



## CUSTOMER MANAGEMENT IN THE FMCG SECTOR

# CUSTOMER MANAGEMENT

<b>CERTIFICATION</b>	NQF 4 Further Education & Training Certificate: Marketing (SAQA registered qualification ID 59276 - Services SETA)
<b>ENTRANCE REQUIREMENT</b>	NQF 3 Communication, NQF 3 Mathematical Literacy, NQF 3 Computer Literacy
<b>TARGET GROUP</b>	Sales representatives
<b>DURATION</b>	Learners spend a total of 32 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:

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**A big picture appreciation of:**

**1**

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

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**Practical competence in:**

**2**

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

