

# Sales Associate

## Certificate

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### Program Objective

The Sales Associate program provides students with the sales skills necessary to meet the demands of today's retail business. This program is designed to engage students in basic sales training giving them a good start in any sales position. Career advancement is possible if the student demonstrates interest and has aptitude.

### Program Notes

Tuition fees include all materials and student manuals. Financial assistance may be available for those who qualify.

Graduate requirements: Students must maintain a 75% program average to obtain a certificate.

### Method of Delivery

Integrated Learning™ System training facilitated by Academy of Learning College facilitators.

### Career Opportunities

Sales Associates sell, rent or lease a range of technical and non-technical goods and services directly to consumers. Job titles include: audio equipment salesperson, automobile salesperson, car rental agent, clothing salesperson, computer salesperson – retail, counter clerk – retail, department store clerk, furniture salesperson, hardware store clerk, jewelry salesperson, retail sales associate, retail sales clerk, retail salesperson.

### Duties and Responsibilities

- Greet customers; and discuss merchandise or services sought for purchase, rental or lease
- Advise customers on use and care of merchandise
- Estimate or quote prices and terms, and prepare contracts; accept payments
- Assist in display of merchandise and maintain sales records
- Operate computerized inventory record keeping and re-ordering systems
- Achieve sales targets

### Admission Requirements

Grade 12 or equivalent or Mature Student Status.

Courses are open to any applicant who possesses a good command of the English language and is able to follow instructions.

An admissions interview will be administered to determine if the applicant has the required interest, motivation, and entry-level skills to take this program.

Full-time students must attend the required hours per week as per the course schedule and may do so at times convenient to them.

### Personal Attributes Required

- Ability to work independently and as part of a team; ability to work under pressure
- Strong communication and customer service skills
- Ability to understand documents (equipment manuals, etc.), problem-solve
- Excellent numeracy skills and ability to work quickly and accurately with computers
- Highly motivated

### Competencies upon Completion

#### CORE COURSES

- **Keyboarding**  
Minimum 25 words per minute (WPM)
- **Operating Systems**  
Basic level of proficiency in a Windows operating system
- **Word Processing**  
Basic level of proficiency in Microsoft Word
- **Business Skills**  
Customer Service Essentials, Business Verbal Communication, Marketing and Sales, Business in the Digital Age, Business Math, Business Negotiations and Contracts, and Principles of Selling
- **Simulations and Drills**  
Practical Applications – 1 Unit
- **Job Readiness/Employability Skills**  
Job Search and Resume Writing