

Developing and Managing Individuals and Teams

Name – Emanuela Plesca

Student Number – 2419529

Lecturer's Name: Dr Doreen

Nyaa Amundam

LCLM 5002 Component 1 –

Presentation



About Today's Presentation

- Overview of Marks and Spencer
- Recruitment process at M&S
- Include a Job analysis, Job description and Person specification ,Interview, Induction
- Identify and Analyse learning/training and development needs of an individual within Marks and Spencer Company
- Learning and development theories (e.g. Behaviourist, Cognitivist and Experiential learning)
- Conclusion
- References List

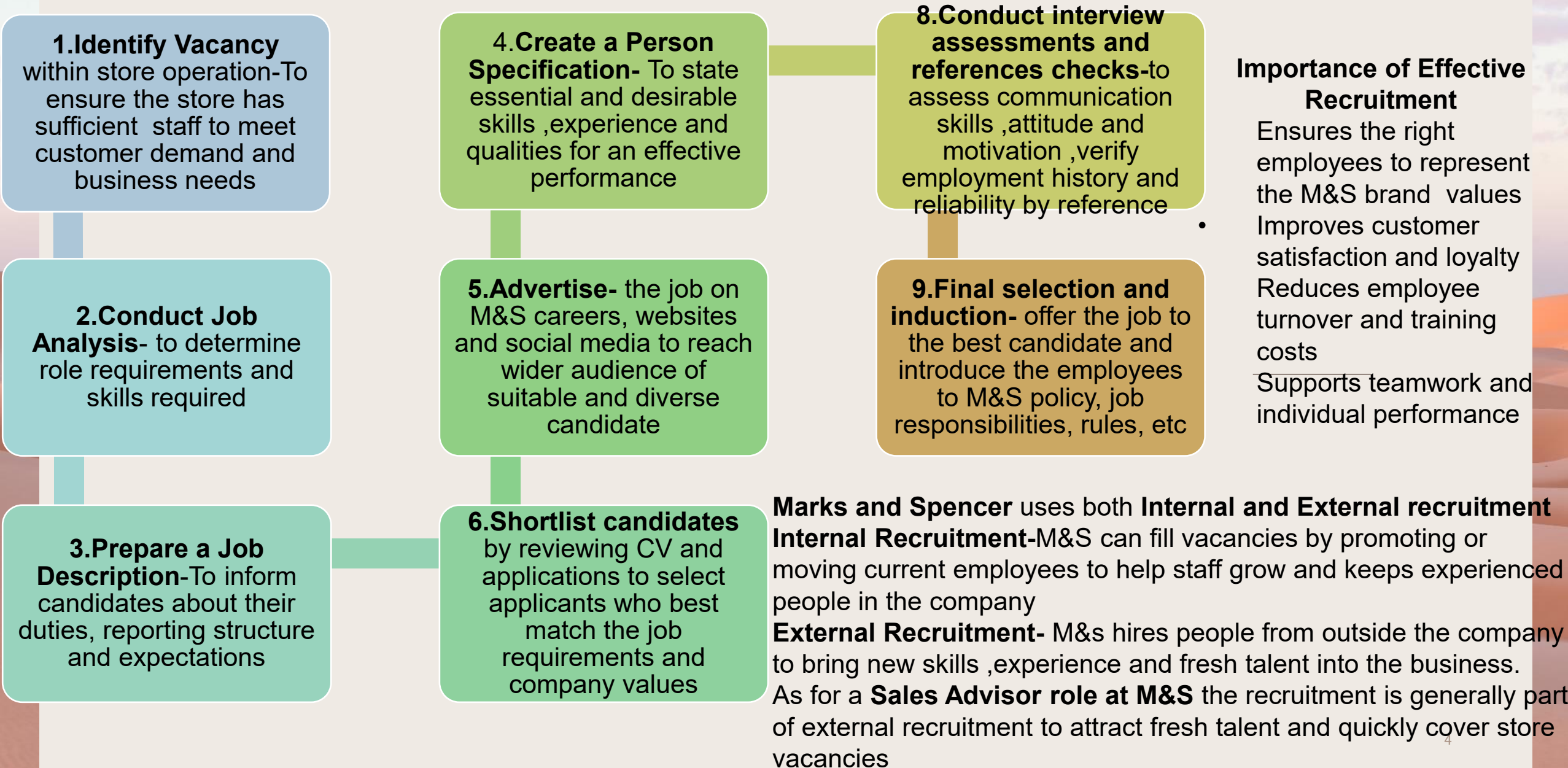


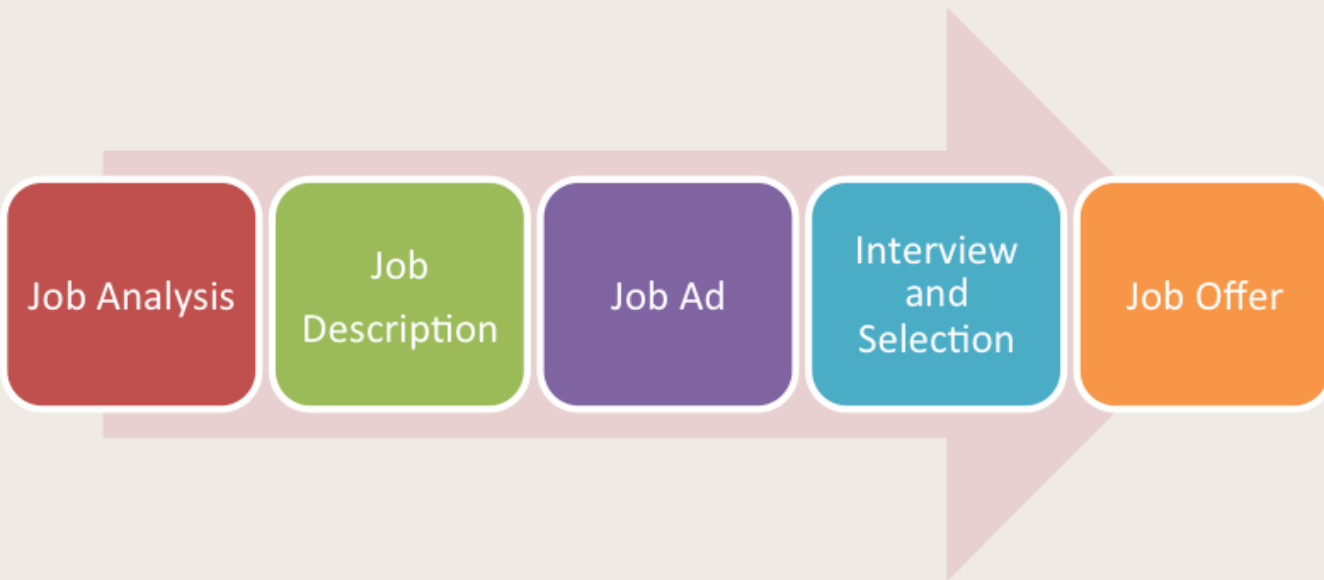


Overview of Marks & Spencer

- Marks and Spencer (M&S) is a major British retailer
- Founded in 1884 by Michael Marks and Thomas Spencer ;one of the UK's most trusted retail brand
- Headquartered in London, United Kingdom
- It operates globally with thousands of stores and a strong online presence
- (M&S, 2025)
- Offers products and services from clothing, food, home retail, across the UK
- Is known for the quality ,value and customer trust and good reputation
- Famous for its premium own label products focusing on value and innovation

Recruitment Process at Marks&Spencer





Job Analysis

A Job Analysis is a systematic process of identifying and determining the responsibilities, requirements, and nature of a job in detail. (Vulpen, 2020)

Sales Advisor at Marks and Spencer

Purpose of role:

- Deliver high quality customer service
- Supports store sales and brand reputation

Key duties :

- Assisting customer in products selections
- Replenishing stock and maintain displays
- Operating tills efficiently
- Collaborate with team members



Job Description of a Sales Advisor

Location :Birmingham

Salary : 12.60 per hour

Contract type : Permanent ,Part time

Purpose of the role:

- Deliver an excellent shopping experience for customers
- Be the voice for customer in store and support continuous improvements

Key responsibilities:

- Serve customers on the shop floor and at service point
- Maintain a clean ,tidy and well display od stock
- Achieve daily sales targets
- Build product knowledge to provide expert advice

Person Specification

A person specification is a written description of the ideal candidate for the role. It should set out the skills, knowledge, qualifications and experience that are needed for someone to perform the role to the required standard (Morris, 2022)

