

CANDIDATE NAME & SURNAME	
ID NUMBER	
EISA REGISTRATION NUMBER	
ASSESSMENT CENTRE	
ASSESSMENT CENTRE ACCREDITATION NUMBER	
QUALIFICATION	Occupational Certificate: Health Products Sales Associate
SAQA ID	118739
CREDITS	112
NQF LEVEL	5
PAPER	1 Practical paper (Set 1)
DATE OF EISA	TBC
DURATION	Task 1: 1 hour (60 minutes), Task 2: 1 hour (60 minutes) = Total 2 Hours (120 minutes)
COMPETENCY REQUIREMENTS	The candidate must be declared competent in all Practical Tasks (Task 1 and Task 2).
FINAL COMPETENCY OUTCOME	Competent. The candidate must be declared competent in all Practical Tasks (Task 1 and Task 2) in the Practical Paper.

GUIDELINES TO ASSESORS/MARKERS

- The assessor/marker will evaluate candidate responses based on guidelines provided.
- Assessor/marker may consider responses which are not in the same verbatim as in the guideline.
- The assessor/marker will draw from their practical industry experience, knowledge and skills to evaluate candidate's response if candidates provide responses which are not in the guideline but are within scope of maintenance planning or over and above what is provided on guideline but are within scope of maintenance planning.
- The assessor/marker will use this extended memorandum to benchmark full-credit ("model") answers.
- Assessor/marker will award competence when candidate responses demonstrate the essential knowledge & skills; they are not expected to reproduce every wording detail below.
- The assessor/marker will accept scientifically accurate equivalents, local product names, or additional evidence if appropriately referenced and compliant.
- The assessor/marker will provide developmental feedback highlighting both strengths and areas for growth.



TASK 1

Task 1: Promote Health Products and Educate Customers

Related ELO: ELO 2 – Apply product and other relevant knowledge in the sales process

Task Description

1.1 You are required to plan, design, and deliver a 5-minute video-recorded presentation on any health-related product or therapeutic concept of your choice (e.g., “The Role of Probiotics in Digestive Wellness” or “Home Blood Pressure Monitoring in Antihypertensive Therapy”).

Requirements:

- ☐ Present to a real or simulated audience (mentor, manager, or senior representative).
- ☐ Promote product awareness and educate customers or healthcare professionals (HCPs).
- ☐ Use accurate, compliant, and professional information.
- ☐ Include a visual aid (PowerPoint, Keynote, PDF, demo app).
- ☐ Engage with the audience and respond credibly to at least two questions.
- ☐ Upload the full video recording to the Assessment Centre.

Duration

- ☐ Presentation: 5 minutes (±30 seconds)
- ☐ Total time: 60 minutes (setup, delivery, recording, Q&A)

Competency Requirement: Competent. The candidate must be declared competent in all Practical Tasks (Task 1 and Task 2).

Condition of Performance (to be noted by Marker/Assessor): The

candidate will:

- Present on-site
 - Deliver a product-education presentation either
 - o at their own workplace, or
 - o at an approved assessment center.
- Have a real audience
 - Present in front of at least one of the following: their mentor, manager, or another senior representative.
- Record the session
 - Capture the full presentation on video (smartphone, webcam, or camera are all acceptable).
- Use standard tools
 - Work from a laptop with internet access and Microsoft PowerPoint (or equivalent) for their slides.
- Submit for marking
 - Upload the video file to the online Assessment Centre.
 - An assessor will score on their presentation skills using the Presentation Evaluation Checklist



Modules Assessed:

- o 243302-000-00-00-KM-02
- o 243302-000-00-00-KM-06

Assessment Criteria:

- o Clear structure: Introduction, body, and conclusion.
- o Content relevance: Accurate and audience-specific information.
- o Effective use of presentation aids.
- o Engagement and interaction with the audience.
- o Professional conduct: Ethical and compliance adherence.
- o Accurate responses to audience questions.

Exemplar

Presentation Evaluation Checklist

Candidate Name:		Candidate Date:	
Parameter	Criteria	Competent (C)	Not Yet Competent (NYC)
Structure of Presentation	Clear introduction, logical flow in the body, and concise conclusion		
Content Relevance	Accurate, well researched, audience-relevant information		
Use of Presentation Aids	Effective utilization of aids such as PowerPoint (clear, appealing, and relevant)		
Pharmacology and Classification	Correct explanation of the candidate's chosen drug example (e.g. COX-2 inhibitor) mechanism, approved indications, and safety warnings		
Clinical Evidence	Reference to at least one credible trial or dataset supporting product claims		
Device Compliance	Explains device UDI (Unique Device Identifier) location, post-sale maintenance / calibration obligations.		
Complementary-medicine Classification	Correctly states complementary and Alternative Medicine category (CAM Class D) and evidence grade (e.g., Level III real-world data: pragmatic cohort / claims data with ≥ 100 subjects, peer reviewed.)		
Engagement with Audience	Establishes rapport, adapts to audience reactions, and encourages interaction		
Probing Skills	Uses appropriate questions to elicit audience engagement		
Listening Skills	Demonstrates active listening and incorporates audience feedback effectively		
Accuracy in Responses	Provides clear, correct, and confident answers		
Ethical and Professional Conduct	Maintains professionalism and adheres to ethical guidelines		
Environmentally sustainable practices	Mentions environmentally sustainable packaging or practice (e.g., recyclable HDPE, battery recycling plan)		
Time Management	Completes the presentation within the allocated 5-minutes (± 30 s).		
Overall Delivery	Confidence, voice projection, language use, and body language		
Competent/Not Yet Competent			

