

Thank you for downloading a pdf document from the seafood Training Academy

Things you may wish to know about?

Apprenticeships and fish & shellfish industry skills qualifications

This new family of fish and shellfish industry skills qualifications are available at Levels 2 and 3 and as intermediate and advanced apprenticeships. Whether you are a manager, supervisor, team leader or operative there is a mix of processing, fishmongering and fish frying units to choose from.

To find out more start here with the [apprenticeship leaflets](#).

Free videos, free learner workbooks and resources.

These are the kinds of support that Seafish and the Seafood Training Academy will make available to help apprentices and others get the best out of the new fish and shellfish qualifications.

To access 100+ free fish and shellfish video programmes produced by Seafish – look on the Academy site, in the Library.

The Library is also the place to go for downloads of documents etc.

Have a cruise around the [Seafood Academy](#) site – you'll be surprised at what you can find there.

Thank you for taking the time to read this, and I hope you enjoy the rest of your document.

Lee Cooper
Seafish and the Seafood Training Academy.

General Guide to an Introduction to Customer Service in Fish Frying.

This will help to explain what flexible training is all about. It will help you to make best use of your flexible training module.

WHAT'S SO GOOD ABOUT FLEXIBLE LEARNING?

Flexible learning gives you the freedom to choose.

You study:

- What you like;
- Where you like;
- When you like;
- At a pace to suit you.

You can pick the subjects you want. You don't have to be in a certain classroom at a certain time. You won't be bored because the teaching is too slow, or lost because it's too fast.

You seldom need any qualifications before you are allowed to study.

All this freedom lets you fit your studying into your daily routine.

The best thing about it for most people, is that they can study without taking valuable time off work.

THINGS YOU SHOULD KNOW ABOUT YOUR MODULES

What is a module?

A module is the name we have given to a study package. It will have a printed text.

Each module will be divided into segments. You could think of each segment as a lesson. Each segment has a short introduction and a series of aims.

The Customer Service training materials consist of two modules, which are the Introduction to Customer Service in Fish Frying module and the Introduction to Food Hygiene and Health & Safety in Fish Frying module.

These materials can be used to provide some of the underpinning knowledge for the Customer Service qualification awarded by Seafish and The National Federation of Fish Friers.

EXERCISES

At the end of each segment there are a series of exercises for you to complete. These are included to help you with your learning and development. Completion of these exercises will assist you in gaining confidence and will also help you to complete the assessment process.

Upon successful completion of the exercises, you should sign and date in the space provided. This will act as evidence that you have read through the segments and completed the exercises.

You must have **ALL** exercises in your modules signed off, dated and available for your assessor to look at on the day of your assessment. Failure to do so could jeopardise the outcome of your assessment.

HELP IF YOU GET STUCK

At the time of obtaining your module you will be told of any support which can be arranged.

This might be through one of the following:

- Telephone;
- Face to face meeting;
- Letter.

HINTS ON STUDYING

When?

Try to get into a regular study routine. Set aside times for study but be ready to give and take a bit. Miss one of your planned sessions if you must, but try to make it up later.

Set yourself realistic targets such as 'I will finish segments one and two by this weekend' and stick to them!

Grab the chance to study at odd moments. You'll be amazed how much you can learn in fifteen minutes. It's difficult for the average person to really concentrate for more than twenty minutes at a time anyway. A word of warning – don't think you can learn anywhere. You need to be able to concentrate, there are often distractions which prevent this.

How?

- Time spent just reading a module is not the same as time spent learning.
- You must become involved, the best learning happens when you're active, e.g. completing the exercises and making notes.
- Don't study for too long without a break.

This module will remind you of suitable places to stop for a while, but if you need a break earlier, take one. It's entirely up to you.

Where?

Try to find somewhere where you will not be distracted. Almost anywhere will do. It all depends on how you are placed at home and at work. Don't forget your local library.

The secret is, **be flexible**. All you need is somewhere where you can get on with it and not be disturbed.

Carry your module with you when you can. Try to find gaps in your normal routine when you could do some useful work.

Now that you've decided to have a go, **stick with it!** Don't give up. Most people find studying hard at times, this is quite natural. It is also quite natural to need help with parts that you find especially difficult. Don't be afraid to ask for help. I'm sure that you'll find it worthwhile.

