



BCONSULT

Occupational Certificate

SALES ASSISTANT (GENERAL) (RETAIL SALES ADVISOR)

NQF Level 3 | SAQA ID 99669 | 54 Points | 12 Months

Occupational Certificate:

Sales Assistant (General) (Retail Sales Advisor) – NQF Level 3

SAQA ID: 99669 | Credits: 54 | Duration: 12-month | QCTO Learnership

1. Course Overview

The Occupational Certificate: Sales Assistant (General) (Retail Sales Advisor) prepares learners to work effectively in retail and wholesale environments. The role of a Sales Assistant or Retail Sales Advisor is critical in ensuring customer satisfaction, driving sales, and sustaining business profitability.

Learners will gain knowledge and practical skills in customer interaction, service excellence, sales processes, and advanced selling techniques. This qualification is aligned with the needs of the Wholesale and Retail sector, where skilled sales staff directly impact income generation, customer loyalty, and overall business growth.

2. Learning Outcomes

On completion of this programme, learners will be able to:

- Attend to customers and handle queries effectively.
- Provide customer service that builds and maintains customer relationships.
- Sell goods and services using professional and advanced sales techniques.

KNOWLEDGE MODULES

Curriculum Code	Knowledge Module	NQF Level	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

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PRACTICAL SKILLS MODULES

Curriculum Code	Practical Skills Module	NQF Level	Credits
522301001-PM-01	Interaction with different types of customers and present a positive image	2	2
522301001-PM-02	Provide customer service and build customer relationships	3	2
522301001-PM-03	Handle customer queries and complaints	2	2
522301001-PM-04	Sell products to customers using the sales cycle	3	3
522301001-PM-05	Use advanced selling techniques	3	2

WORKPLACE MODULES

Curriculum Code	Workplace Module	NQF Level	Credits
522301001-WM-01	Processes and procedures for attending to different types of 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

3. **A Qualified Learner Will Be Able To:**

- Greet, acknowledge, and interact with diverse customers to create a positive impression.
- Resolve customer queries and complaints in line with organisational processes.
- Apply principles of service excellence to strengthen customer loyalty.
- Conduct sales using the sales cycle, including needs identification, product presentation, overcoming objections, and closing sales.
- Apply advanced selling skills, including up-selling, cross-selling, and offering alternative products or services.

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Entry Requirements

- NQF Level 1 with Mathematics and Communication.
- Recognition of Prior Learning (RPL) may be applied for access to the qualification and the external summative assessment, subject to provider and workplace approval.

4. International Comparability

- New Zealand: Comparable to the National Certificate in Retail (Customer Service and Sales Support) (Level 2), which focuses on customer interaction and service within retail environments.
- Australia: Similar to the Certificate II in Retail, which includes buyer behaviour, sales processes, and retail operations.

Conclusion: While international qualifications are broader, this programme is specifically designed for the South African context, focusing on occupational codes that cover customer interaction and retail sales advisory functions. The qualification ensures learners are equipped to perform effectively in both local and international retail settings.

5. Occupational Trainer – NQF Level 3 Certification

- **Occupational Certificate: Sales Assistant (General) (Retail Sales Advisor)**
- **NQF Level 3**
- **Quality Assured by W&RSETA under the QCTO framework**

6. Potential Career Opportunities

Graduates of this qualification can pursue roles such as:

- Sales Assistant (Retail or Wholesale)
- Retail Sales Advisor
- Customer Service Assistant
- Junior Sales Consultant
- Retail Store Assistant

This qualification also provides pathways to supervisory and specialised retail roles through further study.

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7. Learning Options

This qualification can be completed through:

- **Classroom-based learning** at accredited training providers.
- **Workplace-based learning** in approved retail and wholesale environments.
- **Blended learning**, combining theoretical modules, practical skills training, and work experience.

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