

## CURRICULUM/SYLLABUS

This program is aimed at training candidates for the job of a “Field Sales Executive”, in the “Telecom” Sector/Industry and aims at building the following key competencies amongst the learner.

|                                       |                            |
|---------------------------------------|----------------------------|
| 1. Pre-Sales Preparation              | 9. Process Compliance      |
| 2. Technical Knowledge                | 10. Time Management Skills |
| 3. Reading, Writing, Oral Skills      | 11. Data expertise         |
| 4. Analytical skills                  | 12. Selling Skills         |
| 5. Increase customer base and revenue | 13. Probing Skills         |
| 6. Objection Handling Skills          |                            |
| 7. Increasing width of distribution   |                            |
| 8. Negotiation Skills                 |                            |

This course encompasses “ ”out of “ ” National Occupational Standards (NOS) of “ ” Qualification Pack issued by “Telecom Sector Skill Council”.

| S. No | Topic/Module                  | Duration (in Hours) | Key Learning Outcomes   | Corresponding NOS Code             |
|-------|-------------------------------|---------------------|---|------------------------------------|
| 1     | Pre-Sales Preparation         | 12 hrs              | <i>This OS unit is about preparing self to achieve monthly/weekly/daily sales objective, importance of punctuality and organizational grooming guidelines, organizational standards, values, policies and processes, significance of monthly sales targets</i>            | TEL/N0200, KA1, KA2, KA3           |
| 2     | Technical Knowledge           | 12 hrs              | <i>significance of daily pre-sales meeting, basic arithmetic &amp; numeric calculations for MTD sales, current schemes/offers for retailers and subscribers, merchandising elements such as danglers, flex boards, standees, gates, pre-defined Route and Beat Plan</i>   | TEL/N0200, KB1, KB2, KB3, KB4, KB5 |
| 3     | Reading, Writing, Oral Skills | 18 hrs              | <i>keep abreast with latest technologies by reading brochures, pamphlets and daily briefing sheets, draft an action plan to achieve sales target, in regional language, converse in basic English and regional language with TSM and distributor, to share retailer’s</i> | TEL/N0200,SA1, SA2, SA3            |

|    |                                    |        | <i>feedback/suggestions/inputs</i>   |  |
|----|------------------------------------|--------|--|--|
| 4  | Analytical skills                  | 12 hrs | <i>gather MTD sales figures to identify reasons for low sales achievement, analyze the trends of business using BTS utilization model (low, medium and high utilization sites)</i>   | TEL/N0200, SB1, SB2  |
| 5  | Increase customer base and revenue | 18 hrs | merchandising/visibility norms to create brand visibility, USPs & strengths of products and services, FAB approach to highlight product/service, retailer's reporting formats such as retailer card, stock keeping register, BHR process to display MTD sales figures, probing techniques like open ended and close ended questions, process of range selling, well performing retailer sale's records for benchmarking, basic mathematical calculations, how to build rapport with retailers to influence and educate them, stock management including physical voucher and their expiry dates etc  | TEL/N0201, KA1, KA2, KA3, KA4, KA5, KA6, KA7, KA8, KA9, KA10, KA11, KA12, KA13 |
| 6  | Objection Handling Skills          | 12 hrs | <i>listen to retailer's feedback/complaint/opinion, evaluate retailer's resistance as psychological or logical, and respond appropriately, use rebuttals to assure and affirm retailers to clarify retailer's objections</i>   | TEL/N0201, SA3, SA4, SA5   |
| 7  | Increasing width of distribution   | 12 hrs | <i>This OS unit is about dealing with retailers to accomplish monthly/weekly/daily revenue and customer base target, organizational standards for making a sales call, during Beat Plan coverage, regional customs and etiquettes to establish effective communication with retailers, merchandising/visibility norms to create brand visibility, USPs &amp; strengths of products and services, FAB approach to highlight product/service, retailer's reporting formats such as retailer card, stock keeping register, BHR process to display MTD sales figures, probing techniques like open ended and close ended questions, process of range selling, well performing retailer sale's records for benchmarking, basic mathematical calculations, how to build rapport with retailers to influence and educate them, stock management including physical voucher and their expiry dates etc</i> | TEL/N0201, KA1, KA2, KA3, KA4, KA5, KA6, KA7, KA8, KA9, KA10, KA11, KA12, KA13 |
| 8  | Negotiation Skills                 | 6 hrs  | <i>clarify retailers' doubts/objections to create win-win situation</i>  | TEL/N0202, SA4   |
| 9  | Process Compliance                 | 12 hrs | <i>This OS unit is about documentation and process compliance, as per TRAI for activating prepaid mobile numbers, job responsibilities to comply with KYC norms as per TRAI guidelines</i>   | TEL/N0203, KA1   |
| 10 | Time Management                    | 12 hrs | <i>manage time to collect documents, to avoid</i>  | TEL/N0203, SA3   |

|    | Skills         |        | <i>delay in activation</i>  |                       |
|----|----------------|--------|---|-----------------------|
| 11 | Data expertise | 6 hrs  | <i>This OS unit is about expertise in resolving data related Q R C, data related tariff plans, offers and schemes</i> | <i>TEL/N0110, KA1</i> |
| 12 | Selling Skills | 12 hrs | <i>pitch best suited data related plans and products to the customers</i>   | <i>TEL/N0110, SB1</i> |
| 13 | Probing Skills | 12 hrs | <i>identify issue by asking relevant questions and resolve customer's data related concern</i>                        | <i>TEL/N0110, SB2</i> |