

Occupational Certificate: Sales Assistant

This qualification does not replace any other qualification and is not replaced by any other qualification

PURPOSE AND RATIONALE OF THE QUALIFICATION

Purpose:

The purpose of this qualification is to prepare learners to operate effectively as Retail Sales Advisors. Retail Sales Advisors are responsible for selling goods and services across various retail and wholesale environments, such as Fast Moving Consumer Goods (FMCG), clothing, furniture, and specialty merchandise.

A qualified learner will be able to:

- Attend to different types of customers and resolve their queries.
- Provide excellent customer service and build lasting customer relationships.
- Sell products in a full-service retail and wholesale sales environment.

Rationale:

In the Wholesale and Retail sector, the role of a Sales Assistant (or Retail Sales Advisor) is crucial as it directly contributes to business revenue through sales. These roles also play a significant part in building customer loyalty and generating referrals.

The qualification addresses the specific skills needed for both Sales Assistants and those aspiring to become Retail Sales Advisors. It responds to industry demands for trained personnel who can enhance sales, reduce returns, and promote service excellence. This is critical for improving business profitability and reducing unemployment by qualifying more skilled Sales Assistants and Retail Sales Advisors.

LEARNING ASSUMED TO BE IN PLACE AND RECOGNITION OF PRIOR LEARNING

Recognition of Prior Learning (RPL):

- RPL for access to the external integrated summative assessment: Accredited providers and workplaces use internal assessment criteria to confirm prior learning, issuing statements of results or work experience records.
- RPL for access to the qualification: Recognizes prior learning against relevant access requirements.

Entry Requirements:

- NQF Level 1 with Mathematics and Communication.

QUALIFICATION RULES

Knowledge Modules:

- Principles of attending to different types of customers and resolving queries impacting on sales.
- Principles of service excellence and building customer relationships in retail and wholesale sales.
- Concepts and principles of selling in a full-service retail and wholesale environment.

Total Credits for Knowledge Modules: 11

Practical Skills Modules:

- Interaction with different types of customers and presenting a positive image.
- Handling customer queries and complaints.
- Providing customer service and building customer relationships.
- Selling products to customers using the sales cycle.
- Using advanced selling techniques.

Total Credits for Practical Skill Modules: 11

Work Experience Modules:

- Processes and procedures for attending to different types of customers, handling queries, and communicating effectively.
- Processes and procedures for providing customer service.

- Processes and procedures for selling products using the sales cycle and advanced techniques in a full-service wholesale or retail sales environment.

Total Credits for Work Experience Modules: 32

EXIT LEVEL OUTCOMES

1. Attend to customers and handle their queries effectively.
2. Build relationships with customers through quality service.
3. Sell goods or services to customers using effective sales techniques.

ASSOCIATED ASSESSMENT CRITERIA

For Exit Level Outcome 1:

- Explain the impact of greeting and acknowledging diverse customers.
- Handle customer queries on product location, stock availability, and promotions effectively.

For Exit Level Outcome 2:

- Discuss the importance of acknowledging customers and providing good service.
- Provide suggestions to build and maintain customer relationships.

For Exit Level Outcome 3:

- Evaluate the sales process from approach to closing, including overcoming objections.
- Demonstrate advanced selling skills such as selling add-ons or alternative products.

INTEGRATED ASSESSMENT

Formative Assessment:

- Internal assessment criteria guide formative assessment in preparation for the external summative assessment.

Summative Assessment:

- External integrated summative assessment through the Quality Council for Trades and Occupation (QCTO) assesses Exit Level Outcomes and associated criteria.

INTERNATIONAL COMPARABILITY

New Zealand (NZ) and Australia:

- Qualifications in these countries focus broadly on retail skills including customer service, sales support, and retail operations. They encompass a wider range of roles and responsibilities compared to the more focused South African qualification.

ARTICULATION OPTIONS

Horizontal Articulation:

- Occupational Certificate: Visual Merchandiser, Level 3.

Vertical Articulation:

- Further Education and Training Certificate: Automotive Sales and Support Services, Level 4.

NOTES

Learning Programmes Recorded Against This Qualification:

None currently recorded.

This qualification aims to equip learners with essential skills for successful retail sales roles, contributing to both individual career development and the overall effectiveness of wholesale and retail businesses.