



	External Assessment Specifications Document			
Curriculum Code	Qualification Title	NQF Level		
522301001	Occupational Certificate: Sales Assistant (General) (Retail Sales Advisor)	3		
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DQP Representative Signature

Date

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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 3 hours at an approved assessment site.

1.2 Qualification Purpose

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

An/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.
- Coordinate the activities of staff in the perishable goods department and maintain compliance with cold chain requirements and company and safety standards.
- Handle, move and display perishable goods according to produce requirements and maintain cold chain standards whereby minimising stock shrinkage.
- Apply merchandising principles and conduct merchandising activities to maintain display areas in compliance with company and safety standards.

1.3 Assessment Standards

1.3.1 Assessment Standards for the Qualification

Integrated Assessment Focus Area 1

Attend to customers and handle their queries (15%)

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 (15%)

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 (25%)

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.

Integrated Assessment Focus Area 4

Coordinate perishable goods displays, sales and compliance with cold chain requirements and legislation (15%)

Associated Assessment Criteria

- Monitor and oversee the operational activities in the perishable goods department while ensuring compliance with cold chain and food safety requirements and address deviations from required standards
- Coordinate perishable goods replenishers in the perishable goods section using planning, monitoring, reporting and scheduling principles and techniques
- Deal with customer queries and complaints
- Apply shrinkage control measures to prevent shrinkage/stock loss
- Conduct an internal self-audit to ensure compliance with legislation and company standards and identify and rectify deviations

Integrated Assessment Focus Area 5

Replenish chillers, freezer and shelves with perishable goods and maintain cold chain requirements (15%)

Associated Assessment Criteria

- Cold chain requirements are applied to maintain the quality of perishable goods and comply with legal requirements
- Stock rotation and replenishment principles and methods are applied in the perishable goods department to maintain stock levels and quality
- Expired and damaged stock is disposed of in compliance with legislation and food safety requirements
- Food safety principles are understood and applied to maintain a compliant perishable goods work area
- Customer queries are dealt with applying product information according to company procedure and policies
- The importance of correct pricing on labels, stock counting, and prevention of stock shrinkage is explained

Integrated Assessment Focus Area 6

Replenish shelves and merchandise displays according to merchandising requirements and standards whereby minimizing stock shrinkage (15%)

Associated Assessment Criteria

- Merchandise is moved from receiving/storage to sales area and marked using labels, tickets and signage
- Goods are merchandised for display (everyday merchandising) and displays are maintained
- Displays for special events are created and maintained by applying merchandising principles
- Stock rotation and replenishment principles and methods are applied in the perishable goods department to maintain stock levels and quality
- Expired and damaged stock is disposed of in compliance with legislation and safety requirements
- The importance of correct pricing on labels, stock counting, and prevention of stock shrinkage is explained

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. 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 (Sell products using 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

Is required in order to qualify for the external summative assessment.

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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					
522301001-KM-04	Monitoring and Control of Perishable Goods and Cold Chain Compliance	3	12					
522301001-KM-05	Perishable Goods and Cold Chain	2	8					

	Requirements							
522301001-KM-06	Merchandising and Replenishment in Wholesale and Retail Stores	2	6					

	<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					
522301001-PM-06	Coordinate the Activities in the Perishable Goods Department Ensuring Cold Chain	3	12					

	Compliance is Achieved and Maintained							
522301001-PM-07	Handle and Move Perishable Goods and Replenish Shelves According to Cold Chain Requirements	2	6					
522301001-PM-08	Merchandise Stock According to Store Planogram/Wire diagram	2	5					

And

Statement of Work experience

6.2 Phase 1

No Phase Tests applicable

6.3 Part Qualification

Part Qualification 1:

Title:

Retail Sales Advisor, NQF Level 3, Credits 54

Purpose:

The purpose of this part qualification is to prepare a learner to operate as a Retail Sales Advisor and sell goods and services such as fast moving consumer goods (FMCG), clothing, furniture and specialty merchandise in a retail or wholesale environment.

