

Assessment Evidence Guide
for
Sales Officer (Retail)
Level-3
(Summative)



**National Vocational & Technical
Training Commission**

Instruction Sheet for the Candidate

Title of Qualification: Certificate in Retail Operations Management (Sales Officer-Retail)	CS Code:	Level: 3	Version: 1
Competency Standard Title: Provide Customer Services Prepare Inventory Requirements & reports Perform Retail Finance Manage Omi-Chanel Communicate at workplace Operate digital media technology Manage staff Develop workplace documents	Assessment Date (DD/MM/YY): Time :5 hours		

Candidate Details	Name: Registration/Roll Number:
Guidance for Candidate	To meet this standard, you are required to complete the following tasks within 5 hours (for practical demonstration & assessment): Assessment Task 1: Candidate is required to prepare purchase requisition on given format as per scenario in Annexure A as per instruction given by assessor. Assessment Task 2: Candidate is required to prepare petty cash book as per details given in Annexure B as per instruction given by assessor. Assessment Task 3: Candidate is required to prepare on-line order status report as per given scenario in Annexure C as per instruction given by assessor. Assessment Task 4: Candidate is required to perform a role play to deal a customer complaint as a customer service representative according to assessor given scenario in Annexure D. as per instruction given by assessor. And complete: Knowledge assessment test (Written or Oral) Portfolios at the time of assessment
Minimum Evidence Required	During a practical assessment, under observation by an assessor, you will complete: Assessment Task 1: Performance Criteria 1: Identify product requirement for store Performance Criteria 2: Make purchase requisition as per store polices Performance Criteria 3: Submit purchase requisition as per store polices Performance Criteria 4: Communicate verbally and non-verbally using professionalism

	Assessment Task 2: Performance Criteria 1: Check petty cash claims for approval, accuracy and authenticity before processing. Performance Criteria 2: Pass petty cash transactions on petty cash book as per instructions given by assessor Performance Criteria 3: Balance transactions as per store policy and procedures Performance Criteria 4: Resolve noted irregularities in petty cash claim from concern persons. Performance Criteria 5: Process petty cash transactions as store policies Performance Criteria 6: Record petty cash transactions as per store procedures Performance Criteria 7: Use various media to communicate effectively.
	Assessment Task 3: Performance Criteria 1: Authenticate customer and order details. Performance Criteria 2: Communicate delivery pickup time to dispatch team/partner Performance Criteria 3: Arrange pick up from delivery services provider of order Performance Criteria 4: Follow-up customer complaints and its resolution Performance Criteria 5: Communication with other departments.
	Assessment Task 4: Performance Criteria 1: Record customer's complaints attentively. Performance Criteria 2: Use simple, clear and assertive language during interaction Performance Criteria 3: Gather information about customer's demands & needs Performance Criteria 4: Identify customer complaint type/nature by active listening & questioning Performance Criteria 5: Provide solutions for complaint Performance Criteria 6: Handle customer & his complaint with sensitivity, courteously and with discretion Performance Criteria 7: Resolve customer complaint Performance Criteria 8: Ensure customer satisfaction during resolution of complaint Performance Criteria 9: Communicate within a department for successful interaction

	Portfolio Description Folder includes evidence of digital media technology Performance Criteria 1: Select an appropriate digital media package to meet design brief requirements Performance Criteria 2: Evaluate design for creative, dramatic and technical quality, file size, and suitability to meet the brief Performance Criteria 3: Test and run any incorporated graphics, video or sound as part of a digital media presentation and present designs in the appropriate format Performance Criteria 4: Review final product against design brief
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Continued on following page

Assessors Judgment Guide

Assessors Judgment Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name: Registration/Roll Number: Candidate Signature:.....
Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor: Assessor's code: Signature of the Assessor:.....

Assessment Summary (to be filled by the assessor)							
Activity	Method					Result	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✓		✓		
Knowledge Assessment	✓	✓					
Other Requirement				✓			

Observation Checklist			
Each Assessment Task (with performance criteria)			
Assessment Task 1		Description of assessment task 1 Prepare purchase requisition on given format as per scenario in Annexure A as per instruction given by assessor.	
During the practical assessment, candidate demonstrated the following:		Yes	No
1.	Identify product requirement for store		
2.	Make purchase requisition as per store policies		
3.	Submit purchase requisition as per store policies		
4.	Communicate verbally and non-verbally using professionalism		
Competent ☐		Not Yet Competent ☐	

