

Sales Associate SYLLABUS/CURRICULUM

This programme is aimed at training candidates for the job of “Sales Associate”, in the “Retail” Sector/ industry (mention name of sector/industry) and by the end of the program aims at building the following key competencies amongst the learner:

| | |
|--|--|
| 1. To process credit applications for purchases | 2. To help keep the store secure |
| 3. To help maintain healthy and safety | 4. To demonstrate products to customers |
| 5. To help customers choose right products | 6. To provide specialist support to customers facilitating purchases |
| 7. To maximise sales of goods & services | 8. To provide personalised sales & post-sales service support |
| 9. To create a positive image of self & organisation in the customers mind | 10. To resolve customer concerns |
| 11. To organise the delivery of reliable service | 12. To improve customer relationship |
| 13. To monitor and solve service concerns | 14. To promote continuous improvement in service |
| 15. To work effectively in your team | 16. To work effectively in your organisation |

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

| S.No | Module/Topic | Duration (hrs) | Key Learning Outcomes | NOS Code |
|------|---|----------------|--|----------|
| 1. | Process credit applications for purchases | | Performance Criteria The learners will be able to : <ul style="list-style-type: none"> • Identify the customer’s needs for credit facilities. • Explain to the customer the features and conditions of credit facilities. • Encourage customers to seek clarifications and respond to them • Identify documents needed for applying for credit • State the necessary credit checks and authorisation procedures. • Identify how and whom to approach for resolving difficulties in processing applications | NO114 |

| S.No | Module/Topic | Duration (hrs) | Key Learning Outcomes | NOS Code |
|------|-----------------------|----------------|---|----------|
| | | | <p>Knowledge and Understanding</p> <p>Organizational Context The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • The features and conditions of the credit facilities offered by the company. • Legal and company requirements for giving information to customers when offering them credit facilities. • Legal and company procedures for carrying out credit checks and getting authorization for credit facilities. • Who to approach for advice and help in sorting out difficulties in processing applications. <p>Technical Knowledge The learners will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • Determining the credit worthiness of an individual by using appropriate techniques and tools. | |
| 2. | Keep the store Secure | | <p>Performance Criteria The learners will be able to :</p> <ul style="list-style-type: none"> • Take prompt and suitable action to reduce security risks as far as possible, where it is within the limits of your responsibility and authority to do so. • Follow company policy and legal requirements when dealing with security risks. • Recognise when security risks are beyond your authority and responsibility to sort out, and report these risks promptly to the right person. • Use approved procedures and techniques for protecting your personal safety when security risks arise. • Follow company policies and procedures for maintaining security while you work. • Follow company policies and procedures for making sure that security will be maintained when you go on your breaks and when you finish work. <p>Knowledge and Understanding:</p> <p>Organizational Context The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • The types of security risk that can arise in your workplace. | NO120 |

| S.No | Module/Topic | Duration (hrs) | Key Learning Outcomes | NOS Code |
|------|----------------------------|----------------|--|----------|
| | | | <ul style="list-style-type: none"> • How much authority and responsibility you have to deal with security risks, including your legal rights and duties. • Company policy and procedures for dealing with security risks in your workplace. • Whom to report security risks to, and how to contact them. • Company policies and procedures for maintaining security while you work. • Company policies and procedures for making sure that security will be maintained when you go on your breaks and when you finish work. <p>Technical Knowledge The learners will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • Approved procedures and techniques for protecting your personal safety when security risks arise. | |
| 3. | Maintain health and safety | | <p>Performance Criteria The learners will be able to :</p> <ul style="list-style-type: none"> • Follow company procedures and legal requirements for dealing with accidents and emergencies. • Speak and behave in a calm way while dealing with accidents and emergencies. • Report accidents and emergencies promptly, accurately and to the right person. • Recognise when evacuation procedures have been started and following company procedures for evacuation. • Follow the health and safety requirements laid down by your company and by law, and encourage colleagues to do the same • Promptly take the approved action to deal with risks if you are authorised to do so. • If you do not have authority to deal with risks, report them promptly to the right person. • Use equipment and materials in line with the manufacturer's instructions. <p>Knowledge and Understanding: Organizational Context The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Company procedures and legal requirements for dealing with accidents and emergencies. | NO122 |

