

## Retail Sales Associate SYLLABUS/ CURRICULUM

This Programme is aimed at training candidates for the job of “Retail Sales Associate”, in the “Retail” Sector/Industry and by the end of the program aims at building the following key competencies amongst the learner:

1	Process credit applications for purchases	2	Help keep the store secure
3	Help maintain healthy and safety	4	Demonstrate products to customers
5	Help customers choose right products	6	Provide specialist support to customers facilitating purchases
7	Maximise sales of goods & services	8	Provide personalised sales & post-sales service support
9	Create a positive image of self & organisation in the customers mind	10	Resolve customer concerns
11	Organise the delivery of reliable service	12	Improve customer relationship
13	Monitor and solve service concerns	14	Promote continuous improvement in service
15	Work effectively in a retail team	16	Work effectively in an organisation

This course encompasses 16/ 16\_NOS of “Retail Sales Associate” - RAS/Q0104, Qualification Pack issued by RASCI.

S.No	Module/Topic	Durati on (hrs)	Key Learning Outcomes	NOS Code
1.	To process credit applications for purchases		<p><b>Performance Criteria</b></p> <p>The learners will be able to:</p> <ul style="list-style-type: none"> <li>• identify the customer’s needs for credit facilities.</li> <li>• clearly explain to the customer the features and conditions of credit facilities.</li> <li>• provide enough time and opportunities for the customer to ask for clarification or more information.</li> <li>• accurately fill in the documents needed to allow the customer to get credit.</li> <li>• successfully carry out the necessary credit checks and authorisation procedures.</li> <li>• promptly refer difficulties in processing applications to the right person.</li> </ul> <p><b>Knowledge and Understanding Organizational</b></p>	RAS/N0114

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p><b>Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• the features and conditions of the credit facilities offered by the company.</li> <li>• legal and company requirements for giving information to customers when offering them credit facilities.</li> <li>• legal and company procedures for carrying out credit checks and getting authorisation for credit facilities.</li> <li>• whom to approach for advice and help in sorting out difficulties in processing applications.</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>• how to determine the credit worthiness of an individual by using appropriate techniques and tools.</li> </ul>	
2.	To help keep the store secure		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>• take prompt and suitable action to reduce security risks as far as possible, where it is within the limits of his/her responsibility and authority to do so.</li> <li>• follow company policy and legal requirements when dealing with security risks.</li> <li>• recognise when security risks are beyond his/her authority and responsibility to sort out, and report these risks promptly to the right person.</li> <li>• use approved procedures and techniques for protecting personal safety when security risks arise.</li> <li>• follow company policies and procedures for maintaining security while working.</li> <li>• follow company policies and procedures for making sure that security will be maintained when he/she goes on breaks and when he/she finishes work.</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p>	RAS/N0120

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> <li>• the types of security risk that can arise in the workplace.</li> <li>• with how much authority and responsibility he/she has to deal security risks, including legal rights and duties.</li> <li>• the company policy and procedures for dealing with security risks in the workplace.</li> <li>• whom to report security risks to, and how to contact them.</li> <li>• the company policies and procedures for maintaining security while working.</li> <li>• the company policies and procedures for making sure that security will be maintained when you go on your breaks and when you finish work.</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>• approved procedures and techniques for ensuring personal safety when security risks arise.</li> </ul>	
3.	To help maintain healthy and safety		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>• follow company procedures and legal requirements for dealing with accidents and emergencies.</li> <li>• speak and behave in a calm way while dealing with accidents and emergencies.</li> <li>• report accidents and emergencies promptly, accurately and to the right person.</li> <li>• recognize when evacuation procedures have been started and follow company procedures for evacuation.</li> <li>• follow the health and safety requirements laid down by the company and by law, and encourage colleagues to do the same.</li> <li>• promptly take the approved action to deal with risks if he/she is authorised to do so.</li> <li>• report risks promptly to the right person, if he/she does not have the authority.</li> <li>• use equipment and materials in line with the manufacturer's instructions.</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p>	RAS/N0122

