



**NATIONAL COMPETENCY STANDARDS
FOR
SALES ASSOCIATE
(NC2)**

**Department of Occupational Standards
Ministry of Labour and Human Resources
Thimphu, Bhutan.
(June 2021)**



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FOREWORD

The Department of Occupational Standards of the Ministry of Labour and Human Resources is pleased to present the National Competency Standards (NCS) for Sales Associate. The standards represent the fruits of hard work and invaluable experiences gained by the department since its establishment in the latter half of 2003. The main aim of developing NCS is to set up a well-defined nationally recognized Vocational Qualification System that will help set a benchmark for the Technical Vocational Education and Training (TVET) System in our country aligned to international best practices.

NCS is one of the base pillars in the Bhutan Vocational Qualification Framework (BVQF) and is the first step in its implementation. The NCS are developed and revised to ensure that employees or vocational graduates possess and acquire the desired competencies required by industries and employers. In order to ensure this close match in supply and demand of competencies, NCS have been developed and revised in close consultation and partnership with industry experts and validated by the Technical Advisory Committees of the concerned economic sectors.

A vocational education and training system based on NCS shall ensure that delivered training is of a high quality and relevant to the needs of the labour market. As a result, future TVET graduates will be better equipped to meet the need and expectations of industries and employers. This positive impact on the employability of TVET graduates will enhance the reputation of vocational education and training and make it attractive to school leavers.

I gratefully acknowledge collaboration and the valuable contributions made by experts from industries during the consultation and validation processes of the standards. I look forward for continued engagement and participation of the industry and employers in the development of a quality assured demand driven TVET system and to build competent and productive national workforce that will contribute to the continued socio-economic progress of our country.

Director
Department of Occupational Standards
Ministry of Labour and Human Resources

ACKNOWLEDGEMENT

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PACKAGING OF QUALIFICATIONS

National Certificate Level 2

Perform digital marketing (5211-U6-L2)

Provide post sale services (5211-U5-L2)

Maintain inventory of goods (5211-U4-L2)

Perform daily sales and transactions (5211-U3-L2)

Provide customer services (5211-U2-L2)

Maintain workplace and professionalism (5211-U1-L2)

ENTRY

Overview of National Competency Standards

UNIT TITLE	ELEMENTS OF COMPETENCE
1. Maintain workplace and professionalism	<ol style="list-style-type: none"> 1. Exhibit workplace professionalism 2. Check workplace safety 3. Perform cleaning 4. Perform re-arrangement of goods
2. Provide customer services	<ol style="list-style-type: none"> 1. Attend to customers 2. Provide special needs
3. Perform daily sales and transactions	<ol style="list-style-type: none"> 1. Process sales 2. Process payments
4. Maintain Inventory of goods	<ol style="list-style-type: none"> 1. Prepare purchase order 2. Receive incoming goods 3. Display goods 4. Maintain stocks
5. Provide post sale services	<ol style="list-style-type: none"> 1. Receive customer feedback 2. Attend to customer's complaints
6. Perform digital marketing	<ol style="list-style-type: none"> 1. Provide online services 2. Attend to customers

UNIT TITLE : Maintain workplace and professionalism

DESCRIPTOR : This unit covers the competencies required to maintain workplace and exhibit professionalism following safety at all times.

CODE : 5211-U1-L2

ELEMENTS OF COMPETENCE	PERFORMANCE CRITERIA
1. Exhibit workplace professionalism	1.1 Maintain personal health and hygiene as per the job requirement following standard procedures 1.2 Maintain smart outlook as per the standard procedures 1.3 Maintain proper dress code as per the job requirement following standard procedures 1.4 Exhibit personal grooming as per the job requirement following standard procedures
2. Check workplace safety	2.1 Select and use Personal Protective Equipment as per the job requirement 2.2 Check and report the functioning of security systems as per the job requirement following establishment procedures 2.3 Monitor and report suspicious or unusual occurrence in accordance with establishment procedures. 2.4 Check the safety of electrical appliances as per the establishment procedures 2.5 Check fire safety and take necessary action as per the establishment procedures 2.6 Check safety signs and signage as per the establishment procedures

<p>3. Perform cleaning</p>	<p>3.1 Select and use cleaning tools and equipment as per the job requirement</p> <p>3.2 Select and use required cleaning materials as per the job requirements.</p> <p>3.3 Clean and maintain workplace to required standard as per the job requirements.</p>
<p>4. Perform re-arrangement of goods</p>	<p>4.1 Check the area to be re-arranged as per the display standard</p> <p>4.2 Inspect the visual merchandise set up for display as per the establishment procedures</p> <p>4.3 Perform re-arrangement of goods as per the establishment procedures</p>