Sales Advisor at Marks and

Spencer Essential skills and duties:

- Excellent customer service and communication skills
- Committed and dedicated and ready to work under pressure
- Digital skills to be able to use store technology and apps

Desirable skills:

- Interest in Fashion and home products
- Previous retail or customer service experience
- Ready to learn new skills and open to feedback
- Willingness to work flexible hours and part time shifts



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Interview/Selection and Induction

Marks and Spencer –Sales Advisor-Interview types and Techniques:

Interview Types:

- Face to Face Interview-(most common)
- Group Interview- to assess teamwork and communication
- Role Play Activity-based on real customer service scenarios

Interview Techniques used:

Competency based (Behavioural) Interviewing-

Star method-(Situation,Task,Action,Result)-to evaluate past behaviour

Situational judgement-to assess decision making in customer scenarios

Key Competencies Assessed:

Customer service

Communication skills

Teamwork and collaboration

Problem solving ability

Flexibility and reliability

Purpose of the interview:

- To evaluate how candidates apply customer focused behaviours
- To assess alignment with M&S values and retail service standards

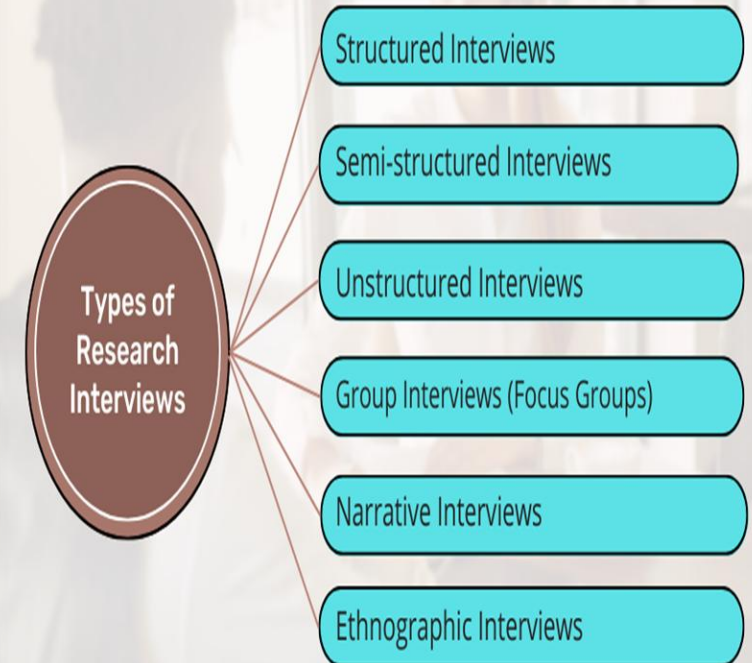
Selection:

Online application → Interview (competency-based, STAR) → Role-play → Job offer

Induction:

Introduction to M&S values → Customer service & health and safety training → On-the-job support

Types of Research Interviews



LEARNING THEORIES

BEHAVIORISM

Behaviorism focuses on the individual's interactions with the environment.

COGNITIVISM

Cognitivism focuses on the mental processes of the brain, thinking of the learner as a data processor.

