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## Overview

This standard covers the skills and knowledge needed to maximise sales of food and drink products in a retail environment.

Showing you can maximise sales of food and drink products is important to improving retail sales through effective merchandising of products. It is also important to check product quality and availability.

This standard is for you if you work in food and drink operations and the associated supply operations and if you are involved in a food and drink retail environment. You may be responsible for, or part of a team, which inputs into the maximising of sales through product promotions and displays.

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## Performance criteria

You must be able to:

### **Identify opportunities to increase retail sales through promotions and displays**

1. use current and recent performance, and other relevant information to identify opportunities to increase sales
2. plan promotions and displays and communicate and agree these plans with the relevant people
3. encourage staff to identify potential opportunities to increase retail sales
4. organise promotional materials and check that product availability
5. inform colleagues and staff of plans in advance

### **Organise the promotion and display of food and drink products for sale**

6. check that materials and equipment are clean, safe and in working order before use
7. organise sufficient resources to complete display
8. explain the promotion's purpose and the display
9. organise the handling and display of products in accordance with hygiene and safety regulations, and within the required time limits, avoiding presentation risks of contamination or damage
10. check that the completed presentation fulfils the requirements of the promotional plan
11. select legal product/service information and check that it is positioned to promote the products/services to customers

### **Promote food and drink products to customers**

12. provide customers with information about promotions in a manner which maximises sales
13. identify and carry out actions which offer the greatest potential for converting promotions into sales

### **Check that displays are maintained**

14. identify adjustments and modifications to improve the presentation of products and promotional material, and communicate these to the relevant staff
15. take prompt and appropriate remedial action if you encounter security risks or hazards to health and safety of customers, staff or stock
16. routinely monitor price marking, identify problems with the displayed prices and take appropriate corrective action
17. make up-to-date price information available to relevant staff within agreed timescales

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18. collect, collate and record information on price changes and identify potential legal problems in the pricing procedures and report to the relevant people as appropriate
19. implement procedures for maintaining the availability, condition and quality of products for sale, and monitor them to check their effectiveness
20. deal with out-of-date or deteriorating stock in ways which are consistent with organisational policy and any relevant legislation
21. check that stock replenishment plans are up-to-date and that they are relevant in terms of current demand, project changes in the level of demand and known other factors

### **Assess the effectiveness of promotions**

22. select assessment criteria and methods which are valid and fair and meet organisational requirements
23. make comprehensive assessments which take account of the accuracy and legibility of pricing information and the appearance and condition of stock, fixtures and fittings, including health and safety features
24. invite staff to contribute to the assessment in a way that encourages constructive participation
25. keep records
26. report assessment findings and any suggestions for improvement to the relevant people

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**Knowledge and understanding**

You need to know and understand:

1. how to identify and assess sales opportunities
2. how to plan promotions, including the type and quantity of resources required and communicate those plans to others
3. how to promote the features and benefits of products
4. how seasonal trends affect opportunities for sales
5. how to promote products in ways that gain and build customer interest
6. the purpose and effectiveness of different types of displays
7. why it is important to check the accuracy and legal probity of information and how to check this information
8. how the positioning of product/service information influences its effectiveness in promoting products or services
9. required pricing, appearance and condition of goods
10. how to brief staff, using methods appropriate to the subject and target group
11. the objectives and space/layout requirements of the display and the timetable and plan for setting up and using it
12. specific product requirements, including security, health and safety and procedures, in respect of the display
13. the organisation's display standards
14. what stock and other resources are available and where they are
15. standards of cleaning and preparation for the display
16. what product/service information to use
17. the procedure for obtaining promotional materials
18. rights, duties and responsibilities relating to current sale of goods legislation
19. the advantages and disadvantages of different price marking methods and technologies, the types of product to which they are appropriate, and how to implement them
20. why it is important to take corrective action when problems with displayed price and/or potential legal problems in the pricing procedure are identified
21. the pricing policy and price changes and sources of information on prices
22. the legal requirements to be met in pricing goods for sale
23. how to collect, collate, record and monitor pricing information and why it is important to do this
24. the causes of stock deterioration and damage and how these impact upon products
25. procedures for stock replenishment and rotation, monitoring, and dealing with sub- standard goods
26. trends in the level of demand

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27. how to select and implement appropriate assessment methods for the promotion/display and why this is important
28. how to encourage constructive participation from staff on the promotion/display
29. the relationship between using promotions and displays and increasing sales
30. how to keep complete records in compliance with company procedure and standards and why it is important to do this

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<b>Suite</b>	Supply Chain Management
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