

**ORDINANCES &
SYLLABUS
FOR B. Voc. Retail Management & IT
Semester System
Sem I & II (SESSION 2014 -2015)**

ORDINANCES(2014-15)

Bachelor of Vocation (B. Voc.) is launched under the scheme of University Grants Commission on skill development based higher education leading to Bachelor of Vocation(B. Voc.) Degree with multiple exits as Diploma/Advanced Diploma under the National Skill Qualification framework. The B.Voc. programme incorporate specific job roles and their National Occupational Standards along broad based general education.

1. B. Voc. Programme has been designed as per National Skill Qualification Framework emphasizing on skill based education.
2. LEVELS OF AWARD:

The certification levels shall lead to Diploma/Advanced Diploma/B.Voc. Degree in Retail Management & IT.

AWARD	DURATION	CORELEVEL/RESPONDING /NSQF
DIPLOMA	1 YEAR	5
ADVANCED DIPLOMA	2 YEAR	6
B. VOC. DEGREE	3 YEAR	7

3. **ELIGIBILITY FOR ADMISSION IN B.VOC.** The eligibility for B.Voc. programme is 10+2 or equivalent in any stream/Arts/Science/Commerce with 50% at 10+2 or equivalent level.
4. The course of study of B.Voc. shall be divided in to six semesters and university examination will be held at the end of every semester in the months of November/December (for semester I, III & V) and May/June (for semester II, IV & VI) or as fixed by the Vice Chancellor.
5. Semester examination will be open to regular candidates who have been on the rolls of a college affiliated to this University and meet the attendance and other requirements.

Subject to fulfillment of requirement of House examinations, the attendance requirements and these ordinances there will be no condition of passing papers for promotion from odd semester to even semester in an Academic Session.

- (a) To qualify for admission to 3rd semester of the Course, the candidate must have passed 50% of total papers of the two semesters of the 1st year. In case, the result of 2nd Semester is not declared at the time of admission to 3rd Semester, the student may be admitted provisionally and will be allowed to take examination of 3rd semester if he/she has passed in 50 % of the total papers of first year (i.e. 1st and 2nd Semesters). Similarly, to qualify for admission to 5th semester of the course, the student may be admitted provisionally if the result of previous semester has not been declared and will be allowed to take examination of 5th semester, if he/she has passed 50% of the total papers of previous semesters.
- (b) A candidate placed under reappear in any paper, will be allowed two chances to clear the reappear, which should be availed within consecutive two years/chances i.e. to pass in a paper the candidate will have a total of three chances, one as regular student and two as reappear candidate.

The examination of reappear papers of odd semesters will be held with regular examination of the odd semester and reappear examination of the even semester will be held with regular examination of even semester. But if a candidate is placed under reappear in the last semester of the course, he will be provided chance to pass the reappear with the examination of the next semester, provided his reappear of lower semester does not go beyond next semester.

6. Attendance and Other Requirements

- (a) Every candidate will be required to attend a minimum of 75% lectures delivered to that class in each paper as well as 75% of the laboratory work, seminars etc. separately. Provided that a deficiency in attendance may be condoned for special reasons, as per the relevant ordinances on the subject.
- (b) To be eligible to appear in the semester examination, a candidate must have obtained in the house examination at least 25% marks in each paper, 25% marks in the aggregate of all subjects of the semester. The Principal at his discretion may allow a special test to a candidate who could not appear in the House examination owing to unavoidable reason, or fails to secure the minimum marks as prescribed above.

7. Amount of examination fee to be paid by a candidate for each semester shall be as fixed by the University from time to time.
8. Applications for admission to the examination shall be made on the prescribed form attested by the competent authority as per University rules. The last date by which admission forms and fees must reach the Registrar shall be as follows:

Semester	Without late fee	With late fee of Rs. 800/-	With late fee of Rs. 1200/-	With late fee of Rs. 5000/-	With late fee of Rs. 10000/-
Semester Exam (Nov/Dec)	Sept. 30	Oct. 15	Oct. 21	Oct. 31	Nov. 16
Semester Exam (May/June)	Feb. 28	Mar.15	Mar. 21	Mar.31	April 15
* No Examination Form will be accepted after this date.					

9. University medal will be awarded to a candidate who secured first position in the University on the basis of the marks of all the six semesters taken together. The general rules and conditions of the University for the Award of Medal/Prizes etc. will be applicable in the award of University medal to the topper of this examination.
10. The **medium of instruction** and examination will be **English/Punjabi/Hindi**, except for the language subjects whose medium of instruction and examination will be that of the language subject.

11. The Candidate shall also be entitled to grace marks as admissible under the ordinances, relating to the 'Grace Marks.'
12. (a) The minimum number of marks required to pass the examination in each Part shall be 35% in each subject, in theory paper, practical examination and internal assessment separately.

- (b) **Internal assessment and its Components:** Internal assessment, in each subject, shall be 25% of the total marks in each paper and shall be uniformly applicable to all the Subjects/Papers. The four Components for Internal Assessment shall be as follows(to be divided equally, as per the credit(100/150/200) of the paper):

(i)	Attendance:	20%	% of the Total Marks of the internal Assessment
(ii)	Written Assignment/Project :	40%	
(iii)	Two Mid-Semester Tests/Internal Examination (Average of both Mid-Semester Tests/Internal Examination)	40%	

- (c) Papers having practical/viva, the marks of theory and practical/viva will be reduced equally percentage wise, to make room for 20% internal assessment(as per (b) above).

