**PROGRAMME STRATEGY DOCUMENT**

**5222301001 OC SALES ADVISOR, NQF level 3, Credits 54**

|  |  |
| --- | --- |
| **Purpose of the programme** | 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 speciality 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. |
| **Programme description** | This qualification consists of Compulsory Knowledge, Practical Skill and Work Experience modules. |
| **Alignment and learning outcomes** | **Knowledge Modules:**  This qualification is made up of the following compulsory Knowledge and Practical Skills Modules:   **Knowledge Modules:**  522301001-KM-01: Principles of attending to different types of customers and resolving customer queries impacting on sales, Level 2, 4 Credits.  522301001-KM-02: Principles of service excellence and building customer relationships in retail and wholesale sales, Level 3, 3 Credits.  522301001-KM-03: Concepts and principles of selling in a full-service retail and wholesale environment, Level 3, 4 Credits.  Total number of credits for Knowledge Modules: 11.  **Practical Skills Modules:**  522301001-PM-01: Interaction with different types of customers and present a positive image, NQF Level 2, 2 Credits.  522301001-PM-02: Handle customer queries and complaints, Level 2, 2 Credits.  522301001-PM-03: Provide customer service and build customer relationships, Level 3, 2 Credits.  522301001-PM-04: Sell products to customers using the sales cycle, Level 3, 3 Credits.  522301001-PM-05: Use advanced selling techniques, Level 3, 2 Credits.  Total number of credits for Practical Skill Modules: 11.  **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, Level 2, 10 Credits.  522301001-WM-02: Processes and procedures for providing customer service, Level 3, 8 Credits.  522301001-WM-03: 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, Level 03, 14 Credits.  Total number of credits for Work Experience Modules: 32.  **EXIT LEVEL OUTCOMES**  1. Attend to customers and handle their queries.  2. Build relationships with customers by providing quality service.  3. Sell goods or services to customers. |
| **Programme articulation options and learning pathways** | This qualification allows possibilities for both horizontal and vertical articulation.  **Horizontal Articulation:**  Occupational Certificate: Visual Merchandiser, Level 3.   **Vertical Articulation;**  Further Education and Training Certificate: Automotive Sales and Support Services, Level 4 (ID 62489). |
| **Entry requirements** | NQF Level 1 with Mathematics and Communication |
| **Programme design and delivery** | **Learning strategy and delivery method**  The programme is offered face-to-face. Facilitation methods for the knowledge component include lecturing, group discussions and a variety of activities such as projects, role plays and case studies.  **Workplace experience**  Workplace experience is guided by the workplace experience guide.  **Time allocation per component**  Time allocation per component is guided by the notional hours for each component, namely  Knowledge component: 11 credits = 110 notional hours  Practical component: 11 credits = 110 notional hours  Workplace experience component: 32 credits = 320 hours (40 days)  **Prescribed content/reading**  The learner’s guide is comprehensive, covering all knowledge requirements. This is supplemented by a bibliography for further reading at the end of the learner’s guide.  **Media, aids and equipment**  Training aids include the learner’s guide, facilitator’s guide, workbook, knowledge tests and assessment guide.  Media, aids and equipment for practical training and workplace experience should be available at the accredited workplace as per the requirements for practical and workplace experience, namely a real or simulated wholesale/retail environment. |
| **Assessment strategy** | **Formative assessment and methods of internal assessment**  Formative assessment is conducted by means of formative assessment activities throughout the programme, with feedback to learners by the facilitator.  Knowledge tests are written at the end of each module (knowledge component).  **External Integrated Summative Assessment**  External Integrated Summative Assessment is conducted by an accredited Assessment Centre only after learners have successfully completed the internal assessments.  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 including foundational learning competence.  **RPL opportunities**  RPL for access to the external Integrated Summative Assessment: Accredited providers and approved workplaces must apply the internal assessment criteria specified in the related curriculum document to establish and confirm prior learning. Accredited providers and workplaces must confirm prior learning by issuing a statement of result or certifying a work experience record.  RPL for access to the qualification: Accredited providers and approved workplaces may recognise prior learning against the relevant access requirements. |
| **Learner support** | Learners are supported by means of an orientation guide.  Feedback on progress sis given by means of feedback on formative assessment activities and on knowledge tests. |
| **Programme evaluation** | Programme evaluation is to be conducted by the training provider using ist standard mechanisms for programme evaluation.  Facilitator evaluation is to be conducted by the training provider using ist standard mechanisms for programme evaluation.  Logistics evaluation is to be conducted by the training provider using ist standard mechanisms for programme evaluation. |

**ALIGNMENT MATRIX**

**QUAL ID 522301001 OC SALES ADVISOR**