



THE UNIVERSITY OF BURDWAN

Minor Course under Vocational Education & Training

Course Code: RSA3021

Course Title: Retail Sales Associate–Module 1

Total Credit: 4 (Lecture -3, Tutorial -1)

Duration: 60 Hours

Detailed Syllabus – Third Semester

To process credit applications for purchases (Duration: 6 Hours)

- Identify the customer's needs for credit facilities.
- Clearly explain to the customer the features and conditions of credit facilities.
- Provide enough time and opportunities for the customer to ask for clarification or more information.
- Accurately fill in the documents needed to allow the customer to get credit.
- Successfully carry out the necessary credit checks and authorisation procedures.
- Promptly refer difficulties in processing applications to the right person.

To help keep the store secure (Duration: 6 Hours)

- Take prompt and suitable action to reduce security risks as far as possible, where it is within the limits of his/her responsibility and authority to do so.
- Follow company policy and legal requirements when dealing with security risks.
- Recognise when security risks are beyond his/her authority and responsibility to sort out, and report these risks promptly to the right person.
- Use approved procedures and techniques for protecting personal safety when security risks arise.
- Follow company policies and procedures for maintaining security while working.
- Follow company policies and procedures for making sure that security will be maintained when he/she goes on breaks and when he/she finishes work.

To help maintain health and safety (Duration: 6 Hours)

- Follow company procedures and legal requirements for dealing with accidents and emergencies.
- Speak and behave in a calm way while dealing with accidents and emergencies.



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- Report accidents and emergencies promptly, accurately and to the right person.
- Recognize when evacuation procedures have been started and follow company procedures for evacuation.
- Follow the health and safety requirements laid down by the company and by law, and encourage colleagues to do the same.
- Promptly take the approved action to deal with risks if he/she is authorised to do so.
- Report risks promptly to the right person, if he/she does not have the authority.

To demonstrate products to customers (Duration: 9 Hours)

- Prepare the demonstration area and check that it can be used safely.
- Check whether the required equipment and products for demonstration are in place.
- Demonstrate products clearly and accurately to customers.
- Present the demonstration in a logical sequence of steps and stages.
- Cover all the features and benefits he/she thinks are needed to gain the customer's interest.
- Promptly clear away the equipment and products at the end of the demonstration and connect with the customer.

To help customers choose right products (Duration: 12 Hours)

- Find out which product features and benefits interest individual customers and focus on these when discussing products.
- Describe and explain clearly and accurately relevant product features and benefits to customers.
- Compare and contrast products in ways that help customers choose the product that best meets their needs.



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- Check customers' responses to his/her explanations, and confirm their interest in the product.
- Encourage customers to ask questions & respond to their questions, comments & objections in ways that promote sales & goodwill.
- Identify suitable opportunities to tell the customer about associated or additional products and do so in a way that promotes sales and goodwill.
- Constantly check the store for security, safety and potential sales whilst helping customers.
- Give customers enough time to evaluate products and ask questions.
- Handle objections and questions in a way that promotes sales and keeps the customer's confidence.
- Identify the need for additional and associated products and take the opportunity to increase sales.
- Clearly acknowledge the customer's buying decisions.
- Clearly explain any customer rights that apply.
- Clearly explain to the customer where to pay for their purchases.

To provide specialist support to customers facilitating purchases (Duration: 11 Hours)

- Talk to customers politely and in ways that promote sales and goodwill.
- Use the information given by the customer to find out what they are looking for.
- Help the customer understand the features and benefits of the products they have shown an interest in.
- Explain clearly and accurately the features and benefits of products and relate these to the customer's needs.
- Promote the products that give the best match between the customer's needs and the store's need to make sales.



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- Spot and use suitable opportunities to promote other products where these will meet the customer's needs.
- Control the time he/she spends with the customer to match the value of the prospective purchase.
- Constantly check the store for safety, security and potential sales while helping individual customers.
- Find out if the customer is willing to see a demonstration.
- Set up demonstrations safely and in a way that disturbs other people as little as possible.
- Check whether he/she has everything needed to give an effective demonstration.
- Give demonstrations that clearly show the use and value of the product.
- Offer customers the opportunity to use the product themselves, where appropriate.
- Give customers enough chance to ask questions about the products or services he/she is demonstrating to them.
- Check that the store will be monitored for security, safety and potential sales while he/she is carrying out demonstrations.

To maximize sales of goods & services (Duration: 10 Hours)

- Identify promotional opportunities and estimate their potential to increase sales.
- Identify promotional opportunities which offer the greatest potential to increase sales.
- Report promotional opportunities to the right person.
- Fill in the relevant records fully and accurately.
- Tell customers about promotions clearly and in a persuasive way.
- Identify and take the most effective actions for converting promotional sales into regular future sales.



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- Gather relevant and accurate information about the effectiveness of promotions, and communicate this information clearly to the right person.
- Record clearly and accurately the results of promotions.

Reference Books on Retail Sales Associate

- 1) Retail Management - Charulata Publications
- 2) Retail Management - Gullybaba Publishing House Pvt. Ltd.
- 3) Retail Sales Associate - National Council of Educational Research and Training
- 4) Your Future is Retail - ICA Retail