Feedback notes:	
Strengths	
Areas for improvement	
Overall comments:	

Assessor Expectations

The assessor will:

- Evaluate the presentation against detailed rubrics, assessing competent/not yet competent (Refer to the Presentation Evaluation Checklist).
- Use the Presentation Evaluation Checklist to ensure consistent and fair marking.
- Provide constructive feedback, highlighting strengths and areas for improvement.
- Evaluate the following:
 - The candidate delivers a structured and well-prepared presentation.
 - Use accurate, up-to-date, and relevant content tailored to the specific healthcare professional (HCP) audience.
 - Incorporate effective visuals, charts, or diagrams to support key points.
 - Maintain professionalism, including adherence to ethical standards and compliance requirements.
 - Deliver the presentation within the allocated time and engage effectively with the audience.
 - Respond accurately and confidently to audience questions.
- Competency Grade Evaluation: Competent/Not Yet Competent.
- Competency Requirement: Competent. The candidate must be declared competent in all Practical Tasks listed in the Presentation Evaluation Checklist.

Assessor Guidelines:

1. Use the presentation evaluation checklist to evaluate whether the learner is competent / not yet competent. Candidates are deemed Competent if all sections are rated Competent. Learner is Not Yet Competent if one or more sections are rated Not Yet Competent.
2. Observe and evaluate the candidate's engagement with the audience, professionalism, and communication skills.
3. Ensure feedback highlights specific strengths and areas for improvement.
4. Verify compliance with ethical and industry standards in the presentation content and delivery.

Presentation Evaluation Checklist

Candidate Name:		Candidate Date:	
Parameter	Criteria	Competent (C)	Not Yet Competent (NYC)
Structure of Presentation	Clear introduction, logical flow in the body, and concise conclusion		
Content Relevance	Accurate, well researched, audience-relevant information		
Use of Presentation Aids	Effective utilization of aids such as PowerPoint (clear, appealing, and relevant)		
Pharmacology and Classification	Correct explanation of the candidate's chosen drug example (e.g. COX-2 inhibitor) mechanism, approved indications, and safety warnings		
Clinical Evidence	Reference to at least one credible trial or dataset supporting product claims		
Complementary-medicine Classification (if applicable)	Correctly states complementary and Alternative Medicine category (CAM Class D) and evidence grade (e.g., Level III real-world data: pragmatic cohort / claims data with ≥ 100 subjects, peer reviewed.).		
Device Compliance (if applicable)	Explains device UDI (Unique Device Identifier) location,		
Engagement with Audience	Establishes rapport, adapts to audience reactions, and encourages interaction		
Probing Skills	Uses appropriate questions to elicit audience engagement		
Listening Skills	Demonstrates active listening and incorporates audience feedback effectively		
Accuracy in Responses	Provides clear, correct, and confident answers		
Ethical and Professional Conduct	Maintains professionalism and adheres to ethical guidelines		
Environmentally sustainable practices	Mentions environmentally sustainable packaging or practice (e.g., recyclable HDPE, battery recycling plan)		
Time Management	Completes the presentation within the allocated 5-minutes (± 30 s).		
Overall Delivery	Confidence, voice projection, language use, and body language		
Competent/Not Yet Competent			

Feedback notes:	
Strengths	
Areas for improvement	
Overall comments:	

Assessor Expectations

The assessor will:

- Evaluate the presentation against detailed rubrics, assessing competent/not yet competent (Refer to the Presentation Evaluation Checklist).
- Use the Presentation Evaluation Checklist to ensure consistent and fair marking.
- Provide constructive feedback, highlighting strengths and areas for improvement.
- Evaluate the following:
 - The learner delivers a structured and well-prepared presentation.
 - Use accurate, up-to-date, and relevant content tailored to the specific healthcare professional (HCP) audience.
 - Incorporate effective visuals, charts, or diagrams to support key points.
 - Maintain professionalism, including adherence to ethical standards and compliance requirements.
 - Deliver the presentation within the allocated time and engage effectively with the audience.
 - Respond accurately and confidently to audience questions.
- Competency Grade Evaluation: Competent/Not Yet Competent.
- Competency Requirement: Competent. The candidate must be declared competent in all Practical Tasks listed in the Presentation Evaluation Checklist.

Assessor Guidelines:

5. Use the presentation evaluation checklist to evaluate whether the candidate is competent / not yet competent. Candidates are deemed Competent if all sections are rated Competent. Candidate is Not Yet Competent if one or more sections are rated Not Yet Competent.
6. Observe and evaluate the learner's engagement with the audience, professionalism, and communication skills.
7. Ensure feedback highlights specific strengths and areas for improvement.
8. Verify compliance with ethical and industry standards in the presentation content and delivery.

