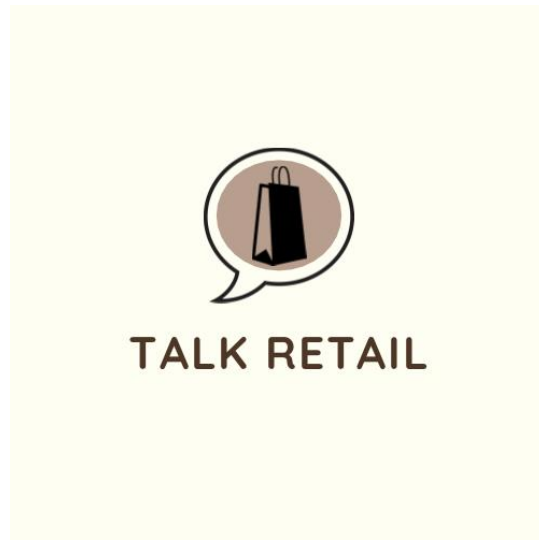




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PR2: RETAIL SKILLS SELF-EVALUATION

Introduction and User Guide



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Introduction

PR2 consists of a self-evaluation test for workers in the retail industry to assess their own levels of competence in soft and international communication skills in the retail industry and suggestions to further develop those skills.

With the 10 Talk Retail Skills from PR1 as a basis we create a self evaluation tool for the members of our target group to:

- gain awareness of the importance of communication skills
- analyse their current level of proficiency in the 10 talk retail skills
- give advice on areas for improvement

The self evaluation test does not have a scientific or clinical function but will merely serve as an awareness tool and a first step towards uptake of the Retail Talk Training. It will be easily accessible for the target group and it is presented in a user-friendly way that invites people to use it. This evaluation tool is specifically created for workers in the retail industry, with the 10 Talk Retail Skills in mind.

Target groups

- Owners of small businesses in the retail industry
- Employees of businesses in the retail industry

Need analysis

Emotional intelligence is defined as: "A set of emotional and social skills that influence the way we perceive and express ourselves, develop and maintain social relationships, cope with challenges, and use emotional information in an effective and meaningful way". One needs a very high level of emotional intelligence (or EQ) to be able to assess one's own level of communication and soft skills.





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Transferability potential

Although this PR focuses primarily on workers in the retail industry, it can also be used by people who work in other industries, and even by the wider public. It will serve as an online tool for many people to analyse their level of communication and soft skills.

10 Talk Retail Skills

The main objective of the first result of the Talk Retail project was to find the 10 most important skills for retailers to acquire communication and soft skills. After comparing all answers, the most quoted skills were:

1. Vocabulary knowledge in the targeted language
2. Use of social networks
3. Proficient oral expression skills in the targeted language
4. Oral comprehension in the targeted language
5. Proficient management of a website
6. Patience
7. Cultural and ethical sensitivity
8. Problem-solving skills
9. Written comprehension in the targeted language
10. Effective pitching techniques



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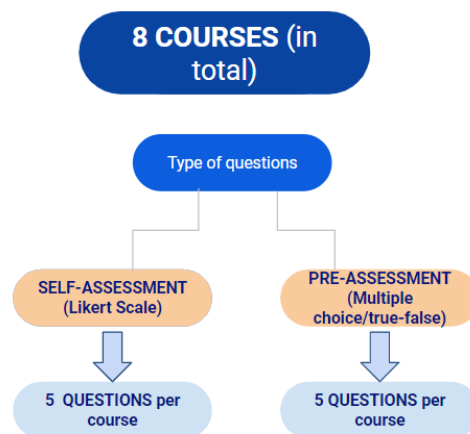
User Guide

The self-assessment tool consists of two types of questions:

- 1) Self-assessment questions: retailers will self-assess their level of soft and hard skills with subjective statements following the Likert Scale.
- 2) Pre-assessment questions: once respondents answer the self-assessment questions, they will be able to answer more questions specifically designed to test whether the answers given in the self-assessment questions were authentic and based on their actual level of soft and hard skills. These types of questions will be objective and will range from multiple-choice to true or false.

To maintain a strong link with the PR3 courses, the tool is divided into 8 individual quizzes or questionnaires, one per each of the 8 courses. In this sense, every individual quiz has 5 self-assessment questions that assess retailers' level of soft and hard skills and, on the one hand, 5 pre-assessment questions strongly linked to the self-assessment questions.

In total, the self-assessment tool have **40 questions** (self-assessment) and **40 questions** (pre-assessment), approximately.



