

OCCUPATIONAL CERTIFICATE: SALES REPRESENTATIVE NQF 4

SAQA ID: 121792
(155 credits)



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QUALIFICATION OVERVIEW

The purpose of this qualification is to prepare learners to function as Sales Representatives.

A sales representative is responsible for selling the company's products or services to customers, often acting as the main point of contact between the business and its clients. A competent learner shall demonstrate among others the following attributes: honesty, integrity, punctuality, self-motivated, responsibility, accountability, interpersonal relations, customer service orientated, ethical behaviour, well organised, self-confidence and confidentiality.

A qualified learner will be able to:

- Manage customer relationships within the scope of a Sales Representative in the wholesale and retail industry.
- Market, promote and sell products of represented brands to improve sales.
- Implement product-positioning strategies within a competitive environment.

DURATION

12 Months.

WHO SHOULD ATTEND

The programme is intended for:

- People looking to start a career in sales with no prior experience.
- Professionals already in sales roles who want to sharpen their skills, stay updated on new techniques, or advance their careers.
- Managers seeking to coach and train their teams more effectively.

MINIMUM ENTRY REQUIREMENTS

NQF Level 3 qualification or at least three (3) years of work experience in sales within the Wholesale and Retail Industry.

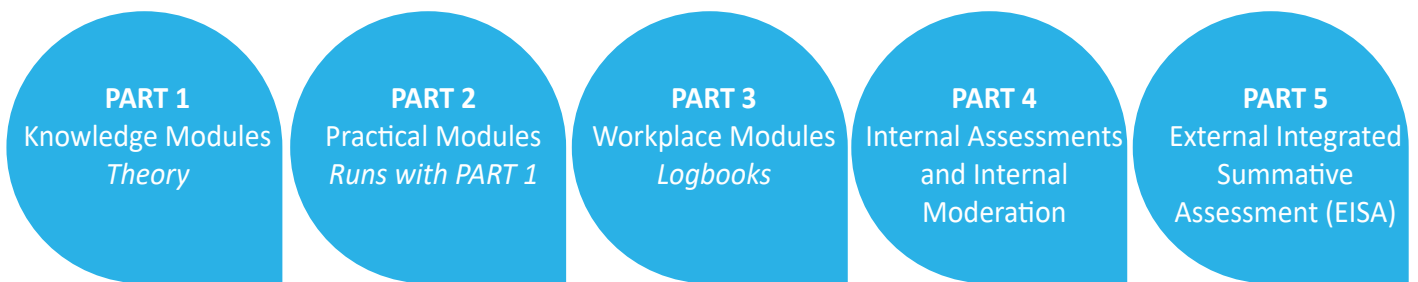
QUALITY PARTNER

W&RSETA - Wholesale and Retail SETA

DELIVERY METHOD

Face-To-Face / Virtual Training

COURSE STRUCTURE



KNOWLEDGE MODULES

MODULE NUMBER	MODULE TITLE	NQF LEVEL	CREDITS
KM-01	Customer relationship management	4	10
KM-02	Marketing, promotions and sales	4	10
KM-03	Competitors and positioning strategies	4	5

PRACTICAL MODULES

MODULE NUMBER	MODULE TITLE	NQF LEVEL	CREDITS
PM-01	Manage customer relationships within the scope of a Sales Representative in the wholesale and retail industry	4	15
PM-02	Market, promote and sell products	4	20
PM-03	Implement product positioning strategies within the competitive environment	4	10

WORKPLACE MODULES

MODULE NUMBER	MODULE TITLE	NQF 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	The implementation of product positioning strategies within the competitive environment	4	25

EXIT LEVEL OUTCOMES

- Manage customer relationships within the scope of a Sales Representative in the wholesale and retail industry.
- Market, promote and sell products of represented brand to improve sales.
- Apply product-positioning strategies within the competitive environment

ARTICULATION OUTCOMES

Horizontal Articulation:

- Occupational Certificate: Automotive Sales Advisor; NQF Level 4.
- National Certificate: Vocational, NQF Level 4.

Vertical Articulation:

- Higher Occupational Certificate: Information and Communication Technology: Business Development Consultant; NQF Level 5.

Diagonal Articulation:

- Higher Certificate in Business Management in Retail Management, NQF Level 5.