



Executive Summary

Qualification	National Occupational Certificate: Sales Representative
Purpose	The purpose of this qualification is to prepare a learner to function as a Sales Representative. A Sales Representative manages customer relationships, markets, promotes and sells products of represented brands, and implements product positioning strategies to build competitive strength.
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 with Mathematical Literacy and Communication Skills

Head Office

3rd Floor, South Wing
20 Skeen Boulevard
Bedfordview

Centre of Leadership Excellence

3rd Floor, North Wing
20 Skeen Boulevard
Bedfordview

Telephone

+27 11 856 4700

Website

www.klmempowered.com

Contacts

Lyn Mansour: +27 82 330 5160
Portia Matuludi: +27 67 421 0051
Clayton Lendrum: +27 66 478 2706

Qualification Overview

This qualification provides a learner with the competencies required to operate as a Sales Representative. A competent learner will also be able to demonstrate among others the following attributes: honesty, integrity, punctuality, self-motivation, accountability, interpersonal relations, customer service, ethical behaviour, and self-confidence.

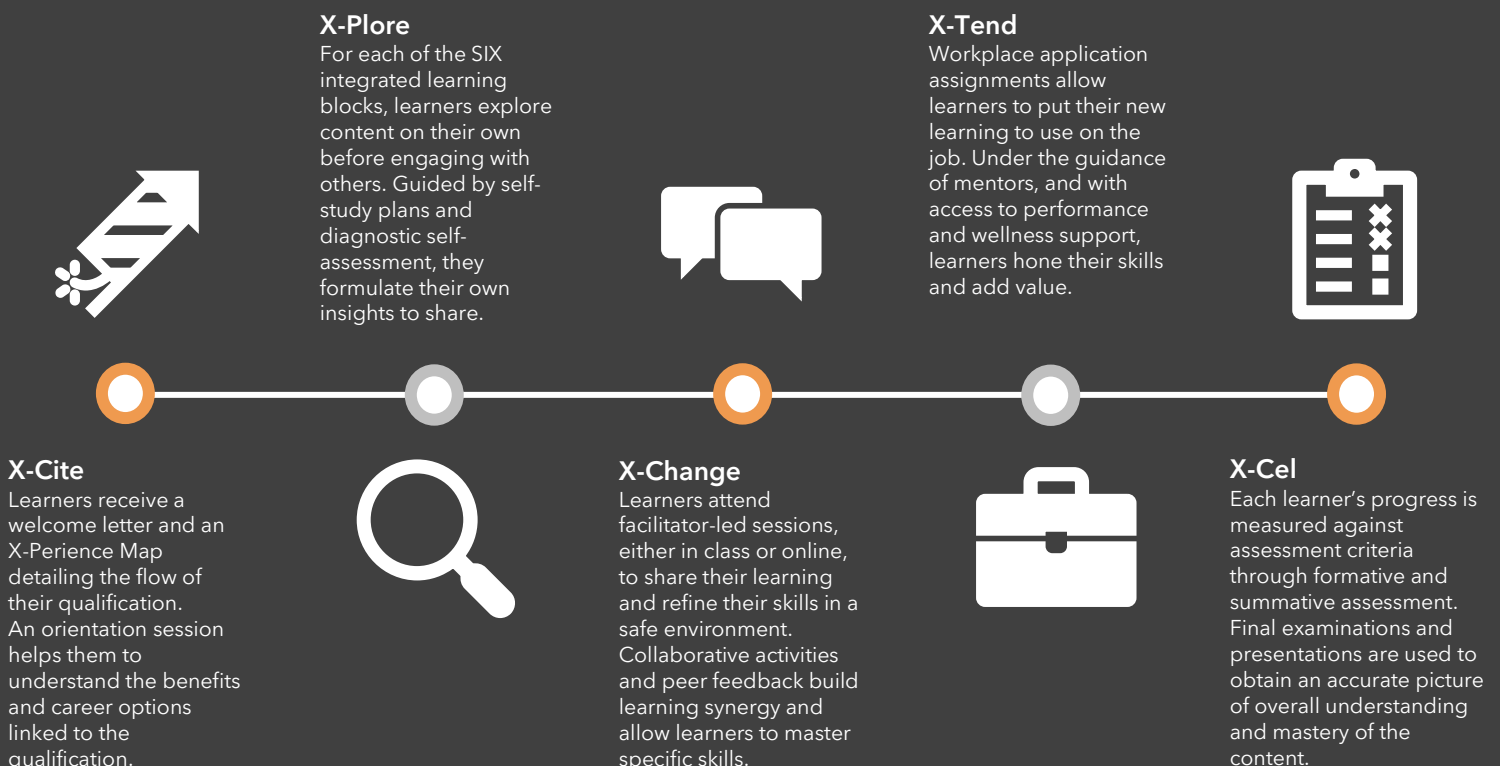
The survival of businesses in the wholesale and retail sector is dependent on sales volumes. This requires a very strong relationship and close link between the manufacturers, suppliers and the retail businesses that eventually sell goods to consumers. The role of the Sales Representatives creates this close link and serves to build and maintain the required strong relationships without which the targeted sales volumes will not be realised.

This qualification will offer training aimed at developing well-rounded Sales Representatives who have been adequately capacitated to effectively fulfil this function thereby making a significant contribution towards the growth of the retail sector through the high sales volumes that they achieve.

Qualifying learners will be able to:

- Manage customer relationships
- Market, promote and sell products to improve sales
- Implement product-positioning strategies within the competitive environment

The KLM Empowered X-Perience



Qualification Outline

- The Occupational Certificate: Office Supervisor is presented over SIX learning blocks.
- Formative and summative assessments are conducted at regular intervals to prepare learners for the External Integrated Summative Assessment (EISA).
- Workplace Modules are completed and assessed in collaboration with workplace mentors throughout the learning journey.

1

INTRODUCTION TO CUSTOMER RELATIONSHIP MANAGEMENT (10 credits)

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

2

MANAGING CUSTOMER RELATIONSHIPS (15 credits)

ID	Title	Level	Credits
PM-01	Manage Customer Relationships within the Scope of a Sales Representative in the Wholesale and Retail Industry	4	15

3

INTRODUCTION TO SALES AND MARKETING (10 credits)

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

4

DRIVING SALES (20 credits)

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

5

INTRODUCTION TO MERCHANDISING (5 credits)

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

6

IMPLEMENTING MERCHANDISING TACTICS (10 credits)

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 gain exposure to the role of a Sales Representative 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 within the Scope of a Sales Representative in the Wholesale and Retail Industry	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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