

CUSTOMER MANAGEMENT IN THE FMCG SECTOR

CUSTOMER MANAGEMENT

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| CERTIFICATION | NQF 4 Further Education & Training Certificate: Marketing (SAQA registered qualification ID 59276 - Services SETA) |
| ENTRANCE REQUIREMENT | NQF 3 Communication, NQF 3 Mathematical Literacy, NQF 3 Computer Literacy |
| TARGET GROUP | Sales representatives |
| DURATION | Learners spend a total of 31 days in the classroom over a period of 12-18 months |

MODULES

- Business Communication
- Business Mathematics
- Business Administration
- Marketing Principles
- Customer Service
- Targets and Teamwork

WHY THIS LEARNERSHIP?

Learners will achieve:

A big picture appreciation of:

1

- The FMCG value chain
- Marketing and brand management
- Customers and consumers

Practical competence in:

2

- Setting sales targets
- Selling and negotiation
- Promotion techniques
- Optimising customer satisfaction
- Handling customer complaints