RANGE STATEMENT	
Safety signs and signage may include but not limited to:	
<ul style="list-style-type: none"> ● Exit and entry sign ● Wet floor 	<ul style="list-style-type: none"> ● Directives ● Evacuation plan
Smart outlook may include but not limited to:	
<ul style="list-style-type: none"> ● Neat and tidy hair ● Clean nails 	<ul style="list-style-type: none"> ● Mild perfume
Dress code may include but not limited to:	
<ul style="list-style-type: none"> ● Minimal ornaments/ jewelries ● Comfortable footwear 	<ul style="list-style-type: none"> ● Formal dress
Personal protective equipment (PPE) may include but not limited to:	
<ul style="list-style-type: none"> ● Hand gloves ● Work dress 	<ul style="list-style-type: none"> ● Safety shoes ● Safety goggles
Cleaning materials may include but not limited to:	
<ul style="list-style-type: none"> ● Wet towel, 	<ul style="list-style-type: none"> ● Air freshener

<ul style="list-style-type: none"> • Detergents, 	
Cleaning tools and equipment may include but not limited to:	
<ul style="list-style-type: none"> • Mop • Duster 	<ul style="list-style-type: none"> • vacuum • Broom
Security system may include but not limited to:	
<ul style="list-style-type: none"> • CCTV • Lock 	<ul style="list-style-type: none"> • Safe box • Alarm
Critical Aspects:	
<ul style="list-style-type: none"> • Demonstration of occupational health and safety practices at workplace • Maintain clean workplace as per the job requirement following standard procedures 	

UNDERPINNING KNOWLEDGE	UNDERPINNING SKILLS
<ul style="list-style-type: none"> • Ethics and Integrity • Occupational Health and safety regulations • Food safety regulations • Product shelf life • Product knowledge • Market trends • 5s principles • Basic accounting • Tax Act • Types of detergents and its uses 	<ul style="list-style-type: none"> • Team work • Communication • Time management • Planning • Problem solving

UNIT TITLE : Provide customer services

DESCRIPTOR : This unit covers the competencies required to provide customer care and services following safety at all times.

CODE : 5211-U2-L2

ELEMENTS OF COMPETENCE	PERFORMANCE CRITERIA
1. Attend to customer	1.1 Greet the customer following the standard procedures 1.2 Identify the customer need as per the job requirement following standard procedures. 1.3 Provide prompt service to the customer as per the customer's demand 1.4 Explain the customer on the products following standard procedures 1.5 Record customer details as per the job requirements.
2. Provide special needs	2.1 Take customize orders as per the customer's requirements. 2.2 Ensure timely delivery of the orders as per the job requirements. 2.3 Provide home delivery service as per the customers demand following establishment procedures. 2.4 Provide credit facilities as per the establishment policy 2.5 Provide mode of payment options as per the establishment procedures

RANGE STATEMENT

Critical Aspects:

- Demonstration of occupational health and safety practices at workplace
- Provide customer care and services as per the job requirement following standard procedures

UNDERPINNING KNOWLEDGE

- Ethics and Integrity
- Occupational Health and safety regulations
- Product knowledge
- Market trends
- 5s principles
- Basic banking knowledge
- Market rate
- Basic tax policy
- Customer protection rules and regulations

UNDERPINNING SKILLS

- Team work
- Communication
- Time management
- Patience
- Problem solving
- Coordination

UNIT TITLE : Perform daily sales and transaction

DESCRIPTOR : This unit covers the competencies required to perform sales and transaction in different set ups following standard procedures.

