, instructions. (CLB 3)

- *write list [to] prioritize tasks (NOS-A1.05)*
- *use coded language on sales receipt...to alert co-workers of possible theft (NOS-E10.09)*

Copy short texts to record information for personal use, or to complete tasks, or to learn information. (CLB 4)

- *record [customer] information correctly and legibly (NOS-B4.07)*
- *ensure customer information is accurate; up-to-date and kept confidential (NOS-B5.02)*
- *enter item as picked up in inventory system (NOS-B6.04)*
- *record stock in inventory system/POS (NOS-C7.01)*

Take live phone messages, voice mail messages or pre-recorded information with five to seven details. (CLB 5)

- *record details of phone messages (ES-W)*

## III. Business/Service Messages

Fill out simple forms. (CLB 3-4)

- *enter data into label templates. For example, they complete product labels and signs by entering prices and product data. (ES-DU)*
- *complete hourly floor logs to describe conditions of facility areas and to note actions (ES-DU)*
- *write customer details on packages being shipped and couriered (ES-W)*
- *enter data [in databases] to update customer and supplier records (ES-CU)*
- *record [inventory] discrepancies between product and paperwork (NOS-C7.01)*
- *obtain information about availability of product elsewhere, for example:...use email or fax other stores (NOS-C7.03)*
- *initiate requests for product transfer; provide details to other store, e.g. product specifics, customer contact information;...record transfer information (NOS-C7.03)*
- *record product on appropriate schedule...according to company policy, e.g. daily, monthly, annually (NOS-C7.04)*
- *report differences [between actual count and count on system]: broken or damaged items; SKU/identification errors [and] omissions (NOS-C7.04)*
- *complete inventory process promptly and accurately (NOS-C7.04)*
- *label heavy boxes (NOS-D8.02)*
- *report items that need cleaning or replacement promptly, for example: worn or soiled flooring or carpeting; lights or other fixtures; equipment of machinery (NOS-D8.04)*
- *track sales levels of displayed products (NOS-D9.04)*
- *sign-in, clock-in arrival (NOS-E10.01)*
- *sign-in to point of sale (POS) system (NOS-E10.01)*
- *sign out cash (NOS-E10.02)*
- *report variances on opening or closing when discovered, according to company policies and procedures (NOS-E10.02)*
- *label equipment immediately to warn others (NOS-E11.01)*

### **Convey simple business messages as written notes. (CLB 3-4)**

- ❑ *write comments in daily logbooks to record customer comments about products, note items put aside for customers, and concerns about shipments, low inventory and outstanding tasks (ES-W)*
- ❑ *record commitment made to customer according to store procedures, e.g. use reminder book or customer database (NOS-B5.01)*
- ❑ *complete...log book for reporting of hazards, e.g. obstacles (NOS-E11.04)*
- ❑ *complete sweep log (NOS-E11.04)*

### **Fill out forms. (CLB 5)**

- ❑ *complete order, tracking and quality control forms. For example, they complete housekeeping checklists to indicate tasks completed and note required follow-up actions. (ES-DU)*
- ❑ *record customer contact information, order delivery and payment details, product data and customer instructions in invoices, order and rental forms (ES-DU)*
- ❑ *complete return and repair forms by entering dates, reasons, product codes and descriptions. They may complete stock transfer forms to track item transfers between stores and in-store departments. (ES-DU)*
- ❑ *write entries in a variety of forms. For example, they enter details about repair requests and reasons for returns. They describe customer details and preferences such as wrapping and gift basket instructions on order forms. (ES-W)*
- ❑ *prepare customer invoices (ES-N)*
- ❑ *prepare quotations (for) customers (ES-CU)*
- ❑ *complete and maintain accurate special-order records (NOS-B4.03)*
- ❑ *order products from most suitable vendors (NOS-B4.03)*
- ❑ *keep accurate shipping records (NOS-B4.07)*
- ❑ *keep relevant customer information, for example: name; mailing address; email address and telephone numbers; birth date and anniversaries; product interests; record of purchases and correspondence; personal interests; preferred method of communication (NOS-B5.02)*
- ❑ *complete and process warranty documentation (NOS-B5.05)*
- ❑ *fill out appropriate documents [for product returns] (NOS-B5.07)*
- ❑ *create purchase order (NOS-C7.02)*
- ❑ *order parts (NOS-C7.05)*
- ❑ *fill out credit return, including, for example: manufacturer information; reason for return; quantity (NOS-C7.06)*
- ❑ *[complete] required repair documentation (NOS-C7.07)*
- ❑ *fill out appropriate paperwork when writing off items (NOS-C7.07)*
- ❑ *maintain documentation, as appropriate, e.g. work verification form (NOS-D8.04)*
- ❑ *report potential hazards to supervisor, for example: wobbly chairs and tables; splintered or rough surfaces; torn carpet or loose floor tiles; inadequate or burned out lighting; faulty equipment (NOS-E11.01)*

