



	<b>External Assessment Specifications Document</b>			
<b>Curriculum Code</b>	<b>Qualification Title</b>	<b>NQF Level</b>	<b>logo</b>	
522301001	<b>Occupational Certificate: Sales Assistant (General) (Retail Sales Advisor)</b>	<b>3</b>		
	<b>Name</b>	<b>Email</b>	<b>Phone</b>	<b>Logo</b>
<b>Assessment Quality Partner</b>	<b>W&amp;RSETA</b>	<b>imarrian@wrseta.org.za</b>	<b>012-6229500</b>	

## Table of contents

1. ASSESSMENT STRATEGY .....	3
1.1 Assessment Model .....	3
1.2 Qualification Purpose .....	3
1.3 Assessment Standards .....	3
1.3.1 Assessment Standards for the Qualification .....	3
1.3.2 Assessment Standards for Phases .....	4
1.3.3 Assessment Standards for Part Qualifications .....	4
2. ASSIGNMENTS TO BE EVALUATED EXTERNALLY .....	4
3. CRITICAL ASPECTS OF THE INTERNAL ASSESSMENTS TO BE ASSESSED EXTERNALLY .....	5
4. CRITERIA FOR THE REGISTRATION OF ASSESSORS .....	5
5. FOUNDATIONAL LEARNING .....	5
6. ELIGIBILITY REQUIREMENTS FOR THE EXTERNAL ASSESSMENT .....	6
6.1 Qualification .....	6
6.2 Phase 1 .....	7
6.3 Part Qualification .....	7

## **1. ASSESSMENT STRATEGY**

### **1.1 Assessment Model**

An external integrated summative assessment, conducted through the relevant QCTO Assessment Quality Partner is required for the issuing of this qualification. The external integrated summative assessment will focus on the exit level outcomes and associated assessment criteria. The external assessment will consist of a combination of a written assessment (paper or on-line) and the assessment of evidence produced during the workplace experience. The evidence produced during the workplace experience will be assessed at an approved assessment site. The written assessment will be conducted over a period of 3 hours at an approved assessment site. Candidates completing the part qualification will have the external assessment consisting only of a written assessment (paper or online). This written assessment will be conducted over a period of three (3) hours at an approved assessment site.

### **1.2 Qualification Purpose**

The purpose of this qualification is to prepare a learner to operate as a Retail Sales Advisor.

A Retail Sales Advisor sells goods and services such as fast moving consumer goods (FMCG), clothing, furniture, and specialty merchandise in a retail or wholesale environment.

A qualified learner will be able to:

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

### **1.3 Assessment Standards**

#### **1.3.1 Assessment Standards for the Qualification**

##### **Integrated Assessment Focus Area 1**

Attend to customers and handle their queries. (25%)

##### *Associated Assessment Criteria*

- The generally accepted ways of greeting and acknowledging diverse customers is explained in order to promote customer service and create a positive first impression.
- The way in which different types of customers encountered in a wholesale and retail environment should be handled is explained with examples appropriate to the scenarios given.
- The impact that personal appearance, grooming, the use of professional language and housekeeping has on the customer is explained in terms of the image of the sales assistant and the store.
- Responses to customer queries on product location, stock availability and promotions are appropriate to the query and information given.

##### **Integrated Assessment Focus Area 2**

Build relationships with customers by providing quality service. (25%)

##### *Associated Assessment Criteria*

- The importance of acknowledging customers waiting for service is explained in terms of its impact on customer service, sales and the image of the store.

- The impact that good and poor service has on sales in a business is explained in terms of its effect on getting customers to return to the store.
- Suggestions to build relationships with customers are given for situations where the customer is dissatisfied with service received in the past and where customers are happy with service received and will motivate them to recommend the store to others.

### **Integrated Assessment Focus Area 3**

Sell goods or services to customers. (50%)

#### *Associated Assessment Criteria*

- The sale process of a sales advisor in a visual or written scenario is evaluated in terms of: the approach, questioning techniques used, the presentation of the product, meeting the customer's buying needs, overcoming the customer's objections, and closing the sale; and where incorrect, the correct action is suggested and is appropriate to the scenario given.
- The ways that customers could be approached are described using examples and are correct in terms of the scenario given.
- The customer is approached in a manner that engages the customer and starts the sales process.
- The customer is questioned in a manner that results in the sales advisor discovering the buying needs.
- The product is demonstrated to the customer in a manner where features, advantages and benefits are linked to the buying motive or customers buying needs.
- Objections are overcome in a manner that results in the sale being positively closed.
- The sale is closed and results in the conclusion of a sale.
- The use of advanced selling skills including selling add-on products, selling up, selling alternative products or selling supplementary services is demonstrated in a manner that results in sales.

### **1.3.2 Assessment Standards for Phases**

None

### **1.3.3 Assessment Standards for Part Qualifications**

Sales Assistant (General):

- Attends to customers, handles customer queries, builds relationships with customers and provides customer service.

