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**RETAIL SALES ADVISOR**

**Aligned with Curriculum 522301001**

**WORKPLACE EXPERIENCE LOG**

**Retail sales advisor**

**Curriculum 522301001**

**Workplace experience**

|  |  |
| --- | --- |
| **Company** |  |
| **Learner name & surname** |  |
| **Learner ID number** |  |
| **Learner signature** |  |
| **Line manager name & surname** |  |

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| 1 Occupational profile |

## 1.1 Occupational purpose

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

A retail sales advisor:

* Attends to different types of customers and resolve queries. (NQF Level 2)
* Provides customer service and build customer relationships. (NQF Level 3)
* Sells products in a full-service retail and wholesale sales environment. (NQF Level 3)

## 1.2 Occupational task details

**1.2.1 Attend to different types of customers and resolve queries (NQF Level 2)**

**Unique Product or Service:**

Attended customers and resolved queries.

**Occupational Responsibilities:**

* Interact with different types of customers and present a positive image.
* Handle customer queries and complaints.

**Occupational Contexts:**

Processes and procedures for attending to different types of customers, handling customer queries and communicating with customers.

**1.2.2 Provide customer service and build customer relationships (NQF Level 3)**

**Unique Product or Service:**

Optimised customer relationships.

**Occupational Responsibilities:**

Provide customer service and build customer relationships.

**Occupational Contexts:**

Processes and procedures for providing customer service.

**1.2.3 Sell products in a full service retail and wholesale sales environment (NQF Level 3)**

**Unique Product or Service:**

Sales targets met or exceeded.

**Occupational Responsibilities:**

* Sell products to customers using the sales cycle.
* Use advanced selling techniques.

**Occupational Contexts:**

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.

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| 2 Purpose of the workplace experience modules |

The focus of the work experience is on providing the learner an opportunity to gain exposure to communicating with and attending to a variety of customers and handling their queries in a retail or wholesale environment. The Learner will be required to successfully complete each Work Experience for at least one week under supervision before operating for one weeks independently. Work experience for the different modules may occur concurrently.

The learning contact time which constitutes the total amount of time during which the learner needs to have access to the workplace to enable him or her to acquire the knowledge and understanding specified for this module is 12.5 days after which the assessment may take place.

The learner will be required to:

* WM-01-WE01: Attend to different types of customers
* WM-01-WE02: Handle a variety of customer queries in the outlet

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| 3 List of workplace experience module specifications |

* 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
* 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, NQF Level 03, Credits 14

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| 4 Criteria for workplace approval |

## 4.1 Physical requirements

Operational wholesale or retail store serving a variety of customers.

## 4.2 Human resource requirements:

Supervisor/Manager with at least 1 year experience of serving customers and handling customer queries.

## 4.3 Legal Requirements:

Registered as a formal business.

Compliant with all relevant legal requirements for a wholesale or retail store.

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| 5 Workplace experience |

## 5.1 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

### 5.1.1 Purpose of the Work Experience Modules

The focus of the work experience is on providing the learner an opportunity to gain exposure to communicating with and attending to a variety of customers and handling their queries in a retail or wholesale environment. The Learner will be required to successfully complete each Work Experience for at least one week under supervision before operating for one weeks independently. Work experience for the different modules may occur concurrently.

The learning contact time which constitutes the total amount of time during which the learner needs to have access to the workplace to enable him or her to acquire the knowledge and understanding specified for this module is 12.5 days after which the assessment may take place.

The learner will be required to:

* WM-01-WE01: Attend to different types of customers
* WM-01-WE02: Handle a variety of customer queries in the outlet

### 5.1.2 Guidelines for Work Experiences

#### 5.1.2.1 WM-01-WE01: Attend to different types of customers

***Scope of Work Experience***

The person will be expected to engage in the following work activities:

* WA0101 Greet customers appropriately according to organisational standards
* WA0102 Acknowledge unattended customers
* WA0103 Communicate with customers in a verbal and non-verbal manner

#### 5.1.2.2 WM-01-WE02: Handle a variety of customer queries in the outlet

***Scope of Work Experience***

The person will be expected to engage in the following work activities:

