

<b>Curriculum Document</b>				
<b>Curriculum Code</b>		<b>Curriculum Title</b>		
332203-000-00-00		Sales Representative		
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16 May 2022

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DQP Representative Signature

16/05/2022

Date

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## **SECTION 1: CURRICULUM SUMMARY**

### **1. Occupational Information**

#### **1.1 Associated Occupation**

#### **1.2 Occupation or Specialisation Addressed by this Curriculum.**

332203-000-00-00: Sales Representative

#### **1.3 Alternative Titles used by Industry.**

- Product Demonstrator
- Sales Representative (Detergents)
- Sales Representative (Cosmetics and Skincare Products)
- Sales Representative (Jewellery and Watches)
- Beauty Sales Consultant

### **2. Curriculum Information**

#### **2.1 Curriculum Structure**

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

Knowledge Modules:

List of Knowledge Modules for which Specifications are included.

- 332203-000-00-KM-01, Customer relationship management, NQF Level 4, Credits 10
- 332203-000-00-KM-02, Marketing, promotions and sales, NQF Level 4, Credits 10
- 332203-000-00-KM-03, Competitors and positioning strategies, NQF Level 4, Credits 5

Total number of credits for Knowledge Modules: 25

Practical Skill Modules:

- 332203-000-00-PM-01, Manage customer relationships within the scope of a Sales Representative in the wholesale and retail industry, NQF Level 4, Credits 15
- 332203-000-00-PM-02, Market, promote and sell products, NQF Level 4, Credits 20
- 332203-000-00-PM-03, Implement product positioning strategies within the competitive environment, NQF Level 4, Credits 10

Total number of credits for Practical Skill Modules: 45

This qualification also requires the following Work Experience Modules:

- 332203-000-00-WM-01, Management of customer relationships within the scope of a Sales Representative in the wholesale and retail industry, NQF Level 4, Credits 30

- 332203-000-00-WM-02, Marketing, promoting and selling products, NQF Level 4, Credits 30
- 332203-000-00-WM-03, The implementation of product positioning strategies within the competitive environment, NQF Level 4, Credits 25

Total number of credits for Work Experience Modules: 85

## **2.2 Entry Requirements**

NQF Level 3.

Or

At least a year work experience in sales within the wholesale and retail industry.

## **3. Assessment Quality Partner Information**

Name of body: W&RSETA

Address of body: Riverside Office Park, Hennops House, 1303 Heuwel Avenue

Cnr Lenchen South and Heuwel Avenue, Centurion, Pretoria

Contact person name: Ms. N. Rafir-Munsaur

Contact person work telephone number: 012 622 9631.

## **4. Part Qualification Curriculum Structure**

## **SECTION 2: OCCUPATIONAL PROFILE**

### **1. Occupational Purpose**

A Sales Representative builds and maintains customer relationships, implements brand promotions, handles product sales and service to prospective and existing customers in a competitive environment.

### **2. Occupational Tasks**

- Manage customer relationships within the scope of a Sales Representative in the wholesale and retail industry, NQF Level 4.
- Market, promote and sell products, NQF Level 4.
- Implement product positioning strategies within the competitive environment, NQF Level 4.

### **3. Occupational Task Details**

#### **3.1. Manage customer relationships within the scope of a Sales Representative in the wholesale and retail industry, NQF Level 4**

##### **Unique Product or Service:**

- Loyal and satisfied customers.

##### **Occupational Responsibilities:**

- Manage customer relationships within the scope of a Sales Representative in the wholesale and retail industry.

##### **Occupational Contexts:**

- Management of customer relationships within the scope of a Sales Representative in the wholesale and retail industry.

#### **3.2. Market, promote and sell products, NQF Level 4.**

##### **Unique Product or Service:**

- A well-positioned brand (product).

##### **Occupational Responsibilities:**

- Market, promote and sell products

##### **Occupational Contexts:**

- Marketing, promoting and selling products

#### **3.3. Implement product positioning strategies within the competitive environment, NQF Level 4.**

**Unique Product or Service:**

- Well positioned brand within the competitive environment

**Occupational Responsibilities:**

- Implement product positioning strategies within the competitive environment

**Occupational Contexts:**

- Implementation of product positioning strategies within the competitive environment.

### **SECTION 3: CURRICULUM COMPONENT SPECIFICATIONS**

#### **SECTION 3A: KNOWLEDGE MODULE SPECIFICATIONS**

List of Knowledge Modules for which Specifications are included.

- 332203-000-00-KM-01, Customer relationship management, NQF Level 4, Credits 10
- 332203-000-00-KM-02, Marketing, promotions and sales, NQF Level 4, Credits 10
- 332203-000-00-KM-03, Competitors and positioning strategies, NQF Level 4, Credits 5

Total number of credits for Knowledge Modules: 25

## **1. 332203-000-00-KM-01, Customer relationship management, NQF Level 4, Credits 10**

### **1.1 Purpose of the Knowledge Modules**

The main focus of the learning in this knowledge module is to build an understanding of the application of customer service standards in order to build healthy relationships with customers through the provision of effective customer service.

The learning will enable learners to demonstrate an understanding of:

- KM-01-KT01: Knowledge and understanding of Customer Service Standards (30%)
- KM-01-KT02: Building relationships with customers (40%)
- KM-01-KT03: Effective customer service (20%)
- KM-01-KT04: Professionalism and ethical behaviour in relation to customer service (10%)

### **1.2 Guidelines for Topics**

#### **1.2.1. KM-01-KT01: Knowledge and understanding of Customer Service Standards (30%)**

***Topic elements to be covered include:***

- KT0101 Understanding the how mission, vision and values of an organisation defines the brand and its customer service standards.
- KT0102 Understanding the target market.
- KT0103 Contributing to a positive image of the brand and how this impacts on customer service.
- KT0104 Generally accepted customer service principles.

#### ***Internal Assessment Criteria and Weight***

- IAC0101 Explain how mission, vision and values of an organisation defines the brand and its customer service standards.
- IAC0102 Explain how the target market impacts the product and service offered.
- IAC0103 Describe how your behaviour impacts the image of the brand and contribute to effective customer service.
- IAC0104 Discuss at least three customer service principles.

***(Weight 30%)***

#### **1.2.2. KM-01-KT02: Building relationships with customers (40%)**

***Topic elements to be covered include:***

- KT0201 Professional communication skills including listening skills, open questioning skills, verbal, non-verbal and written communication when engaging customers.
- KT0202 Building relationships with customers using interpersonal skills, analytical skills, problem solving skills and decision-making skills.



- KT0203 Knowledge and understanding of negotiation skills when building relationships with customers.
- KT0204 The importance of understanding the Sales Representative customer base and their customers' needs.
- KT0205 Understanding the importance of responding to customers' needs.
- KT0206 The importance of resolving customers' queries and complaints, and appropriate escalation and/ or referral procedures as per generally accepted standards.

