

Model Curriculum

Sales Associate

SECTOR : RETAIL

SUB-SECTOR : B2B & B2C

OCCUPATION : STORE OPERATIONS

REF. ID : RAS/Q0104 VERSION 1.0

NSQF LEVEL : 4

TABLE OF CONTENTS

1. Curriculum	01
2. Trainer Prerequisites	18
3. Annexure: Assessment Criteria	19



Certificate

CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

RETAILERS ASSOCIATION'S SKILL COUNCIL OF INDIA

for the

MODEL CURRICULUM

Complying to National Occupational Standards of
Job Role/ Qualification Pack: 'Sales Associate' QP No. 'RAS/Qo1o4 NSQF Level 4'

Date of Issuance: **December 24th, 2015**

Valid up to: **December 23rd, 2016**

* Valid up to the next review date of the Qualification Pack

Authorised Signatory
(Retailers Association's Skill Council of India)

Sales Associate

Curriculum / Syllabus

This program is aimed at training candidates for the job of a “Sales Associate”, in the “Retail” Sector/Industry and aims at building the following key competencies amongst the learner

Program Name	Sales Associate		
Qualification Pack Name & Reference ID.	Sales Associate RAS/Q0104 VERSION 1.0		
Version No.	1.0	Version Update Date	09-12 – 2015
Pre-requisites to Training	10 th Pass		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Process credit applications for purchases • Help keep the store secure • Help maintain healthy and safety • Demonstrate products to customers • Help customers choose right products • Provide specialist support to customers facilitating purchases • Maximise sales of goods & services • Provide personalised sales & post-sales service support • Create a positive image of self & organisation in the customers mind • Resolve customer concerns • Organise the delivery of reliable service • Improve customer relationship • Monitor and solve service concerns • Promote continuous improvement in service • Work effectively in your team • Work effectively in your organisation 		

This course encompasses 16 out of 16 National Occupational Standards (NOS) of “Sales Associate” Qualification Pack issued by “Retailers Association's Skill Council of India”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p>To process credit applications for purchases</p> <p>Theory Duration (hh:mm) 06:00</p> <p>Practical Duration (hh:mm) 06:00</p> <p>Corresponding NOS Code RAS / N0114</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> Identify the customer’s needs for credit facilities. Clearly explain to the customer the features and conditions of credit facilities. Provide enough time and opportunities for the customer to ask for clarification or more information. Accurately fill in the documents needed to allow the customer to get credit. Successfully carry out the necessary credit checks and authorisation procedures. Promptly refer difficulties in processing applications to the right person. <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> The features and conditions of the credit facilities offered by the company. Legal and company requirements for giving information to customers when offering them credit facilities. Legal and company procedures for carrying out credit checks and getting authorisation for credit facilities. Who to approach for advice and help in sorting out difficulties in processing applications. Determining the credit worthiness of an individual by using appropriate techniques and tools. 	<p>Billing dummy Software; Shelves for Stacking Products ; Shopping Cart; Signage Board Retail; Offer / Policy Signage; Big Poster (at POS) for offer related advertisement; Card Swiping Machine; Gondola; Products for display(Dummy Cameras and Mobiles); Dangers; Coupons and Vouchers; Credit Notes; Currency Notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Fake note detection equipment; Customer Feedback form</p>
2	<p>To help keep the store secure</p> <p>Theory Duration (hh:mm) 06:00</p> <p>Practical Duration (hh:mm) 06:00</p> <p>Corresponding NOS Code RAS / N0120</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> Take prompt and suitable action to reduce security risks as far as possible, where it is within the limits of your responsibility and authority to do so. Follow company policy and legal requirements when dealing with security risks. Recognise when security risks are beyond your authority and responsibility to sort out, and report these risks promptly to the right person. Use approved procedures and techniques for protecting your personal safety when security risks arise. Follow company policies and procedures for maintaining security while you work. Follow company policies and procedures for making sure that security will be maintained when you go on your breaks and when you finish work. <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> The types of security risk that can arise in your workplace. How much authority and responsibility you have to deal with security risks, including your legal rights and duties. 	<p>Shelves for Stacking Products ; Shopping Cart; Signage Board Retail; Offer / Policy Signage; Big Poster (at POS) for offer related advertisement; Card Swiping Machine; Gondola; Products for display(Dummy Cameras and Mobiles); Dangers; Coupons and Vouchers; Credit Notes; Currency Notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Fake note detection equipment; Customer Feedback form</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> Company policy and procedures for dealing with security risks in your workplace. Whom to report security risks to, and how to contact them. Company policies and procedures for maintaining security while you work. Company policies and procedures for making sure that security will be maintained when you go on your breaks and when you finish work. Approved procedures and techniques for protecting your personal safety when security risks arise. 	
3	<p>To help maintain healthy and safety</p> <p>Theory Duration (hh:mm) 06:00</p> <p>Practical Duration (hh:mm) 06:00</p> <p>Corresponding NOS Code RAS / N0122</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> Follow company procedures and legal requirements for dealing with accidents and emergencies. Speak and behave in a calm way while dealing with accidents and emergencies. Report accidents and emergencies promptly, accurately and to the right person. Recognise when evacuation procedures have been started and following company procedures for evacuation. Follow the health and safety requirements laid down by your company and by law, and encourage colleagues to do the same. Promptly take the approved action to deal with risks if you are authorised to do so. If you do not have authority to deal with risks, report them promptly to the right person. Use equipment and materials in line with the manufacturer's instructions. <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> Company procedures and legal requirements for dealing with accidents and emergencies. Reporting accidents and emergencies promotes health and safety. Legal and company requirements for reporting accidents and emergencies. Company procedures for evacuation, including how the alarm is raised and where emergency exits and assembly points are. Health and safety requirements laid down by your company and by law. Setting a good example contributing to health and safety in the workplace. Authority and responsibility for dealing with health and safety risks, and the importance of not taking on more responsibility than you are authorised to. Approved procedures for dealing with health and safety risks. Finding instructions for using equipment and materials. 	<p>Shelves for Stacking Products ; Shopping Cart; Signage Board Retail; Offer / Policy Signage; Big Poster (at POS) for offer related advertisement; Card Swiping Machine; Gondola; Products for display(Dummy Cameras and Mobiles); Dangers; Coupons and Vouchers; Credit Notes; Currency Notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Fake note detection equipment; Customer Feedback form</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> Techniques for speaking and behaving in a calm way while dealing with accidents and emergencies. Emergency response techniques. Using machinery and escape methods to have minimal loss to material and life. 	
4	<p>To demonstrate products to customers</p> <p>Theory Duration (hh:mm) 09:00</p> <p>Practical Duration (hh:mm) 09:00</p> <p>Corresponding NOS Code RAS / N0125</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> Prepare the demonstration area and check that it can be used safely. Check you have the equipment and products you need to give the demonstration. Explain the demonstration clearly and accurately to the customer. Present the demonstration in a logical sequence of steps and stages. Cover all the features and benefits you think are needed to gain the customer's interest. Promptly clear away the equipment and products at the end of the demonstration and connect with the customer. <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> Preparing the demonstration area effectively and checking it is safe. Organising demonstrations into logical steps and stages, and how this makes demonstrations more effective. Communicating clear and accurate information during demonstrations. Clearing equipment and products away promptly at the end of the demonstration and connect with the customer. Demonstrations in promoting and selling products. Features and benefits of the products you are responsible for demonstrating. Applicable warranty, replacement / repair. Annual maintenance costs (if applicable). 	<p>Shelves for Stacking Products ; Shopping Cart; Signage Board Retail; Offer / Policy Signage; Big Poster (at POS) for offer related advertisement; Card Swiping Machine; Gondola; Products for display(Dummy Cameras and Mobiles); Dangers; Coupons and Vouchers; Credit Notes; Currency Notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Fake note detection equipment; Customer Feedback form</p>
5	<p>To help customers choose right products</p> <p>Theory Duration (hh:mm) 11:00</p> <p>Practical Duration (hh:mm) 11:00</p> <p>Corresponding NOS Code</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> Find out which product features and benefits interest individual customers and focus on these when discussing products. Describe and explain clearly and accurately relevant product features and benefits to customers. Compare and contrast products in ways that help customers choose the product that best meets their needs. Check customers' responses to your explanations, and confirm their interest in the product. Encourage customers to ask questions & respond to their questions, comments & objections in ways that promote sales & goodwill. Identify suitable opportunities to tell the customer 	<p>Shelves for Stacking Products ; Shopping Cart; Signage Board Retail; Offer / Policy Signage; Big Poster (at POS) for offer related advertisement; Card Swiping Machine; Gondola; Products for display(Dummy Cameras and Mobiles); Dangers; Coupons and Vouchers; Credit Notes; Currency Notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Fake</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	RAS / N0126	<p>about associated or additional products and do so in a way that promotes sales and goodwill.</p> <ul style="list-style-type: none"> • Constantly check the store for security, safety and potential sales whilst helping customers. • Give customers enough time to evaluate products and ask questions. • Handle objections and questions in a way that promotes sales and keeps the customer's confidence. • Identify the need for additional and associated products and take the opportunity to increase sales. • Clearly acknowledge the customer's buying decisions. • Clearly explain any customer rights that apply. • Clearly explain to the customer where to pay for their purchases. <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Promoting sales and goodwill. • Helping customers to choose products. • Explaining product features and benefits to customers in ways that they understand and find interesting. • Checking and interpreting customers responses. • Adapting explanations and responding to questions and comments in ways that promote sales and goodwill. • Encourage customers to ask you for clarification and more information. <ul style="list-style-type: none"> • The risks of not paying attention to the store, in terms of security, safety and lost sales. • Recognising buying signals from customers • Handling objections and questions confidently and effectively. • Legal rights and responsibilities of retailers and customers to do with returning of unsatisfactory goods. • Techniques for closing the sale. • Product features and benefits. 	note detection equipment; Customer Feedback form
6	<p>To provide specialist support to customers facilitating purchases</p> <p>Theory Duration (hh:mm) 11:00</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • Talk to customers politely and in ways that promote sales and goodwill. • Use the information the customer gives you to find out what they are looking for. • Help the customer understand the features and benefits of the products they have shown an interest in. • Explain clearly and accurately the features and benefits of products and relate these to the customer's needs. • Promote the products that give the best match 	Shelves for Stacking Products ; Shopping Cart; Signage Board Retail; Offer / Policy Signage; Big Poster (at POS) for offer related advertisement; Card Swiping Machine; Gondola; Products for display(Dummy Cameras and Mobiles); Dangers; Coupons and Vouchers; Credit Notes; Currency Notes of different

