



Model Curriculum

QP Name: Sales Supervisor

QP Code: RAS/Q0605

QP Version: 1.0

NSQF Level: 5

Model Curriculum Version: 1.0

Retailers Association's Skill Council of India || Retailers Association's Skill Council of India, 703-704 Sagar Tech Plaza - A, Andheri-Kurla Road, Sakinaka Junction, Sakinaka, Andheri (E) Mumbai-400072.

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Training Parameters

Sector	Retail
Sub-Sector	FMCG
Occupation	Sales
Country	India
NSQF Level	5
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5249.0101
Minimum Educational Qualification and Experience	Graduate in any stream and 1-year experience in sale of products/ services. OR 12th Standard Pass and 3 years of work experience in a Job Role involving sale of products/ services. OR ITI (after Class 10) and 3 years of work experience in a Job Role involving sale of products/ services. OR Certified in NSQF Level 4 Job Roles of Retail Sector/ Distributor Salesman/ Retail Sales Associate/ Seller Activation Executive and 3 years of work experience in the Job Role involving sale of products/ services.
Pre-Requisite License or Training	Nil
Minimum Job Entry Age	18 Years
Last Reviewed On	18/08/2020
Next Review Date	26/05/2024
NSQC Approval Date	27/05/2021
QP Version	1.0
Model Curriculum Creation Date	18/08/2020
Model Curriculum Valid Up to Date	26/05/2024
Model Curriculum Version	1.0
Minimum Duration of the Course	288 hours
Maximum Duration of the Course	288 hours

Program Overview

This section summarizes the end objectives of the program along with its duration.

Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills.

- Lead and guide the distributor sales team to acquire secondary sales orders
- Manage trade operations at the distributor point
- Manage modern trade efficiently
- Increase sales volume through promotional activities
- Build and retain effective sales relationships with the customers
- Plan and acquire infrastructure to expand the market coverage
- Prepare and submit performance reports to the management
- Work effectively in the organisation

Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
Bridge Module	04				04
Introduction to FMCG (Fast Moving Consumer Goods) Retail Sector	04		-	-	04
RAS/N0606 - Facilitate acquisition of secondary sales orders v1.0 NSQF Level – 5	32	48	-	-	80
Supervise the work of the distributor	12	16	-	-	28
Supervise merchandising activities in general trade retail outlets	12	16	-	-	28
Train and coach the distributor salespeople	08	16	-	-	24
RAS/N0607: Manage operations at distributor point v1.0 NSQF Level - 5	12	16	-	-	28
Provide service to distributors in managing sales operations	12	16	-	-	28
RAS/N0608: Manage modern trade v1.0 NSQF Level - 5	16	32	-	-	48

Supervise merchandising and manpower at modern trade outlets	08	16	-	-	24
Ensure Offtakes from retail outlets leading to secondary sales achievement	08	16	-	-	24
RAS/N0609: Implement sales promotion activities v1.0 NSQF Level - 5	12	16	-	-	28
Implement sales promotion activities	08	12	-	-	20
Manage waste	04	04	-	-	08
RAS/N0610: Build and retain effective sales relationships with customers v1.0 NSQF Level - 5	08	12	-	-	20
Build and retain sales relationship with customers	08	12	-	-	20
RAS/N0611: Expand market coverage v1.0 NSQF Level - 5	12	16	-	-	28
Plan and acquire infrastructure for market expansion	12	16	-	-	28
RAS/N0612: Furnish reports v1.0 NSQF Level – 5	12	12	-	-	24
Prepare reports and review performance	12	12	-	-	24
RAS/N0138: To work effectively in an organisation v2.0 NSQF Level – 4	12	16	-	-	28
Working in a Team	12	16	-	-	28
Total Duration	120	168			288

Module Details

Module 1: Introduction to FMCG Retail Sector

Terminal Outcomes:

- Summarize the career prospects available in Sales & Marketing
- Outline the structure of FMCG sales distribution network

