

JOB ROLE – STORE OPERATIONS ASSISTANT

Sector – Retail
(Qualification Pack Code: RAS/Q 0101)



PSS Central Institute of Vocational Education
Shyamla Hills, Bhopal – 462 013, Madhya Pradesh, India

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UNIT 4: CUSTOMER SERVICE

Session 3: Organization Standards

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Session Objectives

The student will be able to:

- Describe the standards of staff appearance in retail
- Follow the precautions to be taken by male and female staff
- Demonstrate the behaviour in the organization

Introduction

All staff have personal responsibility to maintain the standard of appearance in the organisation. Retail store managers and supervisors are responsible for ensuring all personnel achieve standards of appearance, set out in the form and they should give recommendation and guidance wherever necessary.

Standards of Staff Appearance in Retail

Overall
Appearance

Dress code

Hair

Cosmetics

Tattoos

Identity cards with
company logo

Body
Language

Precautions to be taken by Male Staff

- The uniform should be neat and clean and ironed.
- Hair must be short, clean and tidy.
- One is expected to have a clean shaven look.
- Nails should be cut or trimmed neatly at regularly.
- Avoid earrings and bracelets during official hours.

Precautions to be Taken by Female Staff

- Long hair should be tied during official hours.
- No flowers hooked on the hair are desirable.
- Avoid dark colour nail paints and long nails.
- No heavy jewellery should be worn.
- Don't wear dangling earrings, noisy anklets and bangles on the floor.
- Apply light make-up.

Behaviour in the Organization

- A satisfied customer contributes to retail revenue for years, by his/her purchases and by recommendations and referrals to other customers.
- Now let's us understanding the various aspects of effective behaviour and dealing with customers, colleagues and superiors.

Behaviour in the Organization

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graph TD; A[Behaviour in the Organization] --> B[Dealing with Customers]; A --> C[Dealing with Colleague]; A --> D[Dealing with Superior];
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Dealing with
Customers

Dealing with
Colleague

Dealing with
Superior

Behaviour in the Organization

Dealing with Customers

- Every salesman should encounter, meet or talk to the customer.
- Treat everyone with respect and dignity.
- The staff should be aware of the trends and changes taking place in the market.

Behaviour in the Organization

Dealing with Customers

- The staff should be aware of the customer taste and habits of the customers.
- The staff should listen carefully and intently to their customers, demonstrate respect.
- The salesperson should be comfortable discussing both small and big numbers of customers.

Behaviour in the Organization

Dealing with Colleagues

- Dealing with colleagues is a very important aspect.
- It builds the relationship between the colleagues.
- A sales person should behave decently and politely with his/her colleagues in the organisation.
- Being over competitive should be avoided, this is a negative thing.

Behaviour in the Organization

Dealing with Colleagues

- Try to working with rather than against openly competitive colleagues.
- Avoid misunderstandings with colleagues.
- Try praising the competitive co-worker for work well done.
- Take competition positively, not personally.

Behaviour in the Organization

Dealing with superior

- Dealing with supervisors is also another very important aspect.
- It builds the relationship between the subordinate and the supervisor.
- The immediate superior is the boss of the subordinate.
- Generally, supervisors control the subordinates like workers.

Summary

In this session, you learnt about the standards of staff appearance in retail, precautions to be taken by male staff, precautions to be taken by female staff and behaviour in the organization.

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