13. **A Candidate shall be allowed to join:**

(i) **First Semester:**

Provided that he/she has secured 50 % marks at10+2 examination or eequivalent.

(ii) **Second Semester:**

Provided that he/she has undergone a regular course of studies of first semester.

(iii) **Third Semester:**

Provided that he/she has undergone a regular course of studies of First and Second semesters as provided under the regulations in sequential order and fulfils the conditions as aid in ordinance 6(a).

(iv) **Fourth Semester:**

Provided that he/she has undergone a regular course of studies of First, Second and Third semesters as provided under the regulations in sequential order and has passed the First Semester Examination as a whole, and fulfils the conditions a laid in ordinance 6(a).

(v) **Fifth Semester:**

Provided that he/she has undergone a regular course of studies of First, Second, Third and Fourth semesters as provided under the regulations in sequential order and fulfils the conditions as laid in ordinance 6(a).

(vi) **Sixth Semester:**

Provided that he/she has undergone a regular course of studies of First, Second, Third, Fourth and Fifth semesters as provided under the regulations in sequential order and has passed 50 % of the total papers of previous semesters and fulfils the other conditions as laid in ordinances.

14. Three weeks after the termination of examination or as soon thereafter as possible, the Registrar shall publish the result of the candidates. Each candidate shall receive a certificate indicating details of marks obtained in each examination.
15. The Successful candidates shall be classified on the basis of aggregate marks secured
 - a) 75% or more with Distinction.
 - b) 60% or more in the First division.
 - c) 50% or more but less than 60% in the Second division.
 - d) Below 50% in the Third division.
16. A candidate who has passed B.Voc. examination from this University shall have one chances within a period of two years after passing the examination to improve division or 55% marks. Improvement shall be allowed in not more than three theory papers offered in each semester. However, previous marks of Practical/Project will be carried forward in the paper (s) in which he/she appears for improvement and be awarded one percent of grace marks on the basis of given papers, out of the papers taken up, the candidate will be given benefit of increase in marks, where the marks have increased in paper/papers.
17. Re-evaluation of scripts shall be admissible in B.Voc.. Examination Semester I, II, III, IV, V, VI examination except practical examination. The re evaluation shall be allowed in not more than two theory papers provided candidate has scored not less than 25% marks in the relevant paper. The candidate shall submit his/her application on specified form along with prescribed fee, for re-evaluation within 14 days from the date of declaration of the result.
19. A successful candidate after First year shall be awarded Diploma certificate, after two years of successful completion Advanced diploma and of the Final examination of B.Voc. third year Examination shall be granted a Degree in B.Voc.

COURSE: B VOC(RETAIL MANAGEMENT AND IT)
For session (2014-15)

S. No.	CODE	SUBJECT	CREDITS T=LECTURE P=PRACTICAL SKILL=T+P (ONE CREDIT MEANS 15 hrs.)		CREDI T POIN TS TOTA L	DISTRIBUTION OF MARKS			
FIRST YEAR (FIRST SEMESTER)			T	P	TOTAL	EXTERN AL	INTERN AL	PRACTIC AL	TOT AL
1	RMIT-111	Functional Punjabi	4	---	4	75	25	---	100
2	RMIT-112	Intro Marketing Management & Brand Management	4	----	4	75	25	---	100
3	RMIT-113	Information Technology	4	----	4	75	25	---	100
4	RMIT-114	Practical based on IT	---	6	6	----	50	50	50
5	RMIT-115	Workshop on Functional Punjabi	---	4	4	----	50	50	50
6	RMIT-116	Seminars Inds. Experts		5	5	----	50	50	50
7	RMIT -117	Projects		3	3	---	50	50	50
	TOTAL		12	18	30				500
FIRST YEAR (SECOND SEMESTER)			T	P	TOTAL	EXT	INT	PRACT	TOTAL
8	RMIT-121	General English	4	---	4	75	25	---	100
9	RMIT-122	Retail Management	4	----	4	75	25	---	100
10	RMIT-123	Office Automation	4	----	4	75	25	---	100
11	RMIT-124	Practical on Office Automation	----	6	6	----	50	50	50
12	RMIT-125	Workshop on Gen. English	---	4	4	----	50	50	50
13	RMIT	Seminar		5	5		100	100	100

14	– 126 RMIT- 127 TOTAL L	Projects		3	3	100		100	100
			12	18	30	---			600
TOTAL CREDIT OF YEAR I		GENERAL EDUCATION COMPONENT=24 LEADING TO DIPLOMA SKILL BASED COMPONENT=				36			

Course: B. Voc. (Retail Management and IT)

Session 2014-15

SEM-I

1. Functional Punjabi [B.VOC. (RM-IT) 111]
2. Introduction to Marketing Management & Brand Management [B.VOC. (RM-IT) 112]
3. Information Technology [B.VOC. (RM-IT) 113]
4. Practical based on IT [B.VOC. (RM-IT) 114]
5. Workshop on Functional Punjabi [B.VOC. (RM-IT) 115]
6. Seminars - Industry Experts (viva) [B.VOC. (RM-IT) 116]
7. Projects [B.VOC. (RM-IT) 117]

