

**National Vocational and Technical Training Commission
(NAVTTTC)**

Competency Standards

For

Customer Services and Sales Assistant

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Competency Standards

Title A: Provide Organization’s Introduction and Product Information to Customer

Overview: This competency standard identifies the competencies required to provide organization’s introduction and product information to customer with the organization’s approved guidelines and procedures. You will be expected to provide organization’s introduction to the customers, benefits and features of product/services to the customer and provide customized offer to the customers. Your underpinning knowledge regarding provide product and the organization’s information to customer will be sufficient you to provide you the basics of the work.

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
A1. Provide Organization’s introduction to the customer.	You must be able to: P1. Greet Customer according to company’s defined standards. P2. Introduce himself & Company profile to customer. P3. Build a good conversation’ and relation with customer.	You must be able to: K1. Explain organizations define standards to greet the customer. K2. Recognize company’s internal/external policies and guideline. K3. Explain: <ul style="list-style-type: none"> • Current Affairs • Current International and local Political Situation. • Upcoming and ongoing sports events. K4. Explain how customer service can operate in different types of organizations, e.g. <ul style="list-style-type: none"> • Retail 	Non-Consumables: <ul style="list-style-type: none"> • Company’s policies booklet. Consumables: <ul style="list-style-type: none"> • Customer Services Standard Script. • Company’s Introduction Package. • CRM/ERP availability & awareness.

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
		<ul style="list-style-type: none"> • Manufacturing • Administration 	
A2. Identify the features of products/services and its range.	<p>You must be able to:</p> <p>P1. Collect accurate data in respect of features like specifications, reliability, durability, pricing, warranties, guarantees and benefits of entire product range and services of company.</p> <p>P2. Collect Competitive and market analysis of the same product or services.</p> <p>P3. Offer alternate product /service range as per customer's need.</p> <p>P4. Interpret product range correctly as per company's guidelines and standards.</p>	<p>You must be able to:</p> <p>K1. Explain:</p> <ul style="list-style-type: none"> • Product / Service specifications • Reliability • Durability • Pricing • Warranties, guarantees • Benefits of entire product range and services of company. <p>K2. Explain your product / services.</p> <p>K3. Identify product / services with other same options available in the market.</p>	<p>Consumables:</p> <ul style="list-style-type: none"> • Brochures, Catalogues, leaflets, marketing flyers. • Give away Samples.
A3. Provide information of products and services to customers.	<p>You must be able to:</p> <p>P1. Provide complete and clear explanations and demonstrations of products / services.</p> <p>P2. Provide accurate pricing information including payment options as per company's policies.</p> <p>P3. Identify and inform customers about</p>	<p>You must be able to:</p> <p>K1. Analyze customer's needs.</p> <p>K2. List of products / services being offered</p> <p>K3. Explain product specifications and prices.</p> <p>K4. Define basic marketing concepts and principles</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Product manuals • Company brochures • Company software • Delivery manuals

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
	<p>alternative products/ services.</p> <p>P4. Appraise customer with complete and accurate information about service policy e.g. returns, claims, warranties, guaranties & maintenance plans etc., as per company's policy.</p> <p>P5. Collect clear, concise data of customer and forward it to the concerns containing all required information.</p>	<p>K5. Explain how good customer service can help to build an organization reputation and give it a competitive advantage.</p> <p>K6. Explain how company procedures can contribute to consistent and reliable customer service.</p> <p>K7. Explain the difference between a feature and a benefit of a product/service and how a feature can be turned into a customer benefit.</p>	
<p>A4. Provide customized offer to customer.</p>	<p>You must be able to:</p> <p>P1. Select appropriate solutions to identified needs of the customer.</p> <p>P2. Ensure the product or service offered to customer is according to his/her needs.</p> <p>P3. Identify and inform customers about alternative products/ services in terms of pricing, features, availability etc.</p> <p>P4. Full-fill the need of customer by offer competitive price as par company's guidelines and standards.</p>	<p>You must be able to:</p> <p>K1. Explain discounts, promotional offers, packages and services.</p> <p>K2. Define the terms 'customer satisfaction' and 'customer expectations'.</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Product manuals • Company brochures • Company soft-ware

Title B: Communicate in the Workplace to Support Customers and Team

Overview: This Competency standard identifies the competencies required to communicate in the workplace to support customers and team as per organization's approved guidelines and procedures. You will be expected to communicate face-to-face with customers, use technology to communicate with customers, communicate with customers and colleagues from diverse backgrounds, work in a team, ask appropriate probing / questioning from customers and provide continuous feedback to customers / colleagues. Your underpinning knowledge about basic communication tools and correspondence tactics will be sufficient for you to provide the basics of the work.