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	<p>Practical Duration (hh:mm) 11:00</p> <p>Corresponding NOS Code RAS / N0127</p>	<p>between the customer's needs and the store's need to make sales.</p> <ul style="list-style-type: none"> • Spot and use suitable opportunities to promote other products where these will meet the customer's needs. • Control the time you spend with the customer to match the value of the prospective purchase. • Constantly check the store for safety, security and potential sales while helping individual customers. • Find out if the customer is willing to see a demonstration. • Set up demonstrations safely and in a way that disturbs other people as little as possible. • Check you have everything you need to give an effective demonstration. • Give demonstrations that clearly show the use and value of the product. • Where appropriate, offer customers the opportunity to use the product themselves. • Give the customer enough chance to ask questions about the products or services you are demonstrating to them. • Check that the store will be monitored for security, safety and potential sales while you are carrying out demonstrations. <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Helping customers decide what to buy by comparing and contrasting the features, advantages and benefits of products for them. • Giving customers product information that is relevant to their individual needs and interests. • Finding out which product features and benefits interest individual customers. • Adapting your speech, body language and sales style to appeal to different kinds of customer. • Company policy on customer service and how this applies to giving specialist information and advice to customers. • Setting up safe and effective demonstrations of the specialist products you are responsible for promoting. • Keeping the customer interested during demonstrations. • Responding to the customer's comments and questions during demonstrations. • Features and benefits of the specialist products. • Advantages compared with similar products offered by competitors • Upto date product knowledge. • Demonstrations in promoting and selling products. 	<p>Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Fake note detection equipment; Customer Feedback form</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
7	<p>To maximise sales of goods & services</p> <p>Theory Duration (hh:mm) 11:00</p> <p>Practical Duration (hh:mm) 11:00</p> <p>Corresponding NOS Code RAS / N0128</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> Identify promotional opportunities and estimate their potential to increase sales. Identify promotional opportunities which offer the greatest potential to increase sales. Report promotional opportunities to the right person. Fill in the relevant records fully and accurately. Tell customers about promotions clearly and in a persuasive way. Identify and take the most effective actions for converting promotional sales into regular future sales. Gather relevant and accurate information about the effectiveness of promotions, and communicate this information clearly to the right person. Record clearly and accurately the results of promotions. <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> Seasonal trends and how they affect opportunities for sales. Estimating and comparing the potential of promotional opportunities to increase sales. Whom to approach about promotional opportunities you have identified. Techniques for building customers' interest in regularly buying in future the product you are promoting. Evaluating and recording the results of promotions. The difference between the features and benefits of products. Promoting the features and benefits of products to customers. Techniques for encouraging customers to buy the product being promoted. 	<p>Shelves for Stacking Products ; Shopping Cart; Signage Board Retail; Offer / Policy Signage; Big Poster (at POS) for offer related advertisement; Card Swiping Machine; Gondola; Products for display(Dummy Cameras and Mobiles); Dangers; Coupons and Vouchers; Credit Notes; Currency Notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Fake note detection equipment; Customer Feedback form</p>
8	<p>To provide personalised sales & post-sales service support</p> <p>Theory Duration (hh:mm) 11:00</p> <p>Practical Duration (hh:mm) 11:00</p> <p>Corresponding NOS Code</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> Use available information in the client records to help you prepare for consultations. Before starting a consultation, check that the work area is clean and tidy and that all the equipment you need is at hand. Quickly create a rapport with the client at the start of the consultation. Talk and behave towards the client in ways that project the company image effectively. Ask questions that encourage the client to tell you about their buying needs, preferences and priorities. Where appropriate, tactfully check how much the client wants to spend. Explain clearly to the client the features and benefits of the products or services you are recommending 	<p>Shelves for Stacking Products ; Shopping Cart; Signage Board Retail; Offer / Policy Signage; Big Poster (at POS) for offer related advertisement; Card Swiping Machine; Gondola; Products for display(Dummy Cameras and Mobiles); Dangers; Coupons and Vouchers; Credit Notes; Currency Notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Fake note detection</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	RAS / N0129	<p>and relate these to the client's individual needs.</p> <ul style="list-style-type: none"> • Identify suitable opportunities to sell additional or related products or services that are suited to the client's needs. • Make recommendations to the client in a confident and polite way and without pressurising them. • Pace client consultations so you make good use of your selling time while maintaining good relations with the client. • Meet your company's customer service standards in your dealings with the client. • Follow the company's procedures for keeping client records up-to-date. <ul style="list-style-type: none"> • Record client information accurately and store it in the right places in your company's system. • Keep client information confidential and share it only with people who have a right to it. • Keep to clients' wishes as to how and when you may contact them. • Follow your company's policy and procedures for contacting clients. • Where you cannot keep promises to clients, tell them promptly and offer any other suitable products or services. <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Company's desired image and how to project this to clients. • Using information in client records to prepare for client visits. • Creating and maintaining a rapport with clients, both new and existing. • Types of question to ask clients to find out about their buying needs, preferences and priorities. • Asking clients tactfully how much they want to spend. • Relating the features and benefits of products or services to the client's needs. • Identifying suitable opportunities to sell additional or related products. • Making recommendations to clients in a way that encourages them to take your advice, without pressurising them. • Balancing the need to make immediate sales with the need to maintain good business relations with the client, and how to do so. • Company's customer service standards and how to apply these when providing a personalised service to clients. • Keeping client records up-to-date and store them correctly. 	equipment; Customer Feedback form