SEM-II

1. General English [B.VOC. (RM-IT) 121]
2. Retail Management [B.VOC. (RM-IT) 122]
3. Office Automation [B.VOC. (RM-IT) 123]
4. Practical on Office Automation [B.VOC. (RM-IT) 124]
5. Workshop on Gen. English [B.VOC. (RM-IT) 125]\\
6. Seminar [B.VOC. (RM-IT) 126]
7. Projects [B.VOC. (RM-IT) 127]

Skill Component of RMIT	
LEVEL	TITLE
LEVEL-IV	SALES ASSOCIATE(RASCI)

SEMESTER -1

B.VOC. (RM-IT) 111 Functional Punjabi

SECTION - A

ਪੰਜਾਬੀ ਉਚਾਰਨ ਅਤੇ ਗੁਰਮੁਖੀ ਔਰਥੋਗ੍ਰਾਫੀ : ਪੰਜਾਬੀ ਧੁਨੀਆਂ ਅਤੇ ਗੁਰਮੁਖੀ ਦਾ ਸੰਬੰਧ (ਆਈ. ਪੀ.ਏ. ਦੀ ਮਦਦ ਨਾਲ) ਸੂਚਨਾ ਤਕਨਾਲੋਜੀ : ਪਰਿਭਾਸ਼ਾ, ਮਹੱਤਵ, ਭਾਸ਼ਾ ਅਤੇ

SECTION - B

ਸੂਚਨਾ ਤਕਨਾਲੋਜੀ, ਸਾਹਿਤ ਅਤੇ ਸੂਚਨਾ ਤਕਨਾਲੋਜੀ, ਕੰਪਿਊਟਰ ਤਕਨਾਲੋਜੀ : ਐਮ. ਐਸ. ਆਫਿਸ, ਮਲਟੀ ਮੀਡੀਆ ਬਾਰੇ ਮੁਢਲੀ ਜਾਣਕਾਰੀ, ਇੰਟਰਨੈੱਟ।

References:

1. Hardev Bahri, Teach Yourself Punjab, Publication Bureau, Punjabi University, Patiala, 2011
2. Henry, A. Gleason and Harjeet Singh Gill, A Start in Punjabi, Publication Bureau, Punjabi University, Patiala. 1997.
3. Ujjal Singh Bahri and Paramjit Singh Walia, Introductory Punjabi, Publication Bureau, Punjabi University, Patiala. 2003

SECTION – A

MARKETING CONCEPT, MEANING OF MARKETING MANAGEMENT: Importance of marketing management with special reference to India. Marketing environment: meaning and forces of marketing environment. Marketing mix and its elements. Market segmentation: meaning and basis of market segmentation. Buying process of consumer. Product life cycle. Channels of distribution. Personal selling.

SECTION - B

The concept of brand, brand names. Brand failures. Types of brands. Branding: name, creation, principles and brand image. Brand positioning. Brand extensions. Brand planning. Brand's life script, brand identity. Brand personality.

SECTION-A

Computer Fundamentals: Block diagram of a computer, characteristics of computers and generations of computers.

Input Devices: Keyboard, Mouse, Joy tick, Track Ball, Touch Screen, Light Pen, Digitizer, Scanners, Speech Recognition Devices, Optical Recognition devices – OMR, OBR, OCR

Output Devices: Monitors, Impact Printers - Dot matrix, Character and Line printer, Non Impact Printers – DeskJet and Laser printers, Plotter.

Memories: Main Memories - RAM, ROM and Secondary Storage Devices - Hard Disk, Compact Disk, DVD.

Computer Languages: Machine language, assembly language, high level language, 4GL, **Language Translators:** Compiler, Interpreter, Assembler

Software: System Software, Application Software.

SECTION-B

Number System: Non-positional and positional number systems, Base conversion, Concept of Bit and Byte, binary, decimal, hexadecimal, and octal systems, conversion from one system to the other.

Applications of Information Technology and Trends: IT in Business and Industry, IT in Education & training, IT in Science and Technology, IT and Entertainment, Current Trends in IT Application - AI, voice recognition, Multimedia Technology.

References:

1. P.K. Sinha and P. Sinha, Foundations of Computing, First Edition, 2002, BPB.
- 2 Chetan Srivastva, Fundamentals of Information Technology, Kalyani Publishers.
- 3 Turban Mclean and Wetbrete, Information Technology and Management, Second Edition, 2001, John Wiley & Sons.
- 4 Satish Jain, Information Technology, BPB, 1999.
- 5.Fundamental of Computers – By V. Rajaraman (Prentice Hall)
- 6.Fundamental of Computers – By P. K. Sinha (B.P.B publication)
7. Introduction to Information Systems, ALEXIS LEON
8. Computer Fundamentals & Its Business Applications, Dr. S. Chand.

B.VOC. (RM-IT) 114 Practical Based on FIT

Handling of peripheral devices, Installation of Operating System and softwares. Scanning Systems for Viruses, Working of Antivirus and Virus removal.