Duration: 04:00 Hours	Duration: 00:00 Hours
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Describe the key factors that led to growth of the FMCG sector • Define Sales and Marketing Sales and Marketing • Discuss the career prospects in sales and marketing • Illustrate a sample organisation structure of the FMCG company • Describe the role and responsibilities of the entities that are part of the FMCG sales & distribution network • Summarize the structure of the supply chain system of a typical FMCG sales and distribution network 	
Classroom Aids:	
Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck	
Tools, Equipment and Other Requirements	
Card sheets, Sketch pens / Marker pens	

Module 2: Supervise the work of the distributor salespeople

Mapped to RAS/N0606

Terminal Outcomes:

- Prepare a sample sales plan for distributor sales teams.
- Demonstrate how to monitor the execution of sales plan by the distributor sales teams
- Describe the practices followed to achieve the secondary sales objectives in the market place
- List the benefits of tools & equipment used to execute and process sales orders

Duration: 12:00 Hours	Duration: 16:00 Hours
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Define sales territory • List the elements that constitute a sales territory • Discuss the importance of creating a sales plan. • Summarize the role of a Route Plan, Beat Plan and Permanent Journey Plan (PJP) in achieving the sales target • Recall the role of different channel partners in achieving the sales targets • Outline the escalation matrix that needs to be followed by a distributor salesperson. • Discuss the importance of knowing the product portfolio / product mix of the organisation. • List the parameters used to categorize the different types of retail outlets. • Explain the importance of productivity measures used to monitor growth / achievements of sales. • List the best practices followed with respect to meeting etiquette, grooming and self-presentation. • Describe the functions of the tools / equipment, software, types of reports used during sales operations. 	<ul style="list-style-type: none"> • Prepare a sample monthly, weekly and a day wise sales target plan for the distributor and distributor sales people • Produce a sample route and beat plan for a distributor salesperson for specified sales territory • Create a sample permanent journey plan for self to cover the specified sales territory • Use a sample progress report to monitor and report the progress of distributor salesperson with respect to acquisition of outlets based on a given case study. • Prepare a sample report on sales growth using the parameters - Range Selling, ECO (Effective Coverage of Outlets), TLS (Total lines sold) ND (Numeric Distribution) SAH (Share among Handlers) on the basis of sample case studies • Dramatize the process of organizing the gate meetings • Prepare a sample action plan to communicate measures to guide the distributor salesman for achieving the sales targets
Classroom Aids:	
Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck	
Tools, Equipment and Other Requirements	
Template for planning – daily / weekly / monthly target, sample territory map, sample beat & route plan, sample permanent journey plan (PJP), Formulae list for calculation of productivity measures, case studies for evaluation of productivity, gate meeting checklist, outlet acquisition checklist, sample planogram for A,B, C category outlets, sample daily sales report of the distributor salesman, Handheld order booking software loaded on a Smart phone	

Module 3: Supervise merchandising activities in general trade retail outlets

Mapped to RAS/N0606

Terminal Outcomes:

- Demonstrate the steps followed in the sales process
- Apply appropriate methods to review merchandising done at the retailer's outlets
- Explain the role of sales process in achieving secondary sales objectives
- Outline the importance of merchandising in securing secondary sales orders
- Prepare a report on the results of trade schemes.
- Evaluate the results of the trade schemes and provide future action plans