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> Company procedures for updating client records. Company systems and procedures for recording and storing client information. Relevant aspects of the data protection laws and company policy for client confidentiality. Keeping your promises to clients. About the brands and services, including: seasonal trends, new brands or services, promotions, stock levels, competitor comparisons, additional services such as store cards, gift wrapping or delivery. 	
9	<p>To create a positive image of self & organisation in the customers mind</p> <p>Theory Duration (hh:mm) 11:00</p> <p>Practical Duration (hh:mm) 11:00</p> <p>Corresponding NOS Code RAS / N0130</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> Meet your organisation's standards of appearance and behaviour. Greet your customer respectfully and in a friendly manner. Communicate with your customer in a way that makes them feel valued and respected. Identify and confirm your customer's expectations. Treat your customer courteously and helpfully at all times. Keep your customer informed and reassured. Adapt your behaviour to respond effectively to different customer behaviour. Respond promptly to a customer seeking assistance. Select the most appropriate way of communicating with your customer. Check with your customer that you have fully understood their expectations. Respond promptly and positively to your customers' questions and comments. Allow your customer time to consider your response and give further explanation when appropriate. Quickly locate information that will help your customer. Give your customer the information they need about the services or products offered by your organisation. Recognise information that your customer might find complicated and check whether they fully understand. Explain clearly to your customers any reasons why their needs or expectations cannot be met. <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> Organisation's standards for appearance and behaviour. Organisation's guidelines for how to recognise what your customer wants and respond appropriately. Organisation's rules and procedures regarding the methods of communication you use. Recognising when a customer is angry or confused. 	<p>Shelves for Stacking Products ; Shopping Cart; Signage Board Retail; Offer / Policy Signage; Big Poster (at POS) for offer related advertisement; Card Swiping Machine; Gondola; Products for display(Dummy Cameras and Mobiles); Danglers; Coupons and Vouchers; Credit Notes; Currency Notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Fake note detection equipment; Customer Feedback form</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> Organisation's standards for timeliness in responding to customer questions and requests for information. 	
10	<p>To resolve customer concerns</p> <p>Theory Duration (hh:mm) 11:00</p> <p>Practical Duration (hh:mm) 11:00</p> <p>Corresponding NOS Code RAS / N0132</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> Identify the options for resolving a customer service problem. Work with others to identify and confirm the options to resolve a customer service problem. Work out the advantages and disadvantages of each option for your customer and your organisation. Pick the best option for your customer and your organisation. Identify for your customer other ways that problems may be resolved if you are unable to help. Identify the options for resolving a customer service problem. Work with others to identify and confirm the options to resolve a customer service problem. Work out the advantages and disadvantages of each option for your customer and your organisation. Pick the best option for your customer and your organisation. Identify for your customer other ways that problems may be resolved if you are unable to help. Discuss and agree the options for solving the problem with your customer. Take action to implement the option agreed with your customer. Work with others and your customer to make sure that any promises related to solving the problem are kept. Keep your customer fully informed about what is happening to resolve problem. Check with your customer to make sure the problem has been resolved to their satisfaction. Give clear reasons to your customer when the problem has not been resolved to their satisfaction. <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> Listening carefully to customers about problems they have raised. Asking customers about the problem to check your understanding. Recognising repeated problems and alerting appropriate authority. Sharing customer feedback with others to identify potential problems before they happen. Identifying problems with systems and procedures before they begin to affect your customers. 	<p>Shelves for Stacking Products ; Shopping Cart; Signage Board Retail; Offer / Policy Signage; Big Poster (at POS) for offer related advertisement; Card Swiping Machine; Gondola; Products for display(Dummy Cameras and Mobiles); Danglers; Coupons and Vouchers; Credit Notes; Currency Notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Fake note detection equipment; Customer Feedback form</p>
11	<p>To organise the delivery of reliable service</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> Plan, prepare and organise everything you need to deliver a variety of services or products to different 	<p>Shelves for Stacking Products ; Shopping Cart; Signage Board Retail;</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	<p>Theory Duration (hh:mm) 08:00</p> <p>Practical Duration (hh:mm) 08:00</p> <p>Corresponding NOS Code RAS / N0133</p>	<p>types of customers.</p> <ul style="list-style-type: none"> • Organise what you do to ensure that you are consistently able to give prompt attention to your customers. • Reorganise your work to respond to unexpected additional workloads. • Maintain service delivery during very busy periods and unusually quiet periods and when systems, people or resources have let you down. • Consistently meet your customers' expectations. • Balance the time you take with your customers with the demands of other customers seeking your attention. • Respond appropriately to your customers when they make comments about the products or services you are offering. • Alert others to repeated comments made by your customers. • Take action to improve the reliability of your service based on customer comments. • Monitor whether the action you have taken has improved the service you give to your customers. • Record and store customer service information accurately following organisational guidelines. • Select and retrieve customer service information that is relevant, sufficient and in an appropriate format. • Quickly locate information that will help solve a customer's query. • Supply accurate customer service information to others using the most appropriate method of communication. <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Having reliable and fast information for your customers and your organisation. • Organisational procedures and systems for delivering customer service • Identifying useful customer feedback. • Communicating feedback from customers to others. • Organisational procedures and systems for recording, storing, retrieving and supplying customer service information. • Legal and regulatory requirements regarding the storage of data. • CRM software to capture customer feedback and draw analysis. 	<p>Offer / Policy Signage; Big Poster (at POS) for offer related advertisement; Card Swiping Machine; Gondola; Products for display(Dummy Cameras and Mobiles); Dangers; Coupons and Vouchers; Credit Notes; Currency Notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Fake note detection equipment; Customer Feedback form</p>
12	<p>To improve customer relationship</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • Select and use the best method of communication to meet your customers' expectations. • Take the initiative to contact your customers to update them when things are not going to plan or when you require further information. 	<p>Shelves for Stacking Products ; Shopping Cart; Signage Board Retail; Offer / Policy Signage; Big Poster (at POS) for offer related advertisement;</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	<p>Theory Duration (hh:mm) 11:00</p> <p>Practical Duration (hh:mm) 11:00</p> <p>Corresponding NOS Code RAS / N0134</p>	<ul style="list-style-type: none"> • Adapt your communication to respond to individual customers' feelings. • Meet your customers' expectations within your organisation's service offer. • Explain the reasons to your customers sensitively and positively when their expectations cannot be met. • Identify alternative solutions for your customers either within or outside the organisation. • Identify the costs and benefits of these solutions to your organisation and to your customers. • Negotiate and agree solutions with your customers which satisfy them and are acceptable to your organisation. • Take action to satisfy your customers with the agreed solution. • Make extra efforts to improve your relationship with your customers. • Recognise opportunities to exceed your customers' expectations. • Take action to exceed your customers' expectations within the limits of your own authority. • Gain the help and support of others to exceed your customers' expectations. <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Making best use of the method of communication chosen for dealing with customers. • Negotiating effectively with customers. • Assessing the costs and benefits to your customer and your organisation of any unusual agreement you make. • Customer loyalty and/or improved internal customer relationships to your organisation. 	<p>Card Swiping Machine; Gondola; Products for display(Dummy Cameras and Mobiles); Dangers; Coupons and Vouchers; Credit Notes; Currency Notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Fake note detection equipment; Customer Feedback form</p>
