

Client Communication and Sales Excellence

1. Overview

This practical and interactive programme is designed for sales professionals, team leaders, and service staff who want to strengthen their confidence and effectiveness in client interactions. Participants will develop advanced oral communication, presentation, and customer engagement skills essential for building relationships, delivering persuasive sales messages, and ensuring high service standards in competitive markets.

2. Programme Outcome:

- Communicate clearly and confidently in formal and informal sales situations
- Adapt language and communication strategies to meet diverse customer needs and contexts
- Deliver persuasive presentations of products, services, and ideas to individuals and groups
- Conduct structured meetings with professionalism and clarity
- Monitor customer satisfaction and recommend improvements based on real-time feedback

Qualification:	Certificate of Completion
Duration:	4-Months
Programme Type:	Category B – Workplace-Based Learning Programme
Programme ID:	PA0433
SAQA US:	119462, 119472, 242840, 242816, 242829
NQF Level:	4
Credits:	22
Entry Requirements:	Communication & Mathematical Literacy at NQF 3
Training Options:	Online - Each participant will receive training resources, which contains all programme materials and resources. Training is delivered fully online, and participants will join scheduled Microsoft Teams sessions facilitated by a trainer. This mode provides flexibility and allows learners to participate from any location. Face-to-Face - Each participant will receive training resources, which contains all programme materials and resources. Training is delivered through onsite contact sessions, either at the client's premises or providers campus, where a facilitator conducts the sessions in a classroom environment.
Minimum Participants Required:	(1) Online & (1) Face-to-face

3. Programme Content

- **(119462 US):** Engage in sustained oral/signed communication and evaluate spoken/signed texts
- **(119472 US):** Accommodate audience and context needs in oral/signed communication
- **(242840 US):** Make oral presentations
- **(242816 US):** Conduct a structured meeting
- **(242829 US):** Monitor the level of service to a range of customers

**A choice of leveraged programmes for any person,
At any level, in any department, of any company, in any industry.**

4. Topics

- **Module 1:** Mastering Confident Sales Conversations
- **Module 2:** Adapting Communication to Customer Needs
- **Module 3:** Delivering Impactful and Persuasive Presentations
- **Module 4:** Facilitating Efficient and Productive Sales Meetings
- **Module 5:** Enhancing Customer Experience and Service Standards

5. Assessments

This programme includes a Portfolio of Evidence (POE) that must be submitted at the end of the programme. The POE include:

- **Knowledge Assessments:** To evaluate theoretical understanding.
- **Practical Assignments:** Hands-on tasks related to course topics.
- **Workplace Assignments and Logbook:** Application of skills in real-world settings.

Successful participants will receive a certificate of completion.

6. Workplace-Based Learning Programme

This WLP is a fusion of academic learning and practical work. The learning is directly applied to the workplace by using client-based mentors and extensive workplace-based portfolio work and assignments. Apart from the obvious benefits of a workplace directed qualification, each WLP qualifies for recognition as a Category B Skills Programme in the Learning Matrix of the Amended BEE codes, which allows for the salaries of participants to be recognized as part of the Skills Development Expenditure.

We trust that the above is in order and look forward to hearing from you for Implementation