Windows concepts, working with windows-Desktop, Basic layout, Icons, Opening Windows, Window Characteristics, Window Controls, Resize Windows, Arrange Windows, task bar, Working with Screen Saver. Files and Folder-organization, Searching for files, working with folders through window explorer. Maintenance-Recycle Bin, Disk Cleanup, Add and Remove Programs, Control Panel.

B.VOC. (RM-IT) 115 Workshops on Functional Punjabi

1. ਭਾਸ਼ਾ ਪ੍ਰਯੋਗਸ਼ਾਲਾ ਵਿਚ ਪੰਜਾਬੀ ਉਚਾਰਣ ਸੁਣ ਕੇ ਗੁਰਮੁਖੀ ਅੱਖਰਾਂ ਅਤੇ ਅੰਤਰ-ਰਾਸ਼ਟਰੀ ਧੁਨੀ
ਲਿਖਣਾ (ਪੰਜ-ਪੰਜ ਮਿੰਟਾਂ ਦੇ ਚਾਲੀ ਅਭਿਆਸ)
2. ਵਿਆਕਰਣ ਵਰਗਾਂ ਦੇ ਆਧਾਰ 'ਤੇ ਸ਼ਬਦ ਸ਼੍ਰੇਣੀਆਂ ਦੇ ਰੂਪਾਂ ਦੀ ਪਹਿਚਾਣ ਕਰਨਾ ਅਤੇ ਰੂਪ ਸਿਰਜਣਾ
(ਪੰਜ-ਪੰਜ ਮਿੰਟਾਂ ਦੇ ਚਾਲੀ ਅਭਿਆਸ)
3. ਬਿਊਰੀ ਵਿਚ ਦਿੱਤੇ ਗਏ ਵਿਸ਼ਿਆਂ ਉੱਤੇ ਘੱਟ ਤੋਂ ਘੱਟ ਪੈਂਤੀ ਵਾਕਾਂ ਵਾਲੇ ਭਾਸ਼ਣ ਦੇਣ ਦਾ ਅਭਿਆਸ
ਕਰਨਾ।
4. ਕੰਪਿਊਟਰ ਲੈਬ (ਹਫ਼ਤੇ ਦਾ ਇਕ ਪੀਰੀਅਡ)

B.VOC. (RM-IT) 116 Seminars - Industry Experts (viva)

Seminars will be conducted by industry experts.

B.VOC. (RM-IT) 117 Projects

Students are required to submit projects based on Marketing Management and Brand Management

SEMESTER - 2

B.VOC. (RM-IT) 123 General English

SECTION - A

Comprehension

One unseen passages of 250-300 words in length with a variety of comprehension questions including 05 marks for word-attack skills such as word formation and inferring meaning, finding opposites etc. The passage can be a factual passage (e.g., instruction, description, report etc.) or a literary passage (e.g., extract from fiction, drama, poetry, essay or biography), or a discursive passage involving opinion, (argumentative, persuasive or interpretative text).

SECTION - B

Vocabulary: Change the Number , Change the Gender Words commonly mis-spelt Antonyms Synonyms
Fill up using correct determinant

References:

1. W. Standard Allen: Living English Structure (Orient Longman)
2. Wilford D. Best: The Student's Companion (Rupa)

SECTION-A

Introduction to retail; retail formats theories and models; retail strategy; understanding the retail consumer; store locations; retail operations; retail store design.

SECTION-B

Retail merchandising; merchandising buying; retail price and merchandise performance; measuring financial performance; retail management information systems; retail marketing and communication.

References:

1. Sheikh and Fatima 'Retail Management' Himalaya Publications.
2. Levy, Weitz, & Pandit, Retail Management, Tata McGraw Hill, New Delhi.
3. Barry Berman & Joel R Evans, Retail Management, PHI, New Delhi.

SECTION - A

Word Processing: MS Word 2007: Introduction to Word Processing, Toolbars, Ruler, Menus, Keyboard Shortcut.. Previewing documents, Printing documents, Formatting documents, Checking the grammar and spelling, Formatting via find and replace, Using Auto Correct, word count, Hyphenating, Mail merge, mailing Labels Wizards and Templates, Handling Graphics, Tables as Converting a word document into various formats.

MS PowerPoint 2007: Introduction, Elements of Power Point Package, Starting and exploring Power Point menus (Insert, Format, Tools, Slide Show, Window, Help options and all of their features, Options and sub options etc.), Creating, inserting, deleting and formatting slides, Formatting and enhancing text, Slides with graphs.

SECTION- B

Worksheets: MS-EXCEL 2007: Creating worksheet, entering data into worksheet, Entering data into worksheet, Entering, data, dates, alphanumeric, values, saving & quitting worksheet, Opening and moving and existing worksheet, Toolbars and Menus, keyboard shortcut. Working with single and multiple workbooks, working with formulation & cell referencing, formatting of worksheet.

References:

1. MS- Office 2000(For Windows) – By Steve Sagman

B.VOC. (RM-IT) 124 Practical Based on Office Automation

The laboratory course will comprise of exercise to what is learnt under Paper **Office Automation**.

B.VOC. (RM-IT) 125 Practical Based on English

Improvement of LSRW (Listening, Speaking, Reading and Writing) skills.

B.VOC. (RM-IT) 126 Seminar

The students shall be allotted topics pertaining to the area general social, economic and business awareness focusing on the current as well as international trends and developments.