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> <li>company procedures and legal requirements for dealing with accidents and emergencies.</li> <li>how to report accidents and emergencies to promote health and safety.</li> <li>legal and company requirements for reporting accidents and emergencies.</li> <li>company procedures for evacuation, including how the alarm is raised and where emergency exits and assembly points are.</li> <li>health and safety requirements laid down by the company and by law.</li> <li>setting a good example contributing to health and safety in the workplace.</li> <li>authority and responsibility for dealing with health and safety risks, and the importance of not taking on more responsibility than he/she is authorised to.</li> <li>approved procedures for dealing with health and safety risks.</li> <li>how to find instructions for using equipment and materials.</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>techniques for speaking and behaving in a calm way while dealing with accidents and emergencies.</li> <li>emergency response techniques.</li> <li>using machinery and escape methods to have minimal loss to material and life.</li> </ul>	
4.	To demonstrate products to customers		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>prepare the demonstration area and check that it can be used safely.</li> <li>check whether the required equipment and products for demonstration are in place.</li> <li>demonstrate products clearly and accurately to customers.</li> <li>present the demonstration in a logical sequence of steps and stages.</li> <li>cover all the features and benefits he/she thinks are needed to gain the customer's interest.</li> <li>promptly clear away the equipment and products at the end of the demonstration and connect with the customer.</li> </ul>	RAS/N0125

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• how to prepare the demonstration area effectively and checking it is safe.</li> <li>• how to organise demonstrations into logical steps and stages, and how this makes demonstrations more effective.</li> <li>• how to communicate clear and accurate information during demonstrations.</li> <li>• how to clear equipment and products away promptly at the end of the demonstration and connect with the customer.</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>• the importance of demonstrations in promoting and selling products.</li> <li>• features and benefits of the products he/she is responsible for demonstrating.</li> <li>• applicable warranty, replacement / repair.</li> <li>• annual maintenance costs (if applicable).</li> </ul>	
5.	To help customers choose right products		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>• find out which product features and benefits interest individual customers and focus on these when discussing products.</li> <li>• describe and explain clearly and accurately relevant product features and benefits to customers.</li> <li>• compare and contrast products in ways that help customers choose the product that best meets their needs.</li> <li>• check customers' responses to his/her explanations, and confirm their interest in the product.</li> <li>• encourage customers to ask questions &amp; respond to their questions, comments &amp; objections in ways that promote sales &amp; goodwill.</li> <li>• identify suitable opportunities to tell the customer about associated or additional products and do so in a way that promotes sales and goodwill.</li> <li>• constantly check the store for security, safety</li> </ul>	RAS/N0126

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p>and potential sales whilst helping customers.</p> <ul style="list-style-type: none"> <li>• give customers enough time to evaluate products and ask questions.</li> <li>• handle objections and questions in a way that promotes sales and keeps the customer's confidence.</li> <li>• identify the need for additional and associated products and take the opportunity to increase sales.</li> <li>• clearly acknowledge the customer's buying decisions.</li> <li>• clearly explain any customer rights that apply.</li> <li>• clearly explain to the customer where to pay for their purchases.</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• how to promote sales and goodwill.</li> <li>• how to help customers choose products.</li> <li>• how to explain product features and benefits to customers in ways that they understand and find interesting.</li> <li>• how to check and interpret customer responses.</li> <li>• how to adapt explanations and respond to questions and comments in ways that promote sales and goodwill.</li> <li>• how to encourage customers to ask for clarification and more information.</li> <li>• the risks of not paying attention to the store, in terms of security, safety and lost sales.</li> <li>• how to recognise buying signals from customers</li> <li>• how to handle objections and questions confidently and effectively.</li> <li>• legal rights and responsibilities of retailers and customers to do with returning of unsatisfactory goods.</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>• techniques for closing the sale.</li> <li>• product features and benefits.</li> </ul>	

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6.	To provide specialist support to customers facilitating purchases		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>• talk to customers politely and in ways that promote sales and goodwill.</li> <li>• use the information given by the customer to find out what they are looking for.</li> <li>• help the customer understand the features and benefits of the products they have shown an interest in.</li> <li>• explain clearly and accurately the features and benefits of products and relate these to the customer's needs.</li> <li>• promote the products that give the best match between the customer's needs and the store's need to make sales.</li> <li>• spot and use suitable opportunities to promote other products where these will meet the customer's needs.</li> <li>• control the time he/she spends with the customer to match the value of the prospective purchase.</li> <li>• constantly check the store for safety, security and potential sales while helping individual customers.</li> <li>• find out if the customer is willing to see a demonstration.</li> <li>• set up demonstrations safely and in a way that disturbs other people as little as possible.</li> <li>• check whether he/she has everything needed to give an effective demonstration.</li> <li>• give demonstrations that clearly show the use and value of the product.</li> <li>• offer customers the opportunity to use the product themselves, where appropriate.</li> <li>• give customers enough chance to ask questions about the products or services he/she is demonstrating to them.</li> <li>• check that the store will be monitored for security, safety and potential sales while he/she is carrying out demonstrations.</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• how to help customers decide what to buy by comparing and contrasting the features, advantages and benefits of products for them.</li> </ul>	RAS/N0127

