



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Retail Sales Performance Evaluation

Services / Wholesale and Retail

Unit Standard 259918 · NQF Level 4 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips retail professionals with the skills to evaluate their own sales performance against personal and organisational targets. Learners will apply key performance indicators and reflective practices to identify strengths and areas for improvement. The programme aims to foster a culture of continuous personal development and enhanced sales effectiveness in the retail environment.

Category	Services
Subfield	Wholesale and Retail
Unit Standard	259918
Accreditation	SAQA Accredited · NQF Level 4 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply a range of personal sales performance indicators to evaluate individual sales results.
- Analyze personal sales data to identify trends, strengths, and areas requiring improvement.
- Evaluate own sales performance against predetermined targets and benchmarks.
- Demonstrate the ability to reflect on personal sales practices and identify learning opportunities.
- Implement a personal development plan to enhance future sales performance.
- Communicate performance evaluation findings effectively to relevant stakeholders.

WHO SHOULD ATTEND

- This course is designed for retail sales associates, team leaders, and supervisors who are responsible for meeting sales targets and wish to improve their individual sales performance.
- It is also suitable for new entrants to the retail industry seeking foundational performance evaluation skills.

COURSE OUTLINE

Day 1: Foundations of Retail Sales Performance Evaluation

- Introduction to sales performance evaluation and its role in retail.
- Key performance indicators (KPIs) for retail sales: revenue, conversion rate, average transaction value, etc.
- Data collection methods: point-of-sale systems, customer feedback, observation.
- Recording and organising sales data for analysis.
- Analysing sales data: identifying trends, patterns, and outliers.
- Performance evaluation techniques: ranking, rating, and benchmarking.
- Ethical considerations and confidentiality in performance evaluation.
- Case studies: evaluating retail sales performance in different contexts.

Day 2: Advanced Evaluation and Practical Application

- Performance evaluation frameworks: balanced scorecard, 360-degree feedback.
- Tools for evaluation: performance appraisal forms, dashboards, software.
- Conducting performance review meetings: giving and receiving feedback.
- Developing performance improvement plans (PIPs).
- Linking evaluation to training needs analysis and coaching.
- Monitoring and adjusting evaluation processes over time.
- Legal and regulatory compliance in performance evaluation (e.g., labour laws).
- Best practices for sustaining a culture of continuous improvement.

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **5 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 15,400.00	R 15,400.00
1	In-House	R 20,000.00	R 20,000.00
1	On-Campus (Pretoria)	R 23,100.00	R 23,100.00

UPCOMING SESSIONS

Start	End	Method	Venue
05 Aug 2026	06 Aug 2026	On-Campus	Dubai, UAE
05 Aug 2026	06 Aug 2026	On-Campus	Mauritius
05 Aug 2026	06 Aug 2026	On-Campus	Lagos, Nigeria
11 Aug 2026	12 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	12 Aug 2026	On-Campus	Pretoria, South Africa
11 Aug 2026	12 Aug 2026	On-Campus	Cape Town, South Africa
13 Aug 2026	14 Aug 2026	On-Campus	Mauritius
13 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 259918) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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