EXAMPLE OF A PRESENTATION ON BLOOD-PRESSURE SELF-MONITORING & MITOCHONDRIAL SUPPORT WITH THE VitaPress MX™ COMBINATION

Below is a model 5-minute presentation script distilled into sections that map to the checklist. Assessors/Markers should look for comparable depth, logical flow, evidence use, audience engagement and regulatory compliance.

Section	Example of answer
Introduction	“Good morning, healthcare professionals. I’m [Learner Name], introducing VitaPress MX™, a Class B digital blood-pressure (BP) monitor as well as the vegan Co-enzyme Q10 100 mg capsules (pack size: 60 capsules). With one in three South-Africans hypertensives by age 45, accurate home monitoring and mitochondrial support are crucial. Today I’ll show how this combination may improve BP control, meet South African Health Products Regulatory Authority (SAHPRA) device and complementary-medicine requirements, and may even lower long-term cardiovascular risk.”

Product Overview	1. The VitaPress MX monitor stores 200 readings, averages the last three and self-calibrates every 2 000 uses. 2. Laser-etched UDI on the back plate links to South African Health Products Regulatory Authority (SAHPRA) Device Register 2024/07. 3. Free calibration checks at 24 months (certificate issued). 4. Co-enzyme Q10 100 mg capsules (Category D, health supplement) are vegan, gelatine-free, and supplied in recyclable high-density polyethylene (HDPE).
Mechanism of Action	Mechanism of action of Co-enzyme Q10 (explained in layman's terms/in everyday language): Think of each cell in your body as a tiny factory that makes its own electricity so it can work properly. Co-enzyme Q10 (often shortened to "CoQ10") is like a sparkplug and a security guard rolled into one inside that factory: 1. Sparkplug for energy Inside the "power stations" of the cell (called mitochondria), CoQ10 helps pass along little packets of electrical energy so the factory can turn oxygen and food into usable power (ATP). Without that hand-off, the power stations can't run at full speed. 2. Security guard against damage While energy is being made, some "sparks" (free radicals) can fly off and damage machinery. CoQ10 grabs those sparks and neutralises them—acting as an antioxidant—so the cell's equipment keeps running smoothly. Because the heart and blood-vessel walls need lots of energy and are exposed to constant wear-and-tear, having enough CoQ10 helps them pump efficiently and stay flexible, which is one reason supplements are sometimes used alongside blood-pressure treatment.
Clinical Evidence	"Ntuli et al., 2023 pragmatic study (n = 820 hypertensive adults): participants using VitaPress MX twice daily plus Co-Q10 achieved a mean 6 mmHg systolic BP reduction vs usual care at 12 weeks (p < 0.01). Home BP monitoring adherence rose from 52 % → 88 %."
Safety and Compliance	"Device conforms to IEC 80601-2-30; Ingredients of Co-Q10 capsules comply with South African Health Products Regulatory Authority (SAHPRA) Category D Complementary Medicines monograph and Guideline 2.09. No serious Adverse events (AEs); transient headache < 1 %."
Benefit Framing	1. Clinical: 6 mmHg SBP drop cuts stroke risk ~14 %. 2. Economic: 1 avoided stroke saves ± R120 000; bundle cost R850 → ROI ≈ 140: 1. 3. Convenience: auto-syncs to the VitaPress app. 4. Co-Q10 capsules: once daily (improves adherence). 5. If used once daily, a pack of 60 is enough for a two-month supply.
Visual Aids	1. Screenshot of the VitaPress app trend graph. 2. Photo of Unique Device Identification (UDI) location on device plus calibration-due date sticker. 3. Forest-plot of Co-Q10 trials.
Engagement Strategy	1. Start with a digital / physical poll: "Indicate in the digital poll / How many hypertensive patients you see per week and how many of them use BP monitoring devices?"

	2. Ask open-ended Q: “What do you currently use as complementary medicine for hypertension in your practice?” 3. Invite reflection: “What challenges have you faced with adherence to antihypertensives?”
Compliance Checkpoints	1. Present balanced risk-benefit; disclose bloating incidence. 2. Cite at least 1 or 2 peer-reviewed references on every evidence slide. 3. Avoid comparative superiority claims unless head-to-head data presented. 4. Align with the Marketing Code regarding inducements – no gifts/samples etc.

Task 1 Scoring Rubric

Parameter	Essential Indicators of Competence	Critical Fail (Not Yet Competent – NYC) Triggers
Structure and time	Intro-Body-Conclusion within 5 min ± 30 s; smooth transitions	> 5 min 30 s or < 4 min 30 s; disorganised flow
Scientific content	Accurate mechanism of action (MOA); cites “at least 1 published study OR credible real-world data set; links benefits to evidence	Inaccurate mechanism of action (MOA); no evidence cited; misinformation
Engagement and question handling	Uses ≥ 1 open Questions: answers ≥ 2 audience Questions correctly	Ignores audience; incorrect answers risk patient harm
Ethics and Compliance	South African Health Products Regulatory Authority (SAHPRA) category stated and balanced risks and benefits; no inducements	Off-label claim; promotes unregistered indication
Delivery	Clear voice, confident posture, tailored language	Reading slides verbatim; monotone; cannot pronounce terms

Assessors award Competent only when all parameters meet minimum criteria



Title of Presentation: "Measure, Support, Control — Hypertension Made Easier with the VitaPress MX™ Combination"

Structure of Presentation (Competent (C)/Not Yet Competent (NYC)) Introduction

Opening Statement:

"Good morning, healthcare professionals. I'm [Candidate Name] representing VitaPress MX™ — a Class B digital blood-pressure (BP) monitor combined with Co-enzyme Q10 100 mg vegan capsules. One in three South-Africans is hypertensive by age 45, yet only 50 % achieve target BP. Today I'll show how accurate home monitoring plus mitochondrial support may close that gap on top of standard antihypertensive regimes."

