

Gurukul Educational And Research Institute

SHIKSHA SANKUL, SAHASTRADHARA ROAD, NEARBY IT PARK,
DEHRADUN, UTTARAKHAND PIN CODE - 248013



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Retail Sales Executive - Certificate Course

Course Duration: 6 Months / 12 Months

Eligibility: 10th / 12th Pass

Module 1: Introduction to Retail Industry

- Basics of Retail Sector
- Types of Retail Stores
- Roles & Responsibilities of Sales Executive

Module 2: Customer Service & Communication Skills

- Communication Skills
- Customer Handling Techniques
- Personality Development
- Complaint Handling

Module 3: Product Knowledge

- Understanding Product Categories
- Features & Benefits Explanation
- Upselling & Cross-Selling Techniques

Module 4: Billing & POS Operations

- Basics of Billing
- POS Machine Handling
- Cash Handling & Digital Payments

Module 5: Inventory & Store Management

- Stock Management Basics
- Visual Merchandising
- Store Display Techniques

Module 6: Sales Techniques

- Sales Process Steps
- Target Achievement Strategies
- Team Coordination

Module 7: Workplace Safety & Ethics • Workplace Discipline • Safety & Hygiene Standards • Professional Ethics **Assessment:** • Written Examination • Practical / Viva **Career Opportunities:** Retail Sales Executive, Store Assistant, Customer Service Executive, Billing Executive, Store Supervisor

Module 7: Workplace Safety & Ethics

- Workplace Discipline
- Safety & Hygiene Standards
- Professional Ethics

Assessment:

- Written Examination
- Practical / Viva

Career Opportunities:

Retail Sales Executive,
Store Assistant,
Customer Service Executive,
Billing Executive,
Store Supervisor

