







Participant Handbook

Sector **Retail**

Sub-Sector Retail Operations

Occupation

Store Operations

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Sales Associate

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Shri Narendra ModiPrime Minister of India







Certificate

COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

RETAILERS ASSOCIATION'S SKILL COUNCIL OF INDIA

for

SKILLING CONTENT: PARTICIPANT HANDBOOK

Complying to National Occupational Standards of Job Role/ Qualification Pack: 'Sales Associate' QP No. 'RAS/ Q 0104 NSQF Level 4'

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About the Book ———

This Participant Handbook is designed to facilitate training for Sales Associate Qualification Pack (QP). It provides learners with the necessary knowledge to carry out the job roles and functions of a Sales Associate effectively. The handbook briefly describes the company criteria for providing credit facilities, policy and procedures of an organisation for handling security risks and company policies towards health and safety. It also focuses on how to interpret customer responses and acknowledge customer buying decision. Additionally, it emphasises on specialist product demonstration and time management while interacting with customers. The handbook aims at rendering as much detail as is required for a sales associate to work effectively and efficiently in any retail environment.

The handbook is divided into sixteen National Occupational Standards (NOSs). NOSs are Occupational Standards which have been endorsed and agreed to by the Industry Leaders for various roles. The OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently.

Key characteristics of this handbook-

- (i) It enhances the understanding about the policies and regulations in retail sector.
- (ii) It provides guidance to perform essential functions safely and efficiently.
- (iii) It helps learners understand the job role and responsibilities of a Retail Sales Associate.

Symbols Used



Key Learning

The key learning outcomes are listed at the beginning of each module. These outline the focus areas that the learners will cover in every module.





These provide step-by-step instructions





Activity

for a specific process.



condition for learning.



Notes

Objectives

Wherever possible, tips are included in every module. They provide additional insight to learners on a particular topic being discussed.

Tips

Notes at the end of each module is a space for learners to list down their key points related to the topic.

These are listed at the beginning of each unit under every module. They highlight the focus areas that the learners will cover in every unit.

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1. Introduction

Unit 1.1 - Retail Sales Associate – An Overview

Unit 1.2 - Job Role and Responsibilities of a Sales Associate



- Key Learning Outcomes 💆



At the end of this module, you will be able to:

- Define who is a Retail Sales Associate
- Describe the skills required to be a good sales associate 2.
- Identify the job roles of a sales associate 3.
- Interpret the job responsibilities of a sales associate 4.

UNIT 1.1: Retail Sales Associate – An Overview

Unit Objectives



At the end of this unit, you will be able to:

- 1. Describe the meaning of a retail sales associate
- 2. Identify organisational skills required by a sales associate
- 3. Recognise the communication skills of a sales associate
- 4. Discuss the desired analytical skills of a retail sales associate

1.1.1 Meaning of Retail Sales Associate

A retail sales associate is the face of a retail outlet, the person a customer interacts with at a store. Retail sales associates are the people who work in retail stores and deal in selling of various products such as apparels, food items, sporting goods, etc. These people are a part and parcel of every retail store. They assist customers in finding the desired products and help them buy. They also answer customer queries during customer interaction. Sales Associates provide a variety of services from identifying a product to finalising a product for purchase.



Fig. 1.1 A Retail Sales Associate

1.1.2 Skills of a Competent Sales Associate

A good sales associate should possess a bundle of skills. The main skills a sales associate should possess, are as follows:

Organisational Skills: A sales associate must follow store policies and procedures. He/she should be able to locate documents and inventory, and follow the company's system for filing paperwork.



Fig. 1.2 A sales associate managing inventory

Interpersonal Skills: A sales associate is responsible for making customers feel welcomed and valued in the retail environment. He/she needs to be a good team player who can efficiently maintain healthy relationships with customers and team members by avoiding and resolving disputes that arise in the work environment.



Fig. 1.3 A Sales Associate Demonstrating Good Interpersonal Skills

Communication Skills: A sales associate must have the ability to communicate effectively by telling customers about the features and benefits of a product in a simple way. He/she should greet customers and understand their requirement by asking simple questions.



Fig. 1.4 A Sales Associate Greeting a Customer

Commercial Acumen: A sales associate must have a minimum level of mathematical literacy. This is because there will be situations where customers may ask about discounts and the associate has to quickly calculate the prices using his/her mathematical skills.



Fig. 1.5 Sales Associate Using her Calculation Skill

Technology Orientation: A sales associate should have basic technical knowledge. They must have relevant knowledge of technology being used in a retail store. They must be comfortable in handling computerised cash register system made up of related hardware and software. They should also be aware of handling retail scales, printers, paper rolls and inks.