| S.No | Module/Topic | Duration (hrs) | Key Learning Outcomes | NOS Code |
|------|-----------------------------------|----------------|---|----------|
| | | | <ul style="list-style-type: none"> Reporting accidents and emergencies promotes health and safety. Legal and company requirements for reporting accidents and emergencies. Company procedures for evacuation, including how the alarm is raised and where emergency exits and assembly points are. Health and safety requirements laid down by your company and by law. Setting a good example contributing to health and safety in the workplace. Authority and responsibility for dealing with health and safety risks, and the importance of not taking on more responsibility than you are authorised to. Approved procedures for dealing with health and safety risks. Finding instructions for using equipment and materials. <p>Technical Knowledge The learners will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> Techniques for speaking and behaving in a calm way while dealing with accidents and emergencies. Emergency response techniques. Using machinery and escape methods to have minimal loss to material and life. | |
| 4. | Demonstrate products to customers | | <p>Performance Criteria The learners will be able to :</p> <ul style="list-style-type: none"> Prepare the demonstration area and check that it can be used safely. Check you have the equipment and products you need to give the demonstration. Explain the demonstration clearly and accurately to the customer. Present the demonstration in a logical sequence of steps and stages. Cover all the features and benefits you think are needed to gain the customer's interest. Promptly clear away the equipment and products at the end of the demonstration and connect with the customer. <p>Knowledge and Understanding: Organizational Context The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> Preparing the demonstration area effectively | NO125 |

| S.No | Module/Topic | Duration (hrs) | Key Learning Outcomes | NOS Code |
|------|--------------------------------------|----------------|---|----------|
| | | | <p>and checking it is safe.</p> <ul style="list-style-type: none"> Organising demonstrations into logical steps and stages, and how this makes demonstrations more effective. Communicating clear and accurate information during demonstrations. Clearing equipment and products away promptly at the end of the demonstration and connect with the customer. <p>Technical Knowledge The learners will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> Demonstrations in promoting and selling products. Features and benefits of the products you are responsible for demonstrating. Applicable warranty, replacement / repair. Annual maintenance costs (if applicable). | |
| 5. | Help customers choose right products | | <p>Performance Criteria The learners will be able to :</p> <ul style="list-style-type: none"> Find out which product features and benefits interest individual customers and focus on these when discussing products. Describe and explain clearly and accurately relevant product features and benefits to customers. Compare and contrast products in ways that help customers choose the product that best meets their needs. Check customers' responses to your explanations, and confirm their interest in the product. Encourage customers to ask questions & respond to their questions, comments & objections in ways that promote sales & goodwill. Identify suitable opportunities to tell the customer about associated or additional products and do so in a way that promotes sales and goodwill. Constantly check the store for security, safety and potential sales whilst helping customers. Give customers enough time to evaluate products and ask questions. Handle objections and questions in a way that promotes sales and keeps the | NO126 |

| S.No | Module/Topic | Duration (hrs) | Key Learning Outcomes | NOS Code |
|------|--|-----------------|---|----------|
| | | | <p>customer's confidence.</p> <ul style="list-style-type: none"> Identify the need for additional and associated products and take the opportunity to increase sales. Clearly acknowledge the customer's buying decisions. Clearly explain any customer rights that apply. Clearly explain to the customer where to pay for their purchases <p>Knowledge and Understanding: Organizational Context The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> Promoting sales and goodwill. Helping customers to choose products. Explaining product features and benefits to customers in ways that they understand and find interesting. Checking and interpreting customers responses. Adapting explanations and responding to questions and comments in ways that promote sales and goodwill. Encourage customers to ask you for clarification and more information. The risks of not paying attention to the store, in terms of security, safety and lost sales. Recognising buying signals from customers Handling objections and questions confidently and effectively. Legal rights and responsibilities of retailers and customers to do with returning of unsatisfactory goods. <p>Technical Knowledge The learners will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> Techniques for closing the sale. Product features and benefits. | |
| 6. | Provide specialist support to customers facilitating purchases | | <p>Performance Criteria The learners will be able to :</p> <ul style="list-style-type: none"> Talk to customers politely and in ways that promote sales and goodwill. Use the information the customer gives you to find out what they are looking for. Help the customer understand the features and benefits of the products they have | NO127 |

