



Executive Summary

Qualification	National Occupational Certificate: Sales Representative
Purpose	The purpose of this qualification is to prepare a learner to operate as a Sales Representative. It is aimed at new entrants who wish to pursue a career in sales as well as those who are currently employed and wish to advance their careers. Qualified learners will be able to apply sales processes with confidence, project a professional and ethical image, and represent a business' products and services in a manner that enhances the brand and increases customer loyalty and commitment.
Qualification ID	121792
NQF Level	4
Minimum Credits	155
Duration	One year
Field	Services
Subfield	Wholesale and Retail
Quality Partner	W&R SETA
Entry Requirements	An NQF Level 3 qualification or at least three years of work experience in sales

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Qualification Overview

The survival of a business is largely dependent on sales volumes. This requires a very strong relationship between manufacturers and the retail businesses that eventually sell goods to consumers. The role of the Sales Representative creates the necessary connection and serves to build and maintain the strong relationships without which targeted sales volumes will not be realised.

The strategic nature of this occupation requires that Sales Representatives be thoroughly capacitated, not only in their ability to achieve high sales volumes, but also their ability to increase awareness and visibility of the products and services they represent.

This qualification is designed to develop well-rounded Sales Representatives who will make a significant contribution to business success.

Qualifying learners will be able to:

- Manage customer relationships
- Market, promote, and sell products of represented brands to improve sales
- Implement product-positioning and visual merchandising strategies within the competitive retail environment

The KLM Empowered Learning X Perience

X Plore

For each of the integrated learning blocks, learners explore content on their own before engaging with others. Guided by self-study plans and diagnostic self-assessment, they formulate their own insights to share.


X Tend

Workplace application assignments allow learners to put their new learning to use on the job. Under the guidance of mentors, and with access to performance and wellness support, learners hone their skills and add value.


X Cite

Learners receive a welcome letter and an X Perience Map detailing the flow of their qualification. An orientation session helps them to understand the benefits and career options linked to the qualification.


X Change

Learners attend facilitator-led sessions, either in class or online, to share their learning and refine their skills in a safe environment. Collaborative activities and peer feedback build learning synergy and allow learners to master specific skills.


X Cel

Each learner's progress is measured against assessment criteria through formative and summative assessment. Final examinations and presentations are used to obtain an accurate picture of overall understanding and mastery of the content.

Qualification Outline

- The National Occupational Certificate: Sales Representative is presented over SIX learning blocks – three Knowledge Modules (KM) and three Practical Modules (PM).
- Workplace Modules are completed throughout the learning journey and assessed every quarter.
- Formative and summative assessments are conducted at regular intervals to prepare learners for the External Integrated Summative Assessment (EISA).

INTRODUCTION TO CUSTOMER RELATIONSHIP MANAGEMENT

1

ID	Title	Level	Credits
KM-01	Customer Relationship Management	4	10

CUSTOMER RELATIONSHIP MANAGEMENT IN ACTION

2

ID	Title	Level	Credits
PM-01	Manage Customer Relationships	4	15

INTRODUCTION TO MARKETING AND SALES

3

ID	Title	Level	Credits
KM-02	Marketing, Promotions, and Sales	4	10

MARKETING AND SALES IN ACTION

4

ID	Title	Level	Credits
PM-02	Market, Promote, and Sell Products	4	20

INTRODUCTION TO COMPETITIVE STRATEGY

5

ID	Title	Level	Credits
KM-03	Competitors and Positioning Strategies	4	5

COMPETITIVE STRATEGY IN ACTION

6

ID	Title	Level	Credits
PM-03	Implement Product Positioning Strategies with the Competitive Environment	4	10

Work Experience Modules

The focus of the work experience modules is to provide the learner an opportunity to conduct sales processes under authentic working conditions and to develop confidence by working under the supervision of a workplace mentor. This also provides for the exposure of learners to the complexities of dealing with workplace demands, the pressures of work, and the dynamics of stakeholder management.

ID	Title	Level	Credits
WM-01	Management of Customer Relationships	4	30
WM-02	Marketing, Promoting, and Selling Products	4	30
WM-03	Implementation of Product Positioning Strategies within the Competitive Environment	4	25

The Greatness Effect

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