Assessment Task 2		Description of assessment task 2 Prepare petty cash book as per details given in Annexure B as per instruction given by assessor.	
During the practical assessment, candidate demonstrated the following:			No
1.	Check petty cash claims for approval, accuracy and authenticity before processing.		
2.	Pass petty cash transactions on petty cash book as per instructions given my assessor		
3.	Balance transactions as per store policy and procedures		
4.	Resolve noted irregularities in petty cash claim from concern persons.		
5.	Process petty cash transactions as story policies		
6.	Record petty cash transactions as per store procedures		
7.	Use various media to communicate effectively.		
Competent ☐		Not Yet Competent ☐	

Assessment Task 3		Description of assessment task 3 Prepare on-line order status report as per given scenario in Annexure C as per instruction given by assessor.		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Authenticate customer and order details.			
2.	Communicate delivery pickup time to dispatch team/partner			
3.	Arrange pick up from delivery services provider of order			
4.	Follow-up customer complaints and its resolution			
5.	Communication with other departments.			
Competent ☐		Not Yet Competent ☐		

Assessment Task 4		Description of assessment task 4 Perform a role play to deal a customer complaint as a customer service representative according to assessor given scenario in Annexure D. as per instruction given by assessor.		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Record customer's complaints attentively.			
2.	Use simple, clear and assertive language during interaction			
3.	Gather information about customer's demands & needs			
4.	Identify customer complain type/nature by active listening & questioning			
5.	Provide solutions for complaint			
6.	Handle customer & his complain with sensitively, courteously and with discretions			
7.	Resolve customer complaint			
8.	Ensure customer satisfaction during resolution of complaint			
9.	Communicate within a department for successful interaction			
Competent ☐		Not Yet Competent ☐		

Portfolio (if any)		Description of portfolio Folder includes evidence of digital media technology		
Current ☐ Sufficient ☐ Authentic ☐ Valid ☐ Reliable ☐				
Portfolio meet the following performance standards:		Yes	No	Remarks
1.	Select an appropriate digital media package to meet design brief requirements			
2.	Evaluate design for creative, dramatic and technical quality, file size, and suitability to meet the brief			
3.	Test and run any incorporated graphics, video or sound as part of a digital media presentation and present designs in the appropriate format			
4.	Review final product against design brief			
Competent ☐		Not Yet Competent ☐		

Annexure A

You are working in a small retail store as a section manager your store has a policy of maintaining following minimum stocks, otherwise purchase requisition will be raised.

S.no	ITEMS	Minimum Qty
1.	LIQUID SOAP (100ML)	100 UNITS
2.	TISSUE BOX	150 UNITS
3.	TISSUE ROLL (1*6)	50 PACKS
4.	PAPER CUPS (1*100)	50 PACKS
5.	CHOCLATE 50 GRAMS BAR	100 Boxes

Currently your store has following stock in hand.

S.no	ITEMS	QUANTITY REQUIRED
1.	LIQUID SOAP (100ML)	100 UNITS
2.	TISSUE BOX	100 UNITS
3.	TISSUE ROLL (1*6)	100 PACKS
4.	PAPER CUPS (1*100)	50 PACKS
5.	CHOCLATE 50 GRAMS BAR	200 UNITS

Following is the delivery lead time of products

S.no	ITEMS	Lead Time
1.	LIQUID SOAP (100ML)	5 Days
2.	TISSUE BOX	3 Days
3.	TISSUE ROLL (1*6)	3 Days
4.	PAPER CUPS (1*100)	3 Days
5.	CHOCLATE 50 GRAMS BAR	7 Days

Following is your store per days sales of the products

S.no	ITEMS	Sales per day
1.	LIQUID SOAP (100ML)	10 UNITS
2.	TISSUE BOX	10 UNITS

3.	TISSUE ROLL (1*6)	20 PACKS
4.	PAPER CUPS (1*100)	5 PACKS
5.	CHOCLATE 50 GRAMS BAR	20 UNITS

Annexure B

Prepare petty cash book from the following transactions. The opening amount is Rs. 2,000

2019 January

Date	Details	Amount
1	Paid cartage for furniture	1500
2	Paid for furniture	10000
2	Cash withdrawl for petty cash	15000
3	Paid for tender courier	350
4	Paid for employees refreshment	1000
6	Paid for sample courier	550
8	Paid for customer refreshment	300
10	Paid for cartage	350
15	Paid for stationery	250
18	Paid for advance to employee	5000
20	Paid commission to employee	5000
22	Paid for postage stamps	100
25	Paid for customer refreshment	500
27	Paid taxi fare for meeting	350
29	Paid for furniture repair	1500
30	Paid for miscellaneous expense	115
31	Paid for A/C repair	2500

Annexure C

You are working in Deliverymygift.com which is gift delivering services website. They delivery gift to throughout the Pakistan from their warehouse in Karachi. They accept all type of mode of payments for transaction. They have divided cities in to four zones. They offer customer to mention when they required delivery. Only Karachi order can be delivered with 12 Hours delivery time. Other cities has minimum 48 Hours delivery time. Following is the details