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> <li>• how the time of day affects customers' willingness to engage in conversation with a salesperson.</li> <li>• how to give customers product information that is relevant to their individual needs and interests.</li> <li>• how to find out which product features and benefits interest individual customers.</li> <li>• how to adapt appropriate speech, body language and sales style to appeal to different kinds of customers.</li> <li>• company policy on customer service and how this applies to giving specialist information and advice to customers.</li> <li>• how to set up safe and effective demonstrations of the specialist products he/she is responsible for promoting.</li> <li>• keeping the customer interested during demonstrations.</li> <li>• responding to the customer's comments and questions during demonstrations.</li> </ul> <p><b>Technical Knowledge:</b>            The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>• features and benefits of the specialist products.</li> <li>• advantages compared with similar products offered by competitors.</li> <li>• up to date product knowledge.</li> <li>• the importance of demonstrations in promoting and selling products.</li> </ul>	
7.	To maximise sales of goods & services		<p><b>Performance Criteria</b>            The learners will be able to:</p> <ul style="list-style-type: none"> <li>• identify promotional opportunities and estimate their potential to increase sales.</li> <li>• identify promotional opportunities which offer the greatest potential to increase sales.</li> <li>• report promotional opportunities to the right person.</li> <li>• fill in the relevant records fully and accurately.</li> <li>• tell customers about promotions clearly and in a persuasive way.</li> <li>• identify and take the most effective actions for converting promotional sales into regular future sales.</li> <li>• gather relevant and accurate information</li> </ul>	RAS/N0128

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p>about the effectiveness of promotions, and communicate this information clearly to the right person.</p> <ul style="list-style-type: none"> <li>record clearly and accurately the results of promotions.</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>seasonal trends and how they affect opportunities for sales.</li> <li>how to estimate and compare the potential of promotional opportunities to increase sales.</li> <li>whom to approach about the identified promotional opportunities.</li> <li>techniques for building customers' interest in regularly buying in future the product you are promoting.</li> <li>how to evaluate and record the results of promotions.</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>the difference between the features and benefits of products.</li> <li>how to promote the features and benefits of products to customers.</li> <li>techniques of encouraging customers to buy the product being promoted.</li> </ul>	
8.	To provide personalised sales & post-sales service support		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>use available information in the client records to help prepare for consultations.</li> <li>check whether the work area is clean and tidy and that all the required equipment are in hand before starting a consultation.</li> <li>quickly create a rapport with the client at the start of the consultation.</li> <li>talk and behave towards the client in ways that project the company image effectively.</li> <li>ask questions to understand the client's buying needs, preferences and priorities.</li> <li>tactfully check, where appropriate, how much the client wants to spend.</li> <li>explain clearly to the client the features and benefits of the recommended products or</li> </ul>	RAS/N0129

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p>services and relate these to the client's individual needs.</p> <ul style="list-style-type: none"> <li>• identify suitable opportunities to sell additional or related products or services that are suited to the client's needs.</li> <li>• make recommendations to the client in a confident and polite way and without pressurising them.</li> <li>• pace client consultations to make good use of the selling time while maintaining good relations with the client.</li> <li>• meet the company's customer service standards while dealing with the client</li> <li>• follow the company's procedures for keeping client records up-to-date.</li> <li>• record client information accurately and store it in the right places in the company's system.</li> <li>• keep client information confidential and share it only with people who have a right to it.</li> <li>• keep to clients' wishes as to how and when they may be contacted.</li> <li>• follow the company's policy and procedures for contacting clients.</li> <li>• tell clients promptly and offer any other suitable products or services, where promises cannot be kept.</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b></p> <p>The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• company's desired image and how to project this to clients.</li> <li>• how to use information in client records to prepare for client visits.</li> <li>• how to create and maintain a rapport with clients, both new and existing.</li> <li>• the types of question to ask clients to find out about their buying needs, preferences and priorities.</li> <li>• how to ask clients tactfully how much they want to spend.</li> <li>• how to relate the features and benefits of products or services to the client's needs.</li> <li>• how to identify suitable opportunities to sell additional or related products.</li> <li>• how to recommend clients in a way that encourages them to accept the</li> </ul>	

