

**Departement of Lifelong Learning & Extension
Short Terme Certificate Courses
(3 Months)
Syllabus**

**For
Certificate Course in Retail Sales Associate / Cashier**

1. Knowledge required to effectively display stock to promote sales.	2 Maintenance of cleanliness and management of the equipment, material and extra products correctly and safely
3. Identification of the purpose, content and style of the display.	4 .Ensure that the features of merchandise and props shown in the design brief are those most likely to attract customers' attention.
5. Identification of the purpose, content and style of the display.	6. Create new and effective ways of improving the visual effect, within limits of design brief, company's visual design policies.
7. Ensure that all information on the label is clear, accurate and legal before starting to label stock.	8. Create new and effective ways of improving the visual effect, within limits of design brief, company's visual design policies
9. Check that the display meets requirements for easy access, safety and security.	10. Knowledge required to effectively dismantle and store visual merchandising displays
11. Identify damaged items, missing items and dangers and risks to health and safety, and report these promptly to the right person.	12. Use safe work methods and follow manufacturers' instructions when putting products together.
13. Learn the skills and knowledge required to promote loyalty schemes to customers.	14. Follow the procedures required to maintain health and safety
15. Follow company procedures and legal requirements for reducing health and 16 Provide information and advice to meet the needs of customers and sort out their complaints	16. Provide information and advice to meet the needs of customers and sort out their complaints.
17. Communicate with customer in a way that makes them feel valued and	18. Respond promptly to a customer seeking assistance.
19. Display courteous and helpful behavior at all time learner	20. Meet all reasonable requests for assistance within acceptable workplace timeframes.

This program is aimed at training of candidates for the jobs "Store Sales Assistant /Retail Sales Associates" in retail sector and retail wholesels farms.

Course Code	Title of the Module	Key Learning Outcomes
CSA 1	Fundamentals of Display and Visual Merchandising	<p>‘Understand and identify need for the display in relations to stock, space, position of the display and dates’ Set up and dismantle the display safely, in line with plans and within the time allowed. Make it a habit to keep clean and tidy the display area and safe for use. Understand the requirements and importance for labelling stock. Check That information on the label is clear, accurate and legal before starting to label stock. Identify the equipment, materials, merchandise and props you need to create and install the display and the dates for completing it. Create new and effective ways of improving the visual effect, within limits of design brief, company’s visual design policies and authority you have. Know how to update stock records to account for merchandise on display. Create displays that achieve the visual effect you need and are consistent with the company’s visual design policy. Learn to Position merchandise, graphics & signs according to guidelines and in ways that attract attention & interest information they need. Dismantle displays safely and-return the parts of the display to the appropriate place promptly and, if needed, in saleable condition. Check that storage facilities and items in storage are clean, safe, secure and accessible only to those with a right to them.</p>
CSA 2	Prepare-Products for Sale	<p>Understand to use safe work methods and fellow manufactures’ instructions when putting products’ together. Check that products have been assembled correctly and can be used safely. Learn how to safely handle the product in protective manner. Clean and keep tidy your work area when you have finished.</p>
CSA 3	Maintain Security, Health and Safety	<p>Follow company procedures for reporting security risks. Notice where stock may have been stolen and tell the right person about it. Keep your work area clean and tidy, utilize your time & resources correctly and efficiently. Work in line with your organization’s policies and procedures. Follow company policy and procedure for preventing further injury while waiting for help to arrive. Take suitable safety measures before lifting to protect yourself and other people. Store the cleaning equipment and materials correctly and promptly when you have finished cleaning. Wear protective clothing that is clean and suitable for the work you need to do. Use effective practices and techniques for keeping your hair, skin and nails clean enough for the work you do.</p>
CSA 4	Customers Loyalty Schemes	<p>Explain clearly and accurately to customers how joining the scheme would benefit them, including any current special offers relating to the scheme. Treat the customer politely at all times and in a way that promotes goodwill. Fill in the membership application accurately with the customer, using the information</p>

		they provide and give them proof of membership. Follow company policy and procedures to check that customer's details, as shown on the membership documentation, are correct. Understand how to use that health, safety measures and accident reporting procedures and the importance of these Learn to Use approved lifting and handling techniques* followed by suitable safety measures before lifting goods to protect yourself and other people. Use lifting and handling equipment in line with company guidelines and manufacturers' instructions.
CSA 5	Inform Customers	Identify the customer's needs for information and advice. Provide information and advice to customers that are relevant, complete, accurate and up to date. Acknowledge the complaint clearly and accurately and apologize to the customer. Follow legal requirements and company policies and procedures for dealing with complaints.
CSA 6	Create Positive Image of Self & Organization in the Customers Mind	Identify the customer's needs for information and advice. Provide information and advice to customers that are relevant. Acknowledge the complaint clearly and accurately and apologize to the customer. Follow legal requirements and company policies and procedures for dealing with complaints.
CSA 7	Work Effectively	Work with colleagues to integrate your work effectively with theirs. Make your presence adequate as required by the workplace, job role and level of customer contact. Follow organization's policies and procedures for working with colleagues. Provide different types of information that colleagues might need and know the importance of providing this information when it is required. Set priorities to complete the task according to required timeframe. Know the importance of understanding problems from your colleague's perspective and how to provide support. Know the importance of understanding problems from your colleague's perspective and how to provide support, Give clear, accurate and relevant information and advice relating to tasks and procedures.
CSA 8	On the Job Training	On the job skill by working with a retails organization Acquire basic experience and knowledge of various activities in retails operations.

Books Recommended:

- 1) Visual Merchandising and display- Martin M. Pegler
- 2) Customer Loyalty programme – S. A. Bulscher
- 3) Relationship Marketing and Customer Relation Management- A. Brink
- 4) Sales Promotion- Julian Cummins
- 5) Retails Management- U.C. Mathur.