13	<p>To monitor and solve service concerns</p> <p>Theory Duration (hh:mm) 08:00</p> <p>Practical Duration (hh:mm) 08:00</p> <p>Corresponding NOS Code RAS / N0135</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • Respond positively to customer service problems following organisational guidelines. • Solve customer service problems when you have sufficient authority. • Work with others to solve customer service problems. • Keep customers informed of the actions being taken. • Check with customers that they are comfortable with the actions being taken. • Solve problems with service systems and procedures that might affect customers before they become aware of them. • Inform managers and colleagues of the steps taken to solve specific problems. • Identify repeated customer service problems. • Identify the options for dealing with a repeated customer service problem and consider the 	<p>Shelves for Stacking Products ; Shopping Cart; Signage Board Retail; Offer / Policy Signage; Big Poster (at POS) for offer related advertisement; Card Swiping Machine; Gondola; Products for display(Dummy Cameras and Mobiles); Dangers; Coupons and Vouchers; Credit Notes; Currency Notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Fake note detection equipment; Customer Feedback form</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<p>advantages and disadvantages of each option.</p> <ul style="list-style-type: none"> • Work with others to select best options for solving repeated customer service problems, balancing customer expectations with needs of your organisation. • Obtain the approval of somebody with sufficient authority to change organisational guidelines in order to reduce the chance of a problem being repeated. • Action your agreed solution. • Keep your customers informed in a positive and clear manner of steps being taken to solve any service problems. • Monitor the changes you have made and adjust them if appropriate. <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Organisational procedures and systems for dealing with customer service problems. • Organisational procedures and systems for identifying repeated customer service problems. • How successful resolution of customer service problems contributes to customer loyalty with external customer & improved working relationships with service partners or internal customers. • How to negotiate with and reassure customers while their problems are being solved. 	
14	<p>To promote continuous improvement in service</p> <p>Theory Duration (hh:mm) 08:00</p> <p>Practical Duration (hh:mm) 08:00</p> <p>Corresponding NOS Code RAS / N0136</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • Gather feedback from customers that will help to identify opportunities for customer service improvement. • Analyse and interpret feedback to identify opportunities for customer service improvements and propose changes. • Discuss with others the potential effects of any proposed changes for your customers and your organisation. • Negotiate changes in customer service systems & improvements with somebody of sufficient authority to approve trial / full implementation of the change. • Organise the implementation of authorised changes. • Implement the changes following organisational guidelines. • Inform people inside and outside your organisation who need to know of the changes being made and the reasons for them. • Monitor early reactions to changes and make appropriate fine-tuning adjustments. • Collect and record feedback on the effects of changes. • Analyse and interpret feedback and share your findings on the effects of changes with others. 	<p>Shelves for Stacking Products ; Shopping Cart; Signage Board Retail; Offer / Policy Signage; Big Poster (at POS) for offer related advertisement; Card Swiping Machine; Gondola; Products for display(Dummy Cameras and Mobiles); Dangers; Coupons and Vouchers; Credit Notes; Currency Notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Fake note detection equipment; Customer Feedback form</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> Summarise the advantages and disadvantages of the changes. Use your analysis and interpretation of changes to identify opportunities for further improvement. Present these opportunities to somebody with sufficient authority to make them happen. <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> Service improvements affecting the balance between overall customer satisfaction, costs of providing service & regulatory needs. How customer experience is influenced by the way service is delivered. Collecting, analysing and presenting customer feedback. Making a business case to others to bring about change in the products or services you offer. 	
15	<p>To work effectively in your team</p> <p>Theory Duration (hh:mm) 06:00</p> <p>Practical Duration (hh:mm) 06:00</p> <p>Corresponding NOS Code RAS / N0137</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> Display courteous and helpful behaviour at all times. Take opportunities to enhance the level of assistance offered to colleagues. Meet all reasonable requests for assistance within acceptable workplace timeframes. Complete allocated tasks as required. Seek assistance when difficulties arise. Use questioning techniques to clarify instructions or responsibilities. Identify and display a non-discriminatory attitude in all contacts with customers and other staff members. Observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact. Follow personal hygiene procedures according to organisational policy and relevant legislation. Interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task. Interpret, confirm and act on legal requirements in regard to anti-discrimination, sexual harassment and bullying. Ask questions to seek and clarify workplace information. Plan and organise daily work routine within the scope of the job role. Prioritise and complete tasks according to required timeframes. Identify work and personal priorities and achieve a balance between competing priorities. <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> The policies and procedures relating to the job role. The value system of the organisation. Employee rights and obligations. 	<p>Shelves for Stacking Products ; Shopping Cart; Signage Board Retail; Offer / Policy Signage; Big Poster (at POS) for offer related advertisement; Card Swiping Machine; Gondola; Products for display(Dummy Cameras and Mobiles); Dangers; Coupons and Vouchers; Credit Notes; Currency Notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Fake note detection equipment; Customer Feedback form</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> The reporting hierarchy and escalation matrix. Ask questions to identify and confirm requirements. Follow routine instructions through clear and direct communication. Use language and concepts appropriate to cultural differences. Use and interpret non-verbal communication. The scope of information or materials required within the parameters of the job role. Consequences of poor team participation on job outcomes. Work health and safety requirements. 	
16	<p>To work effectively in your organisation</p> <p>Theory Duration (hh:mm) 06:00</p> <p>Practical Duration (hh:mm) 06:00</p> <p>Corresponding NOS Code RAS / N0138</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> Share work fairly with colleagues, taking account of your own and others' preferences, skills and time available. Make realistic commitments to colleagues and do what you have promised you will do. Let colleagues know promptly if you will not be able to do what you have promised and suggest suitable alternatives. Encourage and support colleagues when working conditions are difficult. Encourage colleagues who are finding it difficult to work together to treat each other fairly, politely and with respect. Follow the company's health and safety procedures as you work. Discuss and agree with the right people goals that are relevant, realistic and clear. Identify the knowledge and skills you will need to achieve your goals. Agree action points and deadlines that are realistic, taking account of your past learning experiences and the time and resources available for learning. Regularly check your progress and, when necessary, change the way you work. Ask for feedback on your progress from those in a position to give it, and use their feedback to improve your performance. Encourage colleagues to ask you for work-related information or advice that you are likely to be able to provide. Notice when colleagues are having difficulty performing tasks at which you are competent, and tactfully offer advice. Give clear, accurate and relevant information and advice relating to tasks and procedures. Explain and demonstrate procedures clearly, accurately and in a logical sequence. Encourage colleagues to ask questions if they don't understand the information and advice you give them. 	<p>Shelves for Stacking Products ; Shopping Cart; Signage Board Retail; Offer / Policy Signage; Big Poster (at POS) for offer related advertisement; Card Swiping Machine; Gondola; Products for display(Dummy Cameras and Mobiles); Dangers; Coupons and Vouchers; Credit Notes; Currency Notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Fake note detection equipment; Customer Feedback form</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> • Give colleagues opportunities to practise new skills, and give constructive feedback. • Check that health, safety and security are not compromised when you are helping others to learn. <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Team’s purpose, aims and targets. • Responsibility for contributing to the team’s success. • Colleagues’ roles and main responsibilities. • The importance of sharing work fairly with colleagues. • Factors that can affect your own and colleagues’ willingness to carry out work, including skills and existing workload. • The importance of being a reliable team member. • Factors to take account of when making commitments, including your existing workload and the degree to which interruptions and changes of plan are within your control. • The importance of maintaining team morale, the circumstances when morale is likely to flag, and the kinds of encouragement and support that are likely to be valued by colleagues. • The importance of good working relations, and techniques for removing tension between colleagues. • The importance of following the company’s policies and procedures for health and safety, including setting a good example to colleagues. • Who can help you set goals, help you plan your learning, and give you feedback about your progress. • Identifying the knowledge and skills you will need to achieve your goals. • Checking your progress. • Adjusting plans as needed to meet goals. • Asking for feedback on progress. • Responding positively. • Helping others to learn in the workplace. • Working out what skills and knowledge you can usefully share with others. • Health, safety and security risks that are likely to arise when people are learning on the job, and how to reduce these risks. 	
	<p>Total Duration</p> <p>Theory Duration 140.00</p>	<p>Unique Equipment Required:</p> <ul style="list-style-type: none"> • Shelves for Stacking Products • Billing dummy Software • Shopping Cart • Signage Board Retail • Offer / Policy Signage • Big Poster (at POS) for offer related advertisement • Card Swiping Machine 	

