SALES REPRESENTATIVE/ASSISTANT

Competency Standards Code : G52S001
Source : National Competency Standard

National Certificate at NVQ Levels in the occupation of
Sales Representative/Assistant
will be awarded to those who are competent in
NVQ Level 4 - units 1+2+3+4+5+6+7+8+9 - G52S001Q1L4



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Unit of Competency	Elements	Module Number & Module	Task Number & Task
		M-01 Introduction of sales representative, ethics & values **M-02** Presentation and communication skills **M-03** Leadership	
1.Conduct Demonstrations On Products And Services Marketed G52S001U01	1.Gather information related to products / services 2. Identify weaknesses and strengths of competitive products /services 3. Use the sample box/and the demonstration Book 4.Carryoutdemonstration of products / services	**M - 08** Conduct demonstrations on products and services marketed	B - 1 Gather information related to own products and other products (competitive products) and services B - 2 Gather information of customers B - 3 Gather information of market situation(ML) B - 4 Prepare necessary tools for demonstrations B - 5 Make an appointment with customer(ML) B - 6 Conduct demonstration of products
2. Build cordial and working Relationship with customers / Distributors G52S001U02	1.Understand the customers 2.Adopt suitable behavior and professional conduct to suit the behavioral pattern of the customer 3. Communicate effectively with the Customers 4.Provide support services /incentives	**M - 06** Build cordial and working relationship with customers / distributors	
3. Display/ merchandise products G52S001U03	1. Identify display shelves /racks 2.Prepare display shelves /racks 3. Display point of sales materials (POSM)	**M – 11** Display products for merchandising	E -1 Arrange products in the most suitable place E - 2 Arrange a door display E - 3 Maintain the display

Unit of Competency	Elements	Module Number & Module	Task Number & Task
4. Analyze and fix sales targets / Volumes and values G52S001U04	1.Set and confirm the sales targets 2. Plan the accomplishment of the Target 3.Prepare the daily target plans 4. Place orders according to the monthly target	**M - 07** Plan sales targets	A - 1 Negotiate with immediate supervisor A - 2 Make itinerary plan A - 3 Prepare daily target plan based on itinerary A - 4 Prepare purchase order
5. Distribute products to customers (distributers / dealers) G52S001U05	1. Maintain stocks at distributing Points 2. Identify periodical demand of the customers 3.Make itinerary / route plans 4.Deliver products to the Customers 5. Provide after sales service to customers	**M - 10** Distribute products to customers	D - 1 Verify invoice with purchasing order D - 2 Deliver product to the customer D - 3 Deliver product to the customer (indirect method) D - 4 Provide after sales services to the customer D - 5 Collect payments for the invoice within credit period D - 6 Handle the cash collector
6. Collect payments for products / Services marketed G52S001U06	1. Identify customer category 2. Make appointments with Customers 3. Provide additional period of time to make the payments as necessary 4.Handle the cash collector 5. Maintain credit documents	**M - 04** Basic economics, principals of marketing & sales **M - 05** Business law	

Unit of Competency	Elements	Module Number & Module	Task Number & Task
7. Maintain sales documents G52S001U07	1. Prepare daily sales reports 2. Prepare periodical sales reports 3. Maintain other sales documents 4. Prepare *territory* maps	**M - 12** Maintain sales documents	F - 1 Maintain Log book F - 2 Prepare daily report(callsheet) F - 3 Prepare weekly reports F - 4 Prepare monthlyreport F - 5 Prepare dealer cards (customer ledger sheet) F - 6 Maintain reports of stock at distributing points
8. Handle customer / consumer Complaints and suggestions G52S001U08	1. Identify the customer /consumer complaints and suggestions 2. Report the complaints andsuggestions to the appropriateparties 3. Provide solutions for the customer/consumer complaints and suggestions	**M - 13** Handle the customer's complaints and suggestions	G – 1 Attend complaints G – 2 Attend suggestions
9. Supervise activities of subordinates / Dsr and maintain a healthy Relationship with superiors G52S001U09	1. Provide instructions to subordinates and DSR 2. Supervise the work of subordinates and DSR 3. Carryout the instructions received from superiors, and implement action plans 4. Submit market information to Superiors	**M - 09** Manage activities of subordinates	C – 1 Guide the subordinates C -2 Supervise the work of subordinates

1.Conduct demonstrations on products and services marketed G52S001U01
Related Knowledge for the module: M08

