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**INDUSTRY STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

SB/T 10512.1-2008

**Technical competence requirement for basic posts in retail
industry. Sales
(English Translation)**

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5 Points total	
20 Points in total	

Foreword

Appendix A of this standard is an informative annex.

This standard is proposed and managed by the Ministry of Commerce of the People's Republic of China.

This standard is mainly drafted by. Shenzhen Retail Business Association, Tianhong Mall Co., Ltd., Renrenle Chain Business Group Co., Ltd.

Introduction

With the rapid expansion of retail chain enterprises, the shortage of talents in the retail industry has become an important factor restricting the rapid development of enterprises. Long term Since the liquidity of the grassroots employees in retail enterprises is large, the company lacks standardized training and assessment mechanisms for grassroots employees, which leads to the skills of grassroots employees.

Can be mixed, making the cost of recruitment, evaluation, and assessment work rising, it is difficult to adapt to the needs of industry development.

This standard relies on some of the top 100 national chain stores and other retail enterprises with rapid development and high level of operation in China's modern retail industry.

Collect, summarize, organize, and refine the skills and related business knowledge that should be mastered by the retail store salespersons, and integrate the main business camps such as department stores and supermarkets.

The job function characteristics of the clerk, with due reference to the requirements of the retail stores of some foreign-funded enterprises to the grassroots employees, summarizing the advanced practices of many enterprises and considering the national laws and regulations on the retail industry, and put forward the skills and corresponding business knowledge that the retail store salesperson should master.

Knowledge, and in the appendix, made specific and operational suggestions for the training and assessment of the personnel in the post, and cultivated the retail enterprises in a step-by-step manner.

Talents support their strategic expansion and lay a good foundation.

Retailer's grassroots job skills require salesperson

1 Scope

This standard specifies the knowledge and skills that a retail store salesperson should possess.

This standard applies to the identification and vocational training of salespersons in retail stores.

2 Terms and definitions

The following terms and definitions apply to this standard.

A person who engages in sales of goods to customers in a retail store.

There are three levels in this profession, namely primary, intermediate and advanced.

The technical and operational capabilities of employees in the retail store's grassroots positions.

Learn for 1 hour as a standard class hour.

3 Basic requirements

The junior, middle and senior salespersons should have a junior high school education or above.

4.1 Junior salesperson

Should comply with the provisions of Table 1.

Table 1 Junior salesperson skills and corresponding business knowledge requirements

Project work content skill requirements Assessment weight 100 points Corresponding business knowledge sort out meter

- a) can be dressed according to regulations, neat and decent;
- b) Can make simple makeup as required.

5 Points total

grasp.

The salesperson is dressed and groomed.

commodity

ready

- a) The goods can be prepared and placed in designated locations as required;
- b) can place goods reasonably;
- c) can replenish the goods in time;
- d) can reject unqualified goods;
- e) can code the goods and check the matching of the goods;
- f) The goods in the stock area can be inspected at any time to make the mark clear.

20 Points in total

grasp.

Commodity placement rules;

Commodity packaging knowledge;

Coder operation method;

Product quality requirements;

Commodity storage requirements;

Price adjustment process.

Familiar with.

Store environment.