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	Practical Duration 140.00	<ul style="list-style-type: none"> • Gondola • Products for display (Dummy Cameras and Mobiles) • Dangers • Coupons and Vouchers • Credit Notes • Currency Notes of different Denominations • Carry Bags • Physical Bill Copy • Bar Code Machine • Fake note detection equipment Customer Feedback form	

Grand Total Course Duration: 280 Hours 00 Minutes

(This syllabus/ curriculum has been approved by Retailers Association's Skill Council of India)

Trainer Prerequisites for Job role: “Sales Associate” mapped to Qualification Pack: “RAS/Q0104 VERSION 1.0”

Sr. No.	Area	Details
1	Job Description	Individual in this position should be able to train and skill candidates as per Qualification Pack by using effective methodology for the target audience/candidates whilst ensuing consistently high pass percentage.
2	Personal Attributes	Individual in this position should exhibits below mentioned attributes: <ul style="list-style-type: none"> • Should be subject knowledge / matter expert • Effective communication skills and proven integrity, as well as sincerity • Ability to conduct interactive training program and concentrate on details • High sense of thoughtfulness in a habitually active environment • Multi-talented and resourceful ability when handling different tasks • Highly skilled in promoting friendly atmosphere and efficient in managing learners
3	Minimum Educational Qualifications	12 th standard passed or 10 th standard pass with 2 yrs work experience in retail environment.
4a	Domain Certification	Certified for Job Role: “Sales Associate” mapped to QP “RAS/Q0104 VERSION 1.0”. Minimum accepted score of 80% or as per RASCI guidelines.
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “SSC/Q1402”. Minimum accepted score of 80% or as per RASCI guidelines.
5	Experience	0-2years of work experience in similar job role in retail environment.