#### ***Internal Assessment Criteria and Weight***

- IAC0201 Describe key communication concepts to be taken into consideration: listening skills, open questioning skills, verbal, non-verbal and written communication when engaging customers professionally.
- IAC0202 Outline each of the concepts listed below, making use of examples or scenarios to illustrate how each can be used to build relationships with customers.
  - Interpersonal skills,
  - Analytical skills,
  - Problem solving skills,
  - Decision making skills,
  - Assertiveness,
  - Self-confidence,
- IAC0203 Explain the concept "Negotiation skills" and how this can be used to build relationships with customers and resolve customers' queries and complaints.
- IAC0204 Identify situations or circumstances that warrant you, as the Sales Representative, to escalate customers' queries to management.
- IAC0205 Explain the importance of understanding your customer base and their customers' needs.
- IAC0206 Explain the importance of responding to customers' needs, within the prescripts of Customer Service Standards policy and procedures.
- IAC0207 Explain the importance of resolving customers' queries and complaints and identify situations that warrant escalation and referral.
- IAC0208 Outline the procedure to follow in the event of escalation or referral.

***(Weight 40%)***

#### **1.2.3. KM-01-KT03: Effective customer service (20%)**

##### ***Topic elements to be covered include:***

- KT0301 Maintaining accuracy and protecting customer information within the prescripts of the Protection of Personal Information (POPI) Act to provide effective customer service.

- KT0302 Various methods of taking and recording customer orders; and following up.
- KT0303 Types of queries and how the handling thereof impacts on customer service.

***Internal Assessment Criteria and Weight***

- IAC0301 Explain how protecting and maintaining accurate customer information impacts on customer service.
- IAC0302 Describe the various methods of taking and recording customer orders; and following up.
- IAC0303 Identify the types of queries and describe how the handling thereof impacts on customer service.

***(Weight 20%)***

**1.2.4. KM-01-KT04: Professionalism and ethical behaviour in relation to customer service (10%)**

***Topic elements to be covered include:***

- KT0401 Ethics, values and morals in a business.
- KT0402 Professionalism and code of conduct as it applies to the business.
- KT0403 Applicable legislation to adhere to when dealing with and handling customers' information (POPI Act).

***Internal Assessment Criteria and Weight***

- IAC0401 Explain each of the following concepts, making use of examples, ethics, values and morals in a business.
- IAC0402 Identify and explain practices in a business that are regarded as unethical.
- IAC0403 Identify the relevant pieces of legislation that should be adhered to when handling and dealing with retailers/ customers. Legislation may include but is not limited to Customer Protection Act, POPI Act, etc.
- IAC0404 Explain the impact of non-compliance to the various pieces of legislation that are applicable to customers rights.
- IAC0405 Explain the importance of adhering to the organisation's code of conduct.
- IAC0406 Explain the consequences of non-adherence to the organisation's code of conduct, on the organisation and you, in your capacity as the Sales Representative.

***(Weight 10%)***

### **1.3 Provider Programme Accreditation Criteria**

#### *Physical Requirements:*

- Standard requirements for classroom or digital training.
- Relevant resources to facilitate learning.
- Operational facilities in accordance with the OHS Act requirements.
- Well ventilated training venue with sufficient and operational resources.

#### *Human Resource Requirements:*

- Facilitator/ Learner ratio of not more than 1:25
- Facilitators must have relevant industry experience related to the subject.
- Facilitators compiling and conducting the internal assessments must have a qualification one level higher than the qualification, or a qualification at the same level as the subject and at least three years' experience relevant to the subject.

#### *Legal Requirements:*

- Compliance with the relevant Legislations.

### **1.4 Exemptions**

- None.

## **2. 332203-000-00-KM-02, Marketing, promotions and sales, NQF Level 4, Credits 10**

### **2.1 Purpose of the Knowledge Modules**

The main focus of the learning in this knowledge module is to build an understanding of sales process, marketing, merchandising and promotions; and administrative related activities in order for learners to be well equipped with knowledge that will enable them to be effective in their jobs as Sales Representatives.

The learning will enable learners to demonstrate an understanding of:

- KM-02-KT01: Sales process (50%)
- KM-02-KT02: Marketing, merchandising and promotions (30%)
- KM-02-KT03: Administrative related activities (20%)

### **2.2 Guidelines for Topics**

#### **2.2.1. KM-02-KT01: Sales process (50%)**

***Topic elements to be covered include:***

- KT0101 Prospecting and identifying of leads.
- KT0102 Preparing for sale.
- KT0103 The importance of product knowledge and its role in the sale.
- KT0104 Approaching customers.
- KT0105 Questioning techniques used in sales.
- KT0106 Sales demonstration skills and techniques.
- KT0107 Managing questions and overcoming objections.
- KT0108 Sales closing techniques.
- KT0109 After sale service.

#### ***Internal Assessment Criteria and Weight***

- IAC0101 Explain the concept of prospecting and how to identify leads.
- IAC0103 Explain how to prepare for the sale.
- IAC0104 Discuss the importance of product knowledge within the context of the sales process.
- IAC0105 Describe various ways of approaching customers.
- IAC0106 Identify and compare two questioning techniques used in sales.
- IAC0107 Compare and contrast between sales demonstration skills or techniques.
- IAC0108 Describe types of objections and methods to manage objections.

- IAC0109 Identify possible questions from customers and explain how you will manage them.
- IAC0109 Explain and compare sales closing techniques.
- IAC0110 Describe the importance of after sale service.

**(Weight 50%)**

### **2.2.2. KM-02-KT02: Marketing, merchandising and promotions (30%)**

***Topic elements to be covered include:***

- KT0201 Basic principles of marketing, i.e., the 5 Ps.
- KT0202 Marketing tools used by the Sales Representative.
- KT0203 Marketing analysis measuring the impact of merchandising on sales.
- KT0204 Types of promotions including but not limited to conducting seasonal promotions, clearance sales, introductory offers, new store openings, promotions over a period of time, etc.
- KT0205 Understanding the Promotional Mix.

***Internal Assessment Criteria and Weight***

- IAC0201 Describe each of the five (5) basic principles of marketing as they relate to the sales function.
- IAC0202 Describe marketing tools used by the Sales Representative.
- IAC0203 Explain the correlation between merchandising and customer buying patterns and/ or sales volumes.
- IAC0204 List different types of promotional activities and describe when they are used.
- IAC0205 Explain how Promotional Mix is applied and its impact on sales.

**(Weight 30%)**

### **2.2.3. KM-02-KT03: Administrative related activities (20%)**

***Topic elements to be covered include:***

- KT0301 Principles of planning and managing an effective schedule.
- KT0302 The concept and importance of handling orders and following up.
- KT0303 The concepts of managing monthly, weekly and daily sales targets.
- KT0304 The importance of reporting in relation to accountability.