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p>recommendation, without pressurising them.</p> <ul style="list-style-type: none"> <li>• how to balance the need to make immediate sales with the need to maintain good business relations with the client, and how to do so.</li> <li>• company's customer service standards and how to apply these when providing a personalised service to clients.</li> <li>• how to keep client records up-to-date and store them correctly.</li> <li>• company procedures for updating client records.</li> <li>• company systems and procedures for recording and storing client information.</li> <li>• relevant aspects of the data protection laws and company policy for client confidentiality.</li> <li>• how to keep one's promises to clients.</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>• brands and services, including seasonal trends, new brands or services, promotions, stock levels, competitor comparisons, and additional services such as store cards, gift wrapping or delivery.</li> </ul>	
9.	To create a positive image of self & organisation in the customers mind		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>• meet the organisation's standards of appearance and behaviour.</li> <li>• greet customers respectfully and in a friendly manner.</li> <li>• communicate with customers in a way that makes them feel valued and respected.</li> <li>• identify and confirm customer's expectations.</li> <li>• treat customers courteously and helpfully at all times.</li> <li>• keep customers informed and reassured.</li> <li>• adapt appropriate behaviour to respond effectively to different customer behaviour.</li> <li>• respond promptly to a customer seeking assistance.</li> <li>• select the most appropriate way of communicating with customers.</li> <li>• check with customers to ensure complete understanding of their expectations.</li> <li>• respond promptly and positively to customers' questions and comments.</li> </ul>	RAS/N0130

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> <li>• allow customers time to consider his/her response and give further explanation when appropriate.</li> <li>• quickly locate information that will help customers.</li> <li>• give customers the information they need about the services or products offered by the organisation.</li> <li>• recognise information that customers might find complicated and check whether they fully understand.</li> <li>• explain clearly to customers any reasons why their needs or expectations cannot be met.</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b>            The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• organisation's standards for appearance and behaviour.</li> <li>• organisation's guidelines for how to recognise what customers want and respond appropriately.</li> <li>• organisation's rules and procedures regarding the methods used for communication.</li> <li>• how to recognise when a customer is angry or confused.</li> <li>• organisation's standards for timeliness in responding to customer questions and requests for information.</li> </ul>	
10.	To resolve customer concerns		<p><b>Performance Criteria</b>            The learners will be able to:</p> <ul style="list-style-type: none"> <li>• identify the options for resolving a customer service problem.</li> <li>• work with others to identify and confirm the options to resolve a customer service problem.</li> <li>• work out the advantages and disadvantages of each option for customers and the organisation.</li> <li>• pick the best option for customers and the organisation.</li> <li>• identify for customers, other ways that problems may be resolved if you are unable to help.</li> <li>• identify the options for resolving a customer service problem.</li> <li>• work with others to identify and confirm the</li> </ul>	RAS/N0132

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p>options to resolve a customer service problem.</p> <ul style="list-style-type: none"> <li>work out the advantages and disadvantages of each option for your customer and your organisation.</li> <li>pick the best option for your customer and your organisation.</li> <li>identify for your customer other ways that problems may be resolved if you are unable to help.</li> <li>discuss and agree the options for solving the problem with customers.</li> <li>take action to implement the option agreed with the customer.</li> <li>work with others and the customer to make sure that any promises related to solving the problem are kept.</li> <li>keep customers fully informed about what is happening to resolve problem.</li> <li>check with customers to make sure the problem has been resolved to their satisfaction.</li> <li>give clear reasons to customers when the problem has not been resolved to their satisfaction.</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>the importance of listening carefully to customers about problems they have raised.</li> <li>how to ask customers about the problem to check one's understanding.</li> <li>how to recognise repeated problems and alerting appropriate authority.</li> <li>how to share customer feedback with others to identify potential problems before they happen.</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>how to identify problems with systems and procedures before they begin to affect customers.</li> </ul>	
11.	To organise the delivery of reliable		<p><b>Performance Criteria</b> The learners will be able to:</p>	RAS/N0133