Annexure: Assessment Criteria

Assessment Criteria for Sales Associate	
Job Role	Sales Associate
Qualification Pack	RAS/Q0104 VERSION 1.0
Sector Skill Council	Retailers Association's Skill Council of India

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack will be created by Retailers Association's Skill Council of India. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC
2	The assessment for the theory part will be based on knowledge bank of questions created by the SSC
3	Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training centre
4	Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training centre based on this criteria
5	To pass the Qualification Pack, every trainee should score a minimum marks as mentioned in respective QP

Assessment outcome	Performance Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
RAS / N0114 To process credit applications for purchases	PC1. Identify the customer's needs for credit facilities.	100	15	7.5	7.5
	PC2. Clearly explain to the customer the features and conditions of credit facilities.		20	10	10
	PC3. Provide enough time and opportunities for the customer to ask for clarification or more information.		15	7.5	7.5
	PC4. Accurately fill in the documents needed to allow the customer to get credit.		20	10	10
	PC5. Successfully carry out the necessary credit checks and authorisation procedures.		15	7.5	7.5
	PC6. Promptly refer difficulties in processing applications to the right person		15	7.5	7.5
	Total	NOS Total	100	50	50
RAS / N0120 To help keep the store secure	PC1. Take prompt and suitable action to reduce security risks as far as possible, where it is within the limits of your responsibility and authority to do so.	100	15	7.5	7.5
	PC2. Follow company policy and legal requirements when dealing with security risks.		20	10	10
	PC3. Recognise when security risks are beyond your authority and responsibility to sort out, and report these risks promptly to the right person.		15	7.5	7.5
	PC4. Use approved procedures and techniques for protecting your personal safety when security risks arise.		20	10	10
	PC5. Follow company policies and procedures for maintaining security while you work.		15	7.5	7.5
	PC6. Follow company policies and procedures for making sure that security will be maintained when you go on your breaks and when you finish work		15	7.5	7.5
	Total	NOS Total	100	50	50
RAS / N0122 To help maintain healthy and safety	PC1. Follow company procedures and legal requirements for dealing with accidents and emergencies.	100	10	5	5
	PC2. Speak and behave in a calm way while dealing with accidents and emergencies.		10	5	5
	PC3. Report accidents and emergencies promptly, accurately and to the right person.		15	7.5	7.5
	PC4. Recognise when evacuation procedures have been started and following company procedures for evacuation		10	5	5

Assessment outcome	Performance Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	PC5. Follow the health and safety requirements laid down by your company and by law, and encourage colleagues to do the same.		15	7.5	7.5
	PC6. Promptly take the approved action to deal with risks if you are authorised to do so.		10	5	5
	PC7. If you do not have authority to deal with risks, report them promptly to the right person.		15	7.5	7.5
	PC8. Use equipment and materials in line with the manufacturer's instructions.		15	7.5	7.5
	Total	NOS Total	100	50	50
RAS / N0125 To demonstrate products to customers	PC1. Prepare the demonstration area and check that it can be used safely.	100	15	7.5	7.5
	PC2. Check you have the equipment and products you need to give the demonstration.		15	7.5	7.5
	PC3. Explain the demonstration clearly and accurately to the customer.		20	10	10
	PC4. Present the demonstration in a logical sequence of steps and stages.		15	7.5	7.5
	PC5. Cover all the features and benefits you think are needed to gain the customer's interest.		15	7.5	7.5
	PC6. Promptly clear away the equipment and products at the end of the demonstration and connect with the customer		20	10	10
	Total	NOS Total	100	50	50
RAS / N0126 To help customers choose right products	PC1. Find out which product features and benefits interest individual customers and focus on these when discussing products.	100	10	5	5
	PC2. Describe and explain clearly and accurately relevant product features and benefits to customers.		10	5	5
	PC3. Compare and contrast products in ways that help customers choose the product that best meets their needs.		5	2.5	2.5
	PC4. Check customers' responses to your explanations, and confirm their interest in the product.		5	2.5	2.5
	PC5. Encourage customers to ask questions & respond to their questions, comments & objections in ways that promote sales & goodwill.		5	2.5	2.5
	PC6. Identify suitable opportunities to tell the customer about associated or additional products and do so in a way that promotes sales and goodwill.		5	2.5	2.5
	PC7. Constantly check the store for security, safety and potential sales whilst helping customers.		10	5	5

Assessment outcome	Performance Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	PC8. Give customers enough time to evaluate products and ask questions.		10	5	5
	PC9. Handle objections and questions in a way that promotes sales and keeps the customer's confidence.		10	5	5
	PC10. Identify the need for additional and associated products and take the opportunity to increase sales.		10	5	5
	PC11. Clearly acknowledge the customer's buying decisions.		10	5	5
	PC12. Clearly explain any customer rights that apply.		5	2.5	2.5
	PC13. Clearly explain to the customer where to pay for their purchases.		5	2.5	2.5
	Total	NOS Total	100	50	50
RAS / N0127 To provide specialist support to customers facilitating purchases	PC1. Talk to customers politely and in ways that promote sales and goodwill.	100	10	5	5
	PC2. Use the information the customer gives you to find out what they are looking for.		5	2.5	2.5
	PC3. Help the customer understand the features and benefits of the products they have shown an interest in.		5	2.5	2.5
	PC4. Explain clearly and accurately the features and benefits of products and relate these to the customer's needs.		10	5	5
	PC5. Promote the products that give the best match between the customer's needs and the store's need to make sales.		5	2.5	2.5
	PC6. Spot and use suitable opportunities to promote other products where these will meet the customer's needs.		5	2.5	2.5
	PC7. Control the time you spend with the customer to match the value of the prospective purchase.		10	5	5
	PC8. Constantly check the store for safety, security and potential sales while helping individual customers.		5	2.5	2.5
	PC9. Find out if the customer is willing to see a demonstration.		5	2.5	2.5
	PC10. Set up demonstrations safely and in a way that disturbs other people as little as possible.		5	2.5	2.5
	PC11. Check you have everything you need to give an effective demonstration.		5	2.5	2.5
	PC12. Give demonstrations that clearly show the use and value of the product.		10	5	5
	PC13. Where appropriate, offer customers the opportunity to use the product themselves.		5	2.5	2.5
	PC14. Give the customer enough chance to ask questions about the products or services		5	2.5	2.5

Assessment outcome	Performance Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	you are demonstrating to them.				
	PC15. Check that the store will be monitored for security, safety and potential sales while you are carrying out demonstrations.		10	5	5
	Total	NOS Total	100	50	50
RAS / N0128 To maximise sales of goods & services	PC1. Identify promotional opportunities and estimate their potential to increase sales.	100	15	7.5	7.5
	PC2. Identify promotional opportunities which offer the greatest potential to increase sales.		10	5	5
	PC3. Report promotional opportunities to the right person.		15	7.5	7.5
	PC4. Fill in the relevant records fully and accurately		15	7.5	7.5
	PC5. Tell customers about promotions clearly and in a persuasive way.		10	5	5
	PC6. Identify and take the most effective actions for converting promotional sales into regular future sales.		15	7.5	7.5
	PC7. Gather relevant and accurate information about the effectiveness of promotions, and communicate this information clearly to the right person.		10	5	5
	PC8. Record clearly and accurately the results of promotions		10	5	5
	Total	NOS Total	100	50	50
RAS / N0129 To provide personalised sales & post-sales service support	PC1. Use available information in the client records to help you prepare for consultations.	100	5	2.5	2.5
	PC2. Before starting a consultation, check that the work area is clean and tidy and that all the equipment you need is to hand.		5	2.5	2.5
	PC3. Quickly create a rapport with the client at the start of the consultation.		5	2.5	2.5
	PC4. Talk and behave towards the client in ways that project the company image effectively.		10	5	5
	PC5. Ask questions that encourage the client to tell you about their buying needs, preferences and priorities.		5	2.5	2.5
	PC6. Where appropriate, tactfully check how much the client wants to spend.		5	2.5	2.5
	PC7. Explain clearly to the client the features and benefits of the products or services you are recommending and relate these to the client's individual needs.		10	5	5
	PC8. Identify suitable opportunities to sell additional or related products or services that are suited to the client's needs.		5	2.5	2.5
	PC9. Make recommendations to the client in a		5	2.5	2.5