***Internal Assessment Criteria and Weight***

- IAC0301 Outline the principles of planning and managing an effective schedule.

- IAC0302 Explain the concept and the importance of handling orders and following up.
- IAC0303 Describe the concepts of managing monthly and daily sales targets.
- IAC0304 Explain the importance of reporting in relation to accountability.

**(Weight 20%)**

### **2.3 Provider Programme Accreditation Criteria**

#### *Physical Requirements:*

- Standard requirements for classroom or digital training.
- Relevant resources to facilitate learning.
- Operational facilities in accordance with the OHS Act requirements.
- Well ventilated training venue with sufficient and operational resources.

#### *Human Resource Requirements:*

- Facilitator/ Learner ratio of not more than 1:25
- Facilitators must have relevant industry experience related to the subject.
- Facilitators compiling and conducting the internal assessments must have a qualification one level higher than the qualification, or a qualification at the same level as the subject and at least three years' experience relevant to the subject.

#### *Legal Requirements:*

- Compliance with the relevant Legislations.

### **2.4 Exemptions**

- None.

### **3. 332203-000-00-KM-03, Competitors and positioning strategies, NQF Level 4, Credits 5**

#### **3.1 Purpose of the Knowledge Modules**

The main focus of the learning in this knowledge module is to build an understanding of the competitive environment and the effect of product life cycle and positioning strategies on sales.

The learning will enable learners to demonstrate an understanding of:

- KM-03-KT01: Understanding the competitive environment (40%)
- KM-03-KT02: Product life cycle and positioning strategies (60%)

#### **3.2 Guidelines for Topics**

##### **3.2.1. KM-03-KT01: Understanding the competitive environment (40%)**

***Topic elements to be covered include:***

- KT0101 Understanding competitors and market share.
- KT0102 Competitors strategies.
- KT0103 How to remain competitive.
- KT0104 The impact of competition on sales.

##### ***Internal Assessment Criteria and Weight***

- IAC0101 Explain the importance of understanding competitors and market share in relation to sales.
- IAC0102 Explain the importance of understanding competitors strategies.
- IAC0103 Describe how you, as the Sales Representative, will remain competitive.
- IAC0104 Explain the impact of competition on sales.

***(Weight 40%)***

##### **3.2.2. KM-03-KT02: Product life cycle and positioning strategies (60%)**

***Topic elements to be covered include:***

- KT0201 Understanding product life cycle phases.
- KT0202 Understanding the concept of product mix.
- KT0203 Understanding the target market.
- KT0204 Monitoring stock levels in retails or customers' premises.
- KT0205 Understanding product positioning strategies.

##### ***Internal Assessment Criteria and Weight***

- IAC0201 Explain the concept of product life cycle phases and how these impact on sales.
- IAC0202 Explain the concept of product mix and how this impacts on sales.

- IAC0203 Describe the concept of target market.
- IAC0204 Explain the importance of monitoring stock levels in retails or customers' premises and how this impacts on sales.
- IAC0205 Explain the concept of product positioning strategies and how these impact on sales.

**(Weight 60%)**

### **3.3 Provider Programme Accreditation Criteria**

#### *Physical Requirements:*

- Standard requirements for classroom or digital training.
- Relevant resources to facilitate learning.
- Operational facilities in accordance with the OHS Act requirements.
- Well ventilated training venue with sufficient and operational resources.

#### *Human Resource Requirements:*

- Facilitator/ Learner ratio of not more than 1:25
- Facilitators must have relevant industry experience related to the subject
- Facilitators compiling and conducting the internal assessments must have a qualification one level higher than the qualification, or a qualification at the same level as the subject and at least three years' experience relevant to the subject

#### *Legal Requirements:*

- Compliance with the relevant Legislations.

### **3.4 Exemptions**

- None



## **SECTION 3B: PRACTICAL SKILL MODULE SPECIFICATIONS**

### **List of Practical Skill Module Specifications**

- 332203-000-00-PM-01, Manage customer relationships within the scope of a Sales Representative in the wholesale and retail industry, NQF Level 4, Credits 15
- 332203-000-00-PM-02, Market, promote and sell products, NQF Level 4, Credits 20
- 332203-000-00-PM-03, Implement product positioning strategies within the competitive environment, NQF Level 4, Credits 10

**Total number of credits for Practical Skill Modules: 45**

## **1. 332203-000-00-PM-01, Manage customer relationships within the scope of a Sales Representative in the wholesale and retail industry, NQF Level 4, Credits 15**

### **1.1 Purpose of the Practical Skill Modules**

The focus of the learning in this module is on providing the learner an opportunity to be familiar with activities associated with the management of customer relationships within their scope of work as Sales Representatives.

The learner will be required to:

- PM-01-PS01: Identify new customers and develop relationships.
- PM-01-PS02: Build, maintain and grow relationships with existing customers.
- PM-01-PS03: Provide service excellence.

### **1.2 Guidelines for Practical Skills**

#### **1.2.1. PM-01-PS01: Identify new customers and develop relationships.**

##### ***Scope of Practical Skill***

Given Customer Relationship Management standards for prospecting new customers, scenarios with a variety of customers with different needs, etc., the learner must be able to:

- PA0101 Identify potential customers.
- PA0102 Establish contact with the customer in a written format.

##### ***Applied Knowledge***

- AK0101 Professional business communication skills and methods or techniques.
- AK0101 Techniques for establishing contact with customers.
- AK0103 Knowledge and application of effective communication skills.
- AK0104 Knowledge and application of interpersonal skills, analytical skills, problem solving skills and decision-making skills.
- AK0105 The importance of projecting a positive image of the brand.
- AK0106 Knowledge of customer base and their customers' needs.
- AK0107 Adherence to the relevant legislation such as the Protection of Personal Information (POPI) Act when handling customer's information.

##### ***Internal Assessment Criteria***

- IAC0101 Potential customers are identified as per case scenarios.
- IAC0102 Contact is established with the customer in a written format.

#### **1.2.2. PM-01-PS02: Build, maintain and grow relationships with existing customers.**

### ***Scope of Practical Skill***

Given Customer Relationship Management standards for building and maintaining relationships, case scenarios, a variety of customers with specific needs and queries, such as incomplete orders, new store opening, products that need to be uplifted, etc., the learner must be able to:

- PA0201 Investigate and analyse information about the customer's needs or queries.
- PA0202 Acknowledge customer's need or query.
- PA0203 Advise the customer and provide appropriate solutions.
- PA0204 Identify areas of opportunity to expand business offerings with a customer.
- PA0205 Escalate the customer query in relation to the scenario, using appropriate channels.

