



SAQA ID 99669

OCCUPATIONAL CERTIFICATE

Sales Assistant (General) (Retail Sales Advisor)

NQF Level 3

54 Credits | 6 Months

Purpose & Rationale of the Qualification

PURPOSE

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

A Retail Sales Advisor sells goods and services such as Fast Moving Consumer Goods (FMCG), clothing, furniture, and speciality merchandise in a retail or wholesale environment.

Qualified learners will be able to:

- ✓ Attend to different types of customers and resolve queries.
- ✓ Provide customer service and build customer relationships.
- ✓ Sell products in a full-service retail and wholesale sales environment.

RATIONALE

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

More specifically, there are two roles that are relevant to this occupational code within the Wholesale and Retail sector.

The first is a Sales Assistant, who interacts with customers, responds to queries and provides customer service in both a partial and a full-service retail environment.

The second is a Retail Sales Advisor, who actively leads customers through the sales cycle and guides them to make the buying decision for products that meet their needs in addition to interacting with them and providing customer service.

LEARNING ASSUMED TO BE IN PLACE:

Entry Requirements:

NQF Level 1 with Mathematics and Communication.

LEARNING Modules

Knowledge Modules

MODULE	MODULE TITLE	NQF Level	No of credits
522301001-KM-01	Principles of attending to different types of customers and resolving customer queries impacting on sales	2	4
522301001-KM-02	Principles of service excellence and building customer relationships in retail and wholesale sales,	3	3
522301001-KM-03:	Concepts and principles of selling in a full-service retail and wholesale environment,	3	4

Total number of credits for Knowledge Modules: 11

Practical Skills Modules

MODULE	MODULE TITLE	NQF Level	No of credits
522301001-PM-01	Interaction with different types of customers and present a positive image,	2	2
522301001-PM-02	Handle customer queries and complaints	2	2
522301001-PM-03	Provide customer service and build customer relationships	3	2
522301001-PM-04	Sell products to customers using the sales cycle	3	3
522301001-PM-05	Use advanced selling techniques	3	2

Total number of credits for Practical Skill Modules: 11

Work Experience Modules

MODULE	MODULE TITLE	NQF Level	No of credits
522301001-WM-01	Processes and procedures for attending to different types of customers, handling customer queries and communicating with customers	2	10
522301001-WM-02	Processes and procedures for providing customer service	3	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,	3	14

Total number of credits for Work Experience Modules: 32

LEARNING Modules

EXIT LEVEL OUTCOMES

- Attend to customers and handle their queries.
- Build relationships with customers by providing quality service.
- Sell goods or services to customers.

Minimum Credits: 54

** The qualification is assessed through internal formative assessments and an external integrated summative assessment conducted by an accredited QCTO Assessment Quality Partner.*



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