CODE : 5211-U3-L2

ELEMENTS OF COMPETENCE	PERFORMANCE CRITERIA
1. Process sales	1.1 Apply OPEN tool as per the standard procedures 1.2 Refer customers promptly to appropriate area as per the job requirement. 1.3 Provide clear information on product and services where necessary following standard procedures. 1.4 Maintain contact with the customer until sale is completed following standard procedures. 1.5 Maximize sales encouraging the customer to make purchase decisions following standard procedures. 1.6 Attend to complaints courteously with positive attitude where necessary following standard procedures. 1.7 Record daily sales following standard procedures 1.8 Provide necessary documents as per the job requirements. 1.9 Pack goods neatly and effectively where necessary following standard procedures. 1.10 Acknowledge the customers as per the standard procedures.
2. Process payments	2.1 Process sale transactions following standard procedures

	<p>2.2 Process payments and returns / refunds made following standard procedures.</p> <p>2.3 Prepare bills as per the job requirements following standard procedures.</p> <p>2.4 Maintain the non-cash documents as per the establishment procedures.</p> <p>2.5 Maintain record of daily sales amount as per the establishment procedures</p> <p>2.6 Deposit/handover the daily sales amount as per the job requirements / establishment procedures.</p> <p>2.7 Follow up with the customer for credit, if necessary as per the job requirements.</p>
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RANGE STATEMENT	
OPEN tool includes:	
<ul style="list-style-type: none"> ● Open ● Probing 	<ul style="list-style-type: none"> ● Exposing ● Nail
Documents may include but not limited to:	
<ul style="list-style-type: none"> ● Cash memo ● Receipts 	<ul style="list-style-type: none"> ● Warranty card
Clear information may include but not limited to:	
<ul style="list-style-type: none"> ● Product features ● Product benefits 	<ul style="list-style-type: none"> ● Use and safety requirements
Pack goods may include but not limited to:	
<ul style="list-style-type: none"> ● Box ● bag 	<ul style="list-style-type: none"> ● Paper
Sale transaction may include but not limited to:	

<ul style="list-style-type: none"> • POS • Cheque 	<ul style="list-style-type: none"> • Credit card • cash
Critical Aspects:	
<ul style="list-style-type: none"> • Demonstration of occupational health and safety practices at workplace • Perform daily sales and transactions as per the job requirement 	

UNDERPINNING KNOWLEDGE	UNDERPINNING SKILLS
<ul style="list-style-type: none"> • Ethics and Integrity • Occupational Health and safety regulations • Product knowledge • Market trends • 5s principles • Basic banking knowledge • Market rate • Basic tax policy • Basic accounting • Upselling and cross selling • Sale scheme • Product expiry dates 	<ul style="list-style-type: none"> • Team work • Communication • Time management • Planning • Coordination • Problem solving

UNIT TITLE : Maintain inventory of goods

DESCRIPTOR : This unit covers competencies required to maintain inventory of goods in different set up following safety at all times.

CODE : 5211-U4-L2

ELEMENTS OF COMPETENCE	PERFORMANCE CRITERIA
1. Prepare purchase order	1.1 Identify the safety stock in the stores as per the inventory 1.2 Identify the fast moving goods as per the sales record 1.3 Prepare the purchase order as per the establishment procedures
2. Receive incoming goods	2.1 Unpack goods using correct techniques and equipment. 2.2 Remove and dispose packing materials following standard procedures. 2.3 Check and validate the incoming stock against purchase orders and delivery documentation according to establishment policy. 2.4 <i>Inspect received goods</i> and take necessary actions as per the job requirements. 2.5 Arrange and store the goods as per the establishment procedures following standard procedures. 2.6 Complete goods received documentation as per the establishment procedures.
3. Display goods	3.1 Prepare display labels / tickets as per the job requirements following standard procedures. 3.2 Place and arrange price tags and labels followings standard procedures.

	<p>3.3 Place and arrange goods at allocated locations followings standards procedures.</p> <p>3.4 Identify damaged, soiled or out of date stocks and take necessary actions as per the job requirements.</p> <p>3.5 Replenish stock where necessary followings standard procedures.</p>
4. Maintain stocks	<p>4.1 Rotate stock routinely as per the job requirements.</p> <p>4.2 Stock shelves as per the job requirements following standard procedures</p> <p>4.3 Record discrepancies in stock and report to relevant personnel as per the establishment procedures</p> <p>4.4 Dispose excess / expired stock in accordance with establishment procedures and legislative requirements</p> <p>4.5 Update stock records and brief the relevant personnel as per the establishment procedures.</p>

RANGE STATEMENT	
Inspect received goods may include but not limited to:	
<ul style="list-style-type: none"> ● Damage ● Quality 	<ul style="list-style-type: none"> ● Expiry date ● Discrepancy
Critical Aspects:	
<ul style="list-style-type: none"> ● Demonstration of occupational health and safety practices at workplace ● Maintain inventory of goods following the standard procedures 	

