

## Certified Wholesale & Retail Manager (CWRM)<sup>™</sup>

### Course Outline



[www.gaqm.org](http://www.gaqm.org)

#### What Modules are covered?

##### Module 1 - Wholesale and Retail Operations

- Segment the wholesale and retail sector
- Identify the store's target market
- Explain the flow of stock and sales through a wholesale/retail operation
- The wholesale & retail business environment
- The concept of shrinkage and losses within a Wholesale and Retail environment
- Identify products and ranges within your store
- Identify product features and their benefits
- Post-purchase product care
- Explain customer behaviour
- Create positive customer perceptions
- Interact with customers
- Resolve customer complaints
- Establish the customer's need
- Offer products to customers
- Overcome customer objections
- Close the sale
- Describe organisational promotional strategy
- Build, ticket and dismantle promotional displays
- Maintain promotional displays

##### Module 2 – Business Communication

- Interact successfully with audience in oral communication
- Use strategies that capture and retain the interest of an audience
- Identify and respond to manipulative use of language
- Access and use suitable learning resources
- Use learning strategies
- Manage occupational learning materials
- Conduct basic research and analyse and present findings
- Function in a team
- Reflect on how characteristics of the workplace and occupational context affect learning
- Use a range of reading and/or viewing strategies to understand the literal meaning of specific texts.
- Use strategies for extracting implicit messages in texts
- Respond to selected texts in a manner appropriate to the context
- Explore and explain how language structures and features may influence a reader/viewer
- Write/sign for a specified audience and purpose.
- Use language structures and features to produce coherent and cohesive texts for a wide range of contexts
- Draft own writing/signing and edit to improve clarity and correctness

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