1.1 Marketing Mix (Product, price, place, promotion)
1.2 Four (04) steps of selling – concept.
1.3 Seven (07) steps of selling – concept.
1.4 Communication methods.
1.5 Knowledge of building a good rapport.
1.6 Code of ethics, applicable.
1.7 General knowledge on current issues of the economy.
1.8 Information gathering system of company products, competitive products, related market and customers.
1.9 Product, product categories, product range and services.
1.10 Sales policies of the company.
1.11 Competitive product and their sales policies.
1.12 Identifications of customer needs and expectations.
1.13 Demonstration methods.
1.14 Data collection and information gathering.
1.15 Product knowledge.
1.16 Company sales policies.
1.17 Customer needs and expectations.
1.18 Computer literacy.

2.Build cordial and working Relationship with customers /Distributors G52S001U02

3.Display/ merchandise products G52S001U03
Related Knowledge for the module: M 11

3.1Preparing Pulp.
3.2Selecting suitable places for various product categories.
3.3Display systems.
3.4Shelves life.
3.5Type of Display - Door display (with and without product),
    3.5.1Floor display (with and without product),
    3.5.2Window display - product + POSM (point of sales materials),
    3.5.3Out door and window dummy display,
    3.5.4Display hanging,
3.6Eye levels of target customers (Children, Man, Women).
3.7Nature of the products and target markets.
3.8Knowledge of display materials and usage of these for product displays.
3.9Creativity.

4. Analyze and fix sales targets /Volumes and values G52S001U04
Related Knowledge for the module: M07

4.1 Storing procedures (FIFO & LIFO).
4.2 Sales potential in the geographical areas (mileage, No. of dealers / outlets, type of outlets).
4.3 Knowledge on the purchasing power of the customers of the territory
4.4 Planning techniques
4.5 Transport arrangement of the company & economic
4.6 Product hygienic factors
4.7 Knowledge of company procedures for preparing and submitting purchase order.
4.8 Knowledge of daily targets planning, itinerary planning.
4.9 Past data of targets achieved.
4.10 Seasonal changes.
4.11 Present market situation.
4.12 Situation of competitive companies.
4.13 Cultural situation of the area.

5. Distribute products to customers (distributers / dealers) G52S001U05
Related Knowledge for the module: M 10

5.1Prepare invoice : Date, Customer Name, Address, Product / Item Name, Price, Quantity, Discount scheme
5.2Analytical knowledge for calculations
5.3Write a cheque : General rules for writing cheques
5.4Purchasing power
5.5Stores procedures, management
5.6Knowledge of the following documents,
- 5.6.1Company invoice,
- 5.6.2Good Receive Notes (GRN)
- 5.6.3Purchase order

5.7Product knowledge
5.8Safety procedure and regulations
5.9Knowledge of product, classification and coding of goods
5.10Expiry dates of perishables and drugs
5.11Promotion materials
5.12Security of goods & basic insurance
5.13Stock levels & quantities
5.14Classification of customers (Eg: Customer category A, B, C)

6. Collect payments for products /Services marketed G52S001U06

7. Maintain sales documents G52S001U07
Related Knowledge for the module: M 12

7.1 Geographical knowledge on territories & distances etc.
7.2 Mathematics.
7.3 Computer literacy.
7.4 Time management.
7.5 English.
7.6 Writing techniques.
7.7 Presenting reports.
7.8 Administration.

8.Handle customer / consumer Complaints and suggestions G52S001U08
Related Knowledge for the module: M 13

8.1 Filling of Complaint form, Suggestion form.
8.2 Company policies for complaints.
8.3 Company policies for marketing products.
8.4 Procedures for product-recall.
8.5 Product knowledge.
8.6 Communication methods.
8.7 Knowledge on the services provided.
8.8 General type of complaints that arises with the range of products handled.

9 .Supervise activities of subordinates /Dsr and maintain a healthy Relationship with superiors G52S001U09
Related Knowledge for the module:M 9

9.1 Stores procedures.
9.2 Knowledge of the geographical on territory and distance.
9.3 Market behavior and trends.
9.4 Display methods.
9.5 Company rules and regulations of distributions.
9.6 Knowledge of safety procedure.
9.7 Planning techniques.
9.8 Availability of product.
9.9 Alternative patterns.

