

# MAKING CAREER CHOICES

FACT SHEETS TO HELP YOU CHOOSE  
THE RIGHT CAREER AND STUDY PATH



## Retail

### Sales Assistant, Retail Manager, Sales Representative

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#### Industry Description

Practitioners in this industry will be required to sell goods and services in a range of retail, wholesale and professional establishments. Tasks could include providing information and advice to customers, participating in stocktaking, promoting products for sale, operating cash registers and preparing orders and finance arrangements.

**Below are some of the particularly demanding requirements. Reasonable Adjustment may apply for individuals with specific support needs in industry training. The learner should have the ability to:**

- stand for long periods of time
- deal with customers and give full attention, taking time to understand and ask questions as appropriate (active listening)
- speak clearly, logically and confidently so others will understand (oral expression)
- read and understand work related documents (reading comprehension)
- move freely within the workplace and around objects such as display stands
- handle and control objects and tools (manual dexterity)
- be responsible for others' health and safety
- deal accurately and honestly with money
- remember information such as words, numbers, pictures and procedures (memorisation)
- be patient, friendly and in control in stressful situations.

**Below are some of the important personal abilities that are required. The learner should have:**

- tolerance, patience and tact in dealing with people of different backgrounds, ages and cultures
- excellent communication skills
- a sensitivity to customers' needs
- a helpful courteous manner
- a clean and neat personal appearance

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- motivation and drive
- good problem solving skills
- the ability to work as part of a team.

## Workplace Health and Safety

All practitioners must understand their workplace health and safety obligations and safety requirements under the:

- *Work Health and Safety Act 2011* which imposes obligations on people at workplaces to ensure workplace health and safety.
- *Work Health and Safety Regulation 2011* that describes what must be done to prevent or control certain hazards which cause injury, illness or death.
- *Codes of Practice*, which are designed to give practical advice about ways to manage exposure to risks common to industry.

All practitioners must be able to participate in Risk Assessments, Incident Reports and Hazard Identification.

Retail practitioners must have no skin allergies if working with food.

## Legislative or licensing issues

All practitioners must meet the qualification requirements set by industry standards.

## Resources and further information

For more information on duties, tasks and career and labour market information relating to Retail, please refer to <http://joboutlook.gov.au>.

## Industry information/professional associations

ARA Retail Institute (Division of Australian Retailers Association):  
[www.retailinstitute.org.au](http://www.retailinstitute.org.au)

Service Skills Australia: [www.serviceskills.com.au](http://www.serviceskills.com.au)

National Retail Association: [www.nra.net.au](http://www.nra.net.au)

For career resources to help explore and plan careers, visit [www.myfuture.edu.au](http://www.myfuture.edu.au).

*This is intended to be used as a tool for career research, in conjunction with other resources. For specific course information, please refer to the TAFE Queensland website [www.tafeqld.edu.au](http://www.tafeqld.edu.au) or ring 1300 308 233.*



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