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
B1. Communicate face-to-face with customers.	<p>You must be able to:</p> <p>P1. Maintain welcoming customer environment that reflects company branding and market position and is in line with the company policy and procedures.</p> <p>P2. Greet customer warmly according to company policy and procedures.</p> <p>P3. Create effective service environment through verbal and non-verbal interaction according to company policy and procedures.</p> <p>P4. Use questioning and active listening to determine customer needs.</p> <p>P5. Use positive and inclusive language.</p> <p>P6. Recognize personal factors impact on customer service delivery</p>	<p>You must be able to:</p> <p>K1. Explain different techniques that can be applied when communicate with customer face to face</p> <p>K2. Describe types of customer behavior and dealings</p> <p>K3. Explain different communication skills and techniques</p> <p>K4. Explain the basic key elements of the communication process.</p> <p>K5. Describe a range of communication methods that can be used to effectively communicate with customers and identify the most appropriate to use in different situations.</p> <p>K6. Explain how 'body language' impacts on the communication process.</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Customer database • Telephone • Computer • Fax • Software • Manual and formats <p>Consumables:</p> <ul style="list-style-type: none"> • Note book • Stationary items

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
B2. Use technology to communicate with customers.	<p>You must be able to:</p> <p>P1. Answer telephone according to the company procedures.</p> <p>P2. Questioning and active listening to identify caller and establish and confirm requirements.</p> <p>P3. Use telephone system functions according to instructions.</p> <p>P4. Use email, social networking sites and other technologies to receive and process information and customer requests in line with company policy and procedures.</p> <p>P5. Record and promptly pass on messages or information.</p> <p>P6. Inform customer of any problems and relevant action being taken.</p> <p>P7. Perform follow-up action as necessary.</p>	<p>You must be able to:</p> <p>K1. Identify the recognized principles of communicating electronically, by telephone and in writing.</p> <p>K2. Describe the different methods of collecting customer feedback on telephone.</p> <p>K3. Explain the importance of collecting customer feedback and how this can be used to improve customer service.</p> <p>K4. Describe how technology can affect and enhance the service delivery process.</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Customer database • Telephone • Computer • Fax • Software • Manual and formats • Directory • Printer <p>Consumables:</p> <ul style="list-style-type: none"> • Note book • Stationary items
B3. Communicate with customers and colleagues from diverse backgrounds.	<p>You must be able to:</p> <p>P1. Treat customers and colleagues from diverse backgrounds with respect and sensitivity.</p> <p>P2. Consider cultural differences in verbal and non-verbal</p>	<p>You must be able to:</p> <p>K1. Identify the barriers to effective communication that can arise and how best to deal with these.</p> <p>K2. Identify and explain when it is necessary to seek advice or assistance from colleagues and</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Customer database • Telephone • Computer • Fax • Software • Manual and

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
	<p>communication.</p> <p>P3. Use gestures or simple words to communicate where language barriers exist.</p> <p>P4. Obtain assistance from colleagues or supervisors when required to facilitate communications.</p>	<p>when to take own initiative.</p> <p>K3. Describe different types of dealings techniques with different types of behaviors</p>	<p>formats</p> <p>Consumables:</p> <ul style="list-style-type: none"> • Note book • Stationary items
<p>B4. Work in a team.</p>	<p>You must be able to:</p> <p>P1. Display a courteous and helpful manner at all times.</p> <p>P2. Complete allocated tasks willingly, according to set timeframes.</p> <p>P3. Actively seek or provide assistance by approaching other team members when difficulties arise.</p> <p>P4. Identify and use lines of communication with supervisors and peers according to company policy.</p> <p>P5. Encourage, acknowledge and act upon constructive feed-back provided by other team members.</p> <p>P6. Use questioning to minimise misunderstandings.</p> <p>P7. Identify signs of potential workplace conflict wherever possible and take action to resolve the situation using</p>	<p>You must be able to:</p> <p>K1. Define team work.</p> <p>K2. Explain the importance of team work.</p> <p>K3. Define company goals and objectives as well as SOPs of the company</p> <p>K4. Explain different concepts and techniques of problem solving</p> <p>K5. Describe systematic decision making process</p> <p>K6. Describe characteristics of a successful teamwork experience.</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Telephone • Computer • Fax • Software • Manual and formats • Printer • Multimedia • Company's code of conduct • <p>Consumables:</p> <ul style="list-style-type: none"> • Note book • Stationary items

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
	<p>open and respectful communication.</p> <p>P8. Participate in team problem solving.</p> <p>P9. Interpret organization's goals and objectives and translate them into individual targets</p> <p>P10. Prepare plan of action to achieve individual as well as team goals</p>		
<p>B5. Ask appropriate probing / questioning from customers</p>	<p>You must be able to:</p> <p>P1. Use different types of questions when appropriate.</p> <p>P2. Allow the other person to answer freely.</p> <p>P3. Collect facts, information and data about the other person's situation.</p> <p>P4. Focus on the necessary information (information that links directly to product or service)</p>	<p>You must be able to:</p> <p>K1. Explain:</p> <ul style="list-style-type: none"> • Open-ended questions • Close-ended questions • High gain questions • Mirror questions • Probing questions • Situation questions 	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Telephone • Computer • Fax • Company's code of conduct <p>Consumables:</p> <ul style="list-style-type: none"> • Note book • Stationary items
<p>B6. Provide continuous feed-back</p>	<p>You must be able to:</p> <p>P1. Give and receive feed-back with customers.</p> <p>P2. Apply appropriate body language and read customers body language.</p> <p>P3. Give and receive feed-back with internal departments.</p> <p>P4. Design a communication system /</p>	<p>You must be able to:</p> <p>K1. Explain how to use customer feed-back to improve your business</p> <p>K2. Define importance of body language.</p> <p>K3. Explain communication ethics.</p> <p>K4. Define organizational Jargon.</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Telephone • Computer • Fax • Company's code of conduct <p>Consumables:</p>

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
	<p>process and share information.</p> <p>P5. Gain commitment from others to work together in the interest of the customers.</p> <p>P6. Conduct meetings.</p> <p>P7. Utilize the feed-back to identify opportunities for product / service improvement.</p>		<ul style="list-style-type: none">• Note book• Stationary items

Title C: Perform Office Functions.

