



COURSE NAME: Retail Sales Associate

NSQF LEVEL: 4

REFERENCE ID: RAS/Q0104

ALIGNED TO: NCO-2015/5249.0301

Brief Job Description:

Individuals in this position interact with customers by giving specialized service and product demonstrations to maximize business in a retail environment whilst striving for continuous improvements in levels of services rendered.

Personal Attributes:

The individual needs to be physically fit to withstand working in a retail environment whilst being customer responsive. They need to have excellent product knowledge, interpersonal and listening skills.

Module 1 : Basics of Retail

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| • Retail-Introduction, History, Scope & Related Terminologies |
| • Overview of Retail Industry in Indian Context |
| • Functions & Activities of Retailer |
| • Process of Retail |
| • Retail Market & Organized Retail Formats |
| • Digital Literacy-Basics of Computer |
| • Business Communication-Basics of Internet |
| • Personality Development-Story / Case Study Based Brain Storming Session |

Assessment for Module 1

Module 2 : Retail Terminologies

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| • Sales Associates-Job Role & Skills |
| • Location Related Terminologies, Planogram |
| • Fixtures in Stores |
| • Product Related Terminologies |
| • Product Arrangement & Display Related Terminologies-Visual Merchandising |
| • Activity Related Terminologies |
| • Digital Literacy-Basics of MS Office |
| • Business Communication-Basic of E-mail Writing |
| • Personality Development-Group Discussion |

Assessment for Module 2



Module 3 : Supply Chain Management

- Retail Value Chain
- Supply Chain Management & Functions
- Logistics and Inventory Management
- Merchandise Management
- Product Category Management
- Store Management & Operations
- Distribution Centre & Process Flow
- Material Handling Equipment, Storage Systems & Accessories at Distribution Centre
- IT & Supporting Infrastructure at Distribution Centre
- Warehouse Management System-Complete Process Flow
- Digital Literacy-Basics of MS Word
- Business Communication-Basic of Listening Skills
- Personality Development-Interaction with SME

Assessment for Module 3

Module 4 : Store Equipments & Store Consumables

- Retail Store Equipment
- Stock Weighing, Counting, Measurement, Scanning, EDC Machines
- Retail Store Positions / Place Related Equipment's
- Electronic & CCTV Surveillance Security Equipment's
- Daily Store Operations Equipment's
- Store Consumables
- Digital Literacy-Basics of MS Excel
- Business Communication-Basic of Concall
- Personality Development-Interaction with Corporate

Assessment for Module 4

Module 5 : Back of House & Merchandise Delivery

- Back of House-Introduction, Importance & Associated Risks
- Staff Entry / Exit Movement & Principles
- Store Entry Regulations for Staffs, Employees, Clients, Vendors
- Floor Movement Regulations for Staffs, Employees, Clients, Vendors
- Store Exit Regulations for Staffs, Employees, Clients, Vendors
- Arranging & Monitoring Merchandise Delivery
- Stock Uploading and Record Updates
- Digital Literacy-Basics of MS Power Point
- Business Communication-Basic of Video Call
- Personality Development-Conflict Management

Assessment for Module 5



Module 6 : Activities & Scope of Work

- Overview & Scope of Retail Sales Associate
- Career Progression of a Retail Sales Associate
- Job Role and Responsibilities of a Sales Associate
- Processing Credit Applications
- Securing Stores
- Maintaining Health & Safety
- Product Demonstrations
- Helping Customers Choose Right Products
- Overview of Product Sales Specialist
- Maximising Sales - Upselling, Cross-selling
- Personalised & Post Sales Service Support
- Positive Image Building
- Resolving Customers Concerns
- Organising Service Delivery
- Improving Customer Relationship
- Monitoring and Solving Customer Service Issues
- Continuous Service Improvement
- Working Effectively in a Team
- Working Effectively in an Organisation
- Personality Development-Interpersonal Skill
- Personality Development-Importance of Team
- Personality Development-Objection / Rejection Handling

Assessment for Module 6

Module 7 : Employability & Entrepreneurship Skills

- Personal Strengths & Value Systems
- Digital Literacy: A Recap
- Money Matters
- Preparing for Employment & Self Employment
- Understanding Entrepreneurship
- Preparing to be an Entrepreneur

Assessment for Module 7

Interaction with Subject Matter Expert

Certification