* WA0201 Apply active listening skills when handling customer queries
* WA0202 Handle a variety of customer queries in line with organisational processes and procedures
* WA0203 Escalate queries in line with organisational processes and procedures

## 5.2 522301001-WM-02: Processes and procedures for providing customer service, NQF Level 3, Credits 8

### 5.2.1 Purpose of the Work Experience Modules

The focus of the work experience is on providing the learner an opportunity to gain exposure to providing customer service in a wholesale or retail outlet. The learner will be required to successfully complete each Work Experience for at least 1 week under supervision before operating independently for a further 1 week. Work experience for the different modules may occur concurrently.

The learning contact time constitutes the total amount of time during which the learner needs to have access to the workplace to enable him or her to acquire the knowledge and understanding specified for this module is 10 days after which the assessment may take place.

The learner will be required to:

* WM-02-WE01: Provide service to customers
* WM-02-WE02: Enhance customer relationships

### 5.2.2 Guidelines for Work Experiences

#### 5.2.2.1 WM-02-WE01: Provide service to customers

***Scope of Work Experience***

The person will be expected to engage in the following work activities:

* WA0101 Promote a positive and professional image and greet customers in line with organisational standards
* WA0102 Provide customer service to a variety of customers including finding the product or offering alternative products in line with organisational standards

**5.2.2.2. WM-02-WE02: Enhance customer relationships**

***Scope of Work Experience***

The person will be expected to engage in the following work activities:

* WA0201 Use organisational customer loyalty programmes or additional services to enhance customer relationships
* WA0202 Re-serving or maintaining existing customer relationships in line with organisational processes and procedures
* WA0203 Give the customer a final greeting that encourages the customer to return to the store

## 5.3 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, NQF Level 03, Credits 14

### 5.3.1 Purpose of the Work Experience Modules

The focus of the work experience is on providing the learner an opportunity to gain exposure to all processes for selling products using the sales cycle including approaching customers, qualifying their needs, demonstrating products, overcoming objections, closing the sale and providing after sales service as well as demonstrating advanced selling techniques including add-on sales, supplementary services, selling up, selling alternative products and prospecting for new customers. The Learner will be required to successfully complete each Work Experience for at least 2 weeks under supervision before operating independently for a further 2 weeks.

The learning contact time which constitutes the total amount of time during which the learner needs to have access to the workplace to enable him or her to acquire the knowledge and understanding specified for this module is 17.5 days after which the assessment may take place.

The learner will be required to:

* WM-03-WE01: Sell products using the sales cycle
* WM-03-WE02: Use advanced selling techniques

### 5.3.2 Guidelines for Work Experiences

#### 5.3.2.1 WM-03-WE01: Sell products using the sales cycle

#### Scope of work experience

The person will be expected to engage in the following work activities:

* WA0101 Approach the customer in line with organisational standards
* WA0102 Qualify the customer's needs using questioning techniques
* WA0103 Demonstrate the product in line with organisational standards highlighting product features, advantages and benefits
* WA0104 Link the product benefits to the customer's buying needs
* WA0105 Overcome objections in line with organisational standards
* WA0106 Use closing techniques to close the sale in line with organisational standards
* WA0107 Demonstrate providing after sales service in line with organisational standards

#### 5.3.2.2 WM-03-WE02: Use advanced selling techniques

***Scope of Work Experience***

The person will be expected to engage in the following work activities:

* WA0201 Sell add-on products or supplementary services in line with organisational standards
* WA0202 Use selling up techniques or offer alternative products in line with organisational standards
* WA0203 Prospecting new customers in line with organisational processes and procedures

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| 6 Practical training log |

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| **Curriculum Number:** | 522301001 |
| **Curriculum Title:** | Retail Sales Advisor |

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| **LEARNER DETAILS** | |
| **Name:** |  |
| **ID Number:** |  |

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| **EMPLOYER DETAILS** | |
| **Company Name:** |  |
| **Address:** |  |
| **Supervisor Name:** |  |
| **Work Telephone:** |  |
| **E-Mail:** |  |