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
	service		<ul style="list-style-type: none"> <li>• plan, prepare and organise everything that is needed to deliver a variety of services or products to different types of customers.</li> <li>• organise what he/she does to ensure consistency in giving prompt attention to customers.</li> <li>• reorganise his/her work to respond to unexpected additional workloads.</li> <li>• maintain service delivery during very busy periods and unusually quiet periods and when systems, people or resources have let you down.</li> <li>• consistently meet customers' expectations.</li> <li>• balance the time he/she takes with customers with the demands of other customers seeking attention.</li> <li>• respond appropriately to customers when they make comments about the products or services being offered.</li> <li>• alert others to repeated comments made by customers.</li> <li>• take action to improve the reliability of his/her service based on customer comments.</li> <li>• monitor whether the action taken has improved the service given to customers.</li> <li>• record and store customer service information accurately following organisational guidelines.</li> <li>• select and retrieve customer service information that is relevant, sufficient and in an appropriate format.</li> <li>• quickly locate information that will help solve a customer's query.</li> <li>• supply accurate customer service information to others using the most appropriate method of communication.</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• the importance of having reliable and fast information for customers and the organisation.</li> <li>• organisational procedures and systems for delivering customer service</li> <li>• how to identify useful customer feedback.</li> <li>• how to communicate feedback from</li> </ul>	

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p>customers to others.</p> <ul style="list-style-type: none"> <li>organisational procedures and systems for recording, storing, retrieving and supplying customer service information.</li> <li>legal and regulatory requirements regarding the storage of data.</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>how to use CRM software to capture customer feedback and draw analysis.</li> </ul>	
12.	To improve customer relationship		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>select and use the best method of communication to meet customers' expectations.</li> <li>take the initiative to contact customers to update them when things are not going as per plan or when further information is required.</li> <li>adapt appropriate communication to respond to individual customers' feelings.</li> <li>meet customers' expectations within the organisation's service offer.</li> <li>explain the reasons to customers sensitively and positively when their expectations cannot be met.</li> <li>identify alternative solutions for customers either within or outside the organisation.</li> <li>identify the costs and benefits of these solutions to the organisation and to customers.</li> <li>negotiate and agree solutions with customers which satisfy them and are acceptable to the organisation.</li> <li>take action to satisfy customers with the agreed solution.</li> <li>make extra efforts to improve his/her relationship with customers.</li> <li>recognise opportunities to exceed customers' expectations.</li> <li>take action to exceed customers' expectations within the limits of his/her authority.</li> <li>gain the help and support of others to exceed customers' expectations</li> </ul> <p><b>Knowledge and Understanding Organizational</b></p>	RAS/N0134

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p><b>Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• how to make best use of the method of communication chosen for dealing with customers.</li> <li>• how to negotiate effectively with customers.</li> <li>• how to assess the costs and benefits to customers and the organisation of any unusual agreement made.</li> <li>• customer loyalty and/or improved internal customer relationships to the organisation.</li> </ul>	
13.	To monitor and solve service concerns		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>• respond positively to customer service problems following organizational guidelines.</li> <li>• solve customer service problems when he/she has sufficient authority.</li> <li>• work with others to solve customer service problems.</li> <li>• keep customers informed of the actions being taken.</li> <li>• check with customers that they are comfortable with the actions being taken.</li> <li>• solve problems with service systems and procedures that might affect customers before they become aware of them.</li> <li>• inform managers and colleagues of the steps taken to solve specific problems.</li> <li>• identify repeated customer service problems.</li> <li>• identify the options for dealing with a repeated customer service problem and consider the advantages and disadvantages of each option.</li> <li>• work with others to select best options for solving repeated customer service problems, balancing customer expectations with the needs of the organization.</li> <li>• obtain the approval of somebody with sufficient authority to change organisational guidelines in order to reduce the chance of a problem being repeated.</li> <li>• action the agreed solution.</li> <li>• keep customers informed in a positive and clear manner of steps being taken to solve any service problems.</li> <li>• monitor the changes that have been made and adjust them if appropriate.</li> </ul>	RAS/N0135

