



NATIONAL OCCUPATIONAL CERTIFICATE: SALES REPRESENTATIVE (SAQA ID: 121792)



**Qualification Title:
Occupational
Certificate**
Sales Representative



SAQA Qualification
ID 121792



NQF Level
Level 4



Total Credits
155
(Total from all modules)



Duration
12 Months



Training Days
20 Days spread over 12
Months



Delivery Mode
Face to Face/Remote
Contact Sessions



**Assessment Quality
Partner**
W&R SETA

Purpose of the qualification

The purpose of this qualification is to equip learners with the knowledge, practical skills, and workplace experience required to succeed as professional sales representatives. The qualification prepares learners to build and maintain strong customer relationships, effectively market, promote, and sell products, and implement product positioning strategies that drive sales growth within competitive wholesale and retail environments.

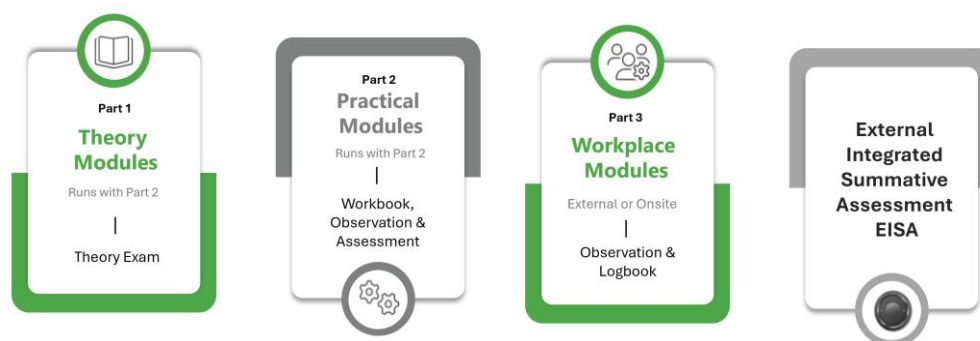
Target Audience

This qualification is designed for individuals aspiring to build a career in sales, as well as current sales representatives seeking to formalise their skills and advance their careers. It is ideal for new entrants to the wholesale and retail sector, sales consultants, customer service professionals, merchandisers, brand promoters, and employees responsible for selling, promoting, or managing customer relationships across a variety of industries.

Entry Requirements

NQF Level 3 and good communication skills.

Course Structure





NATIONAL OCCUPATIONAL CERTIFICATE: SALES REPRESENTATIVE (SAQA ID: 121792)



1. Knowledge Modules (25 Credits).

MODULE ID	Title	NQF Level	Credits
KM-01	Customer relationship management.	4	10
KM-02	Marketing, promotions and sales	4	10
KM-03	Competitors and positioning strategies.	4	5



2. Practical Skill Modules (45 Credits).

Title		NQF Level	Credits
PM-01	Manage customer relationships within the scope of a Sales representative in the wholesale and retail industry.	4	15
PM-02	Market promote and sell products.	4	20
PM-03	Implement product positioning strategies within the competitive environment.	4	10





NATIONAL OCCUPATIONAL CERTIFICATE: SALES REPRESENTATIVE (SAQA ID: 121792)



3. Work Experience Modules (85 Credits).

MODULE ID	Title	NQF Level	Credits
WM-01	Management of customer relationships within the scope of a Sales Representative in the wholesale and retail industry.	4	30
WM-02	Selling, marketing and promoting products.	4	30
WM-03	The implementation of product positioning strategies within the competitive environment.	4	25

Course Outcome

- Manage customer relationships within the scope of a Sales Representative in the wholesale and retail industry.
- Market promote and sell products of represented brand to improve sales.
- Apply product-positioning strategies within the competitive environment.



NATIONAL OCCUPATIONAL CERTIFICATE: SALES REPRESENTATIVE (SAQA ID: 121792)



Assessment Criteria

- **Internal Assessments:** Learners will be assessed through practical demonstrations, role-playing scenarios, and written tests covering all knowledge and practical skill modules.
- **Workplace Evidence:** Learners must provide documentary evidence of their practical work, signed off by supervisors, to demonstrate competence in real-world settings.
- **Final Integrated Summative Assessment:** A final assessment to evaluate the learner's comprehensive understanding and application of the course material.



Certification

- **National Occupational Certificate: Sales Representative** awarded by the QCTO upon successful completion of the EISA.

Articulation Options

Horizontal Articulation

- Occupational Certificate: Automotive Sales Advisor, NQF Level 4
- National Certificate: Vocational NQF Level 4

Vertical articulation

- Higher Occupational Certificate: Information and Communication Technology: Business Development Consultant, NQF Level 5





For more information on how your organisation can benefit, contact Training Force:



011 974 6633



info@trainingforce.co.za



www.trainingforce.co.za