Overview: This Competency standard identifies the competencies required to Perform Office functions as per Organization’s approved guidelines and procedures. You will be expected to maintain customer’s database, handle cash, operate communication technologies, maintain information log, document sales visits. Your underpinning knowledge about performing the office functions will be sufficient for you to provide the basics of the work.

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
<p>C1. Maintain customer’s database.</p>	<p>You must be able to:</p> <p>P1. Keep up to-date and relevant information about customers</p> <p>P2. Ensure information should not be disclosed to unauthorized persons/agencies and maintain privacy.</p> <p>P3. Create customer’s profile.</p> <p>P4. Spread sheet or software literacy.</p> <p>P5. Filter Customer’s Data as per the target</p>	<p>You must be able to:</p> <p>K1. Explain procedure and techniques of files preparation</p> <p>K2. Explain the importance of privacy of customer information and unauthorized disclosure</p> <p>K3. explain the procedure of securing and placing data files properly</p>	<p>Non Consumables:</p> <ul style="list-style-type: none"> • File cover • Separator • Box file • File format • Workstation • Computer • Scanner • Fax machine <p>Consumables:</p> <ul style="list-style-type: none"> • Stationary
<p>C2. Handle cash.</p>	<p>You must be able to:</p> <p>P1. Record correct, accurate and complete information about cash transactions as per company’s practice.</p> <p>P2. Ensure all cash transactions have been recorded in daybook accurately.</p>	<p>You must be able to:</p> <p>K1. Explain basic accounting and book keeping principles</p> <p>K2. Verification of cash instruments and their validation</p> <p>K3. Use of credit/debit card machines</p> <p>K4. Describe basic knowledge of accounting.</p>	<p>Non -Consumables:</p> <ul style="list-style-type: none"> • Calculator • Computer • Cash safe <p>Consumables:</p> <ul style="list-style-type: none"> • Stationary

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
	<p>P3. Ensure cash instruments are verified and found valid.</p> <p>P4. Maintain cash transaction record as per requirement of account department</p>		
<p>C3. Operate communication technologies (fax, computer, photocopiers, multimedia etc.)</p>	<p>You must be able to:</p> <p>P1. Select appropriate technology for conveying and recording information.</p> <p>P2. Identify and use communication vehicles effectively:</p> <ul style="list-style-type: none"> • E-mail • Internet • Written memos/reports • Process maps • Diagrams/graphs <p>P3. Use communication technologies efficiently and effectively.</p> <p>P4. Ensure communication devices are functioning properly.</p> <p>P5. Operate office equipment in appropriate manner.</p> <p>P6. Ensure the security of customer's data and I.T. policies</p>	<p>You must be able to:</p> <p>K1. Define communication technologies.</p> <p>K2. Explain the procedure of operating computer, application software for office work, fax machine, photocopiers and multimedia etc.</p> <p>K3. Troubleshooting of communication technology devices</p>	<p>Non - Consumables:</p> <ul style="list-style-type: none"> • Computer • UPS • Phone • Photocopier • Fax machine • Internet • Scanner • Multimedia • Telephone <p>Consumables:</p> <ul style="list-style-type: none"> • Stationary
<p>C4. Maintain information log</p>	<p>You must be able to:</p> <p>P1. Record log of daily telephone calls,</p>	<p>You must be able to:</p> <p>K1. Explain oral / written</p>	<p>Non -Consumables:</p> <ul style="list-style-type: none"> • Computer /

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
	<p>enquiries on emails and daily walk-in customers</p> <p>P2. Ensure information recorded is correct and updated.</p>	<p>communication</p> <p>K2. Explain handling of customer queries</p>	<p>Internet</p> <ul style="list-style-type: none"> • Log book's
C5. Document sales visits	<p>You must be able to:</p> <p>P1. Record complete information about daily visit according to SOPs of the company</p> <p>P2. Share sales report data with management as required.</p>	<p>You must be able to:</p> <p>K1. Explain the SOPs of company.</p> <p>K2. Explain the need and importance of documentation</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Computer / Internet • Log book's

Title D: Provide Assistance to the Customer. (Customer Services)

Overview: This Competency standard identifies the competencies required to Provide Assistance to the Customers as per organization's approved guidelines and procedures. You will be expected to listen and record customer's demands attentively, gather information about customer's demands & need, provide information or services to customer, coordinate with internal / external departments, assure customer satisfaction and maintain record of correspondence. Your underpinning knowledge about provide assistance to the customers will be sufficient for you to provide the basics of the work.

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
D1. Listen and record customer's demands / complaints attentively.	<p>You must be able to:</p> <p>P1. Remove or reduce barriers to listening.</p> <p>P2. Display interest through appropriate use of body language (eye contact, gestures) or words.</p> <p>P3. Respect and show empathy for the speaker's feelings and opinions.</p> <p>P4. Watch for the non-verbal parts of the message listen with a sense of curiosity about customer's needs, expectations etc.</p> <p>P5. Identify the limits of your authority and the need to pass the problem/query onto a senior colleague.</p> <p>P6. Use simple, clear and assertive language during interaction</p> <p>P7. Aware of the customer's culture /</p>	<p>You must be able to:</p> <p>K1. Describe and appropriately apply recognized procedures for handling and solving a customer's problem.</p> <p>K2. State the purpose and benefits of having pre-determined procedures for dealing with customer problems.</p> <p>K3. Identify the options for solving a customer's problem and state the advantages and disadvantages of these for the customer and organization.</p> <p>K4. Explain the importance of keeping a customer informed about what is happening to resolve their problem and checking it has been resolved to their satisfaction.</p>	<p>Non - Consumables:</p> <ul style="list-style-type: none"> • Telephone • Computer • inter-net • Fax machine • Headphone • Software • Workstation <p>Consumables:</p> <ul style="list-style-type: none"> • Stationary items