| S.No | Module/Topic | Duration (hrs) | Key Learning Outcomes | NOS Code |
|------|--------------|----------------|--|----------|
| | | | <p>shown an interest in.</p> <ul style="list-style-type: none"> • Explain clearly and accurately the features and benefits of products and relate these to the customer's needs. • Promote the products that give the best match between the customer's needs and the store's need to make sales. • Spot and use suitable opportunities to promote other products where these will meet the customer's needs. • Control the time you spend with the customer to match the value of the prospective purchase. • Constantly check the store for safety, security and potential sales while helping individual customers. • Find out if the customer is willing to see a demonstration. • Set up demonstrations safely and in a way that disturbs other people as little as possible. • Check you have everything you need to give an effective demonstration. • Give demonstrations that clearly show the use and value of the product. • Where appropriate, offer customers the opportunity to use the product themselves. • Give the customer enough chance to ask questions about the products or services you are demonstrating to them. • Check that the store will be monitored for security, safety and potential sales while you are carrying out demonstrations. <p>Knowledge and Understanding: Organizational Context The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Helping customers decide what to buy by comparing and contrasting the features, advantages and benefits of products for them. • Giving customers product information that is relevant to their individual needs and interests. • Finding out which product features and benefits interest individual customers. • Adapting your speech, body language and sales style to appeal to different kinds of | |

| S.No | Module/Topic | Duration (hrs) | Key Learning Outcomes | NOS Code |
|------|------------------------------------|----------------|--|----------|
| | | | <p>customer.</p> <ul style="list-style-type: none"> • Company policy on customer service and how this applies to giving specialist information and advice to customers. • Setting up safe and effective demonstrations of the specialist products you are responsible for promoting. • Keeping the customer interested during demonstrations. • Responding to the customer's comments and questions during demonstrations. <p>Technical Knowledge The learners will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • Features and benefits of the specialist products. • Advantages compared with similar products offered by competitors • Upto date product knowledge. <p>Demonstrations in promoting and selling products.</p> | |
| 7. | Maximize sales of goods & services | | <p>Performance Criteria The learners will be able to :</p> <ul style="list-style-type: none"> • Identify promotional opportunities and estimate their potential to increase sales. • Identify promotional opportunities, which offer the greatest potential to increase sales. • Report promotional opportunities to the right person. • Fill in the relevant records fully and accurately. • Tell customers about promotions clearly and in a persuasive way. • Identify and take the most effective actions for converting promotional sales into regular future sales. • Gather relevant and accurate information about the effectiveness of promotions, and communicate this information clearly to the right person. • Record clearly and accurately the results of promotions. <p>Knowledge and Understanding: Organizational Context The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Seasonal trends and how they affect opportunities for sales. • Estimating and comparing the potential of | NO 128 |

| S.No | Module/Topic | Duration (hrs) | Key Learning Outcomes | NOS Code |
|------|---|-----------------|---|----------|
| | | | <p>promotional opportunities to increase sales.</p> <ul style="list-style-type: none"> • Whom to approach about promotional opportunities you have identified. • Techniques for building customers' interest in regularly buying in future the product you are promoting. • Evaluating and recording the results of promotions. <p>Technical Knowledge The learners will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • The difference between the features and benefits of products. • Promoting the features and benefits of products to customers. • Techniques for encouraging customers to buy the product being promoted | |
| 8. | Provide personalized sales & post-sales service support | | <p>Performance Criteria The learners will be able to :</p> <ul style="list-style-type: none"> • Use available information in the client records to help you prepare for consultations. • Before starting a consultation, check that the work area is clean and tidy and that all the equipment you need is to hand. • Quickly create a rapport with the client at the start of the consultation. • Talk and behave towards the client in ways that project the company image effectively. • Ask questions that encourage the client to tell you about their buying needs, preferences and priorities. • Where appropriate, tactfully check how much the client wants to spend. • Explain clearly to the client the features and benefits of the products or services you are recommending and relate these to the client's individual needs. • Identify suitable opportunities to sell additional or related products or services that are suited to the client's needs. • Make recommendations to the client in a confident and polite way and without pressurising them. • Pace client consultations so you make good use of your selling time while • Follow the company's procedures for | NO129 |

