



**Course Name:** Retail Sales Associate

**National Skills Qualifications Framework LEVEL:** 4

**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

- 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

- 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