B.VOC. (RM-IT) 127 Projects

Students are required to submit projects based on Retail Management

Model Curriculum

Sales Associate

SECTOR : RETAIL

SUB-SECTOR : B2B & B2C

OCCUPATION : STORE OPERATIONS

REF. ID : I/RAS/Q0104 VERSION 1.0

NSQF LEVEL : 4



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. '1/RAS/Q0104 NSQF Level 4'

Date of Issuance: **May 19th, 2016**

Valid up to: **May 10th, 2018**

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



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

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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 I/RAS/Q0104		
Version No.	1.0	Version Update Date	26-09-2016
Pre-requisites to Training	10 th Pass		
Training Outcomes	After completing this programme, participants will be able to: <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 affectively in your team • Work affectively 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	To process credit applications for purchases Theory Duration (hh:mm) 06:00 Practical Duration (hh:mm) 06:00 Corresponding NOS Code RAS / N0114	<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. 	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); Dangles; 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

Sr. No.	Module	Key Learning Outcomes	Equipment Required
2	To help keep the store secure Theory Duration (hh:mm) 06:00 Practical Duration (hh:mm) 06:00 Corresponding NOS Code RAS / N0120	<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. 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. 	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

Sr. No.	Module	Key Learning Outcomes	Equipment Required
3	To help maintain healthy and safety Theory Duration (hh:mm) 11:00 Practical Duration (hh:mm) 11:00 Corresponding NOS Code RAS / N0122 	<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. Identify threatening and violent behaviour, and act promptly to protect staff and customers and to isolate anyone acting violently or making threats Monitor the working area continually to make sure it is clean and free from dangers When you cannot control a danger, get advice immediately from the appropriate authority Give staff training, instructions and information to allow them to do their work safely Carry out assessments which clearly and accurately identify significant dangers Review and update assessment procedures to take account of changes in factors affecting health and safety Record assessments accurately and make the records available to those who need them <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. 	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


Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> 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. 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. How to identify and control different dangers 	
4	<p>To demonstrate products to customers</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 10:00</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. 	<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"> 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). How to obtain the equipment and products you need for demonstrations 	
5	To help customers choose right products Theory Duration (hh:mm) 11:00 Practical Duration (hh:mm) 11:00 Corresponding NOS Code RAS / N0126	The learners should be able to: <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 about associated or additional products and do so in a way that promotes sales and goodwill. 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. 	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>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. 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. 	
6	<p>To provide specialist support to customers facilitating purchases</p> <p>Theory Duration (hh:mm) 15:00</p> <p>Practical Duration (hh:mm) 15:00</p> <p>Corresponding NOS Code RAS / N0127</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 between the customer's needs and the store's need to make sales. 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. 	<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>


		<ul style="list-style-type: none"> • 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 • Up to date product knowledge. • Demonstrations in promoting and selling products. • Your company's brand values in relation to its product offer, pricing and service • Know the customer profiles for the store • How customers' circumstances, such as who they are with or the time of day, affect their willingness to engage in conversation with a salesperson 	
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		<ul style="list-style-type: none"> How to establish and maintain a rapport with individual customers What related products are available from your organisation that would enhance customers' experience of the products you sell The importance of maintaining your own enthusiasm for the products you sell How to search for and evaluate opportunities to maintain your enthusiasm for the products you sell 	
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) 12:00</p> <p>Practical Duration (hh:mm) 12:00</p> <p>Corresponding NOS Code RAS / N0129</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 to 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 and relate these to the client's individual needs. • 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. • 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. 	<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>
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		<ul style="list-style-type: none"> 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. 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. What consultative selling is, and how this is different from other kinds of retail selling Why you need to keep client records up-to-date and store them correctly Why you should keep to clients' wishes as to how and when you may contact them 	
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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. • Organisation's standards for timeliness in responding to customer questions and requests for information. 	<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>
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10	<p>To resolve customer concerns</p> <p>Theory Duration (hh:mm) 15:00</p> <p>Practical Duration (hh:mm) 15:00</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. Listen carefully to your customers about any problem they have raised Ask the customers about the problem to check your understanding Recognise repeated problems and alert the appropriate authority Share customer feedback with others to identify potential problems before they happen Identify problems with systems and procedures before they begin to affect the 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); 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>
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		<ul style="list-style-type: none"> Choose the most effective method of communication for dealing with customers when resolving a customer service problem <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. Organisational procedures and systems for dealing with customer service problems How to defuse potentially stressful situations How to negotiate The limitations of what you can offer your customer Types of action that may make a customer problem worse and should be avoided How to choose the most effective method of communication when dealing with customer service problems How to make best use of remote communications with customers through social media when resolving customer problems 	
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11	<p>To organise the delivery of reliable service</p> <p>Theory Duration (hh:mm) 08:00</p> <p>Practical Duration (hh:mm) 08:00</p> <p>Corresponding NOS Code RAS / N0133</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 types of customers. 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. Identify when you could have given better service to your customers and how your service could have been improved <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 	<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>
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		<ul style="list-style-type: none"> 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. Your organisation's services or products Your organisation's requirements for health and safety in your area of work 	
12	<p>To improve customer relationship</p> <p>Theory Duration (hh:mm) 12:00</p> <p>Practical Duration (hh:mm) 12:00</p> <p>Corresponding NOS Code RAS / N0134</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. 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. 	<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>


