

**SKILLS FRAMEWORK FOR THE RETAIL  
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE**

|                                    |  |                |  |                |                |                |
|------------------------------------|--|----------------|--|----------------|----------------|----------------|
| <b>TSC Category</b>                | Customer Experience  |                |  |                |                |                |
| <b>TSC</b>                         | Product Demonstration  |                |  |                |                |                |
| <b>TSC Description</b>             | Develop knowledge of the range and price of the organisation's products and services, as well as present and demonstrate the use and application of products and services to customers   |                |  |                |                |                |
| <b>TSC Proficiency Description</b> | <b>Level 1</b>   | <b>Level 2</b> | <b>Level 3</b>   | <b>Level 4</b> | <b>Level 5</b> | <b>Level 6</b> |
|                                    | <b>RET-CEX-1006-1.1</b>  |                | <b>RET-CEX-3006-1.1</b>  |                |                |                |
|                                    | Source, interpret and maintain current information on products and services and present and demonstrate the use and application of complex products and services to customers  |                | Explain product applications, benefits and features, evaluate recommended products with client as well as respond to client enquiries  |                |                |                |
| <b>Knowledge</b>                   | <ul style="list-style-type: none"> <li>• Importance of preparing well for product demonstrations</li> <li>• Logistic checklists for preparation of product demonstrations</li> <li>• Importance of ensuring technical requirements are met</li> <li>• Relevant documents used to aid in product demonstrations</li> <li>• Preparation of products for demonstration</li> <li>• Importance of complying with Consumer Protection (Fair Trading) Act</li> <li>• Organisational procedures for preparation of product demonstrations</li> <li>• Methods of presentation and demonstration of products to customers</li> <li>• Types of Information about products and services to be presented</li> <li>• Verbal and non-verbal communication skills used in product demonstrations</li> <li>• How to interact with customers using appropriate questioning techniques</li> </ul> |                | <ul style="list-style-type: none"> <li>• Logistic checklist for preparation of product demonstrations</li> <li>• Importance of ensuring technical requirements are met</li> <li>• Importance of complying with Consumer Protection (Fair Trading) Act</li> <li>• Types of Information about products and services to be presented</li> <li>• Verbal and non-verbal communication skills used in product demonstrations</li> <li>• How to interact with customers using appropriate questioning techniques</li> <li>• Types of customers' enquiries on products and services</li> <li>• Information on competitors' products and services</li> <li>• How to identify customer buying signals</li> <li>• Selling strategies</li> <li>• Organisational procedures on closing sales</li> <li>• Organisational security guidelines on securing balance stock</li> </ul> |                |                |                |
| <b>Abilities</b>                   | <ul style="list-style-type: none"> <li>• Check work areas to</li> </ul>  |                | <ul style="list-style-type: none"> <li>• Ensure sufficient stocks</li> </ul>   |                |                |                |

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|  | <p>ensure technical requirements for product demonstration are met</p> <ul style="list-style-type: none"> <li>• Prepare documents required to aid in product demonstrations</li> <li>• Prepare the product for demonstrations</li> <li>• Apply methods of product demonstrations</li> <li>• Present and demonstrate products to customers confidently</li> <li>• Use appropriate verbal and non-verbal communication when performing product demonstrations</li> <li>• Observe customers' verbal and non-verbal cues</li> <li>• Probe for customers' requirements with tact and diplomacy</li> </ul> |  | <p>are displayed for sale</p> <ul style="list-style-type: none"> <li>• Check work area to ensure technical requirements for product demonstrations are met</li> <li>• Encourage customers interactions with individuals and/or groups by using appropriate questioning techniques</li> <li>• Highlight the product features and benefits to encourage customer buy in</li> <li>• Take note of and address customers' queries and feedback on products and services appropriately</li> <li>• Apply selling strategies to close sale of products and services with customers</li> <li>• Advise customers of any follow up actions needed on products and services</li> <li>• Close sale of products and services</li> </ul> |  |  |  |
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