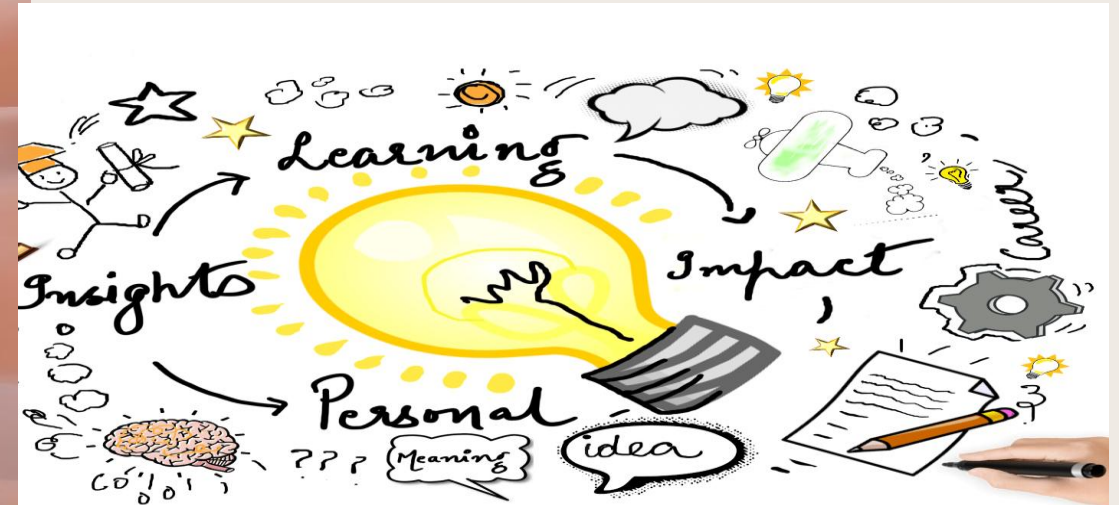
CONSTRUCTIVISM

Constructivism focuses on reflection and active processing of new information.

Learning and Developments Needs

Identified Learning and Development needs for a Sales Advisor at M&S:

- Product and fabric knowledge
- Understanding M&S ethical and sustainability values
- Customer service and customer complaints handling skills
- Sales techniques and upselling skills

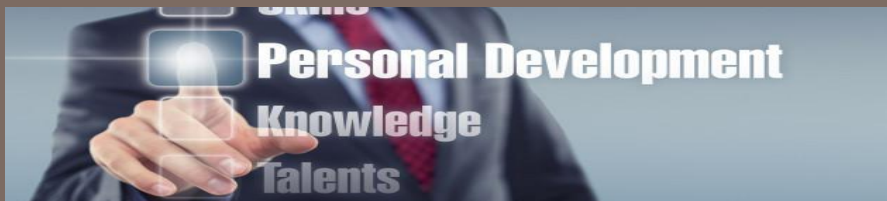


Behaviourist Learning Theory

Behaviourist theory suggests a change in behaviour; Focuses on observable behaviour and learning that happens through rewards and outcomes. Key methods include practice, repetition and feedback. (Anon, 2023)

Sales Advisor at M&S:

- On the job training with supervisors
- Feedback and recognition from good customer service
- Teamwork skills and feedback from peers
- Repetition helps form good habits



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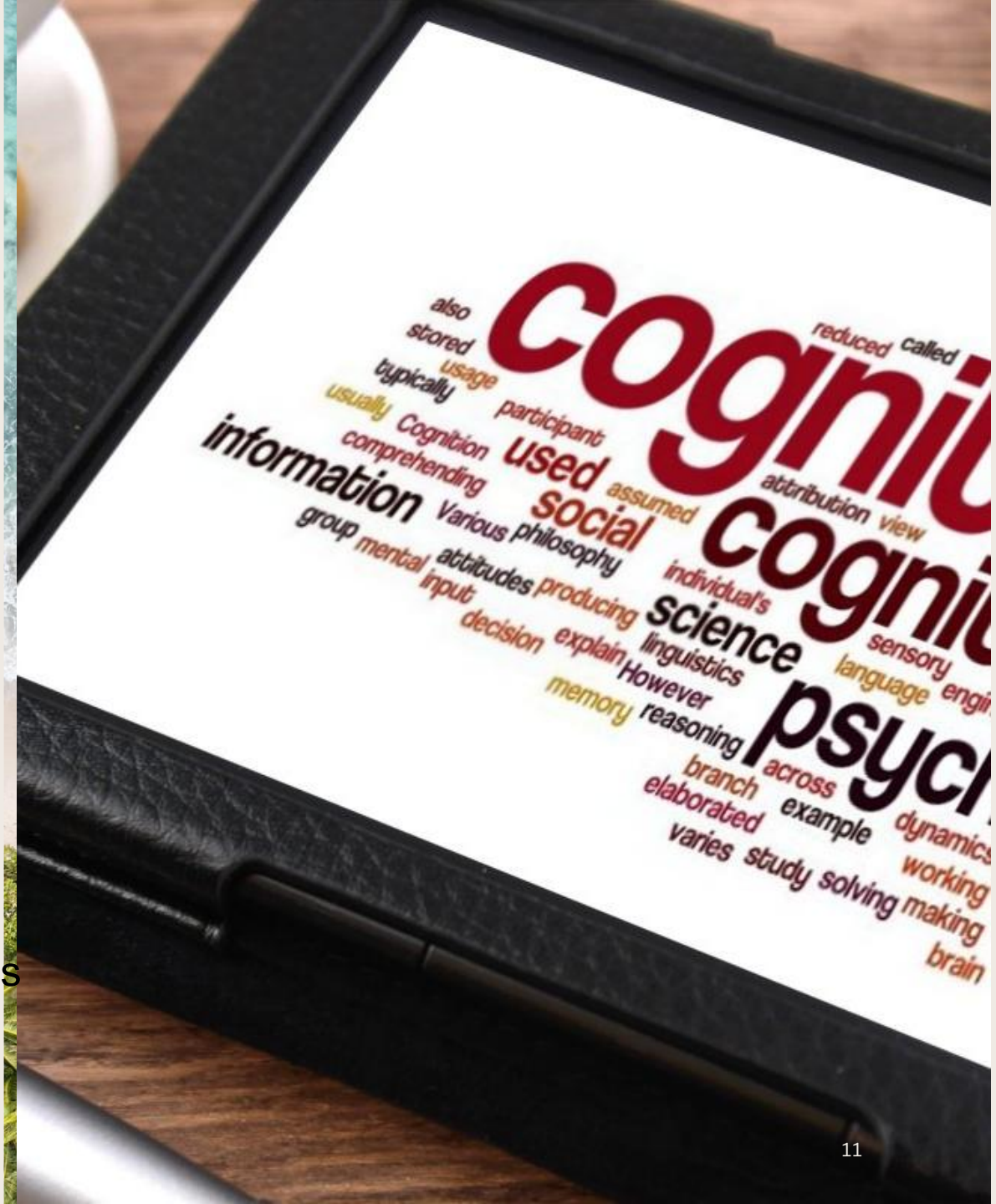
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Learning that focuses thinking, understanding information and memory (Main, 2022)