		<ul style="list-style-type: none"> 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. Monitor information about your interaction with customers using all available information channels <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. How to monitor information about your interaction with customers from every available source including internet communication channels and social media platforms 	
13	<p>To monitor and solve service concerns</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 10:00</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. 	<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); Dangles; 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>

		<ul style="list-style-type: none"> Identify the options for dealing with a repeated customer service problem and consider the advantages and disadvantages of each option. 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. Possible consequences of repeated customer service failure Impact of repeated customer service problems on contracts or other agreements with customers 	
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14	<p>To promote continuous improvement in service</p> <p>Theory Duration (hh:mm) 09:00</p> <p>Practical Duration (hh:mm) 09:00</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. • Summarise the advantages and disadvantages of the changes. • Use your analysis and interpretation of changes to identify opportunities for further improvement. <p>Present these opportunities to somebody with sufficient authority to make them happen.</p> <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. • How developments in communication channels such as social media present opportunities for customer service improvements 	<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>
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15	<p>To work effectively in your team</p> <p>Theory Duration (hh:mm) 07:00</p> <p>Practical Duration (hh:mm) 07:00</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. • Discuss and sort out difficulties in working together in a polite and constructive way • Follow instructions for safeguarding health and safety as you work <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. • The reporting hierarchy and escalation matrix. • Ask questions to identify and confirm requirements. 	<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>
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		<ul style="list-style-type: none"> • 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. How to keep track of how much work you have to do and how long it is likely to take • How to ask for help in ways that make your needs clear while respecting the other person's needs and priorities • Why you should offer help to colleagues and respond positively to requests for help, whenever possible • Why you need to balance being helpful to colleagues with completing your own work • How to refuse requests for help, when necessary, in ways that show respect for the other person and maintain good working relationships • How to let colleagues know when their behaviour is bothering you, in ways that encourage constructive discussion • How to encourage constructive discussion when colleagues are upset with you • Who to approach for advice and help if you are experiencing difficulties in working with colleagues • How the law and your organisation define discrimination, bullying and harassment • Company procedures for dealing with discrimination, bullying and harassment 	
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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. • 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>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>
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		<ul style="list-style-type: none"> • Ask colleagues promptly and politely for the help and information you need to do your work • Ask a suitable person for advice about any problems in working with colleagues that you can't resolve yourself <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. 	
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		<ul style="list-style-type: none"> How to keep track of how much work you have to do and how long it is likely to take Why you should ask for help and information from colleagues when you need it How to ask for help in ways that make your needs clear while respecting the other person's needs and priorities Why you should offer help to colleagues and respond positively to requests for help, whenever possible Why you need to balance being helpful to colleagues with completing your own work Who to approach for advice and help if you are experiencing difficulties in working with colleagues How the law and your organisation define discrimination, bullying and harassment Company procedures for dealing with discrimination, bullying and harassment Why you must always follow instructions for safeguarding health and safety as you work 	
	Total Duration Theory Duration 160:00 Practical Duration 160:00	Unique Equipment Required: <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 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 	

QP (Sales Associate) Course Duration : 320 Hrs.

Pre- Departure Training/ Language Skills & Middle East cultural Imbibition Skills Duration : 120 Hrs. (approx.)

Grand Total Course Duration: 440 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: “I/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 • Ability to disseminate knowledge • 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 • Knowledge and ability to use different training methodologies aligned with audience profile
3	Minimum Educational Qualifications	10 th standard pass with minimum 2yrs work experience in retail store operations or sales or training.
4a	Domain Certification	Certified for Job Role: “Sales Associate” mapped to QP “I/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/1402”. Minimum accepted score of 80% or as per RASCI guidelines.
5	Experience	Minimum 2yrs work experience in retail store operations or sales or training.


Annexure: Assessment Criteria


Assessment Criteria for Sales Associate	
Job Role	Sales Associate
Qualification Pack	I/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


ASSESSMENT OUTCOME	Performance Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
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.		5	2.5	2.5
	PC3. Report accidents and emergencies promptly, accurately and to the right person.		10	5	5
	PC4. Recognise when evacuation procedures have been started and following company procedures for evacuation		5	2.5	2.5
	PC1. Follow the health and safety requirements laid down by your company and by law, and encourage colleagues to do the same.		5	2.5	2.5
	PC2. Promptly take the approved action to deal with risks if you are authorised to do so.		5	2.5	2.5
	PC3. If you do not have authority to deal with risks, report them promptly to the right person.		5	2.5	2.5
	PC4. Use equipment and materials in line with the manufacturer's instructions.		5	2.5	2.5
	P5. Identify threatening and violent behaviour, and act promptly to protect staff and customers and to isolate anyone acting violently or making threats		5	2.5	2.5
	P1. Monitor the working area continually to make sure it is clean and free from dangers		5	2.5	2.5
	P2. When you cannot control a danger, get advice immediately from the appropriate authority		5	2.5	2.5
	P3. Give staff training, instructions and information to allow them to do their work safely		10	5	5
	P6. Carry out assessments which clearly and accurately identify significant dangers		10	5	5
	P8. Review and update assessment procedures to take account of changes in factors affecting health and safety		10	5	5
	P9. Record assessments accurately and make the records available to those who need them		5	2.5	2.5
	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