| S.No | Module/Topic | Duration (hrs) | Key Learning Outcomes | NOS Code |
|------|--------------|-----------------|---|----------|
| | | | <p>keeping client records up-to-date.</p> <ul style="list-style-type: none"> • Record client information accurately and store it in the right places in your company's system. • Keep client information confidential and share it only with people who have a right to it. • Keep to clients' wishes as to how and when you may contact them. • Follow your company's policy and procedures for contacting clients. • Where you cannot keep promises to clients, tell them promptly and offer any other suitable products or services. <p>Knowledge and Understanding: Organizational Context The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Company's desired image and how to project this to clients. • Using information in client records to prepare for client visits. • Creating and maintaining a rapport with clients, both new and existing. • Types of question to ask clients to find out about their buying needs, preferences and priorities. • Asking clients tactfully how much they want to spend. • Relating the features and benefits of products or services to the client's needs. • Identifying suitable opportunities to sell additional or related products. • Making recommendations to clients in a way that encourages them to take your advice, without pressurising them. • Balancing the need to make immediate sales with the need to maintain good business relations with the client, and how to do so. • Company's customer service standards and how to apply these when providing a personalised service to clients. • Keeping client records up-to-date and store them correctly. • Company procedures for updating client records. • Company systems and procedures for recording and storing client information. | |

| S.No | Module/Topic | Duration (hrs) | Key Learning Outcomes | NOS Code |
|------|--|----------------|--|----------|
| | | | <ul style="list-style-type: none"> Relevant aspects of the data protection laws and company policy for client confidentiality. Keeping your promises to clients Technical Knowledge The learners will be able to apply technical knowledge of: <ul style="list-style-type: none"> About the brands and services, including: seasonal trends, new brands or services, promotions, stock levels, competitor comparisons, additional services such as store cards, gift wrapping or delivery. | |
| 9. | Create a positive image of self & organization in the customers mind | | Performance Criteria The learners will be able to : <ul style="list-style-type: none"> Meet your organisation's standards of appearance and behaviour. Greet your customer respectfully and in a friendly manner. Communicate with your customer in a way that makes them feel valued and respected. Identify and confirm your customer's expectations. Treat your customer courteously and helpfully at all times. Keep your customer informed and reassured. Adapt your behaviour to respond effectively to different customer behaviour. Respond promptly to a customer seeking assistance. Select the most appropriate way of communicating with your customer. Check with your customer that you have fully understood their expectations. Respond promptly and positively to your customers' questions and comments. Allow your customer time to consider your response and give further explanation when appropriate. Quickly locate information that will help your customer. Give your customer the information they need about the services or products offered by your organisation. Recognise information that your customer might find complicated and check whether they fully understand. Explain clearly to your customers any | NO130 |

| S.No | Module/Topic | Duration (hrs) | Key Learning Outcomes | NOS Code |
|------|---------------------------|----------------|--|----------|
| | | | <p>reasons why their needs or expectations cannot be met.</p> <p>Knowledge and Understanding: Organizational Context The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Organisation's standards for appearance and behaviour. • Organisation's guidelines for how to recognise what your customer wants and respond appropriately. • Organisation's rules and procedures regarding the methods of communication you use. • Recognising when a customer is angry or confused. • Organisation's standards for timeliness in responding to customer questions and requests for information. <p>Technical Knowledge NA</p> | |
| 10. | Resolve customer concerns | | <p>Performance Criteria: The learners will be able to :</p> <ul style="list-style-type: none"> • Identify the options for resolving a customer service problem. • Work with others to identify and confirm the options to resolve a customer service problem. • Work out the advantages and disadvantages of each option for your customer and your organisation. • Pick the best option for your customer and your organisation. • Identify for your customer other ways that problems may be resolved if you are unable to help. • Identify the options for resolving a customer service problem. • Work with others to identify and confirm the options to resolve a customer service problem. • Work out the advantages and disadvantages of each option for your customer and your organisation. • Pick the best option for your customer and your organisation. • Identify for your customer other ways that | NO132 |

