

# Occupational Certificate: Sales Assistant (General) (Retail Sales Advisor) NQF 3



## ^ PURPOSE

The Occupational Certificate: Sales Assistant provides advanced knowledge and skills for retail and wholesale sales operations. This qualification is designed for individuals seeking intermediate-level positions in sales environments and customer service roles.

Students will gain comprehensive skills in advanced selling techniques, customer relationship building, complaints management, and service excellence while developing professional competencies for the retail and wholesale industry.

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

## ^ COURSE CONTENT

### Module 1: Sales and Marketing

- Concepts and principles of selling in a full service retail and wholesale environment
- Interact with different types of customers and present a positive image
- Sell products to customers using the sales cycle
- Use advanced selling techniques
- 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

### Module 2: Customer Relationship Management

- Principles of service excellence and building customer relationships in retail and wholesale sales
- Provide customer service and build customer relationships
- Processes and procedures for providing customer service

### Module 3: Complaints Management

- Principles of attending to different types of customers and resolving customer queries impacting on sales
- Handle customer queries and complaints
- Processes and procedures for attending to different types of customers, handling customer queries and communicating with customers

## ^ DELIVERY

- Duration: 12 Months
- Delivery: Classroom/Online/Blended

## ^ ENTRY LEVEL REQUIREMENTS

- Communication at NQF Level 1
- Mathematical Literacy at NQF Level 1

## ^ CAREER POSSIBILITIES

- Leading a team of sales assistants
- Overseeing the entire store's operations
- Handling staff scheduling, training, and customer service
- Ensuring the department meets sales goals and maintains high standards

## ^ ACCREDITATION

- Occupational Certificate: Sales Assistant (General) (Retail Sales Advisor)
- Accreditation: QCTO
- SAQA ID: 99669
- NQF Level: 3
- Credits: 54
- Duration: 6-8 Months

[MORE INFO](#)

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