<i>Duration: 12:00 Hours</i>	<i>Duration: 16:00 Hours</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Recall the elements of the sales process and order processing • List the stages of the sales cycle. • Paraphrase the importance of stating features, advantages and benefits of the products to the customers in closing the sales. • Discuss the techniques that help in closing a sale • Outline the aspects of merchandising that need to be applied at the retailer / wholesaler / stockist points. • Explain the principles of FIFO, Stock Rotation, Inventory Management and Visual Merchandising that need to be followed at retail outlets • List the contents of merchandising kit • Define the role of POP material and merchandising kit in creating visibility of SKUs. • Discuss the importance of acquiring the prime space and high visibility for the products on the retailer's shelf. • Outline the process of secondary order collection and processing it through the distributor. • Explain the policies for grievance redressal for retailers • Discuss the importance of monitoring the usage of trade finds and budgets 	<ul style="list-style-type: none"> • Demonstrate how to book and process personal orders at the locations of Key accounts. • Use the planogram and design brief to review Merchandising and Visual Merchandising at the retail outlet. • Dramatize the process of negotiating with the retailers to provide prime space and high visibility to the products on their shelf • Use FIFO & stock rotation methods to ensure that the retailer / wholesaler / stockist maintain fresh stocks. • Evaluate the results of the trade schemes and utilization of trade funds on the basis of data provided in a sample case study. • Prepare a report on the action plan to be followed by distributor sales team to implement trade schemes and utilization of trade funds / budgets based on a sample case study • prepare an action plan to implement trade schemes based on the evaluation of trade scheme and utilization of trade funds
Classroom Aids:	
Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck	
Tools, Equipment and Other Requirements	
Sample Product collaterals, sample A, B, C category wise planogram, VM design brief, Handheld order booking software loaded on a smart phone, template for recording current stocks on hand at retailer / stockist / wholesale points, sample trade scheme flyers, dummy FMCG products as in the planogram, gondola (shelf used to display products in a modern retail store or supermarket) with endcap , danglers of sale offers, flyers / posters of the products, calculator, sample case study with trade scheme details with checklist to evaluate results, stock rotation checklist	

Module 4: Train and coach the distributor salespeople

Mapped to RAS/N0606

Terminal Outcomes:

- Apply appropriate techniques to impart training to Distributor sales teams
- Demonstrate how to coach and provide feedback to the distributor sales teams
- Explain the impact of training and coaching on the achievement of sales plan

<i>Duration: 08:00 Hours</i>	<i>Duration: 16:00 Hours</i>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • List the elements on which the distributor sales teams need to be trained. • Explain the importance of training and coaching the distributor sales teams to achieve the targets. • Discuss the impact of competition products and trade schemes in achieving the secondary sales targets. • Outline the techniques of training on merchandising, usage of POP material and Visual merchandising • Discuss the practices followed to manage training program efficiently. • List the steps of imparting coaching and feedback to the distributor salespeople 	<ul style="list-style-type: none"> • Dramatise the process of conducting product and process trainings to distributor sales teams. • Demonstrate the process of delivering sales training to the distributor salespeople. • Employ appropriate techniques to train the distributor salespeople on making an effective sales call • Prepare a sample action plan based on the observation and feedback for the distributor salespeople
Classroom Aids:	
Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck	
Tools, Equipment and Other Requirements	
Sample Product collaterals, sample A, B, C category wise planogram, Handheld order booking software, Smart phone, template for recording current stocks on hand at retailer / stockist / wholesale points, sample trade scheme flyers, sales call observation checklist, feedback and action plan templates, email / letter communication templates	

Module 5: Provide service to distributors in managing sales operations

Mapped to RAS/N0607

Terminal Outcomes:

- Demonstrate the process of primary order fulfillment
- Evaluate distributor's performance and prepare action plans for future
- Prepare a reconciliation report of receivables and payables from and to the distributor.
- Explain the outcomes that can be achieved by managing the operations at the distributor point