| S.No | Module/Topic | Duration (hrs) | Key Learning Outcomes | NOS Code |
|------|---|----------------|---|----------|
| | | | <p>problems may be resolved if you are unable to help.</p> <ul style="list-style-type: none"> • Discuss and agree the options for solving the problem with your customer. • Take action to implement the option agreed with your customer. • Work with others and your customer to make sure that any promises related to solving the problem are kept. • Keep your customer fully informed about what is happening to resolve problem. • Check with your customer to make sure the problem has been resolved to their satisfaction. • Give clear reasons to your customer when the problem has not been resolved to their satisfaction. <p>Knowledge and Understanding:</p> <p>Organizational Context The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Listening carefully to customers about problems they have raised. • Asking customers about the problem to check your understanding. • Recognising repeated problems and alerting appropriate authority. • Sharing customer feedback with others to identify potential problems before they happen. <p>Technical Knowledge The learners will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • Identifying problems with systems and procedures before they begin to affect your customers. | |
| 11. | Organize the delivery of reliable service | | <p>Performance Criteria: The learners will be able to :</p> <ul style="list-style-type: none"> • Plan, prepare and organise everything you need to deliver a variety of services or products to different types of customers. • Organise what you do to ensure that you are consistently able to give prompt attention to your customers. • Reorganise your work to respond to unexpected additional workloads. • Maintain service delivery during very busy periods and unusually quiet periods and | NO133 |

| S.No | Module/Topic | Duration (hrs) | Key Learning Outcomes | NOS Code |
|------|--------------|-----------------|---|----------|
| | | | <p>when systems, people or resources have let you down.</p> <ul style="list-style-type: none"> • Consistently meet your customers' expectations. • Balance the time you take with your customers with the demands of other customers seeking your attention. • Respond appropriately to your customers when they make comments about the products or services you are offering. • Alert others to repeated comments made by your customers. • Take action to improve the reliability of your service based on customer comments. • Monitor whether the action you have taken has improved the service you give to your customers. • Record and store customer service information accurately following organisational guidelines. • Select and retrieve customer service information that is relevant, sufficient and in an appropriate format. • Quickly locate information that will help solve a customer's query. • Supply accurate customer service information to others using the most appropriate method of communication. <p>Knowledge and Understanding:</p> <p>Organizational Context The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Having reliable and fast information for your customers and your organisation. • Organisational procedures and systems for delivering customer service • Identifying useful customer feedback. • Communicating feedback from customers to others. • Organisational procedures and systems for recording, storing, retrieving and supplying customer service information. • Legal and regulatory requirements regarding the storage of data. <p>Technical Knowledge The learners will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • CRM software to capture customer feedback | |

| S.No | Module/Topic | Duration (hrs) | Key Learning Outcomes | NOS Code |
|------|-------------------------------|----------------|--|----------|
| 12. | Improve customer relationship | | <p>and draw analysis.</p> <p>Performance Criteria: The learners will be able to :</p> <ul style="list-style-type: none"> • Select and use the best method of communication to meet your customers' expectations. • Take the initiative to contact your customers to update them when things are not going to plan or when you require further information. • Adapt your communication to respond to individual customers' feelings • Meet your customers' expectations within your organisation's service offer. • Explain the reasons to your customers sensitively and positively when their expectations cannot be met. • Identify alternative solutions for your customers either within or outside the organisation. • Identify the costs and benefits of these solutions to your organisation and to your customers. • Negotiate and agree solutions with your customers, which satisfy them and are acceptable to your organisation. • Take action to satisfy your customers with the agreed solution. • Make extra efforts to improve your relationship with your customers. • Recognise opportunities to exceed your customers' expectations. • Take action to exceed your customers' expectations within the limits of your own authority. • Gain the help and support of others to exceed your customers' expectations. <p>Knowledge and Understanding: Organizational Context The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Making best use of the method of communication chosen for dealing with customers. • Negotiating effectively with customers. • Assessing the costs and benefits to your customer and your organisation of any unusual agreement you make. | NO134 |

| S.No | Module/Topic | Duration (hrs) | Key Learning Outcomes | NOS Code |
|------|------------------------------------|----------------|--|----------|
| | | | <ul style="list-style-type: none"> Customer loyalty and/or improved internal customer relationships to your organisation. Technical Knowledge NA | |
| 13. | Monitor and solve service concerns | | Performance Criteria: The learners will be able to : <ul style="list-style-type: none"> Respond positively to customer service problems following organisational guidelines. Solve customer service problems when you have sufficient authority. Work with others to solve customer service problems. Keep customers informed of the actions being taken. Check with customers that they are comfortable with the actions being taken. Solve problems with service systems and procedures that might affect customers before they become aware of them. Inform managers and colleagues of the steps taken to solve specific problems. Identify repeated customer service problems. Identify the options for dealing with a repeated customer service problem and consider the advantages and disadvantages of each option. Work with others to select best options for solving repeated customer service problems, balancing customer expectations with needs of your organization. Obtain the approval of somebody with sufficient authority to change organisational guidelines in order to reduce the chance of a problem being repeated. Action your agreed solution. Keep your customers informed in a positive and clear manner of steps being taken to solve any service problems. Monitor the changes you have made and adjust them if appropriate. Knowledge and Understanding: Organizational Context The learners will be able to apply knowledge of: <ul style="list-style-type: none"> Organisational procedures and systems for dealing with customer service problems. | NO 135 |

