

JOB ROLE – SALES ASSOCIATE

Sector – RETAIL
(Qualification Pack Code: RAS/Q 0104)



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UNIT 1: FUNDAMENTALS OF RETAILING

Session 3: Skills for Handling Retail Business

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Session Objectives

The students will be able to:

1. Describe the meaning of skills and skill development.
2. Demonstrate the skills required for sales associates.

Meaning of Skill

‘Skill’ is an ability to do a task with pre-determined results within a given period of time, energy, or both. It is the ability to do work with expertise.



Types of Skills

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graph TD; A[Types of Skills] --> B[General Skills]; A --> C[Specific Skills]
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General Skills

Time management, teamwork, leadership, and self-motivation skills for the work.

Specific Skills

It vary according to job position for example a teacher need lesson planning skills.

Essentials of Skill Development

It is to increase the efficacy and quality of labour for improved productivity and economic growth.

In terms of retail, it encompasses:

- (a) Taking stock of the retail store.
- (b) Creating a plan.
- (c) Creating environment for development.

Skills for Sales Associate: Customer Service



Skills for Sales Associate

- Patience
- Product Knowledge
- Use Positive Language
- Acting Skills
- Time Management Skills
- Goal Oriented
- Resilience
- Communication Skills
- Attentiveness

Skills for Sales Associate: Customer Service

1. Patience:

To handle situations with difficult customers.

2. Product Knowledge:

Product knowledge to solve customer query.

3. Use Positive Language:

Customers create perceptions about a retailer based on his or her language.

Cont...

Skills for Sales Associate: Customer Service

4. Acting Skills:

Skills necessary to deal customer.

5. Time Management Skills:

Solve customer problems within stipulated time.

6. Goal Oriented:

Set goals and then uses strategies to attain them.

Cont...

Skills for Sales Associate: Customer Service

7. Resilience:

It means running out of time to meet a sales goal or being understaffed on an unexpectedly busy day.

8. Communication skills:

Explaining and listening customers effectively.

9. Attentiveness:

A sales associate must focus his or her attention to ensure transactions and sales floor looks.

Summary

In this session, you have learnt about the meaning of skill, types of skills, essentials of skill development and skills for sales associate.

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