Duration: 12:00 Hours	Duration: 16:00 Hours
<p>Theory – Key Learning Outcomes</p> <ul style="list-style-type: none"> • Explain the importance of primary sales plan and its relevance to the distributor. • List the steps of primary order fulfillment • Recall the logistics and infrastructure requirement to fulfill the primary orders raised by the distributors • Summarize the infrastructure and resources that need to be maintained by the distributor to ensure seamless operations. • Outline the Escalation matrix and the process for resolution of distributor problems • Discuss the best practices followed to collect and remit the payments from the distributors to the company and vice versa • Describe the situations under which the payments would be due to the distributors • Discuss the importance of reconciling the distributor accounts and settling the dues • Recall the terms / parameters on which the performance of the distributor is evaluated. • Explain the need for a distributor to possess knowledge of the company & competition product portfolios. • Discuss the need for the sales supervisor to know the trade schemes, promotional strategies, rewards & recognitions and incentive schemes of the principal company and the competition. • Define the terms credit limits, credit eligibility and credit ageing. • Discuss the importance of evaluating credit ageing for a distributor • List the standard policies for providing credit to the distributor and collection of payments against the credits provided • Outline the process followed to replace the damaged goods 	<p>Practical – Key Learning Outcomes</p> <ul style="list-style-type: none"> • Use sample order booking form / software and book primary orders from the distributor on the basis of a case study / case let • Fill a sample template to communicate confirmation of receipt of primary order to the distributor and the company • Prepare sample checklists to monitor and evaluate the trade operations of the distributor • Calculate ROI of the distributor on the basis of a sample case study. • Prepare a sample action plan to help the distributor achieve the ROI goals • Assess the performance of the distributor against the sales plans using a sample evaluation checklist based on the information and data provided in the case study. • Create a report on credit ageing after on the basis of sample data • Produce an action plan and feedback based on the evaluation of the trade operations. • Demonstrate the process of conducting review meetings with the distributor. • Draft a sample email to communicate to distributors their qualification to receive incentives and rewards based on the sample eligibility criteria. • Prepare a sample report of the receivables and payables from and to the company • Write a sample letter / email to communicate grievances of the distributor to the authorities of the company
<p>Classroom Aids:</p> <p>Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck</p>	
<p>Tools, Equipment and Other Requirements</p> <p>Hand held device / smart phone with software for primary order booking, credit ageing report template, sample reconciliation report template, checklist to monitor /assess trade operations of the distributor, email / letter communication templates, Case study briefs on – primary order booking, sales plan & sales reports of distributor, receivables and payables, rewards and recognition</p>	

Module 6: Supervise merchandising and manpower at modern trade outlets

Mapped to RAS/N0608

Terminal Outcomes:

- Demonstrate the process of implementing and evaluating merchandising plans in modern trade
- Preparing a sample roaster & work schedule to align manpower as per plan
- Evaluate performance of the in-store merchandising team
- Explain the aspects of merchandising and manpower planning activities within the modern trade outlets

Duration: 08:00 Hours	Duration: 16:00 Hours
<p>Theory – Key Learning Outcomes</p> <ul style="list-style-type: none"> • Explain the importance of using permanent journey plan (PJP) while visiting the modern trade outlets. • State the importance of assortment plan / planogram and pricing strategy followed for modern trade outlets • Discuss the standard practices followed in merchandising, Stock Rotation, Inventory Management and Visual Merchandising with respect to modern trade • Recall the parameters on which the merchandising and Visual Merchandising is evaluated. • Identify the areas in the modern trade outlets that can provide high visibility to the products • Describe the roles and responsibilities of merchandisers and in-store promoters • Summarize the performance measurement parameters used to assess the performance of merchandisers and in store promoters • Explain the importance of coaching and mentoring the team. • Discuss the need to prepare daily roasters and work schedule to supervise in-store merchandising and sales team. 	<p>Practical – Key Learning Outcomes</p> <ul style="list-style-type: none"> • Prepare a sample checklist to evaluate compliance of the merchandising and Visual merchandising with the plan. • Assess if the merchandising and Visual merchandising (VM) complies with the merchandising and VM plan • Produce a sample observation report on the merchandising & Visual merchandising done at the store. • Demonstrate the process of organizing the merchandise as per the planogram through the in-store merchandisers. • Use the performance measurement parameters to assess the performance of merchandisers and in-store promoters. • Role play a situation on how to review and provide the feedbacks to the merchandisers and in-store promoters based on the assessment of their performance. • Prepare a sample roaster and daily work schedule for the in-store promoters and merchandisers • Dramatize the process of imparting on the job training to the in-store promoters and merchandisers
<p>Classroom Aids:</p> <p>Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck</p>	
<p>Tools, Equipment and Other Requirements</p> <p>Dummy FMCG products as in the planogram, gondola (shelf used to display products in a modern retail store or supermarket) with endcap danglers of sale offers, flyers of the products, calculator, template for roaster, sample planogram, VM design brief. Case studies with Visuals on Merchandising plan, VM plan, assortment plan, promotions and pricing strategy. performance measurement parameters to evaluate performance of merchandisers and in-store promoters, Sample check list to evaluate compliance to merchandising and VM plan</p>	