### **Convey business messages as written notes. (CLB 5-6)**

- ❑ *write notes to supervisors about customer special requests that include customer contact data, dates and details of the request (ES-W)*
- ❑ *write brief comments of incidents on accident and shop lifting report forms (ES-W)*
- ❑ *write e-mail messages to co-workers, supervisors and customers. For example, they write to answer customer questions about products such as updates on back-ordered and shipped items. (ES-W)*
- ❑ *write letters...to customers (ES-CU)*
- ❑ *send...e-mail and attachments (ES-CU)*
- ❑ *write notes and emails [to] share information with co-workers and management...[about] competition's advertisements (NOS-B3.06)*
- ❑ *contact customer when there are opportunities for purchase (e.g. new product, key events, sales events) by, for example, special mailings (NOS-B5.03)*
- ❑ *if customer is abusive...record concern or complaint (NOS-B5.06)*
- ❑ *contact customer [by e-mail] if any information is missing or incorrect (NOS-B6.04)*
- ❑ *identify any complementary products that customer may need that can be found in-store, e.g. power cords, mounting hardware (NOS-B6.04)*
- ❑ *send...emails (NOS-B6.06)*
- ❑ *use ] word processing programs (NOS-B6.06)*

**Fill out moderately complex forms. (CLB 6-7)**

- *[use]...spreadsheet programs (NOS-B6.06)*
- *[use ] computerized inventory programs (NOS-B6.06)*

**Convey business messages as written notes to pass on routine information, make requests, or respond to recommendations and warnings. (CLB 7)**

- *[complete] monthly report [as] required from in-store health and safety inspector [to] report need [for repairs or] replacement (NOS-D8.04)*
- *provide written evaluation of displays, including: timeline of promotion; consistency with company guideline; best and worst selling item; placement of display in store; customer comment; suggestions for improvement (NOS-D9.04)*
- *record details of emergency including,...date and time of report; time authorities were contacted and arrived; names and telephone numbers of witnesses (NOS-E11.03)*
- *complete appropriate documentation promptly, for example: accident reports on customers and employees (NOS-E11.04)*

**IV. Presenting Information**

No communication tasks for this category were found in the source documents. These tasks may, in fact, exist for this occupation and will require individual assessment in each work context.

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**For more information about:****Contact:**

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Canadian Language Benchmarks or Occupational Language Analyses

Centre for Canadian Language Benchmarks,  
294, rue Albert Street, Suite/pièce 400  
Ottawa, ON, Canada. K1P 6E6  
Ph. (613) 230-7729  
Fax: (613) 230-9305  
[info@language.ca](mailto:info@language.ca)  
[www.itssessential.ca](http://www.itssessential.ca)

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National Occupational Standards for Retail Sales Associates

Canadian Tourism Human Resource Council,  
151 rue Slater Street, Suite/bureau 608  
Ottawa, Ontario  
K1P 5H3  
Tel: (613) 231.6949 ext./poste 227  
Fax: (613) 231.6853  
Email: [www.cthrc.ca](http://www.cthrc.ca)

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Essential Skills Profile for Retail Sales Associates

Canadian Tourism Human Resource Council,  
151 rue Slater Street, Suite/bureau 608  
Ottawa, Ontario  
K1P 5H3  
Tel: (613) 231.6949 ext./poste 227  
Fax: (613) 231.6853  
Email: [www.cthrc.ca](http://www.cthrc.ca)

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