

The Singapore Institute of Retail Studies (SIRS) was set up in January 2006 through a collaborative arrangement between the Singapore Workforce Development Agency (WDA) and Nanyang Polytechnic (NYP). A Continuing Education & Training (CET) division of NYP, SIRS aims to build a world-class and customer-centric retail workforce for Singapore through various skills upgrading programmes and services for the industry.

To date, SIRS has trained over 19,000 individuals under the nationally recognised Workforce Skills Qualification (WSQ) framework and has delivered more than 44,000 training places.

With its all-inclusive approach and flexible training models, SIRS has successfully engaged and trained the workforce of many established as well as small & medium retailers alike. Our client list includes Challenger, Courts, Harvey Norman, AsiaMalls, Isetan, Metro, Robinsons, Vivocity, Dairy Farm International, NTUC FairPrice, Gain City, Changi Airport Group, Wing Tai Retail, M1, Chevron, and many other retailers from various subsectors including fashion, jewellery, timepiece, furniture, petroleum, books & stationery and healthcare.

SIRS is proud to be in partnership with Microsoft as the official training provider of the Microsoft Retail Sales Professional (MRSP) programme supported by Singapore Workforce Development Agency (WDA).

**ABOUT MICROSOFT**



Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realise their full potential.

Brought to you by:  
**Microsoft**

Training Consultant:  
**SIRS**  
SINGAPORE

**Singapore Institute of Retail Studies (SIRS)**  
490 Lorong 6 Toa Payoh  
#08-10/11 HDB Hub Biz Three  
Singapore 310490

For enquiries, please contact us at:  
Tel: 6222 7477 (6222 SIRS) Fax: 6397 7063  
Email: [courses@sirs.edu.sg](mailto:courses@sirs.edu.sg)  
Website: [www.sirs.edu.sg](http://www.sirs.edu.sg)

# Microsoft Retail Sales Professional Programme



**MICROSOFT RETAIL SALES PROFESSIONAL PROGRAMME (MRSP)**

Microsoft, the Singapore Workforce Development Agency (WDA) and the Singapore Institute of Retail Studies (SIRS) have jointly launched the Microsoft Retail Sales Professional (MRSP) programme, Singapore's first retail training programme targeted at IT retail sales personnel. This programme aims to boost worker productivity and ultimately, elevate overall customer experience and Singapore's profile as an IT hub.

This programme is also uniquely customised to address the needs of the IT retail industry – it will enable IT retail sales personnel to provide customers with better service and advice amidst the continuous refresh of modern technology.



Classroom Training



OJC

**Benefits of the Microsoft Retail Sales Professional programme include:**

- » Providing soft skills development for the IT Retail Sales Person. A combination of classroom and On-The-Job Coaching (OJC) enables the participant to further develop his or her selling skills and knowledge.
- » Upon successful completion of the programme, participants will receive 3 nationally recognised Statements of Attainment (SOAs) issued by WDA and a joint certification by Microsoft-SIRS.
- » Enabling the IT Retail Sales Person to rise to the level of the strategic advisor for their customers with the ability to recommend solutions and to identify cross-selling or up-selling opportunities.
- » Improving potential sales opportunity and revenue.



Join us in our journey to boost worker productivity and elevate overall customer experience and Singapore's profile as an IT retail hub!

**MICROSOFT RETAIL SALES PROFESSIONAL (MRSP) PROGRAMME OVERVIEW**

The MRSP programme is a 42-hour integrated training programme incorporating Microsoft's EDGE process, customer service scenarios, standards and policies to equip IT retail sales personnel with the relevant skills and knowledge. The programme leverages on three contextualised Retail Workforce Skills Qualifications modules, namely "Sell Microsoft Products and Services", "Provide Advice on Microsoft Products" and "Interact with Microsoft Customers".



The MRSP programme aims to achieve the following performance outcomes benchmarked by the national Retail Workforce Skills Qualifications (WSQ) framework:

- » Know and describe Microsoft product range offered by the store
- » Establish and understand customer requirements
- » Recommend and advise on the selection of Microsoft products and services
- » Respond to Microsoft customer's objections, issues & complaints
- » Maximise additional sales opportunities of Microsoft products
- » Apply strategies to close sales effectively
- » Advise on handling, maintenance and care of Microsoft products
- » Advise on Microsoft after-sales services offered by the store
- » Know, understand and be able to advise customer of the store's exchange, return and refund policy

**Training Sessions**

<b>Option 1:</b> 21 hours of classroom training* at SIRS + 21 hours of OJC* on site in the retailer's stores	<b>Option 2:</b> 42 hours of classroom training* including simulated practice at SIRS
---	--

\*Duration per session is 3.5 hrs. There will be a total of 6 classroom training sessions & 6 OJC sessions.  
\*Duration per session is 3.5 hrs. The programme will be completed in 12 training sessions.  
Training will be conducted at the facility that is mutually agreed between SIRS and the retailer

**Programme Fee**

Programme fee after subsidy: \$45 (plus GST) for Singaporeans / Singapore PRs  
Full programme fee: \$1,029 (plus GST) for non Singaporeans / non Singapore PRs

**Higher Absentee Payroll Subsidy**

Retailers can claim absentee payroll under enhanced SPUR funding when they send their staff who are Singaporeans/PRs for the MRSP training. Prevailing rates\* as follows:

	Qualification 'A' Level and Below	Qualification Above 'A' Level
<b>Aged Below 40</b>	80% of hourly basic salary, up to \$10 per hour	80% of hourly basic salary, up to \$10 per hour
<b>Aged 40 and above</b>	90% of hourly basic salary, up to \$10 per hour	80% of hourly basic salary, up to \$10 per hour

\*Enhanced SPUR funding ends 30 November 2010. For the latest updates, refer to [www.srp.org.sg](http://www.srp.org.sg).

For enquiries on the course, please email [courses@sirs.edu.sg](mailto:courses@sirs.edu.sg) or call 6222 7477 (6222 SIRS).

