



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

Customer Service in Wholesale and Retail

Services / Wholesale and Retail

Unit Standard 259938 · NQF Level 1 · 5 Credits · 2 Days

COURSE OVERVIEW

This course equips learners with the skills to understand and apply the principles of customer service in wholesale and retail environments. It focuses on identifying customer needs, handling complaints effectively, and building long-term customer relationships to enhance business success.

Category	Services
Subfield	Wholesale and Retail
Unit Standard	259938
Accreditation	SAQA Accredited · NQF Level 1 · 5 Credits
Duration	2 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Identify the importance of customer service in the wholesale and retail environment
- Explain the impact of customer service on business success and customer retention
- Apply effective communication techniques to meet customer needs
- Demonstrate the ability to handle customer complaints and resolve conflicts
- Evaluate different customer service approaches and their appropriateness in various scenarios
- Implement strategies to build and maintain positive customer relationships

WHO SHOULD ATTEND

- This course is designed for frontline staff, supervisors, and managers working in wholesale or retail settings who interact directly with customers and wish to improve service delivery.

COURSE OUTLINE

Day 1: Foundations of Customer Service in Wholesale and Retail

- Overview of customer service in wholesale and retail sectors
- Types of customers: internal, external, wholesale buyers, retail shoppers
- Customer expectations and service standards
- Effective communication skills: verbal, non-verbal, listening, and questioning
- Product knowledge and its impact on customer satisfaction
- Handling customer inquiries and complaints: the L.A.S.T. model (Listen, Apologise, Solve, Thank
- The importance of first impressions and professional appearance
- Introduction to the customer service cycle

Day 2: Advanced Customer Service and Practical Application

- Advanced problem-solving: root cause analysis and creative solutions
- Managing difficult customers: de-escalation techniques and emotional intelligence
- Service recovery: turning complaints into opportunities
- Follow-up procedures to ensure customer satisfaction
- Team collaboration in customer service
- Measuring customer satisfaction: surveys, feedback, and metrics
- Personal development plan for continuous improvement
- Integration of all skills through practical exercises

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 1**.

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
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	Abu Dhabi, UAE
13 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
13 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	18 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	18 Aug 2026	On-Campus	Abu Dhabi, 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 259938) 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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