UNDERPINNING KNOWLEDGE	UNDERPINNING SKILLS
<ul style="list-style-type: none"> ● Ethics and Integrity ● Occupational Health and safety regulations ● Product knowledge ● Market trends ● 5s principles ● Basic banking knowledge ● Market rate ● Basic tax policy ● Food safety regulations ● Basic accounting ● Upselling and cross selling ● Basic inventory management 	<ul style="list-style-type: none"> ● Team work ● Communication ● Time management ● Problem solving

UNIT TITLE : Provide post sale services

DESCRIPTOR : This unit covers the competencies required to carry out post sale services following standard procedures

CODE : 5211-U5-L2

ELEMENTS OF COMPETENCE	PERFORMANCE CRITERIA
1. Receive customer feedback	1.1 Attend to customer's feedback as per the standard procedures 1.2 Collect the feedback as per the establishment procedures 1.3 Analyze the feedback as per the establishment procedures 1.4 Report the findings to the concerned personnel as per the establishment procedures
2. Attend to customer's complaints	2.1 Pay attention to customer's complaint as per the standard procedures 2.2 Identify the nature of complaint as per the standard procedures 2.3 Explain the situation as per the establishment procedures 2.4 Work out the solutions as per the establishment procedures 2.5 Report to concerned personnel as per the establishment procedures

RANGE STATEMENT
Critical Aspects:
<ul style="list-style-type: none"> ● Demonstration of occupational health and safety practices at workplace ● Provide post sale services following standard procedures

UNDERPINNING KNOWLEDGE	UNDERPINNING SKILLS
<ul style="list-style-type: none"> ● Ethics and Integrity ● Occupational Health and safety regulations ● Product knowledge ● Market trends ● 5s principles ● Basic banking knowledge ● Market rate ● Basic tax policy ● Basic accounting ● Upselling and cross selling ● Basic inventory management 	<ul style="list-style-type: none"> ● Team work ● Communication ● Time management ● Flexibility ● Accountability ● Negotiation ● Analytical ● Problem solving

UNIT TITLE : Perform digital marketing

DESCRIPTOR : This unit covers the competencies required to perform digital marketing and provide services to customer as per the job requirement.

CODE : 5211-U6-L2

ELEMENTS OF COMPETENCE	PERFORMANCE CRITERIA
1. Provide online services	1.1 Identify channels of online marketing as per the establishment procedures 1.2 Create online service profile/website/app as per the establishment procedures 1.3 Create ad-content as per the establishment procedures 1.4 Publish online as per the establishment procedures
2. Attend to customer	2.1 Greet the customer as per the establishment procedures 2.2 Provide response promptly as per the establishment procedures 2.3 Provide clear information about the products as per the establishment procedures 2.4 Acknowledge the customers as per the establishment procedures

RANGE STATEMENT
Critical Aspects:
<ul style="list-style-type: none">● Demonstration of occupational health and safety practices at workplace● Perform digital marketing as per the job requirement

UNDERPINNING KNOWLEDGE	UNDERPINNING SKILLS
<ul style="list-style-type: none"> ● Ethics and Integrity ● Occupational Health and safety regulations ● Product knowledge ● Market trends ● 5s principles ● Basic banking knowledge ● Market rate ● Basic tax policy ● Basic accounting ● Upselling and cross selling ● Basic inventory management ● Relevant rules and regulation ● Digital marketing rules and regulations ● Digital marketing 	<ul style="list-style-type: none"> ● Team work ● Communication ● Time management ● Flexibility ● Accountability ● Negotiation ● Analytical ● Problem solving

ANNEXURE

A. National Competency Standards (NCS)

The National Competency Standards specify the skill, knowledge and attitudes applied to a particular occupation. Standards also specify the standards or criteria of performance of a competent worker and the various contexts in which work may take place. Standards provide explicit advice to assessors regarding the skill and knowledge to be demonstrated by candidates seeking formal recognition either following training or through work experience.