Assessment outcome	Performance Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	confident and polite way and without pressurising them.				
	PC10. Pace client consultations so you make good use of your selling time while maintaining good relations with the client.		5	2.5	2.5
	PC11. Meet your company's customer service standards in your dealings with the client.		5	2.5	2.5
	PC12. Follow the company's procedures for keeping client records up-to-date.		5	2.5	2.5
	PC13. Record client information accurately and store it in the right places in your company's system.		5	2.5	2.5
	PC14. Keep client information confidential and share it only with people who have a right to it.		5	2.5	2.5
	PC15. Keep to clients' wishes as to how and when you may contact them.		10	5	5
	PC16. Follow your company's policy and procedures for contacting clients.		5	2.5	2.5
	PC17. Where you cannot keep promises to clients, tell them promptly and offer any other suitable products or services.		5	2.5	2.5
	Total	NOS Total	100	50	50
RAS / N0130 To create a positive image of self & organisation in the customers mind	PC1. Meet your organisation's standards of appearance and behaviour.	100	5	2.5	2.5
	PC2. Greet your customer respectfully and in a friendly manner.		5	2.5	2.5
	PC3. Communicate with your customer in a way that makes them feel valued and respected.		10	5	5
	PC4. Identify and confirm your customer's expectations.		5	2.5	2.5
	PC5. Treat your customer courteously and helpfully at all times.		5	2.5	2.5
	PC6. Keep your customer informed and reassured.		5	2.5	2.5
	PC7. Adapt your behaviour to respond effectively to different customer behaviour.		10	5	5
	PC8. Respond promptly to a customer seeking assistance.		5	2.5	2.5
	PC9. Select the most appropriate way of communicating with your customer.		5	2.5	2.5
	PC10. Check with your customer that you have fully understood their expectations.		5	2.5	2.5
	PC11. Respond promptly and positively to your customers' questions and comments.		10	5	5
	PC12. Allow your customer time to consider your response and give further explanation when appropriate		5	2.5	2.5
	PC13. Quickly locate information that will help your customer.		5	2.5	2.5

Assessment outcome	Performance Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	PC14. Give your customer the information they need about the services or products offered by your organisation.		10	5	5
	PC15. Recognise information that your customer might find complicated and check whether they fully understand.		5	2.5	2.5
	PC16. Explain clearly to your customers any reasons why their needs or expectations cannot be met		5	2.5	2.5
	Total	NOS Total	100	50	50
RAS / N0132 To resolve customer concerns	PC1. Identify the options for resolving a customer service problem.	100	10	5	5
	PC2. Work with others to identify and confirm the options to resolve a customer service problem.		10	5	5
	PC3. Work out the advantages and disadvantages of each option for your customer and your organisation.		10	5	5
	PC4. Pick the best option for your customer and your organisation.		10	5	5
	PC5. Identify for your customer other ways that problems may be resolved if you are unable to help		10	5	5
	PC6. Discuss and agree the options for solving the problem with your customer.		10	5	5
	PC7. Take action to implement the option agreed with your customer.		5	2.5	2.5
	PC8. Work with others and your customer to make sure that any promises related to solving the problem are kept.		5	2.5	2.5
	PC9. Keep your customer fully informed about what is happening to resolve problem.		10	5	5
	PC10. Check with your customer to make sure the problem has been resolved to their satisfaction.		10	5	5
	PC11. Give clear reasons to your customer when the problem has not been resolved to their satisfaction		10	5	5
	Total	NOS Total	100	50	50
RAS / N0133 To organise the delivery of reliable service	PC1. Plan, prepare and organise everything you need to deliver a variety of services or products to different types of customers.	100	5	2.5	2.5
	PC2. Organise what you do to ensure that you are consistently able to give prompt attention to your customers.		5	2.5	2.5
	PC3. Reorganise your work to respond to unexpected additional workloads		5	2.5	2.5
	PC4. Maintain service delivery during very busy periods and unusually quiet periods and when systems, people or resources have let		10	5	5

Assessment outcome	Performance Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	you down.				
	PC5. Consistently meet your customers' expectations.		10	5	5
	PC6. Balance the time you take with your customers with the demands of other customers seeking your attention.		5	2.5	2.5
	PC7. Respond appropriately to your customers when they make comments about the products or services you are offering.		10	5	5
	PC8. Alert others to repeated comments made by your customers.		5	2.5	2.5
	PC9. Take action to improve the reliability of your service based on customer comments.		5	2.5	2.5
	PC10. Monitor whether the action you have taken has improved the service you give to your customers.		10	5	5
	PC11. Record and store customer service information accurately following organisational guidelines.		5	2.5	2.5
	PC12. Select and retrieve customer service information that is relevant, sufficient and in an appropriate format.		10	5	5
	PC13. Quickly locate information that will help solve a customer's query.		5	2.5	2.5
	PC14. Supply accurate customer service information to others using the most appropriate method of communication		10	5	5
	Total	NOS Total	100	50	50
RAS / N0134 To improve customer relationship	PC1. Select and use the best method of communication to meet your customers' expectations.	100	10	5	5
	PC2. Take the initiative to contact your customers to update them when things are not going to plan or when you require further information.		5	2.5	2.5
	PC3. Adapt your communication to respond to individual customers' feelings		10	5	5
	PC4. Meet your customers' expectations within your organisation's service offer.		5	2.5	2.5
	PC5. Explain the reasons to your customers sensitively and positively when their expectations cannot be met.		10	5	5
	PC6. Identify alternative solutions for your customers either within or outside the organisation.		5	2.5	2.5
	PC7. Identify the costs and benefits of these solutions to your organisation and to your customers.		10	5	5