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
	<p>work environment.</p> <p>P8. Take detail notes, record key points.</p> <p>P9. Recognize and respond to buying signals.</p> <p>P10. Confirm communication by clarifying understanding and closing the loop.</p>	<p>K5. Explain the need to feedback on actual and potential problems to relevant others to improve customer service.</p> <p>K6. Explain the consequences of not dealing effectively with a customer problem and show how successful resolution can impact on customer loyalty and improved internal working relationships.</p>	
<p>D2. Gather information about customer's demands & need</p>	<p>You must be able to:</p> <p>P1. Identify customer's objectives, desires and problems that relate to the product or service</p> <p>P2. Collect information on how the customer plans to use the product or service</p> <p>P3. Gather information in a courteous and professional manner</p> <p>P4. Select and use most efficient method of interviewing when gathering information from customers (e.g. open vs. close ended questions, knowing when to use follow up questions).</p>	<p>You must be able to:</p> <p>K1. describe customer needs and expectations related to product or service</p> <p>K2. Explain the manners of demonstrating cost/benefit/value to customer based on customer expectations and needs.</p> <p>K3. Define interviewing methods and types of questioning.</p> <p>K4. Describe appropriate methods and tools for research.</p> <p>K5. Define statistical tools</p>	<p>Consumables:</p> <ul style="list-style-type: none"> • Questionnaire • Stationary items

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
D3. Provide information or services to customer	<p>You must be able to:</p> <p>P1. Select appropriate media to send feedback to the customer</p> <p>P2. Provide courteous and complete attention to customer</p> <p>P3. Address customer's comments, questions, concerns and objections with clear, direct, accurate and timely responses</p> <p>P4. Clarify and reconfirm customer's needs and objectives, if necessary</p>	<p>You must be able to:</p> <p>K1. Define verbal and writing skill (Letter, Fax etc.)</p> <p>K2. Explain the use of MS Office, Internet, and E-mail etc.</p> <p>K3. Explain time zones</p> <p>K4. Define policies and regulations of company</p> <p>K5. Explain the importance of setting priorities and work management.</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Phone • Fax • Directory • Computer • internet <p>Consumables:</p> <ul style="list-style-type: none"> • Stationary items
D4. Coordinate with Internal / External Departments	<p>You must be able to:</p> <p>P1. Follow proper communication channels and methods for interacting with internal or external departments</p> <p>P2. Obtain necessary approvals from senior management or person concerned before interacting with external department, where applicable</p> <p>P3. Convey accurate and complete information to relevant department and ensure proper follow up for timely response</p> <p>P4. Keep record of all the</p>	<p>You must be able to:</p> <p>K1. Describe communication channels and methods</p> <p>K2. Explain the methods and principles of record keeping</p> <p>K3. explain the procedure of developing communication material including letters, emails and phone calls etc.</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Phone • Fax • Directory • Computer • internet <p>Consumables:</p> <ul style="list-style-type: none"> • Stationary items

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
	correspondence with internal or external departments as per company's policies.		
D5. Assure customer satisfaction	<p>You must be able to:</p> <p>P1. Conduct timely follow up inquiry to determine whether product or service met customer's expectations.</p> <p>P2. Convey immediately the significant customer feedback to supervisor or other relevant individuals and departments.</p> <p>P3. Select techniques and tools for obtaining information about customer satisfaction.</p>	<p>You must be able to:</p> <p>K1. Explain the principles and method of conducting surveys and designing surveying tools.</p> <p>K2. Describe different techniques of problem solving.</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Surveying tools • Suggestion box. • Phone • Computer/internet • Software
D6. Maintain record of correspondence	<p>You must be able to:</p> <p>P1. Maintain record of queries and complaints in proper format accordingly to company's practice.</p> <p>P2. Ensure customer's queries and complaints are answered and recorded in report.</p>	<p>You must be able to:</p> <p>K1. Explain type of queries</p> <p>K2. Define layouts of reports</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Phone • Fax • Directory • Computer • internet <p>Consumables: Stationary items</p>

Title E: Achieve Sales Targets and Goals

Overview: This Competency standard identifies the competencies required to achieve sales targets and goals as per organization's approved guidelines and procedures. You will be expected to Target potential customers, Plan for the initial contact, Contact and qualify the customer, Review and plan for the sales call, Select and use the sales tools during process, Open the sales call, Identify needs and /or opportunities, Present solutions/options, Address objections, Close the sales, Follow up the sales and Deliver sales presentations. Your underpinning knowledge to achieve sales targets and goals will be sufficient for you to provide the basics of the work.