Purpose of National Competency Standards

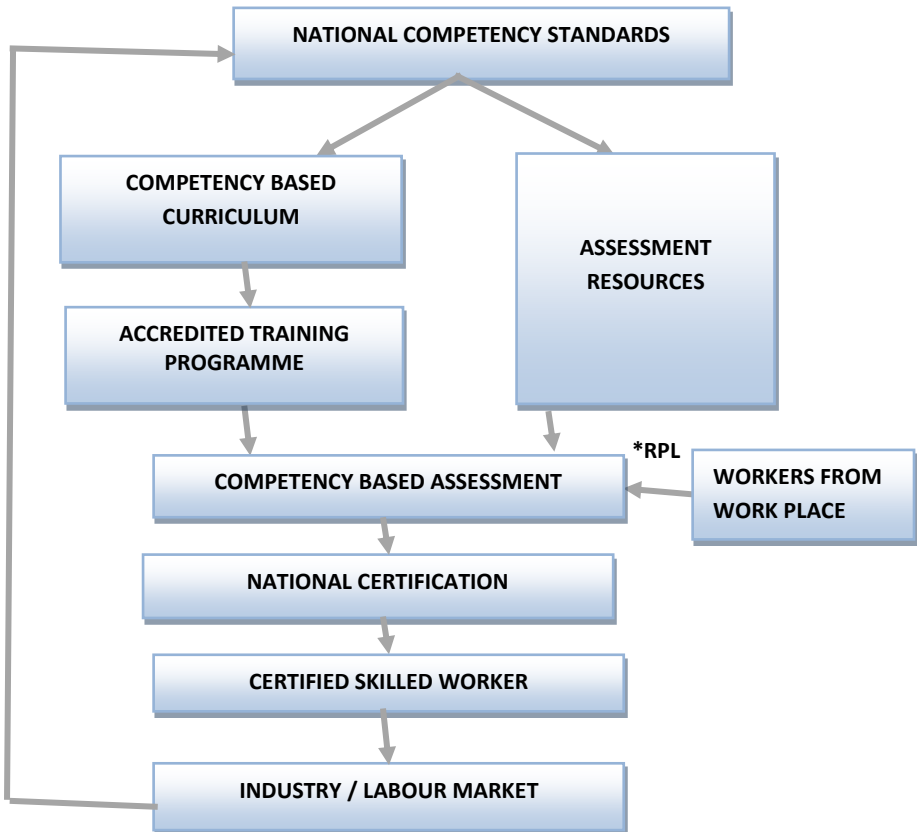
National Competency Standards serve a number of purposes including:

- Providing advice to curriculum developers about the competencies to be included in curriculum.
- Providing specifications to assessment resource developers about the competencies within an occupation to be demonstrated by candidates.
- Providing advice to industry/employers about job functions, which in turn can be used for the development of job descriptions, performance appraisal systems and work flow analysis.

B. Bhutan Vocational Qualifications Framework (BVQF)

Bhutan Vocational Qualifications Framework is an agreed system of Assessing, Certifying and Monitoring nationally recognized qualifications for all learning in the TVET sector against national competency standards, in training institutions, in the workplace, in schools or anywhere where learning takes place.

Components of the Bhutan Vocational Qualifications Framework (BVQF)



* RPL = Recognition of Prior Learning

BVQF Levels

The Bhutan Vocational Qualifications Framework has three levels classified based on the competency of the skilled workers. The three levels are:

- National Certificate Level 3 (NC III)
- National Certificate Level 2 (NC II)
- National Certificate Level 1 (NC I)

BVQF Level Descriptors

The qualification levels are decided based on level descriptors. The detail of the qualification level descriptor is as follows:

National Certificate Level 1

Carry out processes that:	Learning demand:	Responsibilities which are applied:
<ul style="list-style-type: none">● Are narrow in range.● Are established and familiar.● Offer a clear choice of routine responses.● Involve some prioritizing of tasks from known solutions.	<ul style="list-style-type: none">● Basic operational knowledge and skill.● Utilization of basic available information.● Known solutions to familiar problems.● Little generation of new ideas.	<ul style="list-style-type: none">● In directed activity.● Under general supervision and quality control.● With some responsibility for quantity and quality.● With no responsibility for guiding others.

National Certificate Level 2

Carry out processes that:	Learning demand:	Responsibilities which are applied:
<ul style="list-style-type: none"> ● Require a range of well-developed skills. ● Offer a significant choice of procedures requiring prioritization. ● Are employed within a range of familiar context. 	<ul style="list-style-type: none"> ● Some relevant theoretical knowledge. ● Interpretation of available information. ● Discretion and judgments. ● A range of known responses to familiar problems 	<ul style="list-style-type: none"> ● In directed activity with some autonomy. ● Under general supervision and quality checking. ● With significant responsibility for the quantity and quality of output. ● With some possible responsibility for the output of others.

