

YISHUN SECONDARY SCHOOL
RETAIL OPERATIONS SOW SUMMARY
SECONDARY 4 NORMAL TECHNICAL 2022

The primary aim of RO is to:

Apply knowledge of core retail operation skills and processes to make informed decisions and solve problems in a retail. Apply principles of effective communication and customer service skills in providing customer service, handling customer objections and service recovery. Apply steps in making a sales presentation and selling techniques to successfully close a sale.

Term 1	Unit	Lesson objectives	Practical/ Research
Week 1	Setting class rules & routines		
Week 2 [Unit 1.6]	1.6.7 1.6.8	Prepare checkout counter Set up the POS terminal	Cashier's duty
Week 3	1.6.9 1.6.10 1.6.11 1.6.12 & 13	Perform the POS transactions Procedure for handling foreign currency, non-cash payments, debit and credit cards, handling cash payments [REVISION]	
Week 4	2.1.1 2.1.2 2.1.3	Importance of professional image How professional image is projected? Characteristics of a successful sales professional	Sales presentation
Week 5	2.1.4	Importance of teamwork & collaboration Demonstrate safe working habits	
Week 6	2.2.1 2.2.2	Factors that affect customers' buying behaviour Ways to identify customers' needs	Research & Sales presentation
Week 7	2.2.3	Apply open and closed questioning techniques to identify customer needs.	
Week 8	2.3.1 2.3.2 2.3.3	Selling Products and Services In-depth knowledge of the products Features and benefits of products	Complete sales with cashier's duty
Week 9	2.3.3 2.3.4 2.3.5 2.3.6	Importance of sales presentation and product demonstration Upselling vs Cross-selling Guidelines for making a sales presentation/ product demonstration Recognise customer buying signal	Practise upselling & cross-selling
Week 10	2.4.1	Main considerations for Pitching Sales Demonstrate the steps in pitching sales Acknowledge customers' concern	Sales presentation
March Holidays			

Term 2	Unit	Lesson objectives	Resources review	Practical/ Research
Week 1	3.1.1 3.1.2 3.2.1 3.2.2 3.2.3	Techniques for effective communication Non-verbal communication techniques Importance of good customer service Consequences of poor service Quality customer service (GEMS)	Practical lessons	
Week 2	3.3.1 3.3.2 3.3.3 3.3.4 3.3.5	Causes of service breakdown Types of difficult customers Guidelines in handling difficult customers Procedures for handling returns & exchanges (service recovery) Research (MYE)	Research (MYE)	
Week 3	Research (MYE)			
Week 4 & 5	Theory revision / Practical lessons			
Week 6 – 8	Mid-Year Examination			
Week 9 -10	Review MYE Paper 1 & Paper 3			
Term 3	Unit	Lesson objectives	Resources review	Practical/ Research
Week 1	Theory Revision (Unit 1 to 3)			
Week 2	Research for Prelim Exam Practical lessons & Research (Prelim)			
Week 3 & 4				
Week 5 & 7	Theory revision/ Practical lessons			
Week 6 – 8	Preliminary Examination 2022			
Week 9 -10	Research for GCE N Level RO			
Term 4	Unit	Lesson objectives	Resources review	Practical/ Research
Term 1	GCE N Level Practical Exam P3			
Term 2	GCE N Level Exam			
Term 3	Revision Theory for Paper 1			
Term 4	GCE N Level Examination			