Purpose: "Our goal is to demonstrate how the VitaPress MX combination assists with BP control, enhances patient adherence and may reduce cardiovascular events, while remaining fully South African Health Products Regulatory Authority (SAHPRA)-compliant."

Objective of the Presentation: "By the end, you'll understand the device's key features, see evidence supporting Co-Q10, and know exactly how to integrate the combination into everyday hypertension management."

Body

Product overview

1. VitaPress MX monitor stores 200 readings, averages the last three and self-calibrates every 2 000 readings.
2. Laser-etched UDI on the back plate links to the South African Health Products Regulatory Authority (SAHPRA) Device Register (2024/07).
3. Free 24-month calibration check certificate included device has a 5-year service life.
4. Bluetooth sync to the VitaPress app (Android/iOS) for automated logbooks.
5. Co-enzyme Q10 100 mg capsules (Category D health supplement) are vegan, gelatine-free and supplied in recyclable high-density polyethylene (HDPE) bottles of 60 (two-month course when dosed once daily).

Key features & benefits

Dimension	Benefit statement
Clinical	2023 pragmatic SA study (n = 820) showed mean 6 mmHg systolic BP reduction after 12 weeks vs usual care; home-monitor adherence rose from 52 % → 88 %.
Economic	One avoided stroke ≈ R120 000. Combination of monitor and complementary medicine cost R850; ROI ≈ 140: 1 when 1 stroke is prevented per 165 users.
Quality-of-life	Fewer clinic visits, early detection of BP spikes, improved energy due to Co-Q10 support of cellular "power plants."
Convenience	Auto-sync data, once-daily capsule, no cold-chain, desk-drawer size device.



Conclusion – “Measure today, prevent tomorrow”

“Accurate self-monitoring plus mitochondrial support is a powerful, guideline-compatible way to assist to lower cardiovascular risk. VitaPress MX pairs measurement precision with evidence-backed supplementation as an affordable combination to improve adherence.”

Call to Action

“Will you be willing to try this in a few high-risk hypertensive patients in your practice for 12 weeks? We’ll provide setup training, the calibration guarantee and follow-up analytics. Shall we schedule delivery for Friday?”

Content Relevance (C/NYC)

1. Tailored to GPs, nurses, and clinic managers dealing with hypertension.
2. Evidence cites SAHPRA Device Register, Complementary Medicines Guideline and a 2023 local study.
3. Addresses key challenges: poor adherence, hidden BP variability, oxidative stress.

Presentation Aids (C/NYC)

- Bar chart: mean SBP at baseline vs week 12 (–6 mmHg).
- Photo: Unique Device Identification (UDI) location plus calibration-due date sticker.
- Cost-saving infographic (stroke cost vs bundle cost).
- Short demo video: pairing the monitor with the VitaPress app.

Audience Engagement & Probing (C/NYC)

Open question: “What obstacles keep your hypertensive patients from regular home BP checks?”

Case vignette: 55-year-old male, uncontrolled on two agents; ask how the bundle might fit.

Listening & Response Accuracy (C/NYC)

- Paraphrase concerns (“So device lifespan worries you — kindly find the five-year service plan included.”).
- Reference study numbers and SAHPRA register to answer evidence and compliance questions.

Ethical & Professional Conduct (C/NYC)

- States UDI and registration → transparency.
- No off-label claims; cites only published data.
- Values align with the SAMED / MCA Code (no gifts > R100; factual, balanced messaging).

Time & Delivery (C/NYC)

- 5-minute slot: 1 min intro, 3 min body, 30 s conclusion, 30 s Q&A.
- Clear voice, confident demo, professional attire.

Overall Delivery (Competent (C)/Not yet competent (NYC))

- Speaks clearly and confidently with appropriate voice projection.
- Demonstrates enthusiasm and subject matter expertise.
- Use natural gestures and maintain a professional appearance.

