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**SOUTH AFRICAN QUALIFICATIONS AUTHORITY  
REGISTERED QUALIFICATION:**

**Occupational Certificate: Sales Assistant (General) (Retail Sales Advisor)**

SAQA QUAL ID	QUALIFICATION TITLE			
99669	Occupational Certificate: Sales Assistant (General) (Retail Sales Advisor)			
ORIGINATOR				
Development Quality Partner - W&RSETA				
PRIMARY OR DELEGATED QUALITY ASSURANCE FUNCTIONARY			NQF SUB-FRAMEWORK	
-			OQSF - Occupational Qualifications Sub-framework	
QUALIFICATION TYPE	FIELD	SUBFIELD		
Occupational Certificate	Field 11 - Services	Wholesale and Retail		
ABET BAND	MINIMUM CREDITS	PRE-2009 NQF LEVEL	NQF LEVEL	QUAL CLASS
Undefined	54	Not Applicable	NQF Level 03	Regular-ELOAC
REGISTRATION STATUS		SAQA DECISION NUMBER	REGISTRATION START DATE	REGISTRATION END DATE
Registered		SAQA 06116/17	2017-03-10	2020-03-10
LAST DATE FOR ENROLMENT		LAST DATE FOR ACHIEVEMENT		
2021-03-10		2024-03-10		

*In all of the tables in this document, both the pre-2009 NQF Level and the NQF Level is shown. In the text (purpose statements, qualification rules, etc), any references to NQF Levels are to the pre-2009 levels unless specifically stated otherwise.*

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 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.

Rationale:

In the Wholesale and Retail sector, the position of a Sales Assistant is critical to the functioning of the business, as money coming into the business comes through sales. The Sales Assistant also builds relationships with customers, encouraging future sales and referrals.

More specifically, there are two roles that are relevant to this occupational code within the Wholesale and Retail sector. The first is a Sales Assistant, who interacts with customers, responds to queries and provides customer service in both a partial and a full-service retail environment. The second is a Retail Sales Advisor, who actively leads customers through the sales cycle and guides them to make the buying decision for products that meet their needs in addition to interacting with them and providing customer service.

There is therefore a great necessity for a qualification that develops the skills and knowledge needed by not only addresses the skill needs of the Sales Assistant, but one that a Sales Assistant seeking to progress to a position of a retail Sales Advisor.

The industry is in need of qualified people to fill these roles. Accordingly, the qualification is vital as is evident by the large number of Sales Assistants and Retail Sales Advisors employed in the industry. The National Certificate in Wholesale and Retail Operations (NQF Level 3) which this qualification provided individuals in the sales assistant position with a broad view of the occupation and did not specifically cater for a Sales Assistant or a Retail Sales Advisor.

The Wholesale and Retail sector has identified the Sales Assistant (Retail Sales Advisor) qualification as one which is critical for the development of the Retail and wholesale sectors. This has been supported by a variety of stakeholders from all regions through their participation in monthly stakeholder forums.

Those who can benefit from this qualification include a Sales Assistant in a retail or wholesale store and a Retail Sales Advisor in a full-service retail store. This qualification will not only benefit the learners completing it, but also society and the economy as wholesale and retail businesses will be able to function more effectively with trained staff members. Staff will be developed who have the knowledge, skills and work experience to sell the products to customers that meet their buying needs, to reduce unnecessary returns, that is returns which incur losses to the business whilst also promoting service excellence.

Sales mean income to a wholesale or retail business. Skilled employees who are able to increase this income generation and improve the image of the business will be able to contribute to the profitability of these businesses. This qualification will also help to reduce the unemployment levels in the South African job market as more qualified Sales Assistants and Retail Sales Advisors will be qualified.

#### **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 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.

Entry Requirements:

- NQF Level 1 with Mathematics and Communication.

#### **RECOGNISE PREVIOUS LEARNING?**

Y

#### **QUALIFICATION RULES**

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.