## 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

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| **WM-01-WE01** | **Attend to different types of customers** | | |
| **Scope Work Experience** | | **Date** | **Signature** |
| WA0101 | Greet customers appropriately according to organisational standards |  |  |
| WA0102 | Acknowledge unattended customers |  |  |
| WA0103 | Communicate with customers in a verbal and non- verbal manner |  |  |
| **Supporting Evidence** | | **Date** | **Signature** |
| SE0101 | Documentary evidence confirming that the learner has greeted a variety of customers in line with organisational standards, signed off by the learner's supervisor |  |  |
| SE0102 | Documentary evidence confirming that the learner has acknowledged a variety of unattended customers in line with organisational standards, signed off by the learner's supervisor |  |  |
| SE0103 | Documentary evidence confirming that the learner has communicated verbally and non-verbally with a variety of customers in line with organisational standards, signed off by the learner's supervisor |  |  |
| **WM-01-WE02** | **Handle a variety of customer queries in the outlet** | | |
| **Scope Work Experience** | | **Date** | **Signature** |
| WA0201 | Apply active listening skills when handling customer queries |  |  |
| WA0202 | Handle a variety of customer queries in line with organisational processes and procedures |  |  |
| WA0203 | Escalate queries in line with organisational processes and procedures |  |  |
| **Supporting Evidence** | | **Date** | **Signature** |
| SE0201 | Documentary evidence confirming the learner has listened to the customer and understood their query when handling customer queries, signed off by the learner's supervisor |  |  |
| SE0202 | Documentary evidence confirming the learner has followed organisational processes and procedures when handling a variety of customer queries for at least four (4) queries, signed off by the learner's supervisor |  |  |
| SE0203 | Documentary evidence confirming that the learner has appropriately escalated queries they cannot solve in line with organisational requirements, signed off by the learner's supervisor |  |  |
| **Contextualised Workplace Knowledge** | | **Date** | **Signature** |
| 1 | Organisational standards for attending to a variety of customers in a wholesale or retail environment |  |  |
| 2 | Organisational policies and procedures for communicating with customers |  |  |
| 3 | Organisational policies and procedures for handling a variety of customer queries |  |  |
| 4 | Organisational policies and procedures for escalating customer queries |  |  |
| 5 | Organisational store layout |  |  |
| 6 | Organisational policies and procedures for handling product availability queries |  |  |
| 7 | Organisational policies and procedures for directing customers to different departments within an outlet |  |  |
| 8 | Organisational customer service standards |  |  |

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| **Additional Assignments to be Assessed Externally** | | **Date** | **Signature** |
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## 522301001-WM-02, Processes and procedures for providing customer service, NQF Level 3, Credits 8

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| **WM-02-WE01** | **Provide service to customers** | | |
| **Scope Work Experience** | | **Date** | **Signature** |
| WA0101 | Promote a positive and professional image and greet customers in line with organisational standards |  |  |
| WA0102 | Provide customer service to a variety of customers including finding the product or offering alternative products in line with organisational standards |  |  |
| **Supporting Evidence** | | **Date** | **Signature** |
| SE0101 | Documentary evidence confirming that the learner has promoted a positive and professional image and has greeted customers in line with organisational standards |  |  |
| SE0102 | Documentary evidence confirming that the learner has provided customer service to a variety of customers in line with organisational standards including finding the right product or offering alternative products, signed off by the learner's supervisor |  |  |
| SE0103 | A checklist designed by the learner detailing all aspects required to promote a positive and professional image in line with organisational standards, signed off by the learner's supervisor |  |  |
| **WM-02-WE02** | **Enhance customer relationships** | | |
| **Scope Work Experience** | | **Date** | **Signature** |
| WA0201 | Use organisational customer loyalty programmes or additional services to enhance customer relationships |  |  |
| WA0202 | Re-serving or maintaining existing customer relationships in line with organisational processes and procedures |  |  |
| WA0203 | Give the customer a final greeting that encourages the customer to return to the store |  |  |
| **Supporting Evidence** | | **Date** | **Signature** |
| SE0201 | Documentary evidence confirming that the learner has offered customer loyalty programmes or additional services according to organisational policies and procedures for at least five (5) customer interactions, signed off by the learner's supervisor |  |  |
| SE0202 | Documentary evidence confirming that the learner has re-served or maintained at least five (5) existing customers in line with organisational processes and procedures. |  |  |
| SE0203 | Documentary evidence confirming that the learner has given the customer a final greeting that encourages the customer to return to the store for at least five (5) customer interactions |  |  |
| **Contextualised Workplace Knowledge** | | **Date** | **Signature** |
| 1 | Organisational policies and procedures for building customer relationships in a full or partial service sales environment |  |  |
| 2 | Organisational policies and procedures for re-serving and maintaining existing customers |  |  |
| 3 | Organisational policies and procedures for promoting customer loyalty programmes |  |  |
| 4 | Organisational policies and procedures for promoting additional customer services |  |  |
| 5 | Organisational policies and procedures for promoting a positive and professional image in the workplace |  |  |
| 6 | Organisational policies and procedures for housekeeping |  |  |
| **Additional Assignments to be Assessed Externally** | | **Date** | **Signature** |
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## 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, NQF Level 03, Credits 14