Module 7: Ensure Offtakes from retail outlets leading to secondary sales achievement

Mapped to RAS/N0608

Terminal Outcomes:

- Dramatize the process of negotiating with modern retailers to acquire prominent shelf space
- Demonstrate the ways in which promotional schemes can be implemented
- Evaluate performance of promotions
- Prepare performance reports and communicate to the management
- Explain the activities that need to be carried out to achieve the offtake targets

Duration: 08:00 Hours	Duration: 16:00 Hours
<p>Theory – Key Learning Outcomes</p> <ul style="list-style-type: none"> • Explain the importance of achieving offtake targets • Discuss the importance of building a good rapport with the category teams and the store managers of the modern trade organisation. • Outline the need to acquire dominant shelf space at the store. • Describe the steps of retail sales cycle applicable to modern trade outlets • List the sales closing techniques used in retail sales cycle • Describe the role of sales promotional schemes in achieving off take targets • State the impact of not evaluating the performance of the promotional schemes. • Explain the techniques of collecting information on the performance of competition products and promotions. • List the types of reports that need to be received from the merchandising and in-store promotion teams • List the types of reports that need to be prepared with respect to performance at the modern trade outlets. • Outline the points to be discussed during the review of self-performance with the supervisor / manager on an ongoing basis. 	<p>Practical – Key Learning Outcomes</p> <ul style="list-style-type: none"> • Prepare a sample PJP (Permanent journey plan) for the visit of modern trade outlets • Apply correct techniques to acquire prominent space at the store through category managers and store managers • Calculate the conversion ratio on the basis of the sample data provided in the case study • Produce a sample report on sales conversion on the basis of sample data provided in the case study. • Create an action plan to increase the conversion ratios • Use a sample plan to conduct a sales promotion activity through the in-store teams. • Evaluate the performance of the promotional schemes / offers on the basis of sample data provided in the case study. • Prepare a sample report on the performance of competition products versus products of the company. • Dramatise the process of conducting team reviews on the sales floor and providing action plans to increase off takes • Examine the reports prepared by team on damages & returns and communicate action plan • Prepare a sample report to communicate store wise returns, damages, expenses incurred for promotions and creating visibility of brand / products to the company. • Write an email to intimate the performance of competition, challenges due to competition, measures to mitigate competition and financial claims to the company authorities.
<p>Classroom Aids:</p>	
<p>Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck</p>	
<p>Tools, Equipment and Other Requirements</p>	

Dummy FMCG products as in the planogram, gondola (shelf used to display products in a modern retail store or supermarket) with endcap, danglers of sale offers, flyers of the products, calculator, checklist for team reviews, merchandise and VM tools for setting up promotion within the store, sample outlet wise offtake plans for every SKU (Stock Keeping Unit) based on the offtake target, sample checklists to evaluate team reports, sample team reports, templates of self-reporting
Case study briefs for - plan for a sales promotion scheme, calculation of conversion ratio, sales promotion plan, SKU wise competition product performance versus self-product performance, sample report on damages and returns

Module 8: Implement sales promotion campaigns

Mapped to RAS/N0609

Terminal Outcomes:

- Demonstrate ways in which products can be promoted to customers in a promotional campaign
- Evaluate the effectiveness of promotions and report the results of the campaign.
- Explain the significance of organizing promotional campaigns to boost sales of the products

Duration: 08:00 Hours	Duration: 12:00 Hours
<p>Theory – Key Learning Outcomes</p> <ul style="list-style-type: none"> • Discuss how promotions can lead to future sales • Explain how seasonal trends affect sales of the products. • Identify potential opportunities to launch promotional campaigns. • List the tools, equipment and resources required to launch a promotional campaign • Discuss the merchandising and the visual merchandising guidelines that needs to be followed while implementing a promotional campaign. • List the health and safety guidelines with respect to setting up product displays and Kiosks in a promotional campaign • Explain the impact of customer buying behaviour on the success of a promotional campaign • List the parameters used to evaluate the success of promotional campaign. • Describe the role of each stake holder in setting up the promotional campaign. • Explain the importance of evaluating and reporting the effectiveness of the promotional campaign. 	<p>Practical – Key Learning Outcomes</p> <ul style="list-style-type: none"> • Write an email to communicate opportunities to conduct promotional campaigns to the company • Prepare an outline of merchandising and VM plan • Dramatize how to communicate the objectives and the benefits of the sales promotion campaign to the key stake holders such as – distributors, promoters and retailers. • Role play the situation on how to communicate the roles and responsibilities of all the stake holders during the promotion • Apply appropriate techniques to promote offers promote offers and products • Assess the effectiveness of the promotion using a sample data of the outcome • Prepare a report to communicate the results of the promotional campaign
<p>Classroom Aids:</p> <p>Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck</p>	
<p>Tools, Equipment and Other Requirements</p> <p>Case studies on promotional plan with the themes for VM consisting of Sample VM – design brief, schematic diagrams with themes of promotional campaign, dummy products ,sample - planogram, product catalogues, brochures, danglers & flyers, Case studies depicting wide-ranging results of the effectiveness of the promotional campaign, checklist to evaluate performance of promotion, sample case study with the performance results of the promotion</p>	

Module 9: Manage waste

Mapped to RAS/N0609

Terminal Outcomes:

- Demonstrate the process to ensure disposal of waste in a safe and correct manner
- State the statutory guidelines with respect to waste disposal

Duration: 04:00 Hours	Duration: 04:00 Hours
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss why waste must be handled and disposed correctly • List the statutory guidelines for disposing the waste and recyclable waste in a safe manner. • Explain the safe practices followed in disposing off different types of wastes. 	<ul style="list-style-type: none"> • Demonstrate how to organise for the disposal of garbage. • Dramatize how to organise for the disposal of food waste in line with food safety guidelines • Apply appropriate methods to organise for the disposal of waste materials that are recyclable.
Classroom Aids:	
Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck	
Tools, Equipment and Other Requirements	
Sample disposable food waste (wet & dry), sample recyclable packaging waste, sample disposable packaging waste, dry and wet waste dumping and moving equipment.	

Module 10: Build and retain sales relationship with customers

Mapped to RAS/N0610

Terminal Outcomes:

- Explain the techniques to propose win – win sales propositions to the customers
- Explain the need to build and retain good sales relationships with the customers