Applicable Modules (Rules of Combination)

Knowledge Modules:

- 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
- 522301001-KM-03, Concepts and principles of selling in a full service retail and wholesale environment, NQF Level 3, Credits 4

Total number of credits for Knowledge Modules: 11

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
- 522301001-PM-04, Sell products to customers using the sales cycle, NQF Level 3, Credits 3
- 522301001-PM-05, Use advanced selling techniques, NQF Level 3, Credits 2

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, 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

Total number of credits for Work Experience Modules: 32

Assessment Qualification Standards:

- Attend to customers and handle their queries (15%)
- Build relationships with customers by providing quality service (15%)
- Sell goods or services to customers (25%)

Part Qualification 2:

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-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 (15%)
- Build relationships with customers by providing quality service (15%)

Part Qualification 3:

Title:

Perishable Goods Department Coordinator, NQF Level 3, Credits 79

Purpose:

The purpose of this part qualification is to prepare a learner to operate as a Perishable Goods Department Coordinator and to coordinate staff and the supply of perishable goods, whilst controlling and maintaining compliance to company standards and safety

Applicable Modules (Rules of Combination)

Knowledge Modules:

- 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-04, Monitoring and Control of Perishable Goods and Cold Chain Compliance, NQF Level 3, Credits 12
- 522301001-KM-05, Perishable Goods and Cold Chain Requirements, NQF Level 2, Credits 8

Total number of credits for Knowledge Modules: 24

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-06, Coordinate the Activities in the Perishable Goods Department Ensuring Cold Chain Compliance is Achieved and Maintained, NQF Level 3, Credits 12
- 522301001-PM-07, Handle and Move Perishable Goods and Replenish Shelves According to Cold Chain Requirements, NQF Level 2, Credits 6

Total number of credits for Practical Skill Modules: 22

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-04, Cold Chain Control and Perishable Goods Monitoring, NQF Level 3, Credits 12
- 522301001-WM-05, Perishable Goods Department and Cold Chain Requirements, NQF Level 2, Credits 11

Total number of credits for Work Experience Modules: 33

Assessment Qualification Standards:

- Attend to customers and handle their queries (15%)
- Coordinate perishable goods displays, sales and compliance with cold chain requirements and legislation (15%)
- Replenish chillers, freezer and shelves with perishable goods and maintain cold chain requirements (15%)

Part Qualification 4:

Title:

Perishable Goods Replenisher, NQF Level 2, Credits 25

Purpose:

The purpose of this part qualification is to prepare a learner to operate as a Perishable Goods Replenisher and to handle, move and display perishable goods according to produce requirements and maintain cold chain standards whereby minimising stock shrinkage

Applicable Modules (Rules of Combination)

Knowledge Modules:

- 522301001-KM-05, Perishable Goods and Cold Chain Requirements, NQF Level 2, Credits 8

Total number of credits for Knowledge Modules: 8

Practical Skill Modules:

- 522301001-PM-07, Handle and Move Perishable Goods and Replenish Shelves According to Cold Chain Requirements, NQF Level 2, Credits 6

Total number of credits for Practical Skill Modules: 6

This qualification also requires the following Work Experience Modules:

- 522301001-WM-05, Perishable Goods Department and Cold Chain Requirements, NQF Level 2, Credits 11

Total number of credits for Work Experience Modules: 11

Assessment Qualification Standards:

- Replenish chillers, freezer and shelves with perishable goods and maintain cold chain requirements (15%)

Part Qualification 5:

Title:

Shelf Filler, NQF Level 2, Credits 26

Purpose:

The purpose of this part qualification is to prepare a learner to operate as a Shelf Filler and to apply merchandising principles and conduct merchandising activities to maintain display areas in compliance with company and safety standards

Applicable Modules (Rules of Combination)

Knowledge Modules:

- 522301001-KM-06, Merchandising and Replenishment in Wholesale and Retail Stores, NQF Level 2, Credits 6

Total number of credits for Knowledge Modules: 6

Practical Skill Modules:

- 522301001-PM-08, Merchandise Stock According to Store Planogram/Wire diagram, NQF Level 2, Credits 5

Total number of credits for Practical Skill Modules: 5

This qualification also requires the following Work Experience Modules:

- 522301001-WM-06, In-store Merchandising Procedures, NQF Level 2, Credits 15

Total number of credits for Work Experience Modules: 15

Assessment Qualification Standards:

- Replenish shelves and merchandise displays according to merchandising requirements and standards whereby minimizing stock shrinkage (15%)