Example Scoring:

Presentation Evaluation Checklist

Candidate Name:		Candidate Date:	
Parameter	Criteria	Competent (C)	Not Yet Competent (NYC)
Structure of Presentation	Clear introduction, logical flow in the body, and concise conclusion		
Content Relevance	Accurate, well researched, audience-relevant information		
Use of Presentation Aids	Effective utilization of aids such as PowerPoint (clear, appealing, and relevant)		
Pharmacology and Classification	Correct explanation of the candidate's chosen drug example (e.g. COX-2 inhibitor) mechanism, approved indications, and safety warnings		
Clinical Evidence	Reference to at least one credible trial or dataset supporting product claims		
Complementary-medicine Classification (if applicable)	Correctly states complementary and Alternative Medicine category (CAM Class D) and evidence grade (e.g., Level III real-world data: pragmatic cohort / claims data with ≥ 100 subjects, peer reviewed.).		
Device Compliance (if applicable)	Explains device UDI (Unique Device Identifier) location,		
Engagement with Audience	Establishes rapport, adapts to audience reactions, and encourages interaction		
Probing Skills	Uses appropriate questions to elicit audience engagement		

Listening Skills	Demonstrates active listening and incorporates audience feedback Effectively		
Accuracy in Responses	Provides clear, correct, and confident answers		
Ethical and Professional Conduct	Maintains professionalism and adheres to ethical guidelines		
Environmentally sustainable practices	Mentions environmentally sustainable packaging or practice (e.g., recyclable HDPE, battery recycling plan)		
Time Management	Completes the presentation within the allocated 5-minutes (± 30 s).		
Overall Delivery	Confidence, voice projection, language use, and body language		
Competent/Not Yet Competent			
Feedback notes:			
Strengths			
Areas for improvement			
Overall comments:			

Overall Delivery	Confidence, voice projection, language use, and body language	✓	
Overall Outcome: Competent/Not Yet Competent		Competent	
Feedback notes:			
Strengths	• Good use of presentation aids and audience engagement. • Accurate and well-researched content tailored to the audience. • Demonstrated confidence and professionalism throughout.		
Areas for improvement	• Probing could be more dynamic to further encourage audience interaction. • Minor improvement needed in time allocation to allow for extended Q&A.		
Overall comments:	"Well-prepared and delivered presentation with excellent use of visuals and practical knowledge. A strong demonstration of professional and ethical standards."		

Presentation Evaluation Checklist

Competency Grade Evaluation: Competent in all practical tasks.

TASK 2

Task 2: Sell Health Products and Services

Related ELOs:

- ☐ ELO 3 – Sell health products and services to achieve sales targets
- ☐ ELO 4 – Communicate assimilated information to the customer within the regulated healthcare environment

Task Description

1.2 You are required to conduct a sales interaction for any health product or therapeutic concept of your choice, demonstrating compliance with legislation, ethical codes, and sales principles.

Requirements:

- ☐ Conduct the interaction naturally (do not read from a prepared script).
- ☐ Use regulated terminology and evidence-based claims (clinical data/trial evidence).
- ☐ Uncover needs, present benefits, and handle at least one objection.
- ☐ Conclude with a forward step (e.g., trial agreement, literature request, follow-up).
- ☐ Reflect compliance with South African Health Products Regulatory Authority (SAHPRA), the Marketing Code Authority (MCA), and sustainability practices.

Performance Context (choose one):

1. Live client visit (mentor/assessor accompaniment).
2. Simulated role-play (10-minute video with mentor/manager as healthcare professionals (HCP)).
3. Assessor-supplied scenario (on-site interactive pitch).

Duration

- ☐ Sales interaction: 10 minutes (±1 minute)
- ☐ Total time: 60 minutes (setup, delivery, recording, Q&A)

Assessment Outcomes (Candidate Information)

- ☐ Competency Grade: Competent / Not Yet Competent
- ☐ To be declared Competent, the candidate must achieve Competency in both Task 1 and Task 2.
- ☐ If Not Yet Competent in any task, re-assessment is required in that specific task.

Sales Visit Evaluation Checklist

Section 1: Introduction	
	Did the candidate greet the Health Care Professional (HCP) professionally?
	Was the purpose of the presentation clearly stated?
	Was the product/service introduced concisely and effectively?
Section 2: Content	
	Was the content well-structured and easy to follow?
	Did the candidate incorporate relevant clinical data or evidence to support claims?
	Were the product/service benefits explained in alignment with HCP's needs?
	Was the information accurate and relevant?
Section 3: Delivery	
	Was the delivery natural and unrehearsed?
	Did the candidate use professional and appropriate medical terminology?
	Was the tone of voice clear, confident, and engaging?
	Did the candidate maintain appropriate eye contact and body language?
Section 4: Engagement	
	Did the candidate pose relevant questions to gauge the HCP's needs?
	Did the candidate respond effectively to HCP objections or concerns?
	Was the presentation interactive and engaging?
Section 5: Compliance and Ethics	
	Did the presentation comply with prevailing healthcare legislation and ethical codes?
	Were environmentally sustainable practices or considerations included (if relevant)?
Section 6: Conclusion	
	Were the key points summarized effectively?
	Did the candidate provide a clear and actionable call to action?
Section 7: Time Management	
	Was the presentation completed within the allocated time?

Competency Requirement: Competent. The candidate must be declared competent in all Practical Tasks listed in the Sales Evaluation Checklist.

Competency Grade Evaluation: Competent/Not Yet Competent.

Candidate Name:		Candidate Date:	
Section	Criteria	Outcome	
		Competent (C)	Not Yet Competent (NYC)
Pre-call objective defined	Objective is specific & outcome-based and aligned to HCP profile and need		
Professional Introduction	Professional greeting and clearly stated purpose; set a positive tone for engagement.		

