

	Occupational Qualification Document			
Occupational Code	Qualification Title	NQF Level	[insert image here]	
522301	Occupational Certificate: Sales Assistant (General) (Retail Sales Advisor)	3		
	Name	Email	Phone	Logo
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DQP Representative Signature

Date

QUALIFICATION DETAILS

Qualification Title: Occupational Certificate: Sales Assistant (General) (Retail Sales Advisor)

Occupational Code: 522301

Curriculum Code: 522301001

Quality Assuring Body: Quality Council for Trades and Occupations (QCTO)

Sub Framework: Occupational Qualifications Sub-Framework

Field: Field 11 - Services

Subfield: Wholesale and Retail

NQF Level: 3

Credits: 141

Originator/Development Quality Partner (DQP): W&RSETA

Originating Provider/Assessment Quality Partner (AQP): W&RSETA

Qualification Type: Occupational Certificate

Registered qualifications and or learning programmes to be replaced:

- None

RATIONALE

In the Wholesale and Retail sector, the position of the sales assistant is critical to the functioning of wholesalers and retailers where finance coming into the business occurs in the form of sales. The role of the Sales Assistant has been identified by the sector as critical and is classified as a scarce and critical skill. This has been supported by stakeholders in various regions and endorsed in the stakeholder forums within the wholesale and retail industry.

The typical individuals identified for this qualification are Sales personnel, Sales Consultants and Sales Advisors in retail or wholesale stores and Retail Sales Advisors in the full service retail environments. This qualification presents an opportunity for the learner to acquire competencies and the ability to attend to customers and resolve their queries, provide customer service and build customer relationships to increase customer loyalty. The Retail Sales advisor is responsible for all sales activities and selling products in full service retail and wholesale environments where advanced selling techniques will result in an increase in sales during the sales cycle.

These competencies further prepare the learner to gain access to senior sales positions responsible for teams as well as preparations for sales supervision and management in a wholesale or retail store.

The retail industry will benefit through skilled employees who will be able to increase the sales generated in a wholesale or retail outlet, maximise profit, improve the image of the business and add value by up-skilling learners in South Africa.

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.
- 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.

RULES OF COMBINATION

This qualification is made up of the following compulsory Knowledge and Practical Skill Modules:

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

Total number of credits for Knowledge Modules: 37

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

Total number of credits for Practical Skill Modules: 34

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

Total number of credits for Work Experience Modules: 70

ENTRY REQUIREMENTS

- NQF Level 1 with Mathematics

EXIT LEVEL OUTCOMES AND ASSOCIATED ASSESSMENT CRITERIA

• Exit Level Outcome 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. .

• Exit Level Outcome 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.

- **Exit Level Outcome 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.

- **Exit Level Outcome 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

- **Exit Level Outcome 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

- **Exit Level Outcome 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

INTERNATIONAL COMPARABILITY

This qualification has been compared with similar qualifications. This qualification relates to similar qualifications offered in other parts of the world that meets similar tasks, activities and skills for sales in a retail or wholesale environment. They have been found in the New Zealand Qualifications Authority and City & Guilds in the United Kingdom.

New Zealand Certificate in Retail (level 3) (Reference 2235) includes basic health and safety and use communication skills and techniques and organisational practices to influence customers and meet basic business needs in a retail environment, makes it broader and more generic than this qualification.

In terms of the wholesale and retail sales environment, the NZ qualification comprises similar comparable standards including:

- Apply knowledge of products and inventory to retail interactions
- Follow standard operating procedures to deal with familiar problems in a retail environment

The New Zealand Certificate in Sales (level 3) (Reference 2237) is specific to sales in general and not sales specifically within the Retail environment. The standards covering developing business relationships based on an understanding of the core principles of sales, individual buyer behaviour and target markets makes the qualification broader than this qualification

Comparable standards include:

- Apply the stages of a sales process, including documentation and administrative processes
- Apply negotiation strategies to sales situations
- Use communication skills and techniques and organisational practices to influence customers and meet business needs in a sales environment.

United Kingdom (City & Guilds)

Whilst the City & Guilds Level 3 NVQ Certificate in Sales (QCF) (City & Guilds Number: 6801) is broader than this qualification as it includes units relating to marketing, team leading, assisting customer obtaining finances and self-management.

In terms of the wholesale and retail environment, the City & Guilds certificate comprises of units relating to this qualification. Relating units include:

- Meeting customers' after sales needs
- Communicate information and knowledge
- Negotiating, handling objections and closing sales
- Buying behaviour in sales situations
- Preparing and delivering a sales presentation
- Organise the delivery of reliable customer service
- Developing sales proposals
- Building and retaining sales relationships

Conclusion:

Internationally, both the New Zealand and City & Guilds qualifications have a broader focus including other generic sales or retail practices rather than specific sales practices of Retail Sales Advisors. This qualification compares favourably with the international comparison of other countries.

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 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.

RECOGNITION OF PRIOR LEARNING

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.

ARTICULATION

Horizontal articulation to: - Occupational Certificate: Visual Merchandiser - Occupational Certificate: Receiving & Dispatch Vertical articulation: - Occupational Certificate: Retail Supervisor

NOTES

Qualifying for external assessment:

In order to qualify for an external assessment, learners must provide proof of completion of all required modules by means of statements of results and the work experience logbook including foundational competence.

Additional legal or physical entry requirements:

None

Criteria for the accreditation of providers

Accreditation of providers will be done against the criteria as reflected in the relevant curriculum on the QCTO website.

The curriculum title and code is: 522301001: Retail Sales Advisor

This qualification encompasses the following trades as recorded on the NLRD:

- None

Part Qualifications

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%)