## **2. ASSIGNMENTS TO BE EVALUATED EXTERNALLY**

Evidence produced through the completion of all Work Experiences must be submitted for external assessment. The following is applicable for Retail Sales Advisors completing the full qualification and this includes evidence generated from:

- Processes and procedures for attending to different types of customers, handling customer queries, communicating with customers and providing service.
- Processes and procedures for selling products to customers using the sales cycle and advanced selling techniques in a full service wholesale or retail sales environment (selling products through the sales cycle, use advanced selling techniques).

This evidence will be measured against only the following Associated Assessment Criteria listed below under each Integrated Assessment Focus Area.

#### **Integrated Assessment Focus Area 1:**

Attend to customers and handle their queries.

*Associated Assessment Criteria:*

- Responses to customer queries on product location, stock availability and promotions are appropriate to the query and information given.

#### **Integrated Assessment Focus Area 3:**

Sell goods or services to customers.

*Associated Assessment Criteria:*

- The customer is approached in a manner that engages the customer and starts the sales process. The customer is questioned in a manner that results in the sales advisor discovering the buying needs. The product is demonstrated to the customer in a manner where features, advantages and benefits are linked to the buying motive or customer's buying needs. Objections are overcome in a manner that results in the sale being positively closed. The sale is closed and results in the conclusion of a sale. The use of advanced selling skills including selling add-on products, selling up, selling alternative products or selling supplementary services is demonstrated in a manner that results in sales.

### **3. CRITICAL ASPECTS OF THE INTERNAL ASSESSMENTS TO BE ASSESSED EXTERNALLY**

- The evidence produced during the Workplace Experience must be submitted together with the Logbook for assessment by an AQP registered assessor as part of the external summative assessment

### **4. CRITERIA FOR THE REGISTRATION OF ASSESSORS**

- Qualified assessor
- A Sales Supervisor/Manager of wholesale or retail store and have at least 2 years' experience working in a sales environment.

### **5. FOUNDATIONAL LEARNING**

## 6. ELIGIBILITY REQUIREMENTS FOR THE EXTERNAL ASSESSMENT

In order to qualify for the external summative assessment learners must have a copy of a completed and signed Statement of Work Experience as well as proof of successful completion of the following subjects and modules or alternative programmes where applicable.

### 6.1 Qualification

	<i>Proof of Knowledge Modules</i>			<i>OR</i>			<i>Proof of Alternative Programmes</i>	
<i>Number</i>	<i>Title</i>	<i>NQF Level</i>	<i>Credits</i>		<i>Number</i>	<i>Title</i>	<i>NQF Level</i>	<i>Credits</i>
522301001-KM-01	Principles of attending to different types of customers and resolving customer queries impacting on sales	2	4					
522301001-KM-02	Principles of service excellence and building customer relationships in retail and wholesale sales	3	3					
522301001-KM-03	Concepts and principles of selling in a full service retail and wholesale environment	3	4					

	<i>Proof of Practical Skill Modules</i>			<i>OR</i>			<i>Proof of Alternative Programmes</i>	
<i>Number</i>	<i>Title</i>	<i>NQF Level</i>	<i>Credits</i>		<i>Number</i>	<i>Title</i>	<i>NQF Level</i>	<i>Credits</i>

522301001-PM-01	Interact with different types of customers and present a positive image	2	2					
522301001-PM-02	Handle customer queries and complaints	2	2					
522301001-PM-03	Provide customer service and build customer relationships	3	2					
522301001-PM-04	Sell products to customers using the sales cycle	3	3					
522301001-PM-05	Use advanced selling techniques	3	2					

**And**

**Statement of Work experience**

**6.2 Phase 1**

No Phase Tests applicable

**6.3 Part Qualification**

**Part Qualification 1:**

**Title:**

Customer service assistant, NQF Level 3, Credits 31

**Purpose:**

The purpose of this part qualification is to prepare a learner to operate as a customer Service Assistant by attending to customers, resolves queries, providing customer service and builds customer relationships in a retail or wholesale environment.

**Applicable Modules (Rules of Combination)**

**Knowledge Modules:**

522301001 - Retail Sales Advisor

- 522301001-KM-01, Principles of attending to different types of customers and resolving customer queries impacting on sales, NQF Level 2, Credits 4
- 522301001-KM-02, Principles of service excellence and building customer relationships in retail and wholesale sales, NQF Level 3, Credits 3

Total number of credits for Knowledge Modules: 7

Practical Skill Modules:

- 522301001-PM-01, Interact with different types of customers and present a positive image, NQF Level 2, Credits 2
- 522301001-PM-02, Handle customer queries and complaints, NQF Level 2, Credits 2
- 522301001-PM-03, Provide customer service and build customer relationships, NQF Level 3, Credits 2

Total number of credits for Practical Skill Modules: 6

This qualification also requires the following Work Experience Modules:

- 522301001-WM-01, Processes and procedures for attending to different types of customers, handling customer queries and communicating with customers, NQF Level 2, Credits 10
- 522301001-WM-02, Processes and procedures for providing customer service, NQF Level 3, Credits 8

Total number of credits for Work Experience Modules: 18

Assessment Qualification Standards:

- Attend to customers and handle their queries (25%)
- Build relationships with customers by providing quality service (25%)