

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

### **GENERAL EISA RULES**

1. Candidates are only allowed to use the supplied EISA booklets.
2. Candidates are only allowed to use a black pen for their answers.
3. Candidates to ensure that their name, surname and EISA registration number appear on the front cover of your EISA booklet.
4. This is a closed book examination; therefore, no other material or belongings are to be brought into the assessment centre. Should you bring any other material or belongings into the assessment centre, you will be required to leave such at the front of the assessment centre examination room. The assessment centre will not be held liable for any loss or damage to property brought into the assessment centre examination room.
5. All EISA booklets must be handed back to the invigilator intact. No pages may be torn off from the EISA booklet. The removal of EISA booklets from the examination room is prohibited.
6. Candidates may make use of a calculator in this EISA.
7. Unless this is an online examination where access to a computer will be made available to you; the use of any communication devices, including smart watches, cell phones, tablets, i-Pads, headphones, and laptops are prohibited.
8. All cell phones are to be switched off for the duration of the EISA.



9. The invigilator will not assist you with the explanation of questions related to the EISA.
10. Candidates are prohibited from conversing in any manner with other students.
11. Candidates may not leave the examination venue within one hour of the start of the examination and in the last 10 minutes of the allotted examination period.

Exemplar

12. Candidates who are found to be disruptive and unruly in the assessment centre will be requested to leave the assessment centre by the invigilator.

I HEREBY CONFIRM THAT I HAVE READ THE ABOVE EISA RULES AND DECLARE THAT I UNDERSTAND AND ACCEPT THE RULES.

**SIGNATURE OF CANDIDATE CANDIDATE**

**INSTRUCTIONS**

- Candidates must complete all questions in this EISA.
- Candidates must ensure that they use only a black pen when completing this EISA.

Should you require additional space to complete your answer, please request additional paper from your invigilator. Ensure that you indicate your name, surname and EISA registration number at the top of the additional paper. Also ensure that the question number is clearly marked on your additional paper.

## 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)

### 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<br>Effectively                                                          |  |  |
| <b>Accuracy in Responses</b>                 | Provides clear, correct, and confident answers                                                             |  |  |
| <b>Ethical and Professional Conduct</b>      | Maintains professionalism and adheres to ethical guidelines                                                |  |  |
| <b>Environmentally sustainable practices</b> | Mentions environmentally sustainable packaging or practice (e.g., recyclable HDPE, battery recycling plan) |  |  |
| <b>Time Management</b>                       | Completes the presentation within the allocated 5-minutes ( $\pm 30$ s).                                   |  |  |
| <b>Overall Delivery</b>                      | Confidence, voice projection, language use, and body language                                              |  |  |
| <b>Competent/Not Yet Competent</b>           |                                                                                                            |  |  |
| <b>Feedback notes:</b>                       |                                                                                                            |  |  |
| <b>Strengths</b>                             |                                                                                                            |  |  |
| <b>Areas for improvement</b>                 |                                                                                                            |  |  |
| <b>Overall comments:</b>                     |                                                                                                            |  |  |

## 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 ( $\pm 1$  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

|                                         |                                                                                       |
|-----------------------------------------|---------------------------------------------------------------------------------------|
| <b>Section 1: Introduction</b>          |                                                                                       |
|                                         | 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?                         |
| <b>Section 2: Content</b>               |                                                                                       |
|                                         | 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?                                            |
| <b>Section 3: Delivery</b>              |                                                                                       |
|                                         | 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?                 |
| <b>Section 4: Engagement</b>            |                                                                                       |
|                                         | 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?                                        |
| <b>Section 5: Compliance and Ethics</b> |                                                                                       |
|                                         | Did the presentation comply with prevailing healthcare legislation and ethical codes? |
|                                         | Were environmentally sustainable practices or considerations included (if relevant)?  |
| <b>Section 6: Conclusion</b>            |                                                                                       |
|                                         | Were the key points summarized effectively?                                           |
|                                         | Did the candidate provide a clear and actionable call to action?                      |
| <b>Section 7: Time Management</b>       |                                                                                       |
|                                         | 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) |
| <b>Pre-call objective defined</b> | Objective is specific & outcome-based and aligned to HCP profile and need                          |                 |                         |
| <b>Professional Introduction</b>  | Professional greeting and clearly stated purpose; set a positive tone for engagement.              |                 |                         |
| <b>Content Structure</b>          | Information delivered was logical, well-organized, and flowed seamlessly.                          |                 |                         |
| <b>Use of Evidence</b>            | Incorporates at least one peer-reviewed study or credible real-world dataset supporting the claim. |                 |                         |
| <b>Delivery</b>                   | Natural, confident, professional, engaging delivery with great voice modulation and gestures.      |                 |                         |
| <b>Engagement with HCP</b>        | Actively engaged HCP, asked meaningful questions, and addressed objections effectively.            |                 |                         |
| <b>Compliance and Ethics</b>      | Fully adhered to healthcare regulations and ethical standards.                                     |                 |                         |
| <b>Time Management</b>            | Completed effectively within the allocated time (10 minutes).                                      |                 |                         |
| <b>Call to Action</b>             | 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 (Task 2)**.

### FINAL OUTCOME (Overall):

The candidate is declared Competent if found competent in all tasks of this assessment. If Not Yet Competent in any task, the candidate will be required to undergo re-assessment in that specific task.

### FINAL COMPETENCY DECLARATION

|                                                |                      |                                |  |
|------------------------------------------------|----------------------|--------------------------------|--|
| <b>CANDIDATE NAME &amp; SURNAME</b>            |                      |                                |  |
| <b>ID NUMBER</b>                               |                      |                                |  |
| <b>TASK</b>                                    | <b>RESULT</b>        |                                |  |
|                                                | <b>Competent (C)</b> | <b>Not Yet Competent (NYC)</b> |  |
| Task 1 - Presentation                          |                      |                                |  |
| Task 2 - Selling                               |                      |                                |  |
| <b>OVERALL PRACTICAL OUTCOME (*Tick C/NYC)</b> | <b>COMPETENT (C)</b> | <b>NOT YET COMPETENT (NYC)</b> |  |

**Assessor Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_