



SA
CAMPUS

Sales Representative Occupational Certificate

NQF 4

155 Credits

SAQA ID: 121792

Accreditation: W&R SETA

The purpose of this qualification is to prepare learners to become effective Sales Representatives. It equips learners with essential attributes such as integrity, customer service orientation, and self-motivation. Qualified individuals will be adept at managing customer relationships, marketing, promoting, and selling products, and implementing product-positioning strategies in competitive environments.

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Description

This qualification focuses on developing well-rounded Sales Representatives capable of driving sales volumes and fostering strong relationships between manufacturers, suppliers, and retail businesses. It provides comprehensive training in sales, marketing, and promotion, ensuring that learners can effectively represent brands and support business growth. Suitable for new entrants and current professionals looking to advance in their sales careers, this qualification covers the necessary skills to transition into roles like Sales Manager or Sales Executive.



Why this qualification?

This qualification fills a gap in the wholesale and retail sector by preparing Sales Representatives with the skills to strengthen business relationships and achieve high sales volumes, which are crucial for business survival and growth. By enhancing sales, marketing, and interpersonal skills, it contributes to increased customer loyalty and brand commitment. The qualification offers a pathway to career advancement in sales management and ensures a pool of competent Sales Representatives ready to meet industry needs. Additionally, it supports economic growth through improved sales performance across sectors, despite the lack of a regulatory professional body for Sales Representatives.

Last date for enrolment:

2030-01-30

Mode:

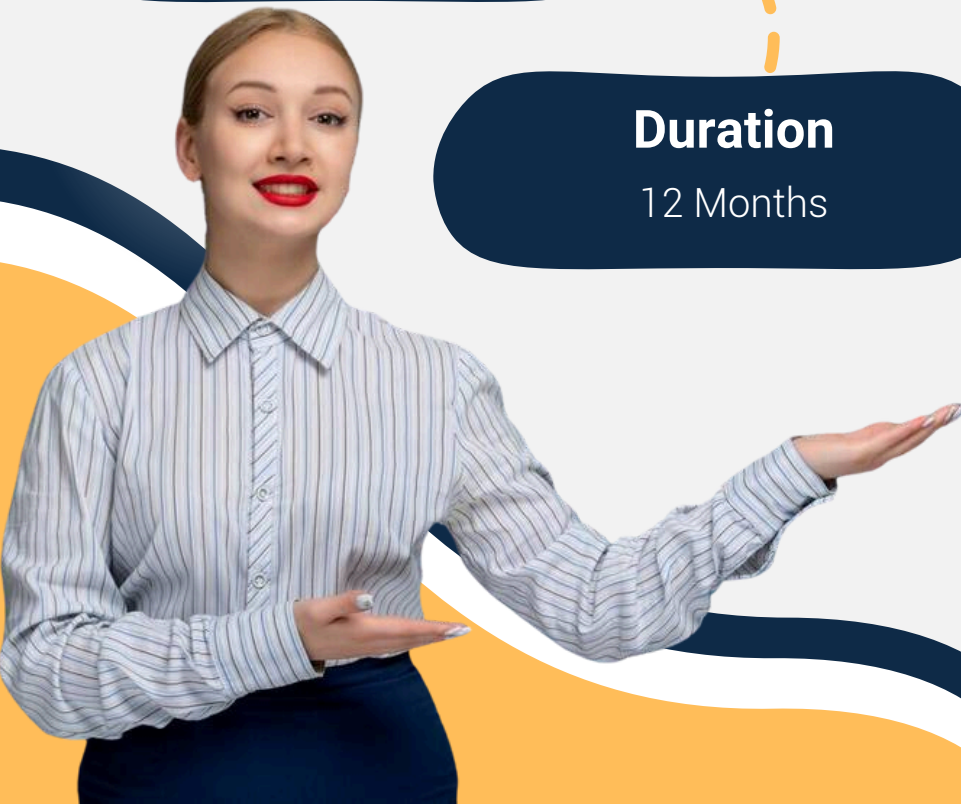
Blended Learning

Entry Requirements:

NQF Level 3 qualification or at least three (3) years of work experience in sales within the Wholesale and Retail Industry.

Duration

12 Months



Outline

This qualification includes the following compulsory modules, divided into Knowledge, Practical Skill, and Work Experience components:

Knowledge Modules (25 Credits)

- Customer Relationship Management (10 Credits)
- Marketing, Promotions and Sales (10 Credits)
- Competitors and Positioning Strategies (5 Credits)

Practical Skill Modules (45 Credits)

- Manage Customer Relationships within the Scope of a Sales Representative in the Wholesale and Retail Industry (15 Credits)
- Market, Promote and Sell Products (20 Credits)
- Implement Product-Positioning Strategies within the Competitive Environment (10 Credits)

Work Experience Modules (85 Credits)

- Management of Customer Relationships within the Scope of a Sales Representative in the Wholesale and Retail Industry (30 Credits)
- Marketing, Promoting and Selling Products (30 Credits)
- Implementation of Product Positioning Strategies within the Competitive Environment (25 Credits)