

(029-C&M-04-01) DIPLOMA IN SALES AND RETAILING

Significance of the Diploma:

Sales and Retailing holds profound significance in today's competitive business landscape, serving as a gateway for individuals aspiring to excel in the dynamic realms of sales and retail. This program goes beyond theoretical knowledge, offering practical insights into effective sales strategies, customer relationship management, and the intricacies of retail operations. It equips students with the skills needed to navigate the ever-evolving consumer market, emphasizing the importance of customer satisfaction, market trends, and innovative sales techniques. Graduates emerge not only with a comprehensive understanding of sales psychology and retail management but also with a practical toolkit to drive business success. In a world where customer-centricity is paramount, this diploma empowers individuals to thrive in sales roles, contribute to retail innovation, and become valuable assets in a variety of industries.

Career Options:

- Sales Representative/Executive
- Customer Service Manager
- Visual Merchandiser
- Sales and Marketing Coordinator:
- Store Operations Supervisor
- Retail Training Specialist:
- Retail Sales Analyst

Course Objectives:

- To equip students with a comprehensive understanding of effective sales techniques, including prospecting, consultative selling, relationship building, and closing strategies.
- To enhance students' ability to meet sales targets and contribute to organizational success.
- To Develop proficiency in retail management, covering aspects such as inventory control, merchandising, store operations, and customer service.
- To enable students to effectively manage retail establishments and enhance the overall customer experience.

- To introduce students to cutting-edge technologies used in sales and retail, emphasizing the integration of digital tools, and data analytics to optimize operations, enhance customer engagement, and stay competitive in the digital age.

Outcomes of the Program:

- Can demonstrate a high level of proficiency in sales techniques, including prospecting, negotiation, relationship-building, and closing strategies, enabling them to excel in various sales roles.
- Possess the skills needed to effectively manage retail operations, including inventory control, visual merchandising, contributing to the success of retail establishments.
- Able to adapt to changing market trends, staying informed about emerging consumer preferences, and industry developments to ensure continued relevance and success in the sales and retail sector.
- Exhibit a commitment to ethical sales practices and professionalism. They will make decisions with integrity, uphold ethical standards, and contribute positively to the reputation of their organizations.
- Can work collaboratively within a retail team, understanding the importance of teamwork in achieving organizational goals.

Major Courses Outline:

1. Consumer Psychology
2. Sales Management
3. Promotion and Brand Management
4. Retail Store Operations
5. Merchandise Management
6. Visual Merchandise
7. Retail Communication
8. Strategic Retailing