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
E1. Target potential customers	<p>You must be able to:</p> <p>P1. List sources for developing customer list.</p> <p>P2. Develop the customer's list.</p> <p>P3. Research general information about customer to determine potential.</p> <p>P4. Update and revise the list regularly.</p> <p>P5. Liaise with call / contact centre.</p>	<p>You must be able to:</p> <p>K1. Describe different sources for developing customers list.</p> <p>K2. Explain the importance to maintain customer's list for sales targets.</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Multimedia • Computer • White Board <p>Consumables:</p> <ul style="list-style-type: none"> • Flip Chart papers • Card sheets • Markers • Planners/ diary
E2. Plan for the initial contact	<p>You must be able to:</p> <p>P1. Establish and maintain prospect files.</p> <p>P2. Obtain strategic information about the prospect's situation.</p> <p>P3. Identify the potential opportunities.</p> <p>P4. Set contact objectives.</p> <p>P5. Record information in prospect file.</p>	<p>You must be able to:</p> <p>K1. Explain primary and secondary goals.</p> <p>K2. Define the gaps.</p> <p>K3. Explain the methods for presenting documented sales plan for approval</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Multimedia • Computer <p>Consumables:</p> <ul style="list-style-type: none"> • Flip Chart papers • Card sheets • Markers • Planners

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
E3. Contact and qualify the customer	<p>You must be able to:</p> <p>P1. Write a personal letter, e-mail. P2. Use effective telephone communication skills. P3. Use the planned sales strategies and tactics. P4. Record detail of the conversation.</p>	<p>You must be able to:</p> <p>K1. Define effective business writing skills. K2. Describe various decision-making procedures K3. Explain how to meet customer expectations (number of meetings, turnaround dates, etc.) K4. Describe the methods to reconfirm the buying decision</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Multimedia • Speakers • Computer • White Board <p>Consumables:</p> <ul style="list-style-type: none"> • Flip Chart papers • Card sheets • Markers • Planners
E4. Review and plan for the sales call	<p>You must be able to:</p> <p>P1. Identify the potential opportunities. P2. Set the sales call agenda. P3. Set the sales call objectives. P4. Develop a strong compelling opening statement tied to customers need and benefits. P5. Plan a variety of questions. P6. Reconfirm the appointment.</p>	<p>You must be able to:</p> <p>K1. Explain the importance of sales calls. K2. Define sales objectives. K3. Describe different promotional methods.</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Multimedia • Speakers • Computer • White Board <p>Consumables:</p> <ul style="list-style-type: none"> • Flip Chart papers • Card sheets • Markers
E5. Select and use the sales tools during process	<p>You must be able to:</p> <p>P1. Collect all the sales support materials. P2. Select and use the sales tools at the appropriate time during the</p>	<p>You must be able to:</p> <p>K1. Identify sales support materials. K2. Explain the importance of sales tools.</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Multimedia • Computer • White Board <p>Consumables:</p>

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
	<p>process to emphasize key messages and solutions.</p> <p>P3. Contain all sales tools accessible and be pro-active.</p>		<ul style="list-style-type: none"> • Flip Chart papers • Card sheets • Markers • Planners
E6. Open the sales call	<p>You must be able to:</p> <p>P1. Great the customer.</p> <p>P2. Build rapport.</p> <p>P3. Communicate sales call objectives.</p> <p>P4. Present an agenda and time frame.</p> <p>P5. Listen to customer's objectives.</p> <p>P6. Confirm agreement to objectives.</p>	<p>You must be able to:</p> <p>K1. Explain the importance of sales class.</p> <p>K2. Describe the benefits of sales calls.</p> <p>K3. Explain the advantages and objectives of sales calls.</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Multimedia • Computer • White Board <p>Consumables:</p> <ul style="list-style-type: none"> • Flip Chart papers • Card sheets • Markers
E7. Identify needs and /or opportunities	<p>You must be able to:</p> <p>P1. Listen actively.</p> <p>P2. Encourage responses through body language (learning forward) and verbal language.</p> <p>P3. Focus the discussion on the interests and needs of the customers.</p> <p>P4. Reconfirm needs frequently.</p> <p>P5. Use effective feedback skills to check understanding.</p> <p>P6. Uncover buyer's selection criteria.</p> <p>P7. Identify budgets.</p>	<p>You must be able to:</p> <p>K1. Explain the impact of body language.</p> <p>K2. Define verbal language.</p> <p>K3. Explain the importance of effective listening.</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Multimedia • Speakers • Computer • White Board <p>Consumables:</p> <ul style="list-style-type: none"> • Flip Chart papers • Card sheets • Markers • Planners • Diary

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
E8. Present solutions/options	<p>You must be able to:</p> <p>P1. Match products and services to customer's needs and / or opportunities.</p> <p>P2. Focus on current needs but also look at emerging needs.</p> <p>P3. Identify solutions.</p> <p>P4. Present proposals.</p> <p>P5. Use a feature / benefit strategy.</p>	<p>You must be able to:</p> <p>K1. Identify customer's need and solutions.</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Multimedia • Speakers • Computer • White Board <p>Consumables:</p> <ul style="list-style-type: none"> • Flip Chart papers • Planners
E9. Address objections	<p>You must be able to:</p> <p>P1. Anticipate possible objections and preplan your response.</p> <p>P2. Listen closely for the signals that indicate an objection.</p> <p>P3. Interpret questions and statements.</p> <p>P4. Identify the different sources of objections.</p> <p>P5. Clarify the objections.</p>	<p>You must be able to:</p> <p>K1. List different types of objections.</p> <p>K2. Explain the method to solve objections.</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Multimedia • Computer • White Board <p>Consumables:</p> <ul style="list-style-type: none"> • Flip Chart papers • Markers • Planners
E10. Close the sales	<p>You must be able to:</p> <p>P1. Identify and match various decision making styles.</p> <p>P2. Check for more questions, concerns.</p> <p>P3. Summarize the benefits.</p> <p>P4. Recap and highlight specific</p>	<p>You must be able to:</p> <p>K1. Explain different decision making techniques.</p> <p>K2. Explain the important points of closing the sales.</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Multimedia • Computer • White Board <p>Consumables:</p> <ul style="list-style-type: none"> • Flip Chart papers • Card sheets

