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कौशल भारत-कुशल भारत



सत्यमेव जयते  
GOVERNMENT OF INDIA  
MINISTRY OF SKILL DEVELOPMENT  
& ENTREPRENEURSHIP



**NSDC**  
National  
Skill Development  
Corporation

Transforming the skill landscape



**RASCI**  
Retailers Association's  
Skill Council of India

# Participant Handbook

Sector  
**Retail**

Sub-Sector  
**Retail Operations**

Occupation  
**Store Operations**



Reference ID: **RAS/Q0104, Version 1.0**  
**NSQF: Level 4**

**Sales Associate**





**Shri Narendra Modi**  
Prime Minister of India

“ Skilling is building a better India.  
If we have to move India towards  
development then Skill Development  
should be our mission. ”



## 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'

Date of Issuance: **May 9<sup>th</sup>, 2016**

Valid up to\*: **May 10<sup>th</sup>, 2018**

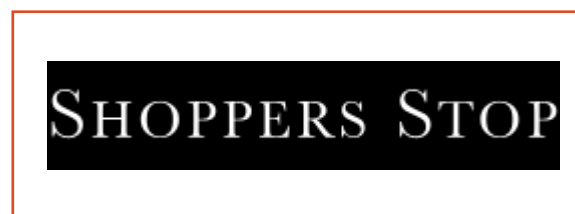
*\*Valid up to the next review date of the Qualification Pack or the  
'Valid up to' date mentioned above (whichever is earlier)*

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



## Acknowledgements

We thank the following organizations for endorsing the contents of this Participant Handbook, thus contributing towards skilling based on the Qualification Pack (QP) and National Occupational Standards (NOSs).



## 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 Outcomes

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.



Tips

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



Steps

These provide step-by-step instructions for a specific process.



Notes

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



Activity

It is designed to bring or create the condition for learning.



Unit Objectives

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.



<b>7. Overview of Product Sales Specialist (RAS/N0127)</b>	<b>103</b>
UNIT 7.1: Informing Customers about Specialist Products: Features and Benefits	105
UNIT 7.2: Displaying Products of Customer's Interest	107
UNIT 7.3: Providing Product Information and Response to Customer Queries	109
UNIT 7.4: Demonstration of Specialist Products	111
UNIT 7.5: Performing Safe and Valuable Product Demonstration	115
UNIT 7.6: Safety and Security of Store during Demonstration	118
<b>8. Maximising Sales (RAS/N0128)</b>	<b>121</b>
UNIT 8.1: Analysing Features and Benefits of Products	123
UNIT 8.2: Identifying and Reporting Promotional Opportunities	125
UNIT 8.3: Promoting Products	127
UNIT 8.4: Recording and Evaluating Promotion Results	129
<b>9. Personalised and Post-Sales Service Support (RAS/N0129)</b>	<b>131</b>
UNIT 9.1: Preparing for Customer Visits	133
UNIT 9.2: Providing Personalised Service to Customers	136
UNIT 9.3: Meeting Company's Customer Service Standards	140
UNIT 9.4: Company Procedure for Maintaining Client Records	143
UNIT 9.5: Developing Relationships with Customers	146
<b>10. Positive Image Building (RAS/N0130)</b>	<b>151</b>
UNIT 10.1: Establishing Organisational Image	153
UNIT 10.2: Developing Basic Etiquettes	159
UNIT 10.3: Appropriate Customer Handling	163
UNIT 10.4: Explaining and Interpreting Complex Information to Customers	171
UNIT 10.5: Building Relationships with Internal and External Customers	175
UNIT 10.6: Creating and Analysing Database	178
<b>11. Resolving Customer Concerns (RAS/NO132)</b>	<b>183</b>
UNIT 11.1: Identifying Customer Service Problems	185
UNIT 11.2: Determining Solutions for Customer Service Issues	189
UNIT 11.3: Communicating Solution Options to Customers	191
UNIT 11.4: Taking Actions to Resolve Customer Service Problems	193
UNIT 11.5: Dealing with Repeated Problems and No-Solution Situations	195
<b>12. Organising Service Delivery (RAS/NO133)</b>	<b>197</b>
UNIT 12.1: Planning Customer Service Delivery	199
UNIT 12.2: Organising Reliable Customer Service	201
UNIT 12.3: Following Organisational Procedures for Customer Service Delivery	203
UNIT 12.4: Maintaining and Controlling Customer Service Delivery	205
UNIT 12.5: Using Recording Systems to Maintain Reliable Customer Service	210











# 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:**

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

## 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.



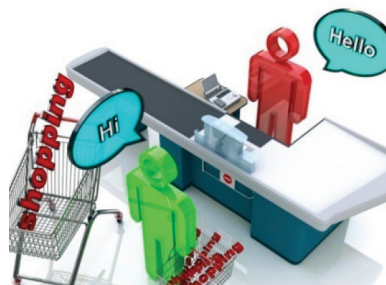
Fig. 1.2 A sales associate managing inventory

**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

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## UNIT 1.2: Job Role and Responsibilities of a Sales Associate

### Unit Objectives

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

1. 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 Customer*

### 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) 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. A retail sales associate helps \_\_\_\_\_ make purchases by recommending, describing and demonstrating products.
  - (a) Customers
  - (b) Wholesalers
  - (c) Store managers
  
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) Organisational Skills
  - (b) Mathematical Skills
  - (c) Technical Skills
  - (d) Communication Skills
  
6. Retail sales associates are the people who work in retail stores and deal in \_\_\_\_\_ of various products.
  - (a) Buying
  - (b) Selling
  - (c) Billing
  - (d) Delivery
  
7. The image below shows a sales associate managing \_\_\_\_\_.



8. A sales associate is finding difficulty in calculating discounts on a product. Which skill does the sales associate need to enhance?
  - (a) Interpersonal Skills
  - (b) Mathematical Skills
  - (c) Communication Skills
  - (d) Organisational Skills

## Notes



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