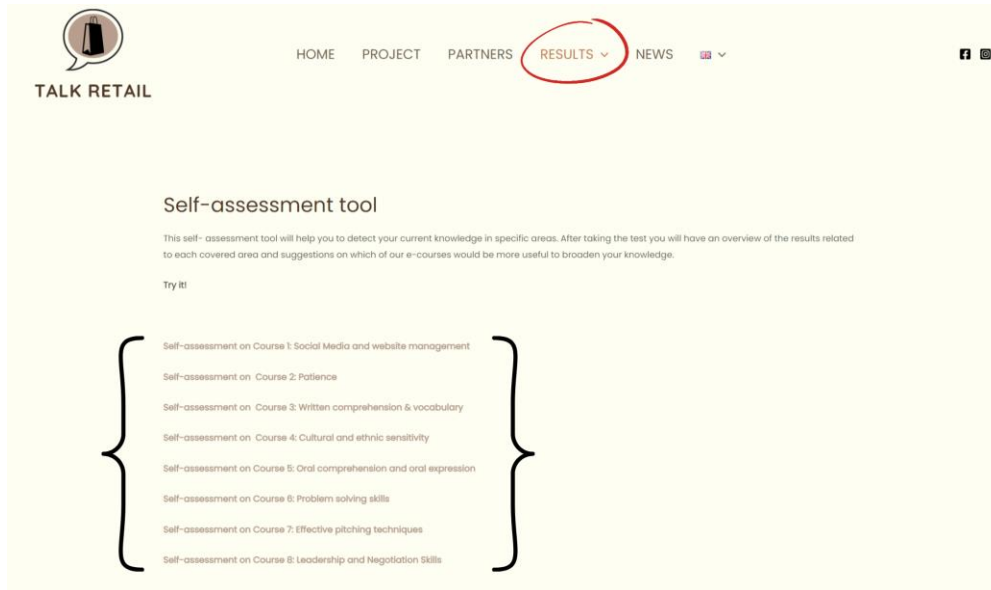


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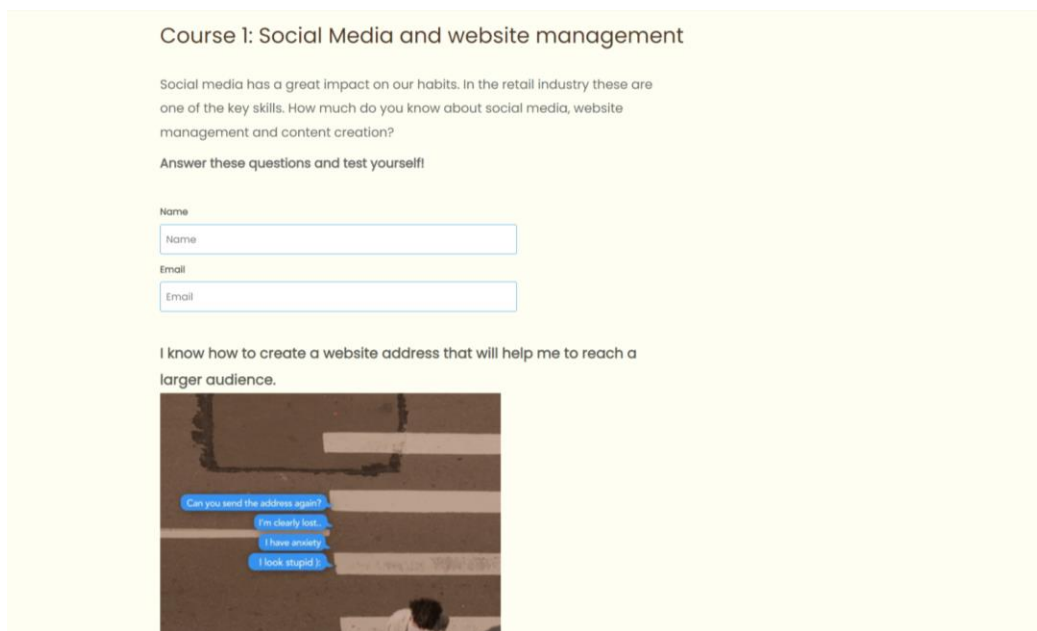


How to use it

The first step would be to enter the Talk Retail website → <https://talkretail.infoproject.eu/>, press “Results” and select “Self-assessment tool”.



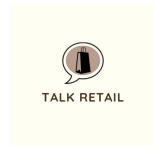
Between the brackets in the image you will find the self-assessment questionnaires for the 8 courses that are available on the Talk Retail platform.



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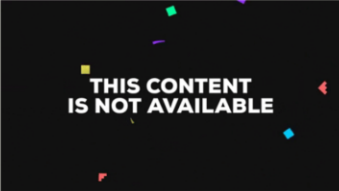
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You can enter any questionnaire you are interested in for free and enter your name and email address, or you can do it anonymously. Below, you will find the questions corresponding to the questionnaire.

Neutral
 Agree
 Strongly agree

I am able to smoothly manage all sale processes on e-commerce platform



Strongly disagree
 Disagree
 Neutral
 Agree
 Strongly agree

Please let us know your thoughts about the self-assessment in the box below!

When you have answered all the questions, you can leave us a comment or click on the "submit" button. The page will redirect you to your results.



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TALK RETAIL



TALK RETAIL

HOME PROJECT PARTNERS RESULTS NEWS



Course 1: Social Media and website management

Thank you for taking this test.

You scored: 9 points

Now it is time to have a look at your results. Here is how to read them:

Good news – It seems that you already have some knowledge in this particular field! As times go by, tendencies change, so if you are willing to broaden your current knowledge in this area, feel free to join the particular course!

The results represent your current confidence level in each area. If you feel that some results do not satisfy you enough, we suggest choosing the particular topic in the Talk Retail e-learning course to bring your knowledge to the next level in a practical manner.

[GO TO NEXT COURSE](#) | [GO TO E-COURSES](#)

On this page you will find the results of the self-assessment questionnaire. You can try all the courses and do it as many times as you want.



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