Content Structure	Information delivered was logical, well-organized, and flowed seamlessly.		
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Exemplar

Use of Evidence	Incorporated strong evidence, including clinical trials, to support claims effectively.		
Delivery	Natural, confident, professional, engaging delivery with great voice modulation and gestures.		
Engagement with HCP	Actively engaged HCP, asked meaningful questions, and addressed objections effectively.		
Compliance and Ethics	Fully adhered to healthcare regulations and ethical standards.		
Time Management	Completed effectively within the allocated time (10 minutes).		
Call to Action	Provided clear, strong, compelling call to action.		

Competency Requirement: Competent. The candidate must be declared competent in all Practical Tasks listed in the Competency Grade Evaluation.

Assessor Expectations

The assessor will:

- Evaluate the presentation against detailed rubrics, assessing competent/not yet competent (Refer to the Sales Visit Evaluation Checklist and Competency Grade Evaluation).
- Use the Sales Visit Evaluation Checklist and Competency Grade Evaluation to ensure consistent and fair marking.
- Provide constructive feedback, highlighting strengths and areas for improvement.
- Evaluate the following:
 - The candidate delivers a structured and well-prepared presentation.
 - Use accurate, up-to-date, and relevant content tailored to the specific healthcare professional (HCP) audience.
 - Incorporate effective visuals, charts, or diagrams to support key points.
 - Maintain professionalism, including adherence to ethical standards and compliance requirements.
 - Deliver the presentation within the allocated time and engage effectively with the audience.
 - Respond accurately and confidently to audience questions.
- Competency Grade Evaluation: Competent/Not Yet Competent.
- Competency Requirement: Competent. The candidate must be declared competent in all Practical Tasks listed in the Presentation Evaluation Checklist.

Example of selling VitaPress MX™ Combination (digital BP

monitor + Co-enzyme Q10 100 mg capsules) Scenario length: ±

10 minutes.

Below is an example of a 10-minute sales dialogue illustrating best practice. Candidates need not reproduce it verbatim but should mirror the structure, consultative approach, data use and compliance tone.

Stage	Sample dialogue	Purpose / competency cue
1. Warm greeting & agenda	Health Products Sales Associate (HPSA) (knocks, sanitizes hands, smiles). “Good afternoon, Dr Ngobeni. Thanks for giving me ten minutes. I’d like to discuss a practical way to improve out-of-office blood-pressure control—does that remain a challenge in your hypertensive patients?” Healthcare professional (HCP): “Absolutely—many forget to check at home, so titration is slow.”	Opens professionally; asks a need-probe question.
2. Need diagnosis	HPSA: “Roughly what proportion of patients struggle with home readings?” HCP: “I’d guess half of them.” HPSA (paraphrase): “So am I correct in assuming that one in two patients are not measuring—delaying dose adjustment -and goal achievement.” HCP: “Yes, that is correct.” HPSA: “May I share data on VitaPress MX™, a Class B digital BP monitor bundled with Co-Q10 100 mg capsules?” (Obtains nod, presents one-page summary)	Confirms magnitude of problem.

3. Feature–benefit with evidence	• Device: laser-etched UDI on back plate; auto-averages three readings; self-calibrates every 2 000 users, and we provide a free 24-month calibration check. • Supplement: Co-Q10 supports cell-energy production; 2023 South African pragmatic study (n = 820) showed a 6-mmHg systolic drop and 88 % home-monitor adherence after 12 weeks. • ROI: One avoided stroke ≈ R120 000; combination cost R850 → ROI ≈ 140: 1.	Presents features linked to outcomes, cites local evidence; uses simple language.
4. Linking to HCP goals	HPSA: “With more reliable home data you can titrate sooner; Co-Q10 adds mitochondrial support (helps cells make energy) to improve vascular flexibility.”	Shows clinical relevance in plain terms.

5. Objection & LAER response	HCP (objection): “My patients worry about buying another gadget.” HPSA (Listen–Acknowledge–Explore–Respond): “I hear the cost concern. Many patients already have smartphones—the monitor syncs via Bluetooth and stores readings automatically, so no paper logbooks. Would demonstrating the app’s one-tap share alleviate their worries?”	Handles objection respectfully, offers solution.
6. Compliance & ethics	HPSA: “The monitor is listed on the South African Health Products Regulatory Authority (SAHPRA) Device Register (2024/07); the supplement complies with Complementary Medicines Guidelines—no off-label claims. Adverse-event rate was < 1 % mild headache; full Product Information Leaflet and study in PDF format are in this folder for your review.” (hands literature)	References legal/ethical frameworks and providing balanced information.
7. Sustainability note	HPSA: “Both the device casing and the high-density polyethylene (HDPE) supplement bottle is accepted by local recycling programmes, supporting your clinic’s green policy.”	Addresses environmental criterion.
8. Close & call-to-action	HPSA: “Would you be open to piloting the device in a few uncontrolled hypertensive patients? I can install the monitors, deliver capsules, and review BP trends with you after 12 weeks.” HCP: “Let’s try it.” HPSA: “Great—I’ll arrange delivery Friday, leave patient leaflets, and book a follow-up for 18 September. Thank you, Doctor.”	Secures commitment. sets clear next steps.
9. Post-call compliance	Logs interaction in CRM within 30 min; schedules follow-up reminder.	Demonstrates record-keeping duty.