Assessment outcome	Performance Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	PC8. Negotiate and agree solutions with your customers which satisfy them and are acceptable to your organisation		5	2.5	2.5
	PC9. Take action to satisfy your customers with the agreed solution		5	2.5	2.5
	PC10. Make extra efforts to improve your relationship with your customers.		5	2.5	2.5
	PC11. Recognise opportunities to exceed your customers' expectations.		10	5	5
	PC12. Take action to exceed your customers' expectations within the limits of your own authority.		10	5	5
	PC13. Gain the help and support of others to exceed your customers' expectations		10	5	5
	Total	NOS Total	100	50	50
RAS / N0135 To monitor and solve service concerns	PC1. respond positively to customer service problems following organisational guidelines.	100	10	5	5
	PC2. Solve customer service problems when you have sufficient authority.		5	2.5	2.5
	PC3. Work with others to solve customer service problems.		5	2.5	2.5
	PC4. Keep customers informed of the actions being taken.		10	5	5
	PC5. Check with customers that they are comfortable with the actions being taken.		5	2.5	2.5
	PC6. Solve problems with service systems and procedures that might affect customers before they become aware of them.		5	2.5	2.5
	PC7. Inform managers and colleagues of the steps taken to solve specific problems		5	2.5	2.5
	PC8. Identify repeated customer service problems.		5	2.5	2.5
	PC9. Identify the options for dealing with a repeated customer service problem and consider the advantages and disadvantages of each option.		10	5	5
	PC10. Work with others to select best options for solving repeated customer service problems, balancing customer expectations with needs of your organisation		5	2.5	2.5
	PC11. Obtain the approval of somebody with sufficient authority to change organisational guidelines in order to reduce the chance of a problem being repeated.		5	2.5	2.5
	PC12. Action your agreed solution.		10	5	5
	PC13. Keep your customers informed in a positive and clear manner of steps being taken to solve any service problems.		10	5	5

Assessment outcome	Performance Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	PC14. Monitor the changes you have made and adjust them if appropriate		10	5	5
	Total	NOS Total	100	50	50
RAS / N0136 To promote continuous improvement in service	PC1. Gather feedback from customers that will help to identify opportunities for customer service improvement.	100	10	5	5
	PC2. Analyse and interpret feedback to identify opportunities for customer service improvements and propose changes.		5	2.5	2.5
	PC3. Discuss with others the potential effects of any proposed changes for your customers and your organisation.		5	2.5	2.5
	PC4. Negotiate changes in customer service systems & improvements with somebody of sufficient authority to approve trial / full implementation of the change.		10	5	5
	PC5. Organise the implementation of authorised changes.		5	2.5	2.5
	PC6. Implement the changes following organisational guidelines.		5	2.5	2.5
	PC7. Inform people inside and outside your organisation who need to know of the changes being made and the reasons for them.		10	5	5
	PC8. Monitor early reactions to changes and make appropriate fine-tuning adjustments.		5	2.5	2.5
	PC9. Collect and record feedback on the effects of changes.		10	5	5
	PC10. Analyse and interpret feedback and share your findings on the effects of changes with others.		5	2.5	2.5
	PC11. Summarise the advantages and disadvantages of the changes.		10	5	5
	PC12. Use your analysis and interpretation of changes to identify opportunities for further improvement.		10	5	5
	PC13. Present these opportunities to somebody with sufficient authority to make them happen		10	5	5
	Total	NOS Total	100	50	50
RAS / N0137 To work effectively in your team	PC1. Display courteous and helpful behaviour at all times.	100	10	5	5
	PC2. Take opportunities to enhance the level of assistance offered to colleagues		5	2.5	2.5
	PC3. Meet all reasonable requests for assistance within acceptable workplace timeframes.		5	2.5	2.5
	PC4. Complete allocated tasks as required		5	2.5	2.5
	PC5. Seek assistance when difficulties arise.		5	2.5	2.5
	PC6. Use questioning techniques to clarify		10	5	5

Assessment outcome	Performance Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	instructions or responsibilities				
	PC7. Identify and display a non discriminatory attitude in all contacts with customers and other staff members		5	2.5	2.5
	PC8. Observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact.		5	2.5	2.5
	PC9. Follow personal hygiene procedures according to organisational policy and relevant legislation		5	2.5	2.5
	PC10. Interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task.		10	5	5
	PC11. Interpret, confirm and act on legal requirements in regard to anti-		5	2.5	2.5
	PC12. Ask questions to seek and clarify workplace information.		10	5	5
	PC13. Plan and organise daily work routine within the scope of the job role.		10	5	5
	PC14. Prioritise and complete tasks according to required timeframes.		5	2.5	2.5
	PC15. Identify work and personal priorities and achieve a balance between competing priorities.		5	2.5	2.5
	Total	NOS Total	100	50	50
RAS / N0138 To work effectively in your organisation	PC1. Share work fairly with colleagues, taking account of your own and others' preferences, skills and time available.	100	5	2.5	2.5
	PC2. Make realistic commitments to colleagues and do what you have promised you will do.		5	2.5	2.5
	PC3. Let colleagues know promptly if you will not be able to do what you have promised and suggest suitable alternatives.		5	2.5	2.5
	PC4. Encourage and support colleagues when working conditions are difficult.		5	2.5	2.5
	PC5. Encourage colleagues who are finding it difficult to work together to treat each other fairly, politely and with respect.		5	2.5	2.5
	PC6. Follow the company's health and safety procedures as you work.		5	2.5	2.5
	PC7. Discuss and agree with the right people goals that are relevant, realistic and clear.		5	2.5	2.5
	PC8. Identify the knowledge and skills you will need to achieve your goals.		5	2.5	2.5
	PC9. Agree action points and deadlines that are realistic, taking account of your past learning experiences and the time and resources available for learning.		5	2.5	2.5
	PC10. Regularly check your progress and, when		5	2.5	2.5

Assessment outcome	Performance Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	necessary, change the way you work.				
	PC11. Ask for feedback on your progress from those in a position to give it, and use their feedback to improve your performance		5	2.5	2.5
	PC12. Encourage colleagues to ask you for work-related information or advice that you are likely to be able to provide.		5	2.5	2.5
	PC13. Notice when colleagues are having difficulty performing tasks at which you are competent, and tactfully offer advice.		5	2.5	2.5
	PC14. Give clear, accurate and relevant information and advice relating to tasks and procedures.		10	5	5
	PC15. Explain and demonstrate procedures clearly, accurately and in a logical sequence.		5	2.5	2.5
	PC16. Encourage colleagues to ask questions if they don't understand the information and advice you give them.		5	2.5	2.5
	PC17. Give colleagues opportunities to practice new skills, and give constructive feedback.		5	2.5	2.5
	PC18. Check that health, safety and security are not compromised when you are helping others to learn.		10	5	5
	Total	NOS Total	100	50	50
		QP Total	100	50	50



Retailers Association's Skill Council of India

703-704 Sagar Tech Plaza - A, Andheri-Kurla Road, Sakinaka Junction, Sakinaka, Andheri (E), Mumbai-400 072