

Working in Sales and Retail

Sales is a vitally important function of any business. Sales can involve selling to other businesses (business to business) and consumers (business to consumer). Retail is the aspect of sales that is directed towards consumers and the retail sector is Ireland's largest private sector employer with more than 275,000 people employed which is nearly 15% of all the jobs in Ireland.

When most people think of retail they think of large chain stores but actually around 75% of retail businesses are family owned and approximately the same proportion have less than 10 employees.

A further recovery in the economy is likely to be followed by a large increase in the number of jobs available in this sector.

There are many occupations in the sales and retail sector:

- Retail Sales Assistants
- Retail Management
- Human Resources
- Marketing
- Merchandising
- Finance
- Information Technology
- Purchasing
- Telesales
- E commerce
- Wholesaling



Entry routes to these occupations are in some cases through a further education qualification or a degree but in many cases staff may start on the shop floor as a sales assistant and work their way up.

Employers in this sector are usually looking for friendly and approachable people with excellent customer service and team working skills. Flexibility with regard to work hours can be important particularly in entry level roles as shift work may be required. Good communication skills and enthusiasm are also important for many roles in this sector as well as strong knowledge about the products being sold.

Jobs in the retail, sales and customer service sector are among the most advertised in the local papers in County Clare. There are regular vacancies for Sales Assistants.

Sources of Local Vacancies for Retail Jobs

- The Clare Champion
- The Clare People
- Paul Partnership Jobs Bulletin
- Indeed.ie
- Jobs Ireland
- Jobs.ie
- Specialist Retail Recruitment e.g. www.inretail.ie, www.teamworx.ie

Further and Higher Education Courses in Retail

Institute	Course	QQI Level	Duration
Clare Adult Basic Education Service Margot Walsh – 061 364963	Introduction to Retail Covers modules such as Retail Industry Knowledge, Personal Effectiveness, Retail Sales Techniques, Stock Control	Level 3	
Limerick Training Centre Tel No. 061 487900 (may also run in Shannon, contact centres for details)	Retail Skills Course is for people who want to acquire skills and knowledge to work in a shop or retail setting. Covers modules such as Retail Sales Techniques, Customer Service, Workplace Safety and Work Experience.	Level 4	
Limerick College of Further Education Tel No.: 061 414344	Retail Studies Covers modules such as Retail Administration, Retail Display, Retail Selling, Spreadsheet Methods, Communications and Word Processing.	Level 5	1 year Full-time
Limerick College of Further Education Tel No.: 061 414344	Marketing Covers modules such as Behavioural Studies, Customer Service, Marketing Practice, Communications, Statistics, European Language, Spreadsheets.	Level 5	1 year Full-time
Limerick College of Further Education Tel No.: 061 414344	Retail Display Course is for people who want to acquire skills in the area of visual merchandising/ display.	Level 5	12 week evening course
Limerick College of Further Education Tel No.: 061 414344	Retail Management This course has been designed for those who want a qualification in retail management to improve their employment prospects	ICM Certificate	27 week evening course
GMIT Tel No. 091 742876	Retail Management Includes a broad range of modules covering various aspects of retail and retail management. Developed in conjunction with retail leaders in the West of Ireland. Application for this course is through the CAO.	Level 7	3 year Full time
Retail Ireland Skillnet	Retail Ireland Skillnet was created to develop and deliver education and training programmes to those employed in the retail sector.	Certified / Uncertified up to Masters level.	Varied

Useful Resources:

Retail Ireland Skillnet – www.retailirelandskillnet.com	Retail Ireland – www.retailireland.ie
Retail Excellence – www.retailexcellence.ie	Retail News – www.retailnews.ie
Sales Institute – www.salesinstitute.ie	Institute of Advertising Practitioners www.iapi.ie
Marketing Institute of Ireland – www.mii.ie	In retail (recruitment)– www.inretail.ie
Teamworx (recruitment) – www.teamworx.ie	



**Clare Adult Educational Guidance and Information Service,
Adult Education Centre, Clonroad Business Park, Ennis, Co. Clare**

Tel No. 065 6897617 / 6824819 Web: www.clareguidance.ie

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