Objection-Handling (Example Answers)

Objection	Model response (concise, evidence-based)
“What if patients ignore calibration reminders?”	“The self-calibration cycle runs automatically, and we message users at 1 700 and 2 000 readings. Plus, our free 24-month clinic check covers any that miss the prompt.”
“Is Co-Q10 evidence strong enough?”	“The 2023 SA pragmatic study met peer-review standards. For pharmacological rigour, meta-analysis by Zhang 2022 (10 RCTs, > 500 patients) showed a ~5 mmHg systolic drop—consistent with the local data.”
“Can’t they just use any pharmacy BP cuff?”	“Generic cuffs lack the laser-etched UDI and 24-month calibration guarantee, so accuracy drifts. VitaPress MX provides traceability and service validation—key for managed-care audits.”

Scoring Rubric

Checklist Section	Competent Indicators	Not Yet Competent (NYC) Triggers
Introduction	Establish rapport; states call objective and time frame	No purpose; abrupt entry
Needs Analysis	≥ 2 open questions; active listening; paraphrase	Skipping questioning; assumes needs
Evidence-Based Messaging	Links features → benefits → clinical data	Unsupported claims; no data
Objection Handling	Applies structured model (Listen – Acknowledge – Explore – Respond (LAER)); factual rebuttal	Defensive; dismissive
Ethics & Compliance	Mentions SAHPRA listing; no inducements; balanced risk	Comparative claims without evidence; offers unethical gifts
Sustainability	References recyclable packaging or eco-policy	Omits despite prompt
Close & Call to Action	Clear next step and timeline	Weak or absent ask
Time Management	≤ 10 min (± 1 min)	> 12 min

To pass, candidates must achieve Competent in all sections.

Competency Grade Evaluation: Competent/Not Yet Competent.

Competency Requirement: Competent. The student must be declared competent in all Practical Tasks.

Assessor Expectations:

1. Observation:

- Evaluate the candidate's ability to present naturally and avoid rehearsed or scripted behaviour.
- Monitor the use of regulated terminology and adherence to legislation.
- Ensure the learner demonstrates evidence-based selling techniques.

2. Documentation:

- Use the provided Sales Visit Checklist to assess key competencies.
- Provide constructive feedback on strengths and areas for improvement in selling techniques and communication.

3. Evaluation Criteria:

- Assess based on clarity, professionalism, engagement, and product knowledge.
- Evaluate adaptability to questions and real-time client interaction.

Selling Scenario: Antihypertensive Medication (Competent/Not yet competent)

The components listed below represent the relative importance of each section in the overall assessment. Rather than allocating numerical marks, assess the candidate's performance using the "Presentation Evaluation Checklist and Competency Rubric". Evaluate each criterion as "Competent" or "Not Yet Competent" based on observable evidence. Use the combined outcomes of the Selling Scenario and the Checklist and Rubric to determine overall competency and ensure consistency with the evaluation criteria.

1. Introduction (Competent/Not yet competent)

Professional Greeting:

Example:

"Good morning, Dr X. Thank you for making time to meet with me today. I hope your clinic is running smoothly this morning."

Scoring guidance: The candidate is deemed Competent if the greeting is warm, professional, and immediately establishes rapport. A Not Yet Competent rating applies if the greeting lacks enthusiasm, professionalism, or fails to establish initial rapport.

Personalizing the Pitch:

Scoring guidance: The candidate is deemed Competent if the pitch is clearly tailored to the client's specific practice context or patient demographics. A Not Yet Competent rating applies if the pitch is generic, lacks relevance, or does not reflect an understanding of the client's needs.

Introduction to the Product:

Scoring Guidance: The candidate is deemed Competent if they clearly articulate the purpose of the product and effectively highlight its clinical value and benefits to patients. A Not Yet Competent rating applies if the explanation is unclear, lacks focus on clinical value or fails to demonstrate patient benefits.

2. Evidence-Based Selling (Competent/Not yet competent)

Highlighting Clinical Trial Data:

Scoring Guidance: The candidate is deemed Competent if they use detailed, relevant clinical data that clearly links the product's efficacy to improved patient outcomes. A Not Yet

Competent rating applies if the clinical data is missing, vague, or not effectively connected to patient outcomes.

Explaining Safety and Compliance:

Scoring Guidance: The candidate is deemed Competent if they clearly and confidently explain product safety, regulatory compliance, and the overall risk–benefit profile. A Not Yet Competent rating applies if the explanation is unclear, incomplete, or lacks confidence and accuracy.

3. Engagement (Competent/Not yet competent)

Understanding Client Needs with Open-Ended Questions (10 Marks): Scoring Guidance: The candidate is deemed Competent if they ask thoughtful, open-ended questions that encourage the client to share detailed insights into their practice and patient challenges. A Not Yet Competent rating applies if the questions are closed, vague, or fail to stimulate meaningful discussion.

Using Visual Aids:

Scoring Guidance:

The candidate is deemed Competent if they effectively use clear, relevant visual aids to support key messages. Visuals are well-timed, clearly explained, and enhance client understanding or engagement. A Not Yet Competent rating applies if the questions are closed, vague, or fail to stimulate meaningful discussion.

