

CORE MODULES

Competency Unit: Interact With Customers

Reference Number: RE-SCS-102C

COURSE OVERVIEW

This competency unit develops skills, knowledge and attitudes required by persons working under supervision to deliver service to customers. On completion of this unit, learners should be able to:

- Develop the ability to communicate effectively with customers,
- Project a positive and professional image,
- Satisfy customer purchase requirements,
- Receive and process sales,
- Respond to customer complaints,
- Handle customer exchanges, returns and refunds,
- Identify customers with special needs, and
- Provide after-sales service.

This unit is within the competency category of *Sales and Customer Service* and is one of the core modules leading to the CET Certificate in Retail Operations.

The main target audience of this module is the service and sales staff from the retail outlets of various service industry sectors.

Training Hours (inclusive of assessment): 24 hours

Competency Unit: Maintain Professional Image

Reference Number: RE-SCS-101C-2

COURSE OVERVIEW

On successful completion of this unit the participant will have the knowledge and skills to develop and maintain professional image that aligns to and support store image and customer service standards.

This competency unit consists of the following elements:

1. Maintain personal grooming
2. Maintain personal hygiene
3. Apply retail etiquette in dealing with customers

This unit is within the competency category of *Sales and Customer Service* and is one of the core modules leading to the CET Certificate in Retail Operations.

The main target audience of this module is the service and sales staff from the retail outlets of various service industry sectors.

Training Hours (inclusive of assessment): 12 hours

Competency Unit: Sell Products and Services

Reference Number: RE-SCS-103C-2

COURSE OVERVIEW

This competency unit specifies the skills and knowledge required to determine customer requirements and sell products and services to meet customers' needs and expectations.

This competency unit consists of the following elements:

1. Establish customer requirements
2. Recommend products and services
3. Address customer objections
4. Maximise additional sales opportunities
5. Close sale

This unit is within the competency category of *Sales and Customer Service* and is one of the core modules leading to the CET Certificate in Retail Operations.

The main target audience of this module is the service and sales staff from the retail outlets of various service industry sectors.

Training Hours (inclusive of assessment): 24 hours

ELECTIVE MODULES

Competency Unit: Handle Retail After Sales Service

Reference Number: RE-SCS-110E-1

COURSE OVERVIEW

On successful completion of this unit the participant will have the knowledge and skills to handle retail after sales service in the various sub sectors. The unit includes:

- Establish customer service requirements
- Process customer's service request
- Conclude after sales service

This unit is within the competency category of *Handle Retail After Sales Service* and is one of the elective modules leading to the CET Certificate in Retail Operations.

The main target audience of this module is the service and sales staff from the retail outlets of various service industry sectors.

Training Hours (inclusive of assessment): 16 hours

Competency Unit: Perform Point of Sale Operations

Reference Number: RE-SCS-104E-1

COURSE OVERVIEW

This competency unit specifies the skills and knowledge required to effectively carry out point of sale transactions in a retail environment.

This competency unit consists of the following elements:

1. Prepare to operate point of sale equipment
2. Perform point of sale transaction
3. Wrap and pack goods
4. Balance register or terminal

This unit is within the competency category of *Sales and Customer Service* and is one of the elective modules leading to the CET Certificate in Retail Operations.

The main target audience of this module is the service and sales staff from the retail outlets of various service industry sectors.

Training Hours (inclusive of assessment): 16 hours

Competency Unit: Perform Stock Control Operations

Reference Number: RE-SO-102E-1

COURSE OVERVIEW

This competency unit specifies the skills and knowledge required for those working under supervision to carry out basic stock handling procedures within the retail workplace. It includes:

- Apply procedures for receipt and processing of incoming goods
- Demonstrate the rotation of stock
- Apply stocktaking procedures
- Re-order stock
- Prepare and dispatch goods

This unit is within the competency category of *Perform Stock Control Operations* and is one of the elective modules leading to the CET Certificate in Retail Operations.

The main target audience of this module is the Store Keeper / Assistant from the retail outlets of various service industry sectors.

Training Hours (inclusive of assessment): 16 hours

Competency Unit: Handle Merchandise Display

Reference Number: RE-MM-101E-2

COURSE OVERVIEW

This competency unit specifies the skills and knowledge in handling and displaying of merchandise. Knowledge relating to visual aspects of display, safety and organizational processes and procedures for display are also covered. It includes:

- Prepare to display merchandise
- Setup Display
- Maintain Display

This unit is within the competency category of *Merchandising and Marketing* and is one of the elective modules leading to the CET Certificate in Retail Operations.

The main target audience of this module is the Visual Merchandising staff from the retail outlets of various service industry sectors.