| S.No | Module/Topic | Duration (hrs) | Key Learning Outcomes | NOS Code |
|------|---|----------------|--|----------|
| | | | <ul style="list-style-type: none"> Organisational procedures and systems for identifying repeated customer service problems. How successful resolution of customer service problems contributes to customer loyalty with external customer & improved working relationships with service partners or internal customers. How to negotiate with and reassure customers while their problems are being solved. <p>Technical Knowledge NA</p> | |
| 14. | Promote continuous improvement in service | | <p>Performance Criteria The learners will be able to :</p> <ul style="list-style-type: none"> Gather feedback from customers that will help to identify opportunities for customer service improvement. Analyse and interpret feedback to identify opportunities for customer service improvements and propose changes. Discuss with others the potential effects of any proposed changes for your customers and your organisation. Negotiate changes in customer service systems & improvements with somebody of sufficient authority to approve trial / full implementation of the change. Organise the implementation of authorised changes. Implement the changes following organisational guidelines. Inform people inside and outside your organisation who need to know of the changes being made and the reasons for them. Monitor early reactions to changes and make appropriate fine-tuning adjustments. Collect and record feedback on the effects of changes. Analyse and interpret feedback and share your findings on the effects of changes with others. Summarise the advantages and disadvantages of the changes. Use your analysis and interpretation of changes to identify opportunities for further | NO 136 |

| S.No | Module/Topic | Duration (hrs) | Key Learning Outcomes | NOS Code |
|------|-----------------------------------|----------------|--|----------|
| | | | <p>improvement.</p> <ul style="list-style-type: none"> Present these opportunities to somebody with sufficient authority to make them happen. <p>Knowledge and Understanding: Organizational Context The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> Service improvements affecting the balance between overall customer satisfaction, costs of providing service & regulatory needs. How customer experience is influenced by the way service is delivered. Collecting, analysing and presenting customer feedback. Making a business case to others to bring about change in the products or services you offer. <p>Technical Knowledge NA</p> | |
| 15. | Work Effectively in a Retail Team | | <p>Performance Criteria The learners will be able to :</p> <ul style="list-style-type: none"> Display courteous and helpful behaviour at all times. Take opportunities to enhance the level of assistance offered to colleagues. Meet all reasonable requests for assistance within acceptable workplace timeframes. Complete allocated tasks as required. Seek assistance when difficulties arise. Use questioning techniques to clarify instructions or responsibilities. Identify and display a non-discriminatory attitude in all contacts with customers and other staff members. Observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact. Follow personal hygiene procedures according to organizational policy and relevant legislation. Interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task. Interpret, confirm and act on legal requirements in regard to anti-discrimination, sexual harassment and | NO 137 |

| S.No | Module/Topic | Duration (hrs) | Key Learning Outcomes | NOS Code |
|------|---------------------------------------|----------------|--|----------|
| | | | <ul style="list-style-type: none"> bullying. • Ask questions to seek and clarify workplace information. • Plan and organise daily work routine within the scope of the job role. • Prioritise and complete tasks according to required timeframes. • Identify work and personal priorities and achieve a balance between competing priorities. <p>Knowledge and Understanding:</p> <p>Organizational Context The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • The policies and procedures relating to the job role. • The value system of the organisation. • Employee rights and obligations. • The reporting hierarchy and escalation matrix. <p>Technical Knowledge The learners will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • Ask questions to identify and confirm requirements. • Follow routine instructions through clear and direct communication. • Use language and concepts appropriate to cultural differences. • Use and interpret non-verbal communication. • The scope of information or materials required within the parameters of the job role. • Consequences of poor team participation on job outcomes. • Work health and safety requirements. | |
| 16. | Work effectively in your organization | | <p>Performance Criteria The learners will be able to :</p> <ul style="list-style-type: none"> • Share work fairly with colleagues, taking account of your own and others' preferences, skills and time available. • Make realistic commitments to colleagues and do what you have promised you will do. • Let colleagues know promptly if you will not be able to do what you have promised and suggest suitable alternatives. • Encourage and support colleagues when | NO138 |