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			<p><b>Knowledge and Understanding Organizational Context:</b></p> <p>The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>organisational procedures and systems for dealing with customer service problems.</li> <li>organisational procedures and systems for identifying repeated customer service problems.</li> <li>how successful resolution of customer service problems contributes to customer loyalty with external customer &amp; improved working relationships with service partners or internal customers.</li> <li>how to negotiate with and reassure customers while their problems are being solved.</li> </ul>	
14.	To promote continuous improvement in service		<p><b>Performance Criteria</b></p> <p>The learners will be able to:</p> <ul style="list-style-type: none"> <li>gather feedback from customers that will help identify opportunities for customer service improvement.</li> <li>analyse and interpret feedback to identify opportunities for customer service improvements and propose changes.</li> <li>discuss with others the potential effects of any proposed changes for customers and the organisation.</li> <li>negotiate changes in customer service systems &amp; improvements with somebody of sufficient authority to approve trial / full implementation of the change</li> <li>organise the implementation of authorised changes.</li> <li>implement the changes following organisational guidelines.</li> <li>inform people inside and outside the organisation who need to know of the changes being made and the reasons for them.</li> <li>monitor early reactions to changes and make appropriate fine-tuning adjustments.</li> <li>collect and record feedback on the effects of changes.</li> <li>analyse and interpret feedback and share the findings on the effects of changes with others.</li> <li>summarise the advantages and disadvantages of the changes.</li> </ul>	RAS/N0136

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> <li>• use your analysis and interpretation of changes to identify opportunities for further improvement.</li> <li>• present these opportunities to somebody with sufficient authority to make them happen.</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• service improvements affecting the balance between overall customer satisfaction, costs of providing service &amp; regulatory needs.</li> <li>• how customer experience is influenced by the way service is delivered.</li> <li>• how to collect, analyse and present customer feedback.</li> <li>• how to make a business case to others to bring about change in the products or services being offered.</li> </ul>	
15.	To work effectively in a retail team		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>• display courteous and helpful behaviour at all times.</li> <li>• take opportunities to enhance the level of assistance offered to colleagues.</li> <li>• meet all reasonable requests for assistance within acceptable workplace timeframes.</li> <li>• complete allocated tasks as required.</li> <li>• seek assistance when difficulties arise.</li> <li>• use questioning techniques to clarify instructions or responsibilities.</li> <li>• identify and display a non discriminatory attitude in all contacts with customers and other staff members.</li> <li>• observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact.</li> <li>• follow personal hygiene procedures according to organisational policy and relevant legislation.</li> <li>• interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task.</li> <li>• interpret, confirm and act on legal requirements in regard to antidiscrimination, sexual harassment and bullying.</li> <li>• ask questions to seek and clarify workplace</li> </ul>	RAS/N0137

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p>information.</p> <ul style="list-style-type: none"> <li>• plan and organise daily work routine within the scope of the job role.</li> <li>• prioritise and complete tasks according to required timeframes.</li> <li>• identify work and personal priorities and achieve a balance between competing priorities.</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• the policies and procedures relating to the job role.</li> <li>• the value system of the organisation.</li> <li>• employee rights and obligations.</li> <li>• the reporting hierarchy and escalation matrix</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>• ask questions to identify and confirm requirements.</li> <li>• follow routine instructions through clear and direct communication.</li> <li>• use language and concepts appropriate to cultural differences.</li> <li>• use and interpret non-verbal communication.</li> <li>• the scope of information or materials required within the parameters of the job role.</li> <li>• the consequences of poor team participation on job outcomes.</li> <li>• work health and safety requirements.</li> </ul>	
16.	To work effectively in your organisation		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>• share work fairly with colleagues, taking account of own and others' preferences, skills and time available.</li> <li>• make realistic commitments to colleagues and do what has been promised.</li> <li>• let colleagues know promptly if he/she will not be able to do what has been promised and suggest suitable alternatives.</li> <li>• encourage and support colleagues when working conditions are difficult.</li> <li>• encourage colleagues who are finding it difficult to work together to treat each other</li> </ul>	RAS/N0138