National Certificate Level 3

Carry out processes that:	Learning demand:	Responsibilities which are applied:
<ul style="list-style-type: none"> ● Requires a wide range of technical or scholastic skills. ● Offer a considerable choice of procedures requiring prioritization to achieve optimum outcomes. ● Are employed in a variety of familiar and unfamiliar contexts. 	<ul style="list-style-type: none"> ● A broad knowledge base which incorporates some theoretical concepts. ● Analytical interpretation of information. ● Informed judgment. ● A range of sometimes innovative responses to concrete but often unfamiliar problems. 	<ul style="list-style-type: none"> ● In self-directed activity. ● Under broad guidance and evaluation. ● With complete responsibility for quantity and quality of output. ● With possible responsibility for the output of others.

CODING USED FOR NATIONAL COMPETENCY STANDARDS

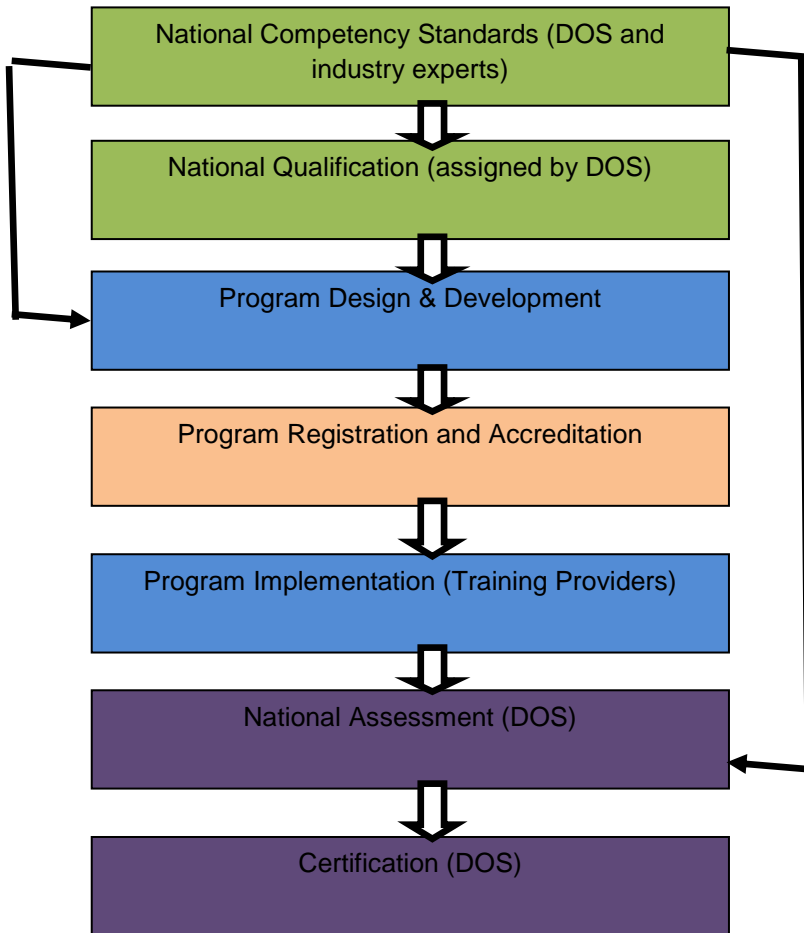
The coding and classification system developed in Bhutan is logical, easy to use, and also aligned with international best practices. The Bhutanese coding and classification system is based on the International Standard Classification of Occupations, 2008 (ISCO-08) developed by the International Labour Organisation (ILO).

The coding of the national competency standards forms the basis of the identification code for the Vocational Education and Training Management Information System (VET – MIS) both in terms of economic sector identification and that of the individual standard.

Coding the individual units of competency standard is to identify the level in qualification packages to which it belongs.

While packaging, in order to follow a logical order, only competency standards related to each other and following a logical sequence in terms of training delivery, from the simple to the complex, are clustered into a qualification packages.

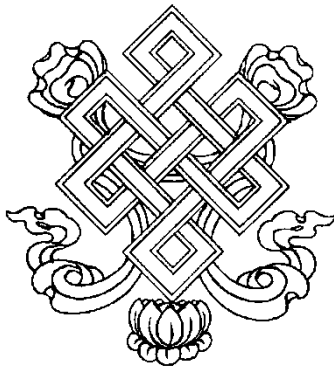
Implementation and Operational Procedures for National Competency Standards



Key:

MoLHR – Ministry of Labour and Human Resources

DOS – Department of Occupational Standards



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