



## THE UNIVERSITY OF BURDWAN

### Minor Course under Vocational Education & Training

Course Code: RSA5021

Course Title: Retail Sales Associate –Module 2

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

Duration: 60 Hours

Detailed Syllabus – Fifth Semester

#### To provide personalised sales & post-sales service support (Duration: 12 Hours)

- Use available information in the client records to help prepare for consultations.
- Check whether the work area is clean and tidy and that all the required equipment is in hand before starting a consultation.
- Quickly create a rapport with the client at the start of the consultation.
- Talk and behave towards the client in ways that project the company image effectively.
- Ask questions to understand the client's buying needs, preferences and priorities.
- Tactfully check, where appropriate, how much the client wants to spend.
- Explain clearly to the client the features and benefits of the recommended products or services and relate these to the client's individual needs.
- Identify suitable opportunities to sell additional or related products or services that are suited to the client's needs.
- Make recommendations to the client in a confident and polite way and without pressurising them.
- Pace client consultations to make good use of the selling time while maintaining good relations with the client.
- Meet the company's customer service standards while dealing with the client
- Follow the company's procedures for keeping client records up-to-date.
- Record client information accurately and store it in the right places in the company's system. • Keep client information confidential and share it only with people who have a right to it.
- Keep to clients' wishes as to how and when they may be contacted.
- Follow the company's policy and procedures for contacting clients.



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- Tell clients promptly and offer any other suitable products or services, where promises cannot be kept.

#### To create a positive image of self & organisation in the customers mind (Duration: 10 Hours)

- Meet the organisation's standards of appearance and behaviour.
- Greet customers respectfully and in a friendly manner.
- Communicate with customers in a way that makes them feel valued and respected.
- Identify and confirm customer's expectations.
- Treat customers courteously and helpfully at all times.
- Keep customers informed and reassured.
- Adapt appropriate behaviour to respond effectively to different customer behaviour.
- Respond promptly to a customer seeking assistance.
- Select the most appropriate way of communicating with customers.
- Check with customers to ensure complete understanding of their expectations.
- Respond promptly and positively to customers' questions and comments.
- Allow customers time to consider his/her response and give further explanation when appropriate.
- Quickly locate information that will help customers.
- Give customers the information they need about the services or products offered by the organisation.
- Recognise information that customers might find complicated and check whether they fully understand.
- Explain clearly to customers any reasons why their needs or expectations cannot be met.



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To resolve customer concerns (Duration: 10 Hours)

- Identify the options for resolving a customer service problem.
- Work with others to identify and confirm the options to resolve a customer service problem. • Work out the advantages and disadvantages of each option for customers and the organisation.
- Pick the best option for customers and the organisation.
- Identify for customers, other ways that problems may be resolved if you are unable to help.
- Identify the options for resolving a customer service problem.
- Work with others to identify and confirm the options to resolve a customer service problem. • Work out the advantages and disadvantages of each option for your customer and your organisation.
- Pick the best option for your customer and your organisation.
- Identify for your customer other ways that problems may be resolved if you are unable to help.
- Discuss and agree the options for solving the problem with customers.
- Take action to implement the option agreed with the customer.
- Work with others and the customer to make sure that any promises related to solving the problem are kept.
- Keep customers fully informed about what is happening to resolve problem.
- Check with customers to make sure the problem has been resolved to their satisfaction.
- Give clear reasons to customers when the problem has not been resolved to their satisfaction.

To organise the delivery of reliable service (Duration: 9 Hours)



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#### Detailed Syllabus – Fifth Semester

- Plan, prepare and organise everything that is needed to deliver a variety of services or products to different types of customers.
- Organise what he/she does to ensure consistency in giving prompt attention to customers.
- Reorganise his/her work to respond to unexpected additional workloads.
- Maintain service delivery during very busy periods and unusually quiet periods and when systems, people or resources have let you down.
- Consistently meet customers' expectations.
- Balance the time he/she takes with customers with the demands of other customers seeking attention.
- Respond appropriately to customers when they make comments about the products or services being offered.
- Alert others to repeated comments made by customers.
- Take action to improve the reliability of his/her service based on customer comments.
- Monitor whether the action taken has improved the service given to customers.
- Record and store customer service information accurately following organisational guidelines.
- Select and retrieve customer service information that is relevant, sufficient and in an appropriate format.
- Quickly locate information that will help solve a customer's query.
- Supply accurate customer service information to others using the most appropriate method of communication.

#### To improve customer relationship (Duration: 10 Hours)

- Select and use the best method of communication to meet customers' expectations.



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### Detailed Syllabus – Fifth Semester

- Take the initiative to contact customers to update them when things are not going as per plan or when further information is required.
- Adapt appropriate communication to respond to individual customers' feelings.
- meet customers' expectations within the organisation's service offer.
- Explain the reasons to customers sensitively and positively when their expectations cannot be met.
- Identify alternative solutions for customers either within or outside the organisation.
- Identify the costs and benefits of these solutions to the organisation and to customers.
- Negotiate and agree solutions with customers which satisfy them and are acceptable to the organisation.
- Take action to satisfy customers with the agreed solution.
- Make extra efforts to improve his/her relationship with customers.
- Recognise opportunities to exceed customers' expectations.
- Take action to exceed customers' expectations within the limits of his/her authority.
- Gain the help and support of others to exceed customers' expectations.

#### To monitor and solve service concerns (Duration: 9 Hours)

- Respond positively to customer service problems following organizational guidelines.
- Solve customer service problems when he/she has sufficient authority.
- Work with others to solve customer service problems.
- Keep customers informed of the actions being taken.
- Check with customers that they are comfortable with the actions being taken.
- Solve problems with service systems and procedures that might affect customers before they become aware of them.
- Inform managers and colleagues of the steps taken to solve specific problems.



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- Identify repeated customer service problems.
- Identify the options for dealing with a repeated customer service problem and consider the advantages and disadvantages of each option.
- Work with others to select best options for solving repeated customer service problems, balancing customer expectations with the needs of the organisation.
- Obtain the approval of somebody with sufficient authority to change organisational guidelines in order to reduce the chance of a problem being repeated.
- Action the agreed solution.
- Keep customers informed in a positive and clear manner of steps being taken to solve any service problems.
- Monitor the changes that have been made and adjust them if appropriate.

### 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