Fig. 1.6 A Sale Associate using Technology for Receiving Payment

Other Skills: Besides the above-mentioned skills, a sales associate must be enthusiastic, friendly, and energetic with a genuine desire to provide outstanding service.



Fig. 1.7 A Friendly Sales Associate

Tips 🗓

The following points enhance the effectiveness of sales associates:

- Excellent customer service
- Ability to handle stress
- Good listening skills
- Patience

-Notes			

UNIT 1.2: Job Role and Responsibilities of a Sales Associate

Unit Objectives



At the end of this unit, you will be able to:

- Describe the job role of a Retail Sales Associate
- 2. Identify job responsibilities of a Sales Associate

1.2.1 Job Role of Retail Sales Associate

The primary job roles of a retail sales associate include:

- Helping customers make purchases by recommending, describing and demonstrating products.
- Responding to a customer's requirements promptly and attending to his/her concerns resourcefully.
- Providing details of products to customers
- Serving multiple customers simultaneously
- Representing the store in a professional and mature manner.
- Completing billing transactions accurately.
- Receiving and maintaining store inventory and deliveries.



Fig. 1.8 A Sales Associate Engaging

1.2.2 Job Responsibilities of Retail Sales Associates

- Ensuring a high level of customer satisfaction by providing excellent sales service.
- Assessing customers' needs, offering assistance and explaining product features.
- "Going the extra mile" to enhance sales.
- Striving to maintain continuous presentability of assigned areas and ensuring information about updated stock status.
- Being active in assisting customers moving around the store.
- Keeping an updated knowledge on products being sold in the store and offering the available options of products.
- Being ready to cross sell products to make profits for the store.
- Offering suitable and satisfactory services to customers.
- Working upon building and maintaining fruitful and trustworthy relationships with customers.



Fig. 1.9 A Sales Associate Helping a Customer Buy a Product

Tips 🗓

A Sales Associate must ensure the following:

- Meeting and building relationships with customers.
- Creating an interest in customers, to encourage them to buy.
- Making sure that all the trial rooms and fitting rooms are ready to use for customers.
- Managing and restocking products as per the requirement and maintaining selling floor presentations.
- Handling all the sale returns in a polite, courteous and cordial manner.
- Achieving individual sales targets while focusing on becoming the star performer.
- Having knowledge of all Point-of-Sale related functions and sales support functions.
- Improving and enhancing knowledge related to products by going through the vendor tags and pamphlets and by attending training classes. This will help the associates communicate properly with customers.
- Sharing accurate information about promotional events such as sale, offers, etc. at the store.
- Maintaining appropriate and healthy housekeeping standards.
- Adhering to compliance-related policies and processes to prevent losses.
- Performing additional duties as and when required.
- Being regular, responsible and disciplined.

Exercise 🔀

- 1. A retail sales associate must have a variety of skills, such as (tick the correct options):
 - (a) Interpersonal skills
- (b) Organisational skills
- (c) Communication skills
- (d) Mathematical skills

- (e) All the above
- 2. State whether these statements are True or False.
 - (a) Sales associates must ensure high levels of customer satisfaction through excellent sales service.
 - (b) Job responsibility of retail sales associate is to ensure a high level of customer satisfaction by providing excellent sales service.
 - (c) A sales associate should assist customers only when they approach.
 - (d) A sales associate should assess customers' needs, offer assistance and explain product features.
 - (e) A sales associate does not require mathematical literacy.

3.	Which of the following option you think is the responsibility of a Sales Associate?								
	(a)	(a) Explain the advantages of merchandise to customers							
	(b)	Assist in display of merchandise							
	(c)	Greet customers and determine their needs and wants							
	(d) Answer customers' queries and concerns								
(e) All of the above									
4.		etail sales associate helps make purchases by recommending, describing demonstrating products.							
	(a)	Customers			(b)	Wholesa	lers		
	(c)	Store mana	agers						
5.	A sales associate explains the features and benefits of a product to a customer in a simple way. Which skill possessed by the sales associate would have helped him/her perform this duty appropriately?						. ,		
	(a)	Organisatio	onal Sk	ills	(b)	Mathem	atical Skills		
	(c)	Technical S	skills		(d)	Commur	nication Skill	S	
6.	Retail sales associates are the people who work in retail stores and deal in of various products.					of			
	(a)	Buying	(b)	Selling	(c)	Billing	(d) Delive	ry
7.	The	image below	v show:	s a sales ass	ociate mana	aging			
8.	sales associate need to enhance?							n skill does the	
	(a) (c)	Interpersor Communic			(b)		atical Skills tional Skills		
	(c)	Communic	ation 3	KIIIS	(d)	Organisa	ILIOITAI SKIIIS		
- No	otes								