Rank	City	Province	Zone
1	Lahore	Punjab	B
2	Faisalabad	Punjab	B
3	Rawalpindi	Punjab	B
4	Gujranwala	Punjab	B
5	Peshawar	Khyber Pakhtunkhwa	C
6	Multan	Punjab	B
7	Hyderabad	Sindh	B
8	Islamabad	Islamabad	C
9	Quetta	Balochistan	D
10	Bahawalpur	Punjab	B
11	Sargodha	Punjab	B
12	Sialkot	Punjab	B
13	Sukkur	Sindh	A
14	Larkana	Sindh	A
15	Sheikhupura	Punjab	B
16	Rahim Yar Khan	Punjab	B
17	Jhang	Punjab	B
18	Dera Ghazi Khan	Punjab	B
19	Gujrat	Punjab	B
20	Sahiwal	Punjab	B
21	Wah Cantonment	Punjab	B
22	Mardan	Khyber Pakhtunkhwa	C
23	Kasur	Punjab	B
24	Okara	Punjab	B
25	Mingora	Khyber Pakhtunkhwa	C
26	Nawabshah	Sindh	A
27	Chiniot	Punjab	B
28	Kotri	Sindh	A
29	Kāmoke	Punjab	B
30	Hafizabad	Punjab	B
31	Sadiqabad	Punjab	B
32	Mirpur Khas	Sindh	A
33	Burewala	Punjab	B
34	Kohat	Khyber Pakhtunkhwa	C
35	Khanewal	Punjab	B
36	Dera Ismail Khan	Khyber Pakhtunkhwa	C

37	Turbat	Balochistan	D
38	Muzaffargarh	Punjab	B
39	Abbotabad	Khyber Pakhtunkhwa	D
40	Mandi Bahauddin	Punjab	B
41	Shikarpur	Sindh	A
42	Jacobabad	Sindh	A
43	Jhelum	Punjab	B
44	Khanpur	Punjab	B
45	Khairpur	Sindh	A
46	Khuzdar	Balochistan	D
47	Pakpattan	Punjab	B
48	Hub	Balochistan	D
49	Daska	Punjab	B
50	Gojra	Punjab	B
51	Dadu	Sindh	A
52	Muridke	Punjab	B
53	Bahawalnagar	Punjab	B
54	Samundri	Punjab	B
55	Tando Allahyar	Sindh	A
56	Tando Adam	Sindh	A
57	Jaranwala	Punjab	B
58	Chishtian	Punjab	B
59	Attock	Punjab	B
60	Vehari	Punjab	B
61	Kot Abdul Malik	Punjab	B
62	Ferozwala	Punjab	B
63	Gwadar	Balochistan	D
64	Chakwal	Punjab	B
65	Gujranwala Cantonment	Punjab	B
66	Kamalia	Punjab	B
67	Umerkot	Sindh	A
68	Ahmedpur East	Punjab	B
69	Kot Addu	Punjab	B
70	Wazirabad	Punjab	B
71	Mansehra	Khyber Pakhtunkhwa	C
72	Layyah	Punjab	B
73	Swabi	Khyber Pakhtunkhwa	C
74	Chaman	Balochistan	D
75	Taxila	Punjab	B
76	Nowshera	Khyber Pakhtunkhwa	C
77	Khushab	Punjab	B
78	Shahdadkot	Sindh	A
79	Mianwali	Punjab	B
80	Kabal	Khyber Pakhtunkhwa	C
81	Lodhran	Punjab	B
82	Hasilpur	Punjab	B

83	Charsadda	Khyber Pakhtunkhwa	C
84	Bhakkar	Punjab	B
85	Badin	Sindh	A
86	Arif Wala	Punjab	B
87	Ghotki	Sindh	A
88	Sambrial	Punjab	B
89	Jatoi	Punjab	B
90	Haroonabad	Punjab	B
91	Daharki	Sindh	A
92	Narowal	Punjab	B
93	Tando Muhammad Khan	Sindh	A
94	Kamber Ali Khan	Sindh	A
95	Mirpur Mathelo	Sindh	A
96	Kandhkot	Sindh	A
97	Bhalwal	Punjab	B

For better order delivery they have selected three shipping partners depending on their expertise of services. All Karachi deliveries are made through company's riders. Following are the details about logistic partner.