### **ASSOCIATED ASSESSMENT CRITERIA**

#### Associated Assessment Criteria for Exit Level Outcome 1:

- The generally accepted ways of greeting and acknowledging diverse customers in order to promote customer service and create a positive first impression are explained.
- 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 appropriately made and information given in regard to the query.

#### Associated Assessment Criteria for Exit Level Outcome 2:

- 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 the service received in the past and also in cases where customers are happy with the service received so as to motivate them to recommend the store to others.

#### Associated Assessment Criteria for Exit Level Outcome 3:

- 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 appropriate to the scenario.
- The ways that customers could be approached are described using examples that are correct in terms of the scenario given.

- The manner in which a customer is approached to engage the customer and starts the sales process is demonstrated.
- The customer is questioned in a manner that results in the sales advisor identifying 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 dealt with in a manner that results in the sale being positively closed.
- The sale is closed.
- 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.

Integrated Assessment:

Integrated Formative Assessment:

The skills development provider will use the curriculum to guide them on the stipulated internal assessment criteria and weighting. They will also apply the scope of practical skills and applied knowledge as stipulated by the internal assessment criteria. This formative assessment leads to entrance into the integrated external summative assessment.

Integrated Summative Assessment:

An external integrated summative assessment, conducted through the relevant Quality Council Trading Occupation 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.

## **INTERNATIONAL COMPARABILITY**

A search was conducted on qualifications that impact on the Sales Assistant in the Wholesale and Retail sector as well as on the requirements set for similar occupational codes and broader qualifications in retail. The following countries were selected to conduct the exercise:

- New Zealand (NZ).
- Australia.

In New Zealand, there is a clear learning pathway that a learner can be involved in through moving from level 2 to Level 4 in a sales career which results in the sales assistant being able to work in a wide variety of sales workplaces. A National Certificate in Retail (Customer Service and Sales Support) Level 2 (Ref: 2234) covers skills required for a sales assistant attending to customers and providing customer service. However, it is a qualification in Retail and not in Retail Sales. It also covers subjects relating to health and safety, team work and problem-solving.

In Australia, the Certificate II in Retail covers the following areas: face-to-face selling and buyer behaviour; sales covered organising activities, contribution to decision making for the role of Retail Assistant, Retail Manager, Sales Manager or Sales Representative.

Conclusion:

This qualification is narrower than similar qualifications internationally due to the fact that it is based on the South African occupational codes and is not a broad-based qualification for the sector. Internationally the qualifications are broader and include other occupations like till operations, stock counting and even buying skills which in the South African context are covered by a number of different occupation codes.

This qualification, however, provides the necessary skills for individuals to cover all aspects required for a Sales Assistant or Retail Sales Advisor operating in a full-service sales environment anywhere in the world.

## **ARTICULATION OPTIONS**

Horizontal Articulation:

- Occupational Certificate: Visual Merchandiser, Level 3.

Vertical Articulation;

- Further Education and Training Certificate: Automotive Sales and Support Services, Level 4 (ID 62489).

**MODERATION OPTIONS**

N/A

**CRITERIA FOR THE REGISTRATION OF ASSESSORS**

N/A

**NOTES**

N/A

**LEARNING PROGRAMMES RECORDED AGAINST THIS QUALIFICATION:**

**NONE**

**PROVIDERS CURRENTLY ACCREDITED TO OFFER THIS QUALIFICATION:**

*This information shows the current accreditations (i.e. those not past their accreditation end dates), and is the most complete record available to SAQA as of today. Some Primary or Delegated Quality Assurance Functionaries have a lag in their recording systems for provider accreditation, in turn leading to a lag in notifying SAQA of all the providers that they have accredited to offer qualifications and unit standards, as well as any extensions to accreditation end dates. The relevant Primary or Delegated Quality Assurance Functionary should be notified if a record appears to be missing from here.*

**NONE**

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