

Branch: Specialised sales employee



Code: SEFOPR

Option: Sellers: Food products

Level : CAP

Prerequisites : First cycle study certificate

Opportunities :

They can work in bakeries, pastry shops, delicatessens, fresh produce departments of supermarkets, food warehouses, etc.

Description

The activity of the holder of this CAP is oriented towards contact sales. The sales assistant is responsible for welcoming, informing and advising the customer. They must present the technical and commercial characteristics of the goods. They must also deal with any customer complaints. He sometimes makes deliveries. He/she takes delivery of goods and restocks them.

The sales assistant is aware of the requirements in terms of food safety and hygiene and product traceability. They must therefore ensure that hygiene and safety rules are respected and applied, and that appropriate equipment is used for the conservation, presentation and preparation of products.

General education is centred on French expression and applied mathematics. Computer skills are nowadays a necessity. In vocational education, the student learns the follow-up and the commercial presentation of the products, the merchandising techniques, the commercial exploitation of a sales outlet.

Inventory techniques.
Stock management software.
Commercial argumentation.
Handling gestures and postures.
Stock and supply management.
Sales techniques.
Storage of food products.