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p>fairly, politely and with respect.</p> <ul style="list-style-type: none"> <li>• follow the company's health and safety procedures while working</li> <li>• discuss and agree with the right people goals that are relevant, realistic and clear.</li> <li>• identify the knowledge and skills needed to achieve his/her goals.</li> <li>• agree action points and deadlines that are realistic, taking account of past learning experiences and the time and resources available for learning.</li> <li>• regularly check his/her progress and, when necessary, change the way of working.</li> <li>• ask for feedback on his/her progress from those in a position to give it, and use their feedback to improve his/her performance.</li> <li>• encourage colleagues to ask him/her for work-related information or advice that he/she is likely to be able to provide.</li> <li>• notice when colleagues are having difficulty performing tasks at which you are competent, and tactfully offer advice.</li> <li>• give clear, accurate and relevant information and advice relating to tasks and procedures.</li> <li>• explain and demonstrate procedures clearly, accurately and in a logical sequence.</li> <li>• encourage colleagues to ask questions if they don't understand the information and advice given to them.</li> <li>• give colleagues opportunities to practice new skills, and give constructive feedback.</li> <li>• check that health, safety and security are not compromised when helping others to learn.</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b></p> <p>The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• team's purpose, aims and targets.</li> <li>• responsibility for contributing to the team's success.</li> <li>• colleagues' roles and main responsibilities.</li> <li>• the importance of sharing work fairly with colleagues.</li> <li>• the factors that can affect own and colleagues' willingness to carry out work, including skills and existing workload.</li> <li>• the importance of being a reliable team</li> </ul>	

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p>member.</p> <ul style="list-style-type: none"> <li>• factors to take account of when making commitments, including your existing workload and the degree to which interruptions and changes of plan are within your control.</li> <li>• the importance of maintaining team morale, the circumstances when morale is likely to flag, and the kinds of encouragement and support that are likely to be valued by colleagues.</li> <li>• the importance of good working relations, and techniques for removing tension between colleagues.</li> <li>• the importance of following the company's policies and procedures for health and safety, including setting a good example to colleagues.</li> <li>• who can help set goals, help plan your learning, and give you feedback about your progress.</li> <li>• how to identify the knowledge and skills he/she will need to achieve his/her goals.</li> <li>• how to check his/her progress.</li> <li>• how to adjust plans as needed to meet goals.</li> <li>• how to ask for feedback on progress.</li> <li>• how to respond positively.</li> <li>• how to help others to learn in the workplace.</li> <li>• how to work out what skills and knowledge he/she can usefully share with others.</li> <li>• health, safety and security risks that are likely to arise when people are learning on the job, and how to reduce these risks.</li> </ul>	
<b>Core Skills / Generic Skills</b>				
17.	Writing Skills		<p>On the job the individual needs to be able to:</p> <ul style="list-style-type: none"> <li>• complete documentation accurately.</li> <li>• write simple reports when required.</li> </ul>	All 16 NOSs
18.	Reading Skills		<p>On the job the individual needs to be able to:</p> <ul style="list-style-type: none"> <li>• read information accurately.</li> <li>• read and interpret data sheets</li> </ul>	All 16 NOSs
19.	Oral Communication (Listening and Speaking skills)		<p>On the job the individual needs to be able to:</p> <ul style="list-style-type: none"> <li>• follow instructions accurately.</li> <li>• use gestures or simple words to communicate where language barriers exist.</li> <li>• use questioning to minimise misunderstandings.</li> </ul>	All 16 NOSs

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> <li>display courteous and helpful behaviour at all times.</li> </ul>	
<b>Professional Skills</b>				
20.	Decision Making		On the job the individual needs to be able to: <ul style="list-style-type: none"> <li>make appropriate decisions regarding the responsibilities of the job role.</li> </ul>	All 16 NOSs
21.	Plan and Organise		On the job the individual needs to be able to: <ul style="list-style-type: none"> <li>plan and schedule routines.</li> </ul>	All 16 NOSs
22.	Customer Centricity		On the job the individual needs to be able to: <ul style="list-style-type: none"> <li>build relationships with internal and external customers.</li> </ul>	All 16 NOSs
23.	Problem Solving		On the job the individual needs to be able to: <ul style="list-style-type: none"> <li>respond to breakdowns and malfunction of equipment.</li> <li>respond to unsafe and hazardous working conditions.</li> <li>respond to security breaches.</li> </ul>	All 16 NOSs
24.	Analytical Thinking		On the job the individual needs to be able to: <ul style="list-style-type: none"> <li>identify and evaluate the supporting given for credit applications.</li> </ul>	All 16 NOSs
25.	Critical Thinking		On the job the individual needs to be able to: <ul style="list-style-type: none"> <li>determine the impact of doing a thorough credit check for all applications</li> <li>received.</li> </ul>	All 16 NOSs

*(This syllabus/ curriculum has been approved by RASCI)*