Vocabulary – ශබ්ද කෝෂය								
Demonstrations	-	පැහැදිලි කරනවා	Weaknesses	-	දුර්වලතා	Cordial	-	මිත්‍රශීලි
Marketed	-	ලකුණු කරන ලද	Strength	-	ශක්තිය	Working	-	ක්‍රියාකාරී
Gather	-	රැස්කරනවා	Competitive	-	තරගකාරී	Relationship	-	සම්බන්ධතාව
Information	-	තොරතුරු	Sample	-	ආදර්ශය	Distributors	-	බෙදාහරින්නා
Related	-	විස්තර කරන ලද	Carryout	-	ක්‍රියාත්මක කරනවා	Shelves	-	රාක්ක
Products	-	නිෂ්පාදන	Prepare	-	සූදානම් කරනවා	Racks	-	රාක්ක
Service	-	සේවාව	Display	-	දර්ශනය කරනවා	Necessary	-	අවශ්‍ය
Identify	-	හ÷නාගන්නවා	Tools	-	උපකරණ	Point of sales	-	විකුණුම් අංකය
Appointment	-	ශමුවීම	Customer	-	පාරිභෝගිකයා	Materials	-	උපකරණ
Cordial	-	හිතෛෂී බව	Behavior	-	හැසිරීම	Merchandising	-	වෙළඳාම්
Relationship	-	සම්බන්ධය	Communicate	-	සන්නිවේදනය	Arrange	-	සූදානම් කරනවා
Distributors	-	බෙදාහරිනවා	Pattern	-	ආකාරය	Maintain	-	නඩත්තු කරනවා
Understand	-	තේරුම් ගන්නවා	Effectively	-	ඵලදායී ලෙස	Volumes	-	පරිමාව
Adopt	-	පිළිගන්නවා	Incentives	-	දිරි දීමනා	Value	-	වටිනාකම
Suitable	-	සුදුසු	Build	-	ගොඩනගනවා	Confirm	-	තහවුරු කරනවා
Immediate	-	ඉක්මන්	Itinerary	-	ගමන් මග	Sales targets	-	විකුණුම් ඉලක්ක
Purchase order	-	මිලට ගන්නා ක්‍රමය	Demand	-	ඉල්ලනවා	Accomplishment	-	ඉටුකිරීම
Stock	-	බඩු තොගය	Route	-	මාර්ගය	Daily target	-	දිනපතා ඉලක්ක
Distributing point	-	බෙදාහරින ස්ථානය	Plan	-	සැලැස්ම	According	-	අනුව
Periodical	-	කලින් කල	Analytical knowledge	-	අවබෝධය	Additional	-	අමතර
Invoice	-	වට්ටෝරුව	Superior	-	ශ්‍රේෂ්ඨ	Demonstration	-	ඔප්පු කරනවා
Purchasing	-	මිලට ගන්නා	Subordinates	-	උපකාර	Literacy	-	සාක්ෂරතාව
After sales service	-	විකුණුම් සේවාවෙන් පසු	Instruction	-	උපදෙස්	Creativity	-	නිර්මාණශීලි බව
Category	-	වර්ගය	Action plan	-	ක්‍රියාකාරී සැලැස්ම	Sales potential	-	විකුණුම් විභවය
Negotiate	-	සාකච්ඡා කර තීරණය කරනවා	Planning technique	-	තාක්ෂණික සැලැස්ම	Purchasing	-	මිලදී ගැනීම
Rapport	-	වාර්තාව	Code of ethics	-	ප්‍රතිපත්ති සංග්‍රහය	Seasonal changes	-	සෘතුමය
Document	-	ලිපි ගොනු	Current issues	-	ප්‍රතිඵලය	Market situation	-	වෙළඳ තත්වය
Territory map	-	භූමි සැලැස්ම	Economy	-	ආර්ථික	Suggestions	-	තීරණ
Log book	-	ලඝු පොත	Policies	-	ක්‍රියාමාර්ග	Perishable	-	නරක් වන සුළු
Complaint	-	පැමිණිල්ල	Expectation	-	අපේක්ෂාව	Drugs	-	ඖෂධ
Cultural situation	-	සංස්කෘතික තත්වය	Quantities	-	ප්‍රමාණය	Verify	-	ස්ථිර කරනවා
Time management	-	කාලය කළමණාකරනය	Safety procedure	-	ආරක්ෂක පිළිවෙල			
Stock levels	-	බඩු තොග මට්ටම	Healthy	-	නිරෝගි			
Product – recall	-	නිෂ්පාදන නැවත කැඳවීම	Credit	-	ණය			