ASSESSMENT OUTCOME	Performance Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
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
	PC1. Give customers enough time to evaluate products and ask questions.		10	5	5
	PC2. Handle objections and questions in a way that promotes sales and keeps the customer's confidence.		10	5	5
	PC3. Identify the need for additional and associated products and take the opportunity to increase sales.		10	5	5
	PC4. Clearly acknowledge the customer's buying decisions.		10	5	5
	PC5. Clearly explain any customer rights that apply.		5	2.5	2.5
	PC6. 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


ASSESSMENT OUTCOME	Performance Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	PC8. Constantly check the store for safety, security and potential sales while helping individual customers.		5	2.5	2.5
	PC1. Find out if the customer is willing to see a demonstration.		5	2.5	2.5
	PC2. Set up demonstrations safely and in a way that disturbs other people as little as possible.		5	2.5	2.5
	PC3. Check you have everything you need to give an effective demonstration.		5	2.5	2.5
	PC4. Give demonstrations that clearly show the use and value of the product.		10	5	5
	PC5. Where appropriate, offer customers the opportunity to use the product themselves.		5	2.5	2.5
	PC6. Give the customer enough chance to ask questions about the products or services you are demonstrating to them.		5	2.5	2.5
	PC7. 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
	PC1. Tell customers about promotions clearly and in a persuasive way.		10	5	5
	PC2. Identify and take the most effective actions for converting promotional sales into regular future sales.		15	7.5	7.5
	PC3. Gather relevant and accurate information about the effectiveness of promotions, and communicate this information clearly to the right person.		10	5	5
	PC4. 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

ASSESSMENT OUTCOME	Performance Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	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 confident and polite way and without pressurising them.		5	2.5	2.5
	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
	PC1. Follow the company's procedures for keeping client records up-to-date.		5	2.5	2.5
	PC2. Record client information accurately and store it in the right places in your company's system.		5	2.5	2.5
	PC3. Keep client information confidential and share it only with people who have a right to it.		5	2.5	2.5
	PC4. Keep to clients' wishes as to how and when you may contact them.		10	5	5
	PC5. Follow your company's policy and procedures for contacting clients.		5	2.5	2.5
	PC6. 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
	PC1. Respond promptly to a customer seeking assistance.		5	2.5	2.5
	PC2. Select the most appropriate way of communicating with your customer.		5	2.5	2.5
	PC3. Check with your customer that you have fully understood their expectations.		5	2.5	2.5
	PC4. Respond promptly and positively to your customers' questions and comments.		10	5	5

ASSESSMENT OUTCOME	Performance Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	PC5.Allow your customer time to consider your response and give further explanation when appropriate		5	2.5	2.5
	PC1. Quickly locate information that will help your customer.		5	2.5	2.5
	PC2. Give your customer the information they need about the services or products offered by your organisation.		10	5	5
	PC3. Recognise information that your customer might find complicated and check whether they fully understand.		5	2.5	2.5
	PC4.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.		5	2.5	2.5
	PC3. Work out the advantages and disadvantages of each option for your customer and your organisation.		5	2.5	2.5
	PC4. Pick the best option for your customer and your organisation.		5	2.5	2.5
	PC5. Identify for your customer other ways that problems may be resolved if you are unable to help		5	2.5	2.5
	PC1. Discuss and agree the options for solving the problem with your customer.		5	2.5	2.5
	PC2. Take action to implement the option agreed with your customer.		5	2.5	2.5
	PC3. Work with others and your customer to make sure that any promises related to solving the problem are kept.		5	2.5	2.5
	PC4. Keep your customer fully informed about what is happening to resolve problem.		5	2.5	2.5
	PC5. Check with your customer to make sure the problem has been resolved to their satisfaction.		5	2.5	2.5
	PC6. Give clear reasons to your customer when the problem has not been resolved to their satisfaction		5	2.5	2.5
	P1. Listen carefully to your customers about any problem they have raised		5	2.5	2.5
	P2. Ask your customers about the problem to check your understanding		5	2.5	2.5
	P3. Recognise repeated problems and alert the appropriate authority		10	2.5	2.5
	P4. Share customer feedback with others to identify potential problems before they happen		5	2.5	2.5

ASSESSMENT OUTCOME	Performance Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	P5. Identify problems with systems and procedures before they begin to affect your customers		5	2.5	2.5
	P7. Choose the most effective method of communication for dealing with your customer when resolving a customer service problem		5	2.5	2.5
	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
	PC1. Maintain service delivery during very busy periods and unusually quiet periods and when systems, people or resources have let you down.		10	5	5
	PC2. Consistently meet your customers' expectations.		10	5	5
	PC3. Balance the time you take with your customers with the demands of other customers seeking your attention.		5	2.5	2.5
	PC4. Respond appropriately to your customers when they make comments about the products or services you are offering.		10	5	5
	PC5. Alert others to repeated comments made by your customers.		5	2.5	2.5
	PC6. Take action to improve the reliability of your service based on customer comments.		5	2.5	2.5
	PC7. Monitor whether the action you have taken has improved the service you give to your customers.		10	5	5
	PC1. Record and store customer service information accurately following organisational guidelines.		5	2.5	2.5
	PC2. Select and retrieve customer service information that is relevant, sufficient and in an appropriate format.		10	5	5
	PC3. Quickly locate information that will help solve a customer's query.		5	2.5	2.5

