

**NQF Level 4 | merSETA**



# Certificate: Automotive Sales and Support Services

Master the art of automotive sales with comprehensive training in vehicle knowledge, customer relations, sales techniques, and industry best practices to excel as a professional automotive sales and support specialist.

**147**  
Credits

**12**  
Months

**NQF 4**  
Level



## Qualification Overview

The purpose of this qualification is to provide learners, education and training providers and employers with the standards and the range of learning required to work effectively in various sub-sectors of the industry as automotive sales persons. The primary skill that is recognised in this qualification is the ability to apply the fundamental competencies of automotive sales with reference to recognising and responding to

prospective clients of the organisation within identified functional areas of sales.

## Exit Level Outcomes

Upon completion of this qualification, learners will be able to:

- ✔ Plan quarterly sales
- ✔ Perform vehicle sales
- ✔ Apply client service standards for client satisfaction

## Entry Requirements

- ✔ Communication at NQF Level 3
- ✔ Mathematical Literacy at NQF Level 3

## Qualification Modules

### Module 1: Mathematical Literacy

- Use mathematics to investigate and monitor the financial aspects of personal, business, national and international issues
- Represent, analyse and calculate shapes and motion in 2 and 3-dimensional space in different contexts
- Statistics and probability to critically interrogate and effectively communicate findings on problems

### Module 2: Communications

- Accommodate audience and context needs in oral/signed communication
- Interpret and use information from texts
- Use language and communication in occupational learning programmes
- Write/present/sign texts for a range of communication and evaluate spoken/signed texts
- Engage in sustained oral/signed communication and evaluate spoken/signed texts
- Read/view, analyse and respond to a variety of texts

### **Module 3: Customer Service**

- Advise customers to optimise choice and benefits
- Apply the skills of customer care in a specific work environment
- Conduct sales and support services

### **Module 4: Sales**

- Identify customers and generate selling opportunities
- Sell products to corporate fleet owners

### **Module 5: Personal Development and Internal Relationships**

- Evaluate personal sales performance in the retail industry
- Demonstrate knowledge and application of ethical conduct in a business environment
- Describe the interaction with internal departments and external sales support structures

## **Elective Modules (Choose One)**

### **Servicing Elective**

- Process vehicle service or repair requests
- Handover a serviced vehicle
- Make appointments and control the flow of customer vehicles
- Control workflow in an automotive service environment

### **Parts Elective**

- Maintain stock in the automotive sales retail industry
- Demonstrate automotive vehicle product knowledge
- Processing of automotive orders and payments
- Procure and buy stock in a specific retail industry

## Commercial/Passenger Elective

- Prepare and deliver a purchased vehicle to a customer
- Merchandise and display products, services and related goods
- Present and demonstrate the features, advantages and benefits of a vehicle
- Demonstrate knowledge and understanding of the Financial Advisory and Intermediary Services Act 2002 (FAIS)
- Appraise and evaluate used vehicles

### Qualification Details

SETA **merSETA**

NQF Level **Level 4**

Credits **147 Credits**

Duration **12 Months**

SAQA ID **64289**

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### Career Opportunities

 Car Sales Representative

 Service Advisor

 Dealer Principal

### Need Help?

Contact our qualification specialists for guidance.

[help@speccon.co.za](mailto:help@speccon.co.za)

## Related Qualifications

Explore other automotive and sales qualifications



NQF Level 4

**Automotive Sales Advisor**



NQF Level 5

**Generic Management**



NQF Level 2

**Customer Service**

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