Addressing Potential Objections:

Scoring Guidance: The candidate is deemed Competent if they effectively acknowledge common objections and provide practical, evidence-based solutions. A Not Yet Competent rating applies if objections are overlooked, inadequately addressed, or responses lack supporting evidence.

Building Trust:

Scoring Guidance: The candidate is deemed Competent if they effectively integrate additional techniques that build trust and reinforce the product's value. A Not Yet Competent rating applies if such techniques are absent, poorly executed, or fail to enhance trust or perceived value.

4. Conclusion (Competent/Not yet competent)

Summarizing Benefits:

Scoring Guidance: The candidate is deemed Competent if the summary clearly encapsulates the key benefits of the product in a concise and structured manner. A Not Yet Competent rating applies if the summary is vague, disorganized, or fails to highlight the main benefits effectively.

Call to Action:

Scoring Guidance:

The candidate is deemed Competent if the call to action is clear, specific, and effectively encourages immediate follow-up. A Not Yet Competent rating applies if the call to action is vague, missing, or lacks direction and urgency.

Competency Assessment Summary

Section	Competent	Not Yet Competent
1. Introduction		
2. Evidence-based Selling		
3. Engagement		
4. Conclusion		
Overall Outcome		

Overall Outcome

- Competent: candidate is deemed Competent if all sections are rated Competent.
- Not Yet Competent: Candidate is Not Yet Competent if one or more sections are rated Not Yet Competent.

Presentation Evaluation Checklist and Competency Assessment Summary Presentation Evaluation

Checklist

As you evaluate the presentation, please mark with an "X" in the corresponding section of the checklist if the specific criteria were observed during the candidate's presentation. This ensures clarity and consistency in the assessment process.

Section 1: Introduction	
	Did the candidate greet the Health Care Professional (HCP) professionally?
	Was the purpose of the presentation clearly stated?
	Was the product/service introduced concisely and effectively?
Section 2: Content	
	Was the content well-structured and easy to follow?
	Did the candidate incorporate relevant clinical data or evidence to support claims?
	Were the product/service benefits explained in alignment with HCP's needs?
	Was the information accurate and relevant?
Section 3: Delivery	
	Was the delivery natural and unrehearsed?
	Did the candidate use professional and appropriate medical terminology?
	Was the tone of voice clear, confident, and engaging?
	Did the candidate maintain appropriate eye contact and body language?
Section 4: Engagement	
	Did the candidate pose relevant questions to gauge the HCP's needs?
	Did the candidate respond effectively to HCP objections or concerns?
	Was the presentation interactive and engaging?
Section 5: Compliance and Ethics	
	Did the presentation comply with prevailing healthcare legislation and ethical codes?
	Were environmentally sustainable practices or considerations included (if relevant)?
Section 6: Conclusion	
	Were the key points summarized effectively?
	Did the candidate provide a clear and actionable call to action?
Section 7: Time Management	
	Was the presentation completed within the allocated time?

After completing the "Presentation Evaluation Checklist," evaluate each criterion using the Competency Rubric below. Rate each area as "Competent" or "Not Yet Competent" based on the candidate's demonstrated performance.

Competency Grade Evaluation: Competent/Not Yet Competent.

Section	Criteria	Outcome
Professional Introduction	Professional greeting and clearly stated purpose; set a positive tone for engagement.	Competent/Not Yet Competent
Content Structure	Information delivered was logical, well-organized, and flowed seamlessly.	Competent/Not Yet Competent
Use of Evidence	Incorporates at least one peer-reviewed study or credible real-world dataset supporting the claim.	Competent/Not Yet Competent
Delivery	Natural, confident, professional, engaging delivery with great voice modulation and gestures.	Competent/Not Yet Competent

Engagement with HCP	Actively engaged HCP, asked meaningful questions, and addressed objections effectively.	Competent/Not Yet Competent
Compliance and Ethics	Fully adhered to healthcare regulations and ethical standards.	Competent/Not Yet Competent
Time Management	Completed effectively within the allocated time (10 minutes).	Competent/Not Yet Competent
Call to Action	Provided clear, strong, compelling calls to action.	Competent/Not Yet Competent

Competency Requirement: Competent. The candidate must be declared competent in all Practical Tasks.

FINAL OUTCOME (Overall):

- The candidate is declared Competent if found competent in both activities.
- Otherwise, the candidate is deemed Not Yet Competent and will require re-assessment in the relevant activity.

FINAL OUTCOME (Overall):

- The candidate is declared Competent if found competent in all practical assessment activities, included in both Task 1 and Task 2.
- Otherwise, the candidate is deemed Not Yet Competent and will require re-assessment in the relevant activity.

FINAL COMPETENCY DECLARATION

CANDIDATE NAME & SURNAME			
ID NUMBER			
TASK	RESULT		
	Competent (C)	Not Yet Competent (NYC)	
Task 1 – Presentation			
Task 2 – Selling			
OVERALL PRACTICAL OUTCOME (*Tick C/NYC)	COMPETENT (C)	NOT YET COMPETENT (NYC)	

Assessor Name: _____

Signature: _____

Date: _____