ASSESSMENT OUTCOME	Performance Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	PC4. Supply accurate customer service information to others using the most appropriate method of communication		5	2.5	2.5
	P13. Identify when you could have given better service to your customers and how your service could have been improved		5	2.5	2.5
	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
	PC1. Meet your customers' expectations within your organisation's service offer.		5	2.5	2.5
	PC2. Explain the reasons to your customers sensitively and positively when their expectations cannot be met.		10	5	5
	PC3. Identify alternative solutions for your customers either within or outside the organisation.		5	2.5	2.5
	PC4. Identify the costs and benefits of these solutions to your organisation and to your customers.		10	5	5
	PC5. Negotiate and agree solutions with your customers which satisfy them and are acceptable to your organisation		5	2.5	2.5
	PC6. Take action to satisfy your customers with the agreed solution		5	2.5	2.5
	PC1. Make extra efforts to improve your relationship with your customers.		5	2.5	2.5
	PC2. Recognise opportunities to exceed your customers' expectations.		10	5	5
	PC3. Take action to exceed your customers' expectations within the limits of your own authority.		10	5	5
	PC4. Gain the help and support of others to exceed your customers' expectations		5	2.5	2.5
	P4 Monitor information about your interaction with customers using all available information channels		5	2.5	2.5
	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

ASSESSMENT OUTCOME	Performance Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	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
	PC1. Identify repeated customer service problems.		5	2.5	2.5
	PC2. Identify the options for dealing with a repeated customer service problem and consider the advantages and disadvantages of each option.		10	5	5
	PC3. 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
	PC1. 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
	PC2. Action your agreed solution.		10	5	5
	PC3. Keep your customers informed in a positive and clear manner of steps being taken to solve any service problems.		10	5	5
	PC4. 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
	PC1. Organise the implementation of authorised changes.		5	2.5	2.5
	PC2. Implement the changes following organisational guidelines.		5	2.5	2.5
	PC3. Inform people inside and outside your organisation who need to know of the changes being made and the reasons for them.		10	5	5
	PC4. Monitor early reactions to changes and make appropriate fine-tuning adjustments.		5	2.5	2.5
	PC1. Collect and record feedback on the effects of changes.		10	5	5
	PC2. Analyse and interpret feedback and share your findings on the effects of changes with others.		5	2.5	2.5
	PC3. Summarise the advantages and disadvantages of the changes.		10	5	5

ASSESSMENT OUTCOME	Performance Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	PC4. Use your analysis and interpretation of changes to identify opportunities for further improvement.		10	5	5
	PC5. 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 instructions or responsibilities		5	2.5	2.5
	PC7. Identify and display a non discriminatory attitude in all contacts with customers and other staff members		5	2.5	2.5
	PC1. Observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact.		5	2.5	2.5
	PC2. Follow personal hygiene procedures according to organisational policy and relevant legislation		5	2.5	2.5
	PC1. Interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task.		10	5	5
	PC2. Interpret, confirm and act on legal requirements in regard to anti-		5	2.5	2.5
	PC3. Ask questions to seek and clarify workplace information.		5	2.5	2.5
	PC4. Plan and organise daily work routine within the scope of the job role.		10	5	5
	PC5. Prioritise and complete tasks according to required timeframes.		5	2.5	2.5
	PC6. Identify work and personal priorities and achieve a balance between competing priorities.		5	2.5	2.5
	P4. Discuss and sort out difficulties in working together in a polite and constructive way		5	2.5	2.5
	P6. Follow instructions for safeguarding health and safety as you work		5	2.5	2.5
	Total	NOS Total	100	50	50
RAS / N0138 To work effectively in your organization 	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		5	2.5	2.5

Assessment outcome	Performance Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	suitable alternatives.				
	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
	PC1. Discuss and agree with the right people goals that are relevant, realistic and clear.		5	2.5	2.5
	PC2. Identify the knowledge and skills you will need to achieve your goals.		5	2.5	2.5
	PC3. 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
	PC4. Regularly check your progress and, when necessary, change the way you work.		5	2.5	2.5
	PC5. 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
	PC1. 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
	PC2. Notice when colleagues are having difficulty performing tasks at which you are competent, and tactfully offer advice.		5	2.5	2.5
	PC3. Give clear, accurate and relevant information and advice relating to tasks and procedures.		5	2.5	2.5
	PC4. Explain and demonstrate procedures clearly, accurately and in a logical sequence.		5	2.5	2.5
	PC5. Encourage colleagues to ask questions if they don't understand the information and advice you give them.		5	2.5	2.5
	PC6. Give colleagues opportunities to practise new skills, and give constructive feedback.		5	2.5	2.5
	PC7. Check that health, safety and security are not compromised when you are helping others to learn.		5	2.5	2.5
	P1. Ask colleagues promptly and politely for the help and information you need to do your work		5	2.5	2.5
	P5. Ask a suitable person for advice about any problems in working with colleagues that you can't resolve yourself		5	2.5	2.5
	Total	NOS Total	100	50	50
		QP Total	100	50	50



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