### ***Applied Knowledge***

- AK0201 Techniques for identifying customer's needs and queries.
- AK0202 Methods of responding to customer's needs and queries.
- AK0203 Methods for generating alternative solutions.
- AK0204 Knowledge and application of effective communication skills.
- AK0205 Knowledge and application interpersonal skills, analytical skills, problem solving skills and decision-making skills.
- AK0206 Knowledge of appropriate escalation and/ or referral procedures.
- AK0207 Knowledge and application of negotiation skills when building relationships with customers.
- AK0208 The importance of projecting a positive image of the brand.
- AK0209 Knowledge of customer base and their customers' needs.
- AK0210 Knowledge and application of customer service principles.
- AK0211 Knowledge about methods of taking and recording customer orders.
- AK0212 Knowledge about different types of customer's queries.
- AK0213 Adherence to the relevant legislation such as the Protection of Personal Information (POPI) Act when handling customer's information.

### ***Internal Assessment Criteria***

- IAC0201 Information about customer's needs or queries is investigated and analysed as per the case scenario.
- IAC0202 The response to the query is appropriate and solutions proposed meet the customer's needs as per the case scenario.
- IAC0203 Areas of opportunities to expand business offerings with customers are identified.

- IAC0204 Customer queries that require escalation are correctly identified and recommendations made on how to escalate the query are appropriate to the given scenarios.

### **1.2.3. PM-01-PS03: Provide service excellence.**

#### **Scope of Practical Skill**

Given customer service standards, a variety of case scenarios showing poor customer service provided by the Sales Representative to the retail customer, etc., the learner must be able to:

- PA0301 Identify poor customer service.
- PA0302 Identify the impact of poor customer service on the brand service.
- PA0303 Recommend improvements to customer service.

#### ***Applied Knowledge***

- AK0301 Knowledge about customer service standards.
- AK0302 Techniques for identifying customer service level.
- AK0303 Analytical skills.
- AK0304 Knowledge about the impact of poor customer service on the brand service.

#### ***Internal Assessment Criteria***

- IAC0301 Poor customer service is identified in accordance with the given case scenarios.
- IAC0302 The impact of poor customer service on the brand service is identified from the given case scenarios.
- IAC0303 Improvements to customer service are recommended and are appropriate to the given scenario.

### **1.3 Provider Programme Accreditation Criteria**

#### ***Physical Requirements:***

- Standard requirements for classroom or digital training.
- Relevant resources to facilitate learning.
- Operational facilities in accordance with the OHS Act requirements.
- Well ventilated training venue with sufficient and operational resources.

#### ***Human Resource Requirements:***

- Facilitator/ Learner ratio of not more than 1:25
- Facilitators must have relevant industry experience related to the subject.

- Facilitators compiling and conducting the internal assessments must have a qualification one level higher than the qualification, or a qualification at the same level as the subject and at least three years' experience relevant to the subject.

*Legal Requirements:*

- Compliance with the relevant Legislations.

**1.4 Exemptions**

- None

## **2. 332203-000-00-PM-02, Market, promote and sell products, NQF Level 4, Credits 20**

### **2.1 Purpose of the Practical Skill Modules**

The focus of the learning in this module is on providing the learner an opportunity to practice activities to sell, market and promote products in their capacity as retail Sales Representatives.

The learner will be required to:

- PM-02-PS01: Market, merchandise and promote products.
- PM-02-PS02: Sell products.
- PM-02-PS03: Perform administrative related activities related to the Sales Representative function.

### **2.2 Guidelines for Practical Skills**

#### **2.2.1. PM-02-PS01: Market, promote and merchandise products.**

##### ***Scope of Practical Skill***

Given case scenarios, previous sales volumes, sales figures, available promotional mix, a snap shot of stock levels, relevant documentation, internal templates and instructions, the learner must be able to:

- PA0101 Prepare for a marketing campaign as it applies to the role of a Sales Representative.
- PA0102 Identify and apply the relevant marketing tool(s) in relation to the sales function.
- PA0103 Develop an action plan to implement promotions within the scope of a Sales Representative.
- PA0104 Apply Promotional Mix to increase sales volumes.
- PA0105 Assess / measure the impact of merchandising on sales volumes as per the given case scenario.

##### ***Applied Knowledge***

- AK0101 Negotiation skills in relation to favourable positioning of products as per the given case scenarios.
- AK0102 Knowledge and application about the correlation between merchandising and customers' buying patterns and/ or sales volumes.
- AK0103 Knowledge and application of various types of promotions.
- AK0104 Knowledge about current external factors impacting customers buying patterns such as politics, service delivery protests and the economy.
- AK0105 Knowledge about competitors strength and weaknesses.
- AK0106 Knowledge and adherence of applicable legislation.

##### ***Internal Assessment Criteria***

- IAC0101 Preparations for a marketing campaign are performed within the scope of a Sales Representative.
- IAC0102 The relevant marketing tool(s) in relation to the sales function is identified and applied.
- IAC0103 An action plan to implement promotions is developed within the scope of a Sales Representative.
- IAC0104 The promotional mix is applied to increase sales volumes as per the given case scenario.
- IAC0105 The impact of merchandising on sales volumes is assessed / measured as per the given case scenario.

### **2.2.2. PM-02-PS02: Sell products.**

#### ***Scope of Practical Skill***

Given a case scenarios, roleplay scenarios, customer information for a variety of customers, relevant documentation and instructions, the learner must be able to:

- PA0201 Prepare for the sales. (Including but not limited to determining the specific products to sell in relation to their life cycle, making appointments, promotion, developing a set of questions, preparing for the presentations, anticipating possible objections and how to manage them, working out a cost-effective route to various customers).
- PA0202 Roleplay the customer visit and perform the sales activities through one-on-one sales pitch as per the given case scenario.
- PA0203 Respond to customer questions or queries and respond to buying signals in order to close the sale and complete the paper work as per the given case scenario.

#### ***Applied Knowledge***

- AK0201 Knowledge about target market and their needs.
- AK0202 Knowledge about competitors strength and weaknesses.
- AK0203 Brand awareness.
- AK0204 Geography of the market area.
- AK0205 Ability to use technology and marketing material to promote products.
- AK0206 Knowledge and application of basic computer skills.
- AK0207 Knowledge and application of questioning techniques used in sales.

#### ***Internal Assessment Criteria***

- IAC0201 Preparation for the sales is conducted. (Including but not limited to determining the specific products to sell in relation to their life cycle, making appointments, developing a set of questions, preparing for the presentations, anticipating possible objections and how to manage them, working out a cost-effective route to various customers).
- IAC0202 A one-on-one sales pitch is performed through a roleplay as per the given case scenario

- IAC0203 Customer questions or queries and buying signals are responded to, the sale is closed and the paper work is completed as per the given case scenario.

### **2.2.3. PM-02-PS03: Perform administrative related activities as per the Sales Representative function.**

#### ***Scope of Practical Skill***

Given a case scenario, relevant documentation such as reporting templates, site visit reporting template, and instructions, the learner must be able to:

- PA0301 Plan and manage an effective schedule.
- PA0302 Manage monthly sales targets and create a plan to achieve these targets as weekly and daily sales targets as per the given scenarios.