ASSESSMENT

Once you have read the two modules, (Introduction to Customer Service in Fish Frying, Introduction to Food Hygiene and Health & Safety in Fish Frying), completed all of the exercises and signed them off, you should be ready to complete your assessment.

An assessor will arrange a time and a date to come and assess you at your place of work. The assessment will consist of a multiple choice exam paper, practical tasks and answering questions asked by the assessor.

Upon successful completion, a jointly branded (Seafish and the National Federation of Fish Friers) certificate will be awarded to the candidate.

Segment 1 – Workskills

INTRODUCTION

Within the service industry, which includes fish and chip shops/restaurants, you need to possess certain workskills to be successful. Without these skills, it is difficult to interact with both your paying customers and the people who work with you.

This segment will look at some of these workskills, which you need to demonstrate in order to be successful in a fish and chip shop or restaurant.

AIMS OF THE SEGMENT

By the end of this segment you will:

- understand why your attitude is important;
- be able to state why first impressions matter;
- explain the importance of communication, both with your paying customers and the staff who you work with;
- be able to state the importance of working in a confident manner.

ATTITUDE TO WORK

Before we look at the importance of first impressions, communication and confidence, we need to analyse your attitude towards work. In order to succeed in any job role, whether you are a doctor, a professional footballer or working in a fish and chip shop/restaurant, you need to possess a good attitude to work. What does a good attitude mean?

In an ideal world, most people would like to win the jackpot on the National Lottery, and not have to work. However, in reality, most of us have to work in order to earn money to pay our household bills and to buy food. Accepting the fact that you have to work, is the first step towards having a good attitude towards work. If you care about your job this will also have a great effect on your work. Caring about your job role means that you are helping to set high standards within your workplace.

Having a good attitude towards work means that you will:

- want to succeed in your job role;
- be willing to develop new skills;
- gain knowledge about your job role;
- understand how your job role fits in with your team's performance;
- have a good time keeping record;
- appreciate that your job is important!

Having a good attitude towards work means that you possess the “building blocks” to being successful in your job. Now that you know why your attitude to work is important, we can look at some other factors which are vital to how you perform in your job.

FIRST IMPRESSIONS

When a customer comes to buy food from the fish and chip shop/restaurant in which you are working, they will form a first impression in their head of the standards of your workplace.

Before customers walk into the shop or restaurant, they will create a first impression of where you work. This first impression will be based upon the physical appearance of the outside of the shop/restaurant. Questions that customers ask themselves could include:

- Do the windows look clean?
- Is there any litter outside the premises?
- Does the shop/restaurant look bright and appealing?
- Is there easy car parking available?

Once the customer enters the premises, their first impressions will probably be based around you! How you appear to your customers will have a big impact on how they perceive you and your place of work. Let us have a look at the part **you** play.

The part you play

Think about the shops that you like to shop in. Why do you shop there? Do they sell quality products? Are their goods cheaper than in other shops? One of the reasons why you buy products from certain shops is because of the way **you are treated** when you shop there.

The 'feel' of the shop is very important to the customer. We all like to go into shops where staff make us feel welcome.

Think about how you feel in other shops.

- Do the staff carry on talking to each other, making you feel in the way?
- Do they seem pleased to see you?

- Do they treat you as a valued customer or do they take you for granted?

Now think about what happens in your shop or restaurant.

- How do you treat your customers? Do you think they feel welcome?

How you treat your customers is an important part of your employer's business. You might be the only person who the customer talks to during their visit to your workplace, so make sure that you create a **good impression**.

I don't know about you, but I shop where the staff are polite to me. The goods may be cheaper down the road, but if the staff are rude or I feel in the way I won't go in there again. **This makes the person who sold me the goods a very important person!**

How you behave will affect the customers and therefore your employer's business. If customers don't return because of your behaviour, your employer won't stay in business very long and you'll be looking for another job.

Ask yourself the following question.

Have you had a bad shopping experience when a shop assistant created a poor first impression? If yes, do you now shop elsewhere?

Everyone has problems from time to time and you are no exception. On some days, for one reason or another, you might not be feeling good. The same applies to your customers. The big difference is **you have to make every effort not to show it** regardless of how you feel. We will look further at dealing with customers in another segment.