Duration: 08:00 Hours	Duration: 12:00 Hours
<p>Theory – Key Learning Outcomes</p> <ul style="list-style-type: none"> • Explain the importance of building rapport with the customers • List ways to give customers a positive impression of self and the organisation • Identify the customers with whom the organisation should be building long term and profitable relationship • List the interpersonal skills required to establish relationships and build rapport with customers • Outline the need to assess the risk and potential benefits of the relationship • Discuss the importance of communicating with key customers effectively in order to develop trust, commitment and co-operation • Explain the importance of negotiating effectively with customers to establish a mutually beneficial financial outcome from the relationship • Recall the concepts of up-selling, cross-selling & selling add-ons and when it is appropriate to do this • Outline the importance of a Customer Relationship Management (CRM) tool. 	<p>Practical – Key Learning Outcomes</p> <ul style="list-style-type: none"> • Demonstrate appropriate grooming practices that is expected in front of the customers • Role play a situation to show how to communicate with the customer in a way that makes them feel valued and respected • Employ appropriate techniques to deal with different types of customers • Dramatize how to use customer grievance redressal policies to resolve customer service problems • Choose correct techniques to negotiate sales propositions with the key accounts and offer a win-win proposition • Demonstrate the process of upselling and cross-selling to the key accounts
<p>Classroom Aids:</p> <p>Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck, demonstration kit of a CRM tool</p>	
<p>Tools, Equipment and Other Requirements</p> <p>Sample catalogues of product portfolio, sample detailers of trade schemes, Case Studies & role play briefs pertaining to – Courtesy calls with key accounts, Sales call with key accounts, sales call with grieved customer accounts & angry customers, sales call with service problems such as – undercutting, delayed claim settlements, delayed replacements, delayed delivery, proposition to promote newly launched product with trade schemes.</p>	

Module 11: Plan and acquire infrastructure for market expansion

Mapped to RAS/N0611

Terminal Outcomes:

- Demonstrate the process of analyzing the gap in market coverage and mitigating it
- Demonstrate the process of evaluating and appointing new distributors
- Explain the need for market expansion on the revenue goals of the organisation

Duration: 12:00 Hours	Duration: 16:00 Hours
<p>Theory – Key Learning Outcomes</p> <ul style="list-style-type: none"> • Explain the importance of effective market coverage • List the challenges that can be posed by the competition with respect to market coverage • Discuss the measures that can be taken to mitigate the challenges from the competition • Outline the importance of periodically mapping the current market coverage within the assigned geographical territory • Recall the factors that need to be considered while analyzing the capability of current distributor to cover the current and the additional market area • Describe the standard guidelines that are followed for selection and appointment of new distributors • List the infrastructure that a distributor needs to possess to distribute goods. • Discuss the importance of inducting the new distributor and the distributor sales team 	<p>Practical – Key Learning Outcomes</p> <ul style="list-style-type: none"> • Prepare a sample gap analysis report with respect to expected market coverage, current market coverage and the competition market coverage • Assess the distributor’s capacity to cover the assigned market territory • Create a sample plan to acquire new retail outlets of all the categories to increase the market coverage • Produce a report after evaluating the new distributors based on the sample selection criteria • Write an email to communicate the appointment of the distributor. • Demonstrate how to coach the distributors on procurement of infrastructure and resources based on the market coverage plan
<p>Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck</p>	
<p>Tools, Equipment and Other Requirements</p> <p>Sample template of gap analysis report, case study for analyzing market coverage, New / Current Distributor evaluation checklist, case study to prepare new outlet acquisition plan, Checklist of documents for appointment of new distributors, sample templates to issue confirmation of appointment to the distributor</p>	

Module 12: Prepare reports and review performance

Mapped to RAS/N0612

Terminal Outcomes:

- Prepare reports and reviewing sales performance of the territory
- Explain the importance of furnishing performance reports to the management

Duration: 12:00 Hours Theory – Key Learning Outcomes	Duration: 12:00 Hours Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Outline sample organisation structure and reporting hierarchy • Explain the importance of reporting and reviewing the performance of the stakeholders in the assigned sales territory • Recall the different types of reports that need to be furnished • Identify the parameters that need to be included in different types of reports • State the factors that need to be discussed in the review meetings with distributors and modern retailers • List the factors that need to be discussed while reviewing self-performance with the supervisor • Explain the importance of collating information on performance of the competition products and marketing strategies. • List the methods used to collect the competition information. 	<ul style="list-style-type: none"> • Produce a sample daily sales report based on the sample sales data