#### ***Applied Knowledge***

- AK0301 Time management including diary management.
- AK0302 Knowledge of sales trading cycle and the impact on sales.
- AK0303 Knowledge and application of mathematical concepts.
- AK0304 Knowledge and application of computer end-user skills.

#### ***Internal Assessment Criteria***

- PA0301 An effective schedule is planned and managed as per the given scenarios.
- PA0302 monthly sales targets are managed and a plan to achieve these targets as weekly and daily sales targets is created as per the given scenarios.

## **2.3 Provider Programme Accreditation Criteria**

#### ***Physical Requirements:***

- Standard requirements for classroom or digital training.
- Relevant resources to facilitate learning.
- Operational facilities in accordance with the OHS Act requirements.
- Well ventilated training venue with sufficient and operational resources.

#### ***Human Resource Requirements:***

- Facilitator/ Learner ratio of not more than 1:25
- Facilitators must have relevant industry experience related to the subject.
- Facilitators compiling and conducting the internal assessments must have a qualification one level higher than the qualification, or a qualification at the same level as the subject and at least three years' experience relevant to the subject.



*Legal Requirements:*

- Compliance with the relevant Legislations.

**2.4 Exemptions**

- None

### **3. 332203-000-00-PM-03, Implement product positioning strategies within the competitive environment, NQF Level 4, Credits 10**

#### **3.1 Purpose of the Practical Skill Modules**

The focus of the learning in this module is on providing the learner an opportunity to practice activities related to the implementation of product positioning strategies within the competitive environment.

The learner will be required to:

- PM-03-PS01: Identify the target market and competitors
- PM-03-PM02: Apply product positioning strategies to remain competitive.

#### **3.2 Guidelines for Practical Skills**

##### **3.2.1. PM-03-PS01: Identify the target market and competitors.**

##### ***Scope of Practical Skill***

Given a case scenario/ case study (including static information about performance of the product/ sector within a specific geographic area and timeframe, different types of customers, different customer needs, product offerings, services provided by competitors, etc.), relevant documentation and instructions, the learner must be able to:

- PA0101 Profile the target market based on the following variables including but not limited to marital status, dependants, lifestyle, occupations.
- PA0102 Match products to customer types, needs and geographic area as per the given scenario.
- PA0103 Identify competitors offering similar products as per the given scenario.
- PA0104 Compare competitors' services provided as per the given scenario.

##### ***Applied Knowledge***

- AK0101 Knowledge and application of statistics.
- AK0102 Data analysis skills.
- AK0103 Knowledge about competitors.
- AK0104 Knowledge about the impact of competition on sales.
- AK0105 Knowledge about consumer behaviour within the sector.
- AK0106 Knowledge and application of basic end-user computer skills.

##### ***Internal Assessment Criteria***

- IAC0101 The target market is profiled based on the following variables including but not limited to marital status, dependants, lifestyle, occupations based on the case scenario.
- IAC0102 Products are matched to customer types, needs and geographic area as per the given scenario.

- IAC0103 Competitors offering similar products are identified as per the given scenario.
- IAC0104 Competitors' services provided are compared as per the given scenario.

### **3.2.2. PM-03-PS02: Apply product positioning strategies to remain competitive.**

#### ***Scope of Practical Skill***

Given a case scenario/ case study, relevant documentation and instructions, the learner must be able to:

- PA0201 Determine the product life cycle phases as per the case scenario.
- PA0202 Analyse stock availability as per the case scenario.
- PA0203 Recommend appropriate product mix to increase sales as per the case scenario.
- PA0204 Recommend techniques to ensure the brand's presence and good standing within the competitive environment.

#### ***Applied Knowledge***

- AK0201 Knowledge about the retail sector as it pertains to customers and competitors.
- AK0202 The ability to interpret reports.

#### ***Internal Assessment Criteria***

- IAC0201 Product life cycle phases are determined with respect to the given case scenario.
- IAC0202 Stock availability is analysed as per the given case scenario.
- IAC0203 Appropriate product mix is recommended to increase sales as per the case scenario.
- IAC0204 Techniques to ensure the brand's presence and good standing within the competitive environment are recommended.

### **3.3 Provider Programme Accreditation Criteria**

#### ***Physical Requirements:***

- Standard requirements for classroom or digital training.
- Relevant resources to facilitate learning.
- Operational facilities in accordance with the OHS Act requirements.
- Well ventilated training venue with sufficient and operational resources.

#### ***Human Resource Requirements:***

- Facilitator/ Learner ratio of not more than 1:25
- Facilitators must have relevant industry experience related to the subject.

- Facilitators compiling and conducting the internal assessments must have a qualification one level higher than the qualification, or a qualification at the same level as the subject and at least three years' experience relevant to the subject.

*Legal Requirements:*

- Compliance with the relevant Legislations.

**3.4 Exemptions**

- None

### **SECTION 3C: WORK EXPERIENCE MODULE SPECIFICATIONS**

#### **List of Work Experience Module Specifications**

- 332203-000-00-WM-01, Management of customer relationships within the scope of a Sales Representative in the wholesale and retail industry , NQF Level 4, Credits 30
- 332203-000-00-WM-02, Selling, marketing and promoting products, NQF Level 4, Credits 30
- 332203-000-00-WM-03, The implementation of product positioning strategies within the competitive environment, NQF Level 4, Credits 15

**Total number of credits for Work Experience Modules: 85**

## **1. 332203-000-00-WM-01, Management of customer relationships within the scope of a Sales Representative in the wholesale and retail industry, NQF Level 4, Credits 30**

### **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 processes related to the management of customer relationships within the scope of a Sales Representative in the wholesale and retail industry.

The learner will be required to:

- WM-01-WE01: Apply appropriate ways of prospecting in order to identify new customers at least twice per week over a period of a month.
- WM-01-WE02: Provide service excellence by applying appropriate ways of maintaining relationships with a variety of customers at least twice per week over a period of a month.

### **1.2 Guidelines for Work Experiences**

#### **1.2.1. WM-01-WE01: Apply appropriate ways of prospecting in order to identify new customers at least twice per week over a period of a month.**

#### ***Scope of Work Experience***

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

- WA0101 Do the prospecting through the use of the organisation's available resources in order to identify potential customers.
- WA0102 Establish contact with customers using various channels including written format whilst adhering to the organisation's policies and procedures.
- WA0103 Capture the new customers information in accordance with the organisation's processes, procedures and systems.
- WA0104 Protect the customer's information in compliance with the Protection of Personal Information (POPI) Act.
- WA0105 Compile reports for presentation to your superior.

#### ***Supporting Evidence***

- SE0101 Report compiled by the learner detailing successful execution of all the activities, key challenges experienced, the outcomes achieved and recommendations for future improvements, signed off by the learner's mentor.
- SE0102 Documentary evidence confirming that the learner has established contacts with new customers and captured their information in line with organisational standard, signed off by the learner's supervisor.
- SE0103 Call script, where applicable, signed off by the learner's supervisor.