Company	Services	Zone	Remarks	Delivery Time
Transco	Overnight	A, B,C,D	Only for COD Less than 10Kgs	24 Hours
NTS	Overland,	A,B	Other than COD payment Leverage in Lead Time Size of parcel is above 15KG	3-4 Days
MTS Courier	Overnight	B,C,D	Other than COD payment Less than 15kg parcel	24-36 Hours

They have received multiple orders then order details as follows

1. On 21st Oct, 2018, Mr. Moiz has ordered microwave oven that has to be delivered at House No. A-90, Street # 10, Phase IV, DHA, Lahore with 10 days delivery time. Paid through Credit Card.
2. On 23rd Oct, 2018. Mrs. Naseema has ordered Leather Wallet Gift set that has to be delivered at House No. A-19, G10, Islamabad with delivery on 27th Oct, 2018. Paid through Credit Card
3. On 23st Oct, 2018, Mr. Hammad has ordered ST make up gift box that has to be delivered at House No. 1J, Block 6, P.E.C.H.S, Karachi. COD is payment term.
4. On 25st Oct, 2018, Mr. Mujtaba has order LED Monitor that has to be delivered at House No. 90, Circuit House, Kachari Road, Sukkur. Paid through Credit Card
5. On 25st Oct, 2018, Mr. Arsalan has ordered Doll House that has to be delivered at Flat 901, Building No. A, Al Khair Apartment, Shahed e Millat Road, Karachi payment mode is COD.
6. On 25st Oct, 2018, Mr. Habib has ordered Remote Control Car that has to be delivered at 55-C, Near DC office, Sahiwal. payment mode is COD.
7. On 26st Oct, 2018, Mr. Shakeel has ordered Dona Doll set that has to be delivered at House 10, Circuit House Road, Peshawar. Payment mode is Credit Card.
8. On 26st Oct, 2018, Mr. Jawad has ordered Mechano Set that has to be delivered at House 101, Army Housing Society, Multan Cantt. Payment mode is Credit Card.

Annexure D

You have had a very long day handling different types of customers. You are about to take rest suddenly an angry client stepped in and started complaining about the shaver, he bought from your outlet. Knowing that product is not faulty, you take a deep breath and start out to deal him. When he shows you the shaver he bought, you find that he didn't set machine as per his requirement to achieve desired shave. If he had simply read the directions, he would have been able to figure this out for himself.

How do you deal with this customer?

Purchase Requisition

NO. _____ DATE _____

PURCHASING DEPARTMENT

Please purchase the following named items:

INDICATE SOURCE OF SUPPLY IF KNOWN:

1	QUANTITY	NUMBER	DESCRIPTION
2			
3			
4			
5			
6			
7			
8			
9			
10			

PURPOSE OR USE

WHEN WANTED _____

TO BE FILLED IN BY PURCHASING DEPT.

DATE ORDERED _____ ORDER NO. _____

FROM _____

CTOPS 32431

FOR _____ DEPT. _____

APPROVED _____

01-11

Format B

S No.	Order Date	Client Name	Delivery Address	Mode of payment	Shipper	Order Status

Signature

Knowledge Assessment

Title of Qualification: Certificate in Retail Operations Management (Sales Officer - Retail)	CS Code:	Level: 03	Version: 01
Competency Standard Title: Provide Customer Services Prepare Inventory Requirements & reports Perform Retail Finance Manage Omi-Chanel Communicate at workplace Operate digital media technology Manage staff Develop workplace documents	Assessment Date (DD/MM/YY): Assessment Time: 30 min		

Guidance for Candidate	To complete your assessment for this Competency Standard, you need to answer the questions on the following pages successfully.
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Candidate Details	Name: Registration/Roll Number: Candidate Signature:.....
Written Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor: Assessor's code: Signature of the Assessor:.....

Question	Candidate's answer
Answer these questions.	
1. How do you properly provide customer service?	
2. How do you manage staff efficiently?	
3. How to write an inventory report	
4. What do you mean by Omni-channel?	

ANSWER KEY

Sr. No	Candidate's answer
1.	✓ know what your customers consider to be good customer service. ✓ take the time to find out customers' expectations. ✓ follow up on both positive and negative feedback you receive. ✓ ensure that you consider customer service in all aspects of your business
2.	✓ Hire the best. ✓ Measure the performance of employees regularly. ✓ Communicating openly is key. ✓ Encourage employees to share their opinions. ✓ Set clear goals. ✓ Reward hard work. ✓ Ensure that employees enjoy working.
3.	Create a column for inventory items. Similar to an inventory sheet template, create a list of items in your inventory using a vertical column. Create a column for descriptions. Assign a price to each item. Create a column for remaining stock. Select a time frame.
4.	It is a multichannel approach to sales that seeks to provide customers with a seamless shopping experience, whether they're shopping online from a desktop or mobile device, by telephone, or in a brick-and-mortar store.