Training Hours (inclusive of assessment): 20 hours

Competency Unit: Work Effectively in the Retail Environment

Reference Number: RE-SS-102E-1

COURSE OVERVIEW

On successful completion of this unit the participant will have the basic knowledge of retail industry, individual role and career progression in the retail industry. The unit includes:

- Describe the retail industry
- Explain and describe the roles in the organisation
- Explain personal role in the organisation
- Identify career progression in the retail industry

This unit is within the competency category of *Work Effectively in the Retail Environment* and is one of the elective modules leading to the CET Certificate in Retail Operations.

The main target audience of this module is the service and sales staff from the retail outlets of various service industry sectors.

Training Hours (inclusive of assessment): 12 hours

Competency Unit: Perform Product Demonstration

Reference Number: RE-SCS-111E-1

COURSE OVERVIEW

On successful completion of this unit the participant will have the knowledge and skills to perform product demonstration and sell products and services to customers.

This competency unit consists of the following elements:

1. Prepare for product demonstration
2. Conduct product demonstration
3. Close sales
4. Reinstate work area
5. Review effectiveness of the product demonstration

This unit is within the competency category of *Sales and Customer Service* and is one of the elective modules leading to the CET Certificate in Retail Operations.

The main target audience of this module is the service and sales staff from the retail outlets of various service industry sectors.

Training Hours (inclusive of assessment): 24 hours

Competency Unit: Apply Security Practices

Reference Number: RE-SO-110E-1

COURSE OVERVIEW

On completion of this unit participant will have the knowledge and skills to apply security practices in the retail store.

This competency unit consists of the following elements:

1. Develop a vigilant mindset
2. Report suspicious / wanted persons
3. Handle unattended objects
4. Handle store robberies
5. Minimise theft
6. Participate in retail store crime prevention

This unit is within the competency category of *Store Operations* and is one of the elective modules leading to the CET Certificate in Retail Operations.

The main target audience of this module is the service and sales staff from the retail outlets of various service industry sectors.

Training Hours (inclusive of assessment): 16 hours

Competency Unit: Provide GEMS Service

Reference Number: SE-CS-101G-1

COURSE OVERVIEW

The Provide GEMS Service module aims to prepare participants to provide "extra mile service" to their customers. The programme will focus on the importance of having the right service mindset and how extra mile service benefits themselves as well as the organisation. Participants will also gain confidence in serving their customers by identifying customer needs, applying effective communication techniques and understanding the types of service behaviors that truly make an exceptional difference to the customer. The programme would cover the following areas:

- Prepare for GEMS Service by adopting the right mindset and the qualities of an excellent service professional. Identify internal and external customers' needs and understand the value of GEMS to the organisation and yourself.
- Go beyond first impressions by identifying your service touchpoints and your customers' needs and expectations..
- Communicate effectively with the customer.
- Identify options and take action to go the extra mile for customers.
- Handle customer complaints and objections in a calm and professional manner.

This unit is within the competency category of *Provide GEMS Service* and is one of the elective modules leading to the CET Certificate in Retail Operations.

The main target audience for the Provide GEMS Service module is the service staff from various service industry sectors. However, it is recognized that service is extended not just external customers but internal customers as well and the Provide GEMS Service module serves as a foundational unit in the journey towards service excellence for all workers in Singapore

Training Hours (inclusive of assessment): 16 hours

Competency Unit: Deliver Service Excellence

Reference Number: SV-SF-102S-0

COURSE OVERVIEW

On completion of this unit, the learner will have the knowledge and skills to apply organisational service values and use organisational systems to provide excellent customer service, follow-up post/sales service support, utilise and update a customer database when working individually and in service teams. The unit includes:

- Apply organisational service values and systems
- Contribute to service team effectiveness
- Follow up post sales/service support

This unit is within the competency category of *Deliver Service Excellence* and is one of the elective modules leading to the CET Certificate in Retail Operations.

The main target audience is the service staff from various service industry sectors. However, it is recognized that service is extended not just external customers but internal customers as well and the Deliver Service Excellence module serves as a foundational unit in the journey towards service excellence for all workers in Singapore.

Training Hours (inclusive of assessment): 16 hours

Competency Unit: Offer Customised and Personalised Service

Reference Number: SV-SF-103G-0

COURSE OVERVIEW

On completion of this unit the learner will have the knowledge and application skills to proactively offer and promote service to customers. It includes accessing and communicating detailed product and service information sought by a diverse range of customers; in order to make recommendations that meet customers' personal needs. The unit includes:

- Study and update own knowledge on organisation's products and services.
- Develop knowledge that addresses information commonly sought by organisation customers.
- Identify and act upon opportunities to offering customised and personalised service.
- Deliver service to a diverse range of customers

This unit is within the competency category of *Offer Customised and Personalised Service* and is one of the elective modules leading to the CET Certificate in Retail Operations.

The main target audience is the service staff from various service industry sectors. However, it is recognized that service is extended not just external customers but internal customers as well and the Deliver Service Excellence module serves as a foundational unit in the journey towards service excellence for all workers in Singapore

Training Hours (inclusive of assessment): 16 hours