As a Sales Advisor at M&S:

- Uses prior knowledge to learn new products and store procedures
- Makes decisions based on customers needs and situation
- Applies problem solving skills when helping customers.
- Training on the job helps sales advisor process and remember information.

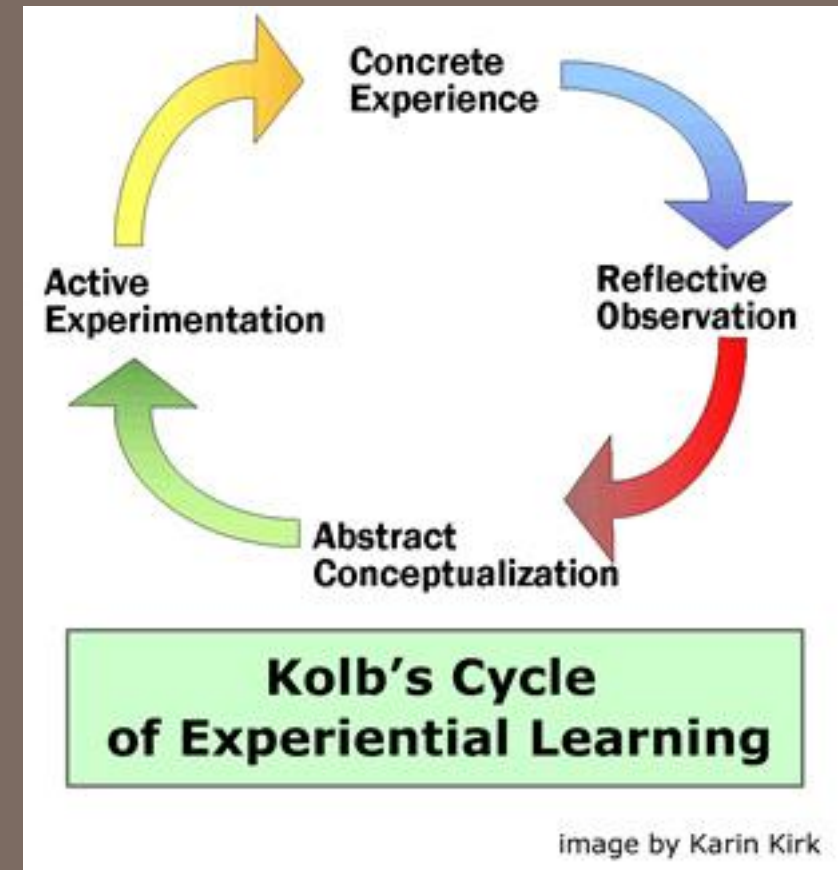


Experiential Theory

Learning occurs through experience and practice; it's a personal growth and learning is obtained through experience