Remember that customers are not an interruption to your work, but the reason for you being at work, so create a good first impression.



Your appearance

You might think that your appearance doesn't have any impact on whether people buy fish and chips from your workplace. However, this does have some influence on where people buy food from.



Your **appearance is very important** to customers and therefore the trade levels in the shop or restaurant. The way that you dress along with your personal appearance will affect customer's first impressions of the shop.

Think about how you judge people when you first meet them. A lot depends upon how they are dressed. Imagine meeting a number of people dressed in different ways:

- anorak and wellies;
- black leather jacket with studs;
- pin-striped suit and bowler hat;
- t-shirt and trainers.

Each scenario creates a first impression in our head of what that person might be like. This may be judgemental (and wrong to do). However, we all do it. Your customers are going to judge you by your appearance.

Remember, if you should scratch your hair whilst serving a customer, apologise to the customer. Then ask another colleague to continue serving whilst you go and wash your hands.

If your hair is greasy or untidy, you look like you don't care. So why should your customers?

Take care that you and your overalls are smart and clean. Change your overalls regularly, so that you look presentable at the beginning of each working shift.

Make sure that your hands and nails are clean and that you're not wearing nail varnish and jewellery (except a wedding band). This will make your customers feel safe and confident about you handling **their** food.

If you respect yourself, you are also showing respect for your customers. They will feel that they matter and that's what selling is all about.

For further information on personal hygiene, please refer to the "Introduction to Food Hygiene and Health & Safety in Fish Frying" module.

COMMUNICATION

How you communicate with both your customers and your fellow staff members will have a big impact on how successful your employer's business is. Everyone who walks through the door must be treated with respect and good manners. You should not let the customers feel they are in the way or are being ignored. Say something nice to your customers as soon as they enter the shop and they will feel welcome.

Think about how you feel if someone is rude or off-hand. It could spoil your day. So don't use a snappy "yes!" or a sharp "next!" to your customer. Greet each customer with a "Good morning/afternoon or evening" or a simple "Hello". Remember once you get to know your regular customers, you will be able to greet them by using their name.

All your customers should be treated respectfully. Getting it right is not always easy but if your customer sees you are trying, you are halfway there.

Most of us think that being a good communicator means being a good talker. This is partially true, but you also need to be an active listener. Most of us are really bad at listening to each other. A common fault is that we all get ready with what we want to say next so we don't really listen properly.

Below are some simple tips to help you become an active listener.

- Let the customer tell you what is wanted.
- Don't interrupt or suggest anything until he or she has finished talking.
- Look interested and make eye contact with the customer.

A bored or silly expression from you could mean that the customer doesn't return to your shop. The importance of **non-verbal communication** should not be under-estimated. Some experts believe that as much as 93% of all communication is non-verbal. Another way of expressing non-verbal communication is called **body language**.

The importance of communication with your customers will be looked at in further detail in another segment of this module.

How you communicate with your fellow staff members is crucial for building good working relationships and a strong sense of teamwork. Basically, if you communicate with staff, the same way you communicate with your customers, you will not go far wrong!

Remember, to comply with Equal Opportunities legislation, you should treat everyone (staff and customers) with respect.

CONFIDENCE

You have to make the customer feel confident when you are serving them, whether it is in a take-away or restaurant environment.

There are many aspects to your job which will impact on the confidence that your customers have in you.

- You should answer your customer clearly and helpfully, perhaps making suggestions about what is being bought.
- You should serve the customer in a polite manner and make eye contact with them.
- You should serve the customer efficiently, which means not too quickly but also not too slowly!
- You should be able to deal with all questions directed towards you, even if this means involving your manager or supervisor.

- Your appearance needs to be smart and clean.

Above all else, you need to develop your skills and knowledge to be confident when dealing with your customers.

In summary, we have looked at why having a good attitude at work is important to both you and your employer. We have also seen that first impressions count and that these are affected by you and your appearance. Communication and confidence are both important workskills to possess if you want to be successful in your job role.

Now try to complete these exercises.

EXERCISES

Complete an external walk of your premises before opening. Write down your impressions in the space below. For example, is there any litter on the floor?

Before you start serving customers, have a look at the inside of your shop/restaurant from a customer's perspective. Write down your findings below.

Candidate's signature and date

You have now completed Segment 1. A suitable time for a break?