**1.2.2. WM-01-WE02: Provide service excellence by applying appropriate ways of maintaining relationships with a variety of customers at least twice per week over a period of a month.**

### ***Scope of Work Experience***

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

- WA0201 Make contact with customers and gather information to establish their level of satisfaction.
- WA0202 Analyse the information to identify customers who are satisfied or dissatisfied with current service provided.
- WA0203 Investigate instances of service dissatisfaction and make contact with the relevant customer to resolve the situation and provide appropriate solutions.
- WA0204 Based on the needs expressed by the customers, identify opportunities to expand business offerings with a customer.
- WA0205 In instances where the nature of the complaint is beyond your delegation of authority, escalate the customer query for senior management attention, where applicable.
- WA0206 Maintain an on-going contact with all customers through ethical and professional behaviour to strengthen the relationships and retain the customers.
- WA0207 Perform an on-going monitoring analysis of competitors in order to adapt to your own customer service excellence and to improve competitive advantage, i.e., stay ahead of the pack.

### ***Supporting Evidence***

- SE0201 List of customers the learner has made contact with for the duration of this work experience module, signed off by the learner's mentor.
- SE0202 Documentary / recordings evidence confirming that the learner has established information expressed by satisfied and dissatisfied customers, signed off by the learner's mentor.
- SE0203 Learners to show evidence of how they have expedited the resolution of customer problems and complaints to maximise satisfaction, signed off by the learner's mentor.
- SE0204 Report compiled by the learner detailing successful execution of all the activities, key challenges experienced, the outcomes achieved and recommendations for future improvements, signed off by the learner's mentor.

## **1.3 Contextualised Workplace Knowledge**

1 Standard Operating Procedures.

2 Organisation's structures, policies and procedures.

3 Communication strategies and protocols.

4 Organisation's core business, values, vision and mission.

5 Applicable legislation.

#### **1.4 Criteria for Workplace Approval**

##### *Physical Requirements:*

- Relevant resources required to effectively manage a retail shop.

##### *Human Resource Requirements:*

- Mentor / Learner ratio of not more than 1:3
- Mentors must hold the relevant qualification that is a level higher, with a minimum of three (3) years' relevant industry experience.

##### *Legal Requirements:*

- Compliance with the relevant Legislations.

#### **1.5 Additional Assignments to be Assessed Externally**

- None



## **2. 332203-000-00-WM-02, Marketing, promoting and selling products, NQF Level 4, Credits 30**

### **2.1 Purpose of the Work Experience Modules**

The focus of the work experience is on providing the learner an opportunity to gain exposure in the processes of selling, marketing and promoting retail related products.

The learner will be required to:

- WM-02-WE01: Run marketing/ promotion activities with three customers over the period of two months to create customer awareness and participate in merchandising discussions and activities during the same period.
- WM-02-WE02: Close at least three (3) sales over a period of one (1) month.

### **2.2 Guidelines for Work Experiences**

**2.2.1. WM-02-WE01: WM-02-WE01: Run marketing/ promotion activities with three customers over the period of two months to create customer awareness and participate in merchandising discussions and activities during the same period.**

#### ***Scope of Work Experience***

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

- WA0101 Familiarise yourself with the organisation marketing and promotion systems, policies, procedures and processes in order to plan for your marketing /promotion drive.
- WA0102 Participate in the process of determining the products to be promoted, targeted customers and the marketing /promotion methods.
- WA0103 Plan and prepare for a marketing /promotion drive.
- WA0104 Implement the marketing /promotion accordingly.
- WA0105 Gather and consolidate the responses and compile a report.
- WA0106 Accurately capture or update or maintain customer's records.
- WA0107 Participate in merchandising discussions and activities, when applicable and monitor stock levels at the customer's store.
- WA0108 Assess / measure the impact of the both the marketing /promotion activities as well as the merchandising on sales volumes.
- WA0109 Provide the supervisor with the relevant reports as required.

#### ***Supporting Evidence***

- SE0101 Evidence of marketing/ promotion activities including but not limited to report, pictures in line with the organisational policies and procedures, signed off by the learner's mentor.

- SE0102 Documentary evidence evaluating the effectiveness of a promotion in line with the organisational policies and procedures, signed off by the learner's mentor.
- SE0103 Documentary evidence evaluating stock levels at customers premises, signed off by the learner's mentor.
- SE0104 Report compiled by the learner detailing successful execution of all the activities, key challenges experienced, the outcomes achieved and recommendations for future improvements, signed off by the learner's mentor.

### **2.2.2. WM-02-WE02: Close at least three (3) sales over a period of one (1) month.**

#### ***Scope of Work Experience***

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

- WA0201 Prepare for the sales. (Including but not limited to determining the specific products to sell in relation to their life cycle, making appointments, developing a set of questions, preparing for the presentations, anticipating possible objections and how to manage them, working out a cost-effective route to various customers).
- WA0202 Visit the customers and perform the sales activities (through one-on-one sales pitch or group presentations, as may be required by the customer).
- WA0203 Engage the customer and respond to questions of clarity and potential queries, if any.
- WA0204 Observe and identify signals as indications of customer's readiness to buy.
- WA0205 Apply various techniques to close the sale.
- WA0206 Handle orders, follow up on orders and provide customers with feedback on orders.
- WA0207 Manage monthly, weekly and daily sales targets.

#### ***Supporting Evidence***

- SE0201 Documentary evidence showing that the learner has planned how to achieve the three sales in a month period, signed off by the mentor.
- SE0202 Documentary evidence of at least three (3) sales over a month, signed off by the learner's mentor.
- SE0203 In the event that the learner was unable to close all three sales, the learner must complete a self-reflection report on the sales process where they evaluate what went well, what did not go well and recommendations to improve sales process in the future, signed off by the learner's mentor.
- SE0204 Documentary evidence evaluating how the sales cycle was applied in line with the organisational sales processes, signed off by the learner's mentor.

- SE0205 Documentary evidence showing that orders have been handled and followed up in line with organisational procedures, signed off by the learner's mentor.

### **2.3 Contextualised Workplace Knowledge**

- 1 Standard Operating Procedures.
- 2 Organisation's structures, policies and procedures.
- 3 Communication strategies and protocols.
- 4 Organisation's core business, values, vision and mission.

### **2.4 Criteria for Workplace Approval**

#### *Physical Requirements:*

- Relevant resources required to effectively manage a retail shop.

#### *Human Resource Requirements:*

- Mentor / Learner ratio of not more than 1:3
- Mentors must hold the relevant qualification that is a level higher, with a minimum of three (3) years' relevant industry experience.

#### *Legal Requirements:*

- Compliance with the relevant Legislations.