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| **WM-03-WE01** | **Sell products using the sales cycle** | | |
| **Scope Work Experience** | | **Date** | **Signature** |
| WA0101 | Approach the customer in line with organisational standards |  |  |
| WA0102 | Qualify the customer's needs using questioning techniques |  |  |
| WA0103 | Demonstrate the product in line with organisational standards highlighting product features, advantages and benefits |  |  |
| WA0104 | Link the product benefits to the customer's buying needs |  |  |
| WA0105 | Overcome objections in line with organisational standards |  |  |
| WA0106 | Use closing techniques to close the sale in line with organisational standards |  |  |
| WA0107 | Demonstrate providing after sales service in line with organisational standards |  |  |
| **Supporting Evidence** | | **Date** | **Signature** |
| SE0101 | Documentary evidence confirming that the learner has complied with organisational procedures when approaching the customer, qualifying the customer's needs, demonstrating the product, linking the product benefits to the customer's needs, overcoming objections, closing the sale and providing after sales service, authenticated by the learner's supervisor, for at least five (5) customers |  |  |
| SE0102 | Documentary evidence confirming the sale for at least five (5) customers served where the sales cycle was demonstrated, signed off by the learner's supervisor |  |  |
| SE0103 | Documentary evidence from the learner, evaluating the reasons for an unsuccessful sale |  |  |
| **WM-03-WE02** | **Use advanced selling techniques** | | |
| **Scope Work Experience** | | **Date** | **Signature** |
| WA0201 | Sell add-on products or supplementary services in line with organisational standards |  |  |
| WA0202 | Use selling up techniques or offer alternative products in line with organisational standards |  |  |
| WA0203 | Prospecting new customers in line with organisational processes and procedures |  |  |
| **Supporting Evidence** | | **Date** | **Signature** |
| SE0201 | Documentary evidence that the learner has sold add- on products or supplementary services (such as extended warrantees, extended guarantees, product protection products, insurance, deliveries or installations), for at least five (5) customers served, signed off by the learner's supervisor |  |  |
| SE0202 | Documentary evidence confirming that selling up techniques or offering alternative products have been used with two (2) customers served, signed off by the learner's supervisor |  |  |
| SE0203 | Documentary evidence confirming that the learner  has prospected at least five (5) new customers in line with organisational processes and procedures |  |  |

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| **Contextualised Workplace Knowledge** | | **Date** | **Signature** |
| 1 | Organisational standards for selling products to customers using the sales cycle |  |  |
| 2 | Organisational policies and procedures for selling using the sales cycle |  |  |
| 3 | Organisational policies and procedures for providing after sales service |  |  |
| 4 | Organisational policies and procedures for providing add-on sales |  |  |
| 5 | Organisational policies and procedures for providing supplementary services including extended warrantees, extended guarantees, product protection products, insurance, deliveries or installations |  |  |
| 6 | Organisational policies and procedures for selling up or offering alternative products |  |  |
| 7 | Organisational policies and procedures for prospecting for new customers |  |  |
| **Additional Assignments to be Assessed Externally** | | **Date** | **Signature** |
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