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
	<p>benefits.</p> <p>P5. Establish agreement with customer as per company policy and procedures.</p> <p>P6. Set the stage for additional business.</p> <p>P7. Reconfirm the buying decision.</p>		<ul style="list-style-type: none"> • Markers • Planners • Diary
E11. Follow up the sales	<p>You must be able to:</p> <p>P1. Reinforce the buying decision as per company policy and procedures.</p> <p>P2. Full fill every commitment.</p> <p>P3. Diarize key points from the sales call.</p> <p>P4. Plan next step.</p> <p>P5. Mange the implementation procedure.</p> <p>P6. Ensure that budget, time lines, quality standards and deliverables are communicated, understood and met.</p> <p>P7. Verify the customer understands and values the products / service benefits.</p> <p>P8. Stay connected with customer.</p> <p>P9. Make calls without a sales objective (a public relation call) to check customer's satisfaction.</p>	<p>You must be able to:</p> <p>K1. Explain the implementation process.</p> <p>K2. Explain the importance of budget, time lines.</p> <p>K3. Explain the importance and advantages of follow up the sales.</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Multimedia • Speakers • Computer • White Board <p>Consumables:</p> <ul style="list-style-type: none"> • Flip Chart papers • Card sheets • Markers • Planners • Diary

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
E12. Deliver sales presentations	<p>You must be able to:</p> <p>P1. Identify customer's need.</p> <p>P2. Choose a location for the presentation.</p> <p>P3. Plan the agenda, content and structure of the presentation.</p> <p>P4. Design the content of presentation.</p> <p>P5. Organize information in a logical and orderly manner.</p> <p>P6. Focus on features, advantages and benefits of product / service.</p> <p>P7. Create support materials, audiovisual, slides etc.</p> <p>P8. Utilize appropriate technology.</p> <p>P9. Deliver the presentation.</p>	<p>You must be able to:</p> <p>K1. Describe the importance of making sales presentations.</p> <p>K2. Explain the structure of sales presentation.</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Multimedia • Speakers • Computer • White Board <p>Consumables:</p> <ul style="list-style-type: none"> • Flip Chart papers • Card sheets • Markers • Planners • Diary

Title F: Work Effectively in a Customer Service/Sales Environment

Overview: This Competency standard identifies the competencies required Work Effectively in a Customer Service/Sales Environment as per Organization's approved guidelines and procedures. You will be expected to work within organizational requirements, support the work team, maintain personal presentation, develop effective work habits, portray ethical behaviour and acquire up to date product / service knowledge. Your underpinning knowledge about Work Effectively in a Customer Service/Sales Environment will be sufficient for you to provide the basics of the work.

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
<p>F1. Work within organizational requirements.</p>	<p>You must be able to:</p> <p>P1. Identify and read organisation's requirements and responsibilities and seek advice from appropriate people where necessary.</p> <p>P2. Interpret staff rosters and provide sufficient notice of unavailability for rostered hours according to workplace policy and procedures.</p> <p>P3. Develop and use a current working knowledge and understanding of employee and employer rights and responsibilities.</p> <p>P4. Comply with relevant duty of care and legal responsibilities, and support organisational culture.</p> <p>P5. Identify roles and responsibilities of colleagues and immediate supervisors.</p> <p>P6. Identify standards and values</p>	<p>You must be able to:</p> <p>K1. Define industry awards and agreements that relate to personal job role and terms and conditions of employment.</p> <p>K2. Differentiate between employer and employee responsibilities.</p> <p>K3. Explain different relevant legislation and statutory requirements.</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Organizational policies and procedures <p>Consumables:</p> <ul style="list-style-type: none"> • Stationary items

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
	<p>considered to be detrimental to the organisation and communicate this through appropriate channels.</p> <p>P7. Identify, recognise and follow behaviour that contributes to a safe and sustainable work environment.</p>		
<p>F2.Support the work team.</p>	<p>You must be able to:</p> <p>P1. Display courteous and helpful behaviour at all times.</p> <p>P2. Take opportunities to enhance the level of assistance offered to colleagues and meet all reasonable requests for assistance within acceptable workplace timeframes.</p> <p>P3. Complete allocated tasks as required.</p> <p>P4. Seek assistance when difficulties arise.</p> <p>P5. Use questioning techniques to clarify instructions or responsibilities.</p> <p>P6. Identify and display a non-discriminatory attitude in all contacts with customers and other</p>	<p>You must be able to:</p> <p>K1. Explain the importance of team work</p> <p>K2. Define workplace relations</p> <p>K3. Explain workplace policies, plans and procedures, including:</p> <ul style="list-style-type: none"> • Dealing with grievances • Discriminatory behavior • Equal opportunity issues. • Staff rosters and notification of shift • Availability or non-attendance • Providing customer service to colleagues and customers. 	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Organizational policies and procedures <p>Consumables:</p> <ul style="list-style-type: none"> • Stationary items