### **2.5 Additional Assignments to be Assessed Externally**

- None

### **3. 332203-000-00-WM-03, The implementation of product positioning strategies within the competitive environment, NQF Level 4, Credits 25**

#### **3.1 Purpose of the Work Experience Modules**

The focus of the work experience is on providing the learner an opportunity to gain exposure in processes related to the implementation of product positioning strategies within the competitive environment, in order to gain a competitive advantage.

The learner will be required to:

- WM-03-WE01: Identify the target market and at least two (2) competitors over a one (1) month period.
- WM-03-WE02: Apply product positioning strategies over a period on one (1) month in order to remain competitive.

#### **3.2 Guidelines for Work Experiences**

##### **3.2.1. WM-03-WE01: Identify the target market and at least two (2) competitors over a one (1) month period.**

###### ***Scope of Work Experience***

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

- WA0101 Profile the target market for two different products offered by your organisation, based on the following variables including but not limited to marital status, dependants, lifestyle, occupations and geographical area.
- WA0102 Compile a list of competitors offering similar products to the two products identified in the profile.
- WA0103 Evaluate the competitors footprint of the two products when compared to your two products, e.g., merchandising positioning, quantities, and pricing.
- WA0104 Differentiate the benefits of the products and the competitors' products with regards to positioning.

###### ***Supporting Evidence***

- SE0101 Documentary evidence showing the profiling of the target market for two different products, signed off by the learner's mentor.
- SE0102 List of competitors offering similar products, signed off by the learner's mentor.
- SE0103 Documentary evidence showing the evaluation of competitors competing two products and footprint in terms of merchandising positioning, quantities, and pricing, signed off by the learner's mentor.

##### **3.2.2. WM-03-WE02: Apply product positioning strategies over a period on one (1) month in order to remain competitive.**

###### ***Scope of Work Experience***

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

- WA0201 Identify the product life cycle phase for two products on promotion, offered by your organisation.
- WA0202 Check stock availability as per the customer lead times and demand for the two products on promotion.
- WA0203 Identify how the product mix has been applied by the organisation for the two products to increase sales volumes.
- WA0204 Monitor stock levels and product life cycle at the retailer or customers' premises in order to remain competitive.
- WA0205 Make recommendations to improve the positioning of the two products at two different customers

### **Supporting Evidence**

- SE0201 Documentary evidence showing that life cycle phase of the two products that are on promotion has been identified, signed off by the learner's mentor.
- SE0202 Documentary evidence showing availability of stock as per customer lead times and demand for the two products on promotion signed off by the learner's mentor.
- SE0203 Documentary evidence showing how the organisation has applied the product mix for the two products to increase sales volumes, signed off by the learner's mentor.
- SE0204 Documentary evidence reporting on the stock levels and product life cycle at the retailer or customers' premises in order to remain competitive, signed off by the learner's mentor.
- SE0205 Report compiled by the learner detailing recommendations to improve the positioning of the two products at two different customers detailing, signed off by the learner's mentor.

### **3.3 Contextualised Workplace Knowledge**

- 1 Standard Operating Procedures.
- 2 Organisation's structures, policies and procedures.
- 3 Communication strategies and protocols.
- 4 Organisation's core business, values, vision and mission.

### **3.4 Criteria for Workplace Approval**

#### *Physical Requirements:*

- Relevant resources required to effectively manage a retail shop.

#### *Human Resource Requirements:*

- Mentor / Learner ratio of not more than 1:3

- Mentors must hold the relevant qualification that is a level higher, with a minimum of three (3) years' relevant industry experience.

*Legal Requirements:*

- Compliance with the relevant Legislations.

**3.5 Additional Assignments to be Assessed Externally.**

- None

#### SECTION 4: STATEMENT OF WORK EXPERIENCE

<b>Curriculum Number:</b>	332203-000-00
<b>Curriculum Title:</b>	Sales Representative

<b>Learner Details</b>	
<b>Name:</b>	
<b>ID Number:</b>	

<b>Employer Details</b>	
<b>Company Name:</b>	
<b>Address:</b>	
<b>Supervisor Name:</b>	
<b>Work Telephone:</b>	
<b>E-Mail:</b>	

**332203-000-00-WM-01, Management of customer relationships within the scope of a Sales Representative in the wholesale and retail industry, NQF Level 4, Credits 30**

WM-01-WE01	Apply appropriate ways of prospecting in order to identify new customers at least twice per week over a period of a month.		
	<b>Scope Work Experience</b>	Date	Signature
WA0101	Do the prospecting through the use of the organisation's available resources in order to identify potential customers.		
WA0102	Establish contact with customers using various channels including written format whilst adhering to the organisation's policies and procedures.		
WA0103	Capture the new customers information in accordance with the organisation's processes , procedures and systems.		
WA0104	Protect the customer's information in compliance with the Protection of Personal Information (POPI) Act.		
WA0105	Compile reports for presentation to your superior.		
	<b>Supporting Evidence</b>	Date	Signature
SE0101	Report compiled by the learner detailing successful execution of all the activities, key challenges experienced, the outcomes achieved and recommendations for future improvements, signed off by the learner's mentor.		
SE0102	Documentary / recordings evidence confirming that the learner has established contacts with new customers and captured their information in line with organisational standard, signed off by the learner's supervisor.		
SE0103	Call script, where applicable, signed off by the learner's supervisor.		



WM-01-WE02	Provide service excellence by applying appropriate ways of maintaining relationships with a variety of customers at least twice per week over a period of a month.		
	<b>Scope Work Experience</b>	<b>Date</b>	<b>Signature</b>
WA0201	Make contact with customers and gather information to establish their level of satisfaction.		
WA0202	Analyse the information to identify customers who are satisfied or dissatisfied with current service provided.		
WA0203	Investigate instances of service dissatisfaction and make contact with the relevant customer to resolve the situation and provide appropriate solutions.		
WA0204	Based on the needs expressed by the customers, identify opportunities to expand business offerings with a customer.		
WA0205	In instances where the nature of the complaint is beyond your delegation of authority, escalate the customer query for senior management attention, where applicable.		
WA0206	Maintain an on-going contact with all customers through ethical and professional behaviour to strengthen the relationships and retain the customers.		
WA0207	Perform an on-going monitoring analysis of competitors in order to adapt to your own customer service excellence and to improve competitive advantage, i.e., stay ahead of the pack.		
	<b>Supporting Evidence</b>	<b>Date</b>	<b>Signature</b>
SE0201	List of customers the learner has made contact with for the duration of this work experience module, signed off by the learner's mentor.		

SE0202	Documentary / recordings evidence confirming that the learner has established information expressed by satisfied and dissatisfied customers, signed off by the learner's mentor.		
SE0203	Learners to show evidence of how they have expedited the resolution of customer problems and complaints to maximise satisfaction, signed off by the learner's mentor.		
SE0204	Report compiled by the learner detailing successful execution of all the activities, key challenges experienced, the outcomes achieved and recommendations for future improvements, signed off by the learner's mentor.		

	<b>Contextualised Workplace Knowledge</b>	Date	Signature
1	Standard Operating Procedures.		
2	Organisation's structures, policies and procedures.		
3	Communication strategies and protocols.		
4	Organisation's core business, values, vision and mission.		

	<b>Additional Assignments to be Assessed Externally</b>	Date	Signature

**332203-000-00-WM-02, Marketing, promoting and selling products, NQF Level 4, Credits 30**

WM-02-WE01	Run marketing/ promotion activities with three customers over the period of two months to create customer awareness and participate in merchandising discussions and activities during the same period.		
	<b>Scope Work Experience</b>	Date	Signature
WA0101	Familiarise yourself with the organisation marketing and promotion systems, policies, procedures and processes in order to plan for your marketing /promotion drive.		
WA0102	Participate in the process of determining the products to be promoted, targeted customers and the marketing /promotion methods.		
WA0103	Plan and prepare for a marketing /promotion drive.		
WA0104	Implement the marketing /promotion accordingly.		
WA0105	Gather and consolidate the responses and compile a report.		
WA0106	Accurately capture or update or maintain customer's records.		
WA0107	Participate in merchandising discussions and activities, when applicable and monitor stock levels at the customer's store.		
WA0108	Assess / measure the impact of the both the marketing /promotion activities as well as the merchandising on sales volumes.		
WA0109	Provide the supervisor with the relevant reports as required.		
	<b>Supporting Evidence</b>	Date	Signature
SE0101	Evidence of marketing/ promotion activities including but not limited to report, pictures in line		

	with the organisational policies and procedures, signed off by the learner's mentor.		
SE0102	Documentary evidence evaluating the effectiveness of a promotion in line with the organisational policies and procedures, signed off by the learner's mentor.		
SE0103	Documentary evidence evaluating stock levels at customers premises, signed off by the learner's mentor.		
SE0104	Report compiled by the learner detailing successful execution of all the activities, key challenges experienced, the outcomes achieved and recommendations for future improvements, signed off by the learner's mentor.		
WM-02-WE02	Close at least three (3) sales over a period of one (1) month.		
	<b>Scope Work Experience</b>	Date	Signature
WA0201	Prepare for the sales. (Including but not limited to determining the specific products to sell in relation to their life cycle, making appointments, developing a set of questions, preparing for the presentations, anticipating possible objections and how to manage them, working out a cost-effective route to various customers).		
WA0202	Visit the customers and perform the sales activities (through one-on-one sales pitch or group presentations, as may be required by the customer).		
WA0203	Engage the customer and respond to questions of clarity and potential queries, if any.		
WA0204	Observe and identify signals as indications of customer's readiness to buy.		
WA0205	Apply various techniques to close the sale.		
WA0206	Handle orders, follow up on orders and provide		

	customers with feedback on orders.		
WA0207	Manage monthly, weekly and daily sales targets.		
	<b>Supporting Evidence</b>	<b>Date</b>	<b>Signature</b>
SE0201	Documentary evidence showing that the learner has planned how to achieve the three sales in a month period, signed off by the mentor.		
SE0202	Documentary evidence of at least three (3) sales over a month, signed off by the learner's mentor.		
SE0203	In the event that the learner was unable to close all three sales, the learner must complete a self-reflection report on the sales process where they evaluate what went well, what did not go well and recommendations to improve sales process in the future, signed off by the learner's mentor.		
SE0204	Documentary evidence evaluating how the sales cycle was applied in line with the organisational sales processes, signed off by the learner's mentor.		
SE0205	Documentary evidence showing that orders have been handled and followed up in line with organisational procedures, signed off by the learner's mentor.		

	<b>Contextualised Workplace Knowledge</b>	<b>Date</b>	<b>Signature</b>
1	Standard Operating Procedures.		
2	Organisation's structures, policies and procedures.		
3	Communication strategies and protocols.		

4	Organisation's core business, values, vision and mission.		
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	<b>Additional Assignments to be Assessed Externally</b>	Date	Signature
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**332203-000-00-WM-03, The implementation of product positioning strategies within the competitive environment, NQF Level 4, Credits 25**

WM-03-WE01	Identify the target market and at least two (2) competitors over a one (1) month period.		
	<b>Scope Work Experience</b>	Date	Signature
WA0101	Profile the target market for two different products offered by your organisation, based on the following variables including but not limited to marital status, dependants, lifestyle, occupations and geographical area.		
WA0102	Compile a list of competitors offering similar products to the two products identified in the profile.		
WA0103	Evaluate the competitors footprint of the two products when compared to your two products, e.g., merchandising positioning, quantities, and pricing.		
WA0104	Differentiate the benefits of the products and the competitors' products with regards to positioning.		
	<b>Supporting Evidence</b>	Date	Signature
SE0101	Documentary evidence showing the profiling of the target market for two different products, signed off by the learner's mentor.		
SE0102	List of competitors offering similar products, signed off by the learner's mentor.		
SE0103	Documentary evidence showing the evaluation of competitors competing two products and footprint in terms of merchandising positioning, quantities, and pricing, signed off by the learner's mentor.		
WM-03-WE02	Apply product positioning strategies over a period on one (1) month in order to remain competitive.		

	<b>Scope Work Experience</b>	<b>Date</b>	<b>Signature</b>
WA0201	Identify the product life cycle phase for two products on promotion, offered by your organisation.		
WA0202	Check stock availability as per the customer lead times and demand for the two products on promotion.		
WA0203	Identify how the product mix has been applied by the organisation for the two products to increase sales volumes.		
WA0204	Monitor stock levels and product life cycle at the retailer or customers' premises in order to remain competitive.		
WA0205	Make recommendations to improve the positioning of the two products at two different customers.		
	<b>Supporting Evidence</b>	<b>Date</b>	<b>Signature</b>
SE0201	Documentary evidence showing that life cycle phase of the two products that are on promotion has been identified, signed off by the learner's mentor.		
SE0202	Documentary evidence showing availability of stock as per customer lead times and demand for the two products on promotion signed off by the learner's mentor.		
SE0203	Documentary evidence showing how the organisation has applied the product mix for the two products to increase sales volumes, signed off by the learner's mentor.		
SE0204	Documentary evidence reporting on the stock levels and product life cycle at the retailer or customers' premises in order to remain competitive, signed off by the learner's mentor.		
SE0205	Report compiled by the learner detailing recommendations to improve the positioning of		



	the two products at two different customers detailing, signed off by the learner's mentor.		
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	<b>Contextualised Workplace Knowledge</b>	Date	Signature
1	Standard Operating Procedures.		
2	Organisation's structures, policies and procedures.		
3	Communication strategies and protocols.		
4	Organisation's core business, vision and mission.		

	<b>Additional Assignments to be Assessed Externally</b>	Date	Signature