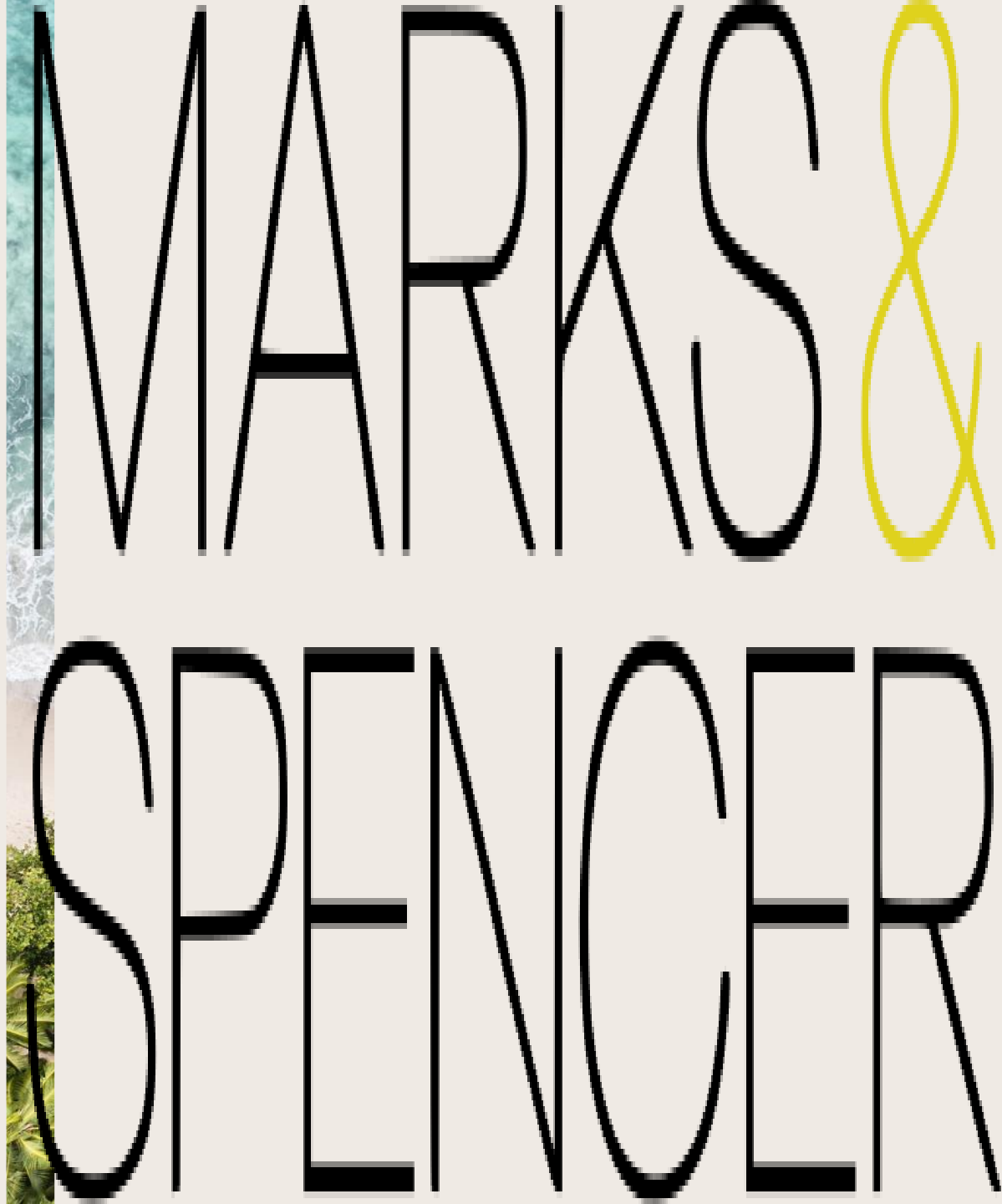
As a Sales Advisor at M&S:

- Learning by practising tasks, not just being told
- Sales advisors learn by serving customers
- Mistakes are used as a learning opportunity
- On the job training is essential
- Reflecting on experiences improves future performance



