

***SALES & RETAIL
PROGRAMME***

ENTRY REQUIREMENTS: Participants /applicants must have an ordinary level standard of education. Applicants are required to be literate and be able to communicate verbally in the English Language.

BENEFITS OF THE PROGRAMME:

There are many benefits, which the course will confer on participants, some of which may be more easily identified with some student groups than others. Thus, for example, unemployed persons may gain an enhanced sense of personal value from participation; new persons to the retail industry may gain an increased sense of direction from seeing the possibilities open to you.

School leavers will gain a valuable insight into the sales and supply –chain that, along the course certificate, may secure them a job in the sales and retail business and industry.

BENEFITS TO THE INDIVIDUAL:

- A first –level qualification in sales and retail indicating knowledge, expertise and competence.
- A qualification to enhance the job prospects and promotion possibilities of participants.
- Serves as a stepping stone for further studies.
- Familiarise themselves with the sales environment and business Community.
- Familiarise themselves with the retail business and industry.
- Understand the business link and how to deal with third parties.
- Understand how to improve the business by their communication, relationship and image.
- Create more flexibility towards the business and clients.
- Understand client relationships and improve the quality of customer service.

BENEFITS FOR YOUR ORGANISATION:

- Improve business efficiency by having a well-qualified and competent workforce.
- Improve staff relationships through individuals developing their work and personal potential.
- The ability to recruit or select the right person into the right job.
- A benchmarking system to provide standards for work appraisals.
- A means of identifying people for promotion and future developments.

Module 1: Supply- Chain Overview

- The Retail Chain
- Types of retail business
- Retail Elements
- Organisation for Success
- Business Communication
- Getting the right IT
- Retail and Computers

Module 2: Skills Building

- The communication
- The process
- Barriers
- Improving business communication
- Body Language
- Verbal and non –verbal skills
- Working Relationships
- Team Building
- Problem solving
- Time management
- Competition and co-operation

Module 3: Stock storage and order processing

- Purchasing Process
- Receive goods and materials into storage
- Quality of Material
- Put goods and materials into storage
- Keep stock on sale at required levels
- Process orders for goods
- Process returned goods and materials
- Place orders to meet customer demand
- Stock Management
- Stock Control Process
- Stock Rotation
- Customers Orders

Module 3: Merchandising and selling goods

- Retail Outlet Layout
- Category Management
- Different Display Equipment
- Prepare products for sale to customers
- Display stock to promote sales to customers
- Help customers to choose products
- Maximise product sales
- Provide information and advice to customers
- Demonstrate products to customers
- Process payments for purchases
- Promote Loyalty schemes to customers

Module 4: Hygiene, Health & Safety

- Maintain hygienic standards in handling and storing of goods
- Operate and in health and safety environment
- Lift, transfer and position of goods
- Manual Handling
- Contribute to the maintenance of the Health and Safety in the workplace
- Contribute to the security of the workplace

Module 5: CUSTOMER SERVICE

- Give customers a positive impression of yourself and your organisation
- Support customer service improvements
- Resolve customer service problems
- Process customer service information
- Business Communication

Module 6: Contribute to the overall business

- Performance Management
- Measuring Success
- Calculating Stockturn
- Demand Satisfaction
- Supply –Chain (Logistics) Costs