| S.No | Module/Topic | Duration (hrs) | Key Learning Outcomes | NOS Code |
|------|--------------|-----------------|---|----------|
| | | | <p>working conditions are difficult.</p> <ul style="list-style-type: none"> • Encourage colleagues who are finding it difficult to work together to treat each other fairly, politely and with respect. • Follow the company's health and safety procedures as you work. • Discuss and agree with the right people goals that are relevant, realistic and clear. • Identify the knowledge and skills you will need to achieve your goals. • Agree action points and deadlines that are realistic, taking account of your past learning experiences and the time and resources available for learning. • Regularly check your progress and, when necessary, change the way you work. • Ask for feedback on your progress from those in a position to give it, and use their feedback to improve your performance. • Encourage colleagues to ask you for work-related information or advice that you are likely to be able to provide. • Notice when colleagues are having difficulty performing tasks at which you are competent, and tactfully offer advice. • Give clear, accurate and relevant information and advice relating to tasks and procedures. • Explain and demonstrate procedures clearly, accurately and in a logical sequence. • Encourage colleagues to ask questions if they don't understand the information and advice you give them. • Give colleagues opportunities to practise new skills, and give constructive feedback. • Check that health, safety and security are not compromised when you are helping others to learn. • Check that health, safety and security are not compromised when you are helping others to learn. <p>Knowledge and Understanding: Organizational Context The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Team's purpose, aims and targets. • Responsibility for contributing to the team's success. | |

| S.No | Module/Topic | Duration (hrs) | Key Learning Outcomes | NOS Code |
|-------------------------------------|----------------|----------------|--|------------|
| | | | <ul style="list-style-type: none"> • Colleagues' roles and main responsibilities. • The importance of sharing work fairly with colleagues. • Factors that can affect your own and colleagues' willingness to carry out work, including skills and existing workload. • The importance of being a reliable team member. • 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. • 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. • The importance of good working relations, and techniques for removing tension between colleagues. • The importance of following the company's policies and procedures for health and safety, including setting a good example to colleagues. • Who can help you set goals, help you plan your learning, and give you feedback about your progress. • Identifying the knowledge and skills you will need to achieve your goals. • Checking your progress. • Adjusting plans as needed to meet goals. • Asking for feedback on progress. • Responding positively. • Helping others to learn in the workplace. • Working out what skills and knowledge you can usefully share with others. • Health, safety and security risks that are likely to arise when people are learning on the job, and how to reduce these risks. <p>Technical Knowledge NA</p> | |
| Core Skills / Generic Skills | | | | |
| 17. | Writing Skills | | On the job the individual needs to be able to: <ul style="list-style-type: none"> • Complete workplace documentation accurately. | All 16 NOS |
| 18. | Reading Skills | | On the job the individual needs to be able to: | All 16 NOS |

| S.No | Module/Topic | Duration (hrs) | Key Learning Outcomes | NOS Code |
|----------------------------|--|----------------|---|------------|
| | | | <ul style="list-style-type: none"> Read and interpret workplace documentation. Read and interpret organisational policies and procedures | |
| 19. | Oral Communication (Listening and Speaking skills) | | On the job the individual needs to be able to: <ul style="list-style-type: none"> Follow instructions accurately. Use gestures or simple words to communicate where language barriers exist. Use questioning to minimise misunderstandings. Display courteous and helpful behaviour at all times. | All 16 NOS |
| Professional Skills | | | | |
| 20. | Plan and Organise | | On the job the individual needs to be able to: <ul style="list-style-type: none"> Plan and schedule time personal management. | All 16 NOS |
| 21. | Customer Centricity | | On the job the individual needs to be able to: <ul style="list-style-type: none"> Build relationships with internal and external team members. | All 16 NOS |
| 22. | Problem Solving | | On the job the individual needs to be able to identify and respond to: <ul style="list-style-type: none"> Ambiguity in directions and instructions. Breakdown in relationships within the team. Breakdowns in communications with other teams. | All 16 NOS |

(This syllabus/ curriculum has been approved by RASCI)