Conclusion

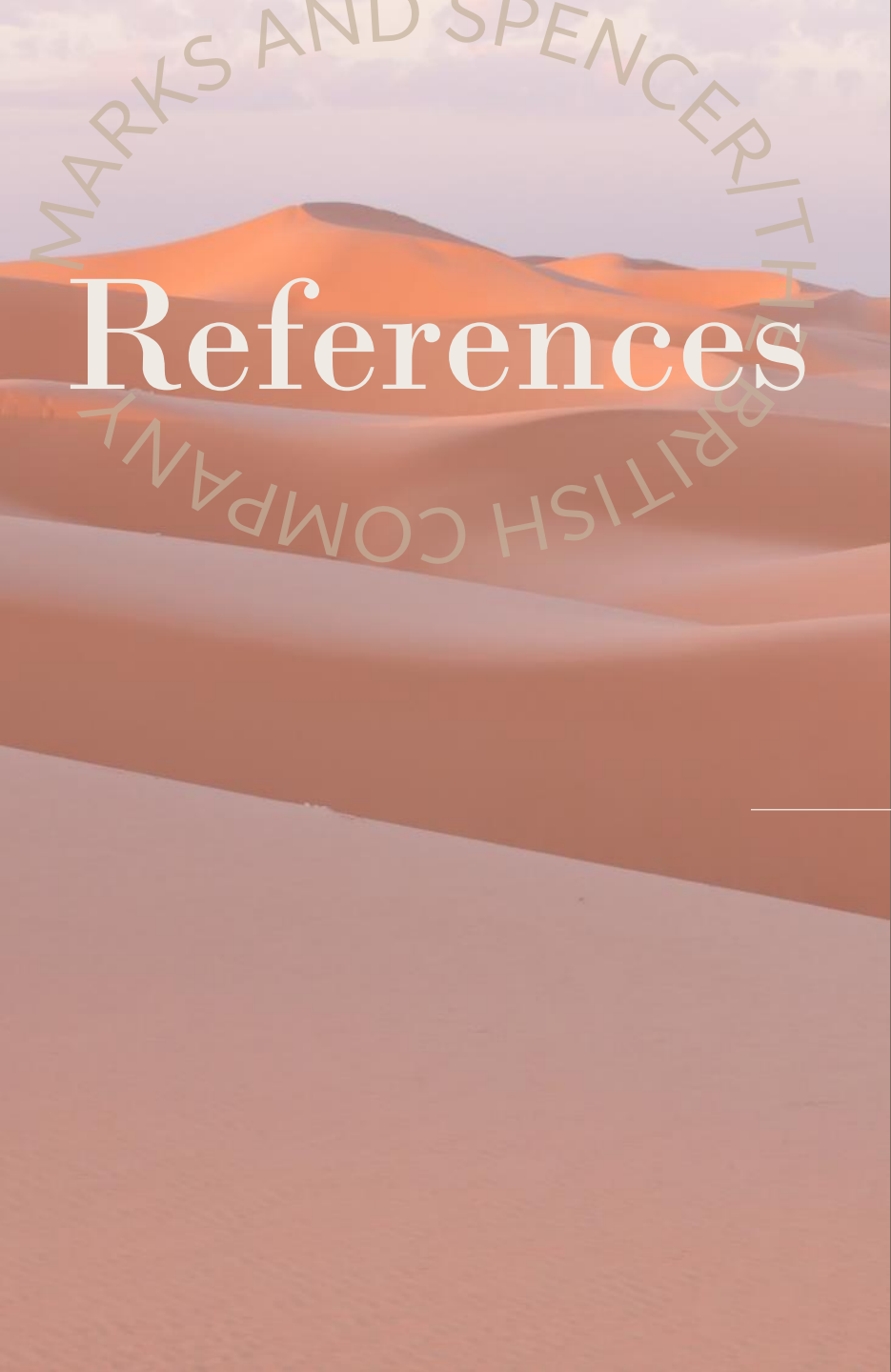
In conclusion it's vital recruiting the right Sales Advisor at Marks and Spencer to deliver excellent customer service and supporting store performance. Clear job roles, recruitment and training help employee develop skills in product knowledge ,customer service and digital tools. Using learning through practice ,understanding and experience keeps staff motivated and effective ,supporting both in individual growth and the success of the store.



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Thank you





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