



External Assessment Specifications Document				
Curriculum Code	Qualification Title	NQF Level		
332203-000-00-00	Sales Representative	4		
	Name	Email	Phone	Logo
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DQP Representative Signature

Date

AQP 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.

1.2 Qualification Purpose

The purpose of this qualification is to prepare a learner to function as a Sales Representative.

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.

A competent learner shall demonstrate among others the following attributes: honesty, integrity, punctuality, self-motivated, responsibility, accountability, interpersonal relations, customer service orientated, ethical behaviour, well organised, self-confidence and confidentiality.

A qualified learner will be able to:

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

1.3 Assessment Standards

1.3.1 Assessment Standards for the Qualification

Integrated Assessment Focus Area 1(40%)

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

Associated Assessment Criteria

- Potential customers are identified and contact is established.
- Information about customer's needs or queries is investigated and analysed.

- The response to the query is appropriate and solutions proposed meet the customer's needs.
- Areas of opportunities to expand business offerings with customers are identified.
- Customer queries that require escalated are correctly identified and recommendations made on how to escalate the query are appropriate to the given situation.
- Poor customer service is identified in accordance with the given case scenarios.
- The impact of poor customer service on the brand service is identified from the given case scenario.
- Improvements to customer service are recommended and are appropriate to the given scenario.

Integrated Assessment Focus Area 2 (40%)

Market, promote and sell products of the represented brand to improve sales.

Associated Assessment Criteria

- Preparations for a marketing campaign and selling activities are performed.
- The relevant marketing tool(s) in relation to the sales function are identified and applied.
- The use of various types of promotions are explained.
- The application of the promotional mix is explained in terms of its impact on sales.
- Merchandising activities are analysed in terms of their impact on sales.
- Key aspects of a successful sales presentation are identified and explained.
- The importance of engaging customers and responding to queries is described in terms of its impact on sales.
- Different ways of closing the sale are identified and explained.

Integrated Assessment Focus Area 3(20%)

Apply product positioning strategies within the competitive environment.

Associated Assessment Criteria

- The importance of identifying the target market is explained.
- Factors impacting the competitive environment are identified and explained.
- The impact of the product life cycle, availability of stock and product mix on sales is analysed.
- The importance of monitoring brand performance is explained.

1.3.2 Assessment Standards for Phases

- None

1.3.3 Assessment Standards for Part Qualifications

- None

2 ASSIGNMENTS TO BE EVALUATED 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.

3 CRITICAL ASPECTS OF THE INTERNAL ASSESSMENTS 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

Assessors must:

- Have completed an accredited assessor course and be registered as assessor with the relevant AQP.
- Have a minimum of 2 years of experience within the wholesale and retail industry.

5 FOUNDATIONAL LEARNING

Foundational Learning competence is a pre-requisite for the awarding of this qualification.

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>			OR			<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>
332203-000-00-KM-01	Customer relationship management	4	10					
332203-000-00-KM-02	Marketing, promotions and sales	4	10					
332203-000-00-KM-03	Competitors and positioning strategies	4	5					

	<i>Proof of Practical Skill Modules</i>			OR			<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>
332203-000-00-PM-01	Manage customer relationships within the scope of a Sales Representative in the wholesale and	4	15					

	retail industry.							
332203-000-00-PM-02	Market, promote and sell products	4	20					
332203-000-00-PM-03	Implement product positioning strategies within the competitive environment.	4	10					

And

Statement of Work experience

6.2 Phase 1

- No Phase Tests applicable

6.3 Part Qualification

- None