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
	staff members.		
F3. Maintain personal presentation.	<p>You must be able to:</p> <p>P1. Observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact.</p> <p>P2. Follow personal hygiene procedures according to organisational policy and relevant legislation.</p>	<p>You must be able to:</p> <p>K1. Explain hygiene and personal presentation</p> <p>K2. Explain the importance of workplace ethics</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Organizational policies and procedures <p>Consumables:</p> <ul style="list-style-type: none"> • Stationary items
F4. Develop effective work habits.	<p>You must be able to:</p> <p>P1. Interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task.</p> <p>P2. Ask questions to seek and clarify workplace information.</p> <p>P3. Plan and organise daily work routine within the scope of the job role.</p> <p>P4. Prioritise and complete tasks according to required timeframes.</p> <p>P5. Identify work and personal priorities</p>	<p>You must be able to:</p> <p>K1. Explain staff counseling and disciplinary procedures</p> <p>K2. Describe workplace organizational structure.</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Organizational policies and procedures <p>Consumables:</p> <ul style="list-style-type: none"> • Stationary items

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
	and achieve a balance between competing priorities		
F5. Portray ethical behavior	<p>You must be able to:</p> <p>P1. Follow ethical code of conduct. P2. Understand your costumer’s code of ethics. P3. Declare conflict of interest. P4. Maintain confidentiality. P5. Honour your commitments (timeframe, deliverables etc.) P6. Use internet for business only on company time.</p>	<p>You must be able to:</p> <p>K1. Explain the importance of ethical behavior. K2. Explain the importance of commitment in sales and customer services.</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Organizational policies and procedures <p>Consumables:</p> <ul style="list-style-type: none"> • Stationary items
F6. Acquire up to date product / service knowledge	<p>You must be able to:</p> <p>P1. Gather information about your product / services. P2. Identify the components of your product and services. P3. Recognize the essential selling features of your products and services. P4. Translate all essential features of your product and services. P5. Analyze product success. P6. Identify your market position. P7. Familiar with all product promotions, sales manuals and product</p>	<p>You must be able to:</p> <p>K1. Explain:</p> <ul style="list-style-type: none"> • Price per product. • Profit per product / service. • Price flection • Product strengths • Product weaknesses. • Warranty / guarantee policies. • Packaging facilities and potential. <p>K2. Explain how your product/service fits into your</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Organizational policies and procedures <p>Consumables:</p> <ul style="list-style-type: none"> • Stationary items

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
	literature. P8. Keep information of latest technology advances and seek ways to use these technologies in your work.	customers overall operations, business plan, sales success, operation cost etc.	

Title G: Develop Professionalism

Overview: This Competency standard identifies the competencies required to Develop Professionalism as per Organization's approved guidelines and procedures. You will be expected to create a personal vision / mission, manage your attitude, practice self-discipline, manage time, manage your professional development, and participate in trainings and performance review. Your underpinning knowledge about Develop Professionalism will be sufficient for you to provide the basics of the work.

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
G1. Create a personal vision / mission	You must be able to: P1. Clarify / prioritize self-values and consider the value of others. P2. Clarify expectations of yourself and expectations others have of you. P3. Identify what you need to do to be successful (personal standards, targets, goals, principals) P4. Set specific short and long term goals. P5. Translate the vision into actionable steps. P6. Integrate the vision into daily practice. P7. Recount frequently with your vision	You must be able to: K1. Explain long and short term goals. K2. Explain why personal vision and mission is important for success. K3. Describe the advantages of personal vision and mission.	Non-Consumables: <ul style="list-style-type: none"> • Computer • Fax • Phone • Service manuals • HR policies Consumables: <ul style="list-style-type: none"> • Stationary items

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
	and change accordingly.		
G2. Manage your attitude.	<p>You must be able to:</p> <p>P1. Challenge yourself, break old habits, and move out of your comfort zone.</p> <p>P2. Practice innovative techniques for out of the box creative thinking.</p> <p>P3. Seek out support and feedback from others on the team, in the organization / community etc.</p> <p>P4. Identify daily, weekly accomplishments.</p> <p>P5. Read inspirational material, audiotapes etc.</p>	<p>You must be able to:</p> <p>K1. Explain the importance of personal and professional motivation</p> <p>K2. Identify your positive attitude.</p> <p>K3. Explain the advantages of innovative ideas and techniques during job.</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Computer • Fax • Phone • Service manuals • HR policies <p>Consumables:</p> <ul style="list-style-type: none"> • Stationary items
G3. Practice self-discipline	<p>You must be able to:</p> <p>P1. Accountable for your performance.</p> <p>P2. Identify what you need to do to be successful.</p> <p>P3. Communicate your priorities to others.</p> <p>P4. Make and honour appointments with yourself and others.</p> <p>P5. Practice relaxation and energizing techniques.</p>	<p>You must be able to:</p> <p>K1. Explain the importance of communication.</p> <p>K2. Explain the advantages of self-discipline.</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Computer • Fax • Phone • Service manuals • HR policies <p>Consumables:</p> <ul style="list-style-type: none"> • Stationary items

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
G4. Manage time	<p>You must be able to:</p> <p>P1. Isolate key success activities and prioritize them.</p> <p>P2. Breakdown large tasks down into manageable action steps (set time frame).</p> <p>P3. Create or adopt action plans and follow it.</p> <p>P4. Set aside appropriate blocks of time for goal-related activities.</p> <p>P5. Make the best possible use of support people / recourses to accomplish tasks.</p>	<p>You must be able to:</p> <p>K1. Explain the importance of time management to achieve different tasks.</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Computer • Fax • Phone • Service manuals • HR policies <p>Consumables:</p> <ul style="list-style-type: none"> • Stationary items
G5. Manage your professional development	<p>You must be able to:</p> <p>P1. Take inventory of your personal interests, abilities, skills, knowledge etc.</p> <p>P2. Identify and prioritize the strengths and gaps.</p> <p>P3. Use available assessment tools.</p> <p>P4. Create a personal growth strategy / career path.</p> <p>P5. Set personal goals and timeframe for achieving them.</p> <p>P6. Learn from your mistakes.</p>	<p>You must be able to:</p> <p>K1. Explain the importance and need of professional development.</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Computer • Fax • Phone • Service manuals • HR policies <p>Consumables:</p> <ul style="list-style-type: none"> • Stationary items
G6. Participate in trainings and performance review	<p>You must be able to:</p> <p>P1. Analyse, evaluate and improve performance, and report significant</p>	<p>You must be able to:</p> <p>K1. Define concept about</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Computer • Fax

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
	<p>issues/problems to senior management</p> <p>P2. Demonstrate to-do attitude in profession</p> <p>P3. Demonstrate understanding of skills requirements</p> <p>P4. Use the competences acquired in trainings</p>	<p>performance standards.</p> <p>K2. Explain policies, procedures and regulations regarding human resources of the organization.</p> <p>K3. Explain self-planning and management techniques</p> <p>K4. Define goals and strategies of self- development.</p> <p>K5. Explain relevant knowledge about training / job requirements</p>	<ul style="list-style-type: none"> • Phone • Service manuals • HR policies <p>Consumables:</p> <ul style="list-style-type: none"> • Stationary items

Title H: Comply with health and Safety Regulations

Overview: This Competency standard identifies the competencies required to comply with health and Safety Regulations as per Organization’s approved guidelines and procedures. You will be expected to interpret health and safety regulations, apply basic safety procedures and apply basic emergency procedures. Your underpinning knowledge about comply with health and safety regulations will be sufficient for you to provide the basics of the work.

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
H1. Interpret health and safety regulations, standards and guidelines of an	<p>You must be able to:</p> <p>P1. Identify, understand and apply health and safety regulations at workplace</p>	<p>You must be able to:</p> <p>K1. Explain concepts and principles of health, safety, quality and</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Health and safety regulations and standards

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
organization.	<p>P2. Assess risk of injury and equipment damages in common work situations and report to department concerned for timely response</p> <p>P3. Participate in quality enhancement of products or services of the organization</p> <p>P4. Comply with quality and safety standards effectively</p> <p>P5. Handle toxic and hazardous material and product with caution</p> <p>P6. Assess risk of injuries and accidents and report it to senior management for avoiding serious injuries</p>	<p>environment regulations.</p> <p>K2. Define types of risk of injuring and equipment damages.</p> <p>K3. Describe types of risk and injury at workplace.</p> <p>K4. Explain the procedure of dealing with risk and injury situation.</p> <p>K5. Explain health and safety policies and guidelines of the organization.</p> <p>K6. define characteristics and types of toxic and hazardous material or products offered by company and their impact on environment.</p>	<ul style="list-style-type: none"> • Health and safety guidelines of the company • Quality and environment guidelines of the company
H2. Apply basic safety procedures.	<p>You must be able to:</p> <p>P1. Follow safety procedures to achieve a safe work environment, according to all relevant WHS legislation, including codes of practice relating to particular hazards in the industry or workplace.</p> <p>P2. Identify and report unsafe work practices , including faulty plant and equipment according to company</p>	<p>You must be able to:</p> <p>K1. Explain appropriate use of personal protective clothing.</p> <p>K2. Explain the procedure to eliminating hazards.</p> <p>K3. Explain first aid procedures.</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Health and safety regulations and standards • Health and safety guidelines of the company • Quality and environment guidelines of the company

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
	<p>policy and procedures</p> <p>P3. Manage dangerous goods and substances according to company policy and relevant legislation.</p> <p>P4. Identify potential manual handling risks and manage manual handling tasks according to company policy.</p> <p>P5. Report work-related incidents and accidents to designated personnel.</p> <p>P6. Participate in consultative processes and procedures for WHS.</p>		
<p>H3. Apply basic emergency procedures.</p>	<p>You must be able to:</p> <p>P1. Follow fire and emergency procedures, including evacuation, according to company policy and legislation.</p> <p>P2. Identify designated personnel responsible for first aid and evacuation procedures.</p> <p>P3. .Accurately identifies safety alarms.</p>	<p>You must be able to:</p> <p>K1. Define fire, chemical and electrical hazards</p> <p>K2. Explain slip, trips and falls</p> <p>K3. Explain the procedure of storage of dangerous goods and hazardous substances and waste.</p> <p>K4. Define communication and consultation processes.</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Health and safety regulations and standards • Health and safety guidelines of the company • Quality and environment guidelines of the company

Unit of Competency	Performance Criteria	Knowledge	Tools & Equipment
		K5. Explain manual handling procedures.	

Tools / Equipment Require for Training

- Sales promotions.
- Customer services application
- Invoices, various forms.
- Computer
- Scanner
- Printer
- Photocopier
- Fax Machine
- Headphones.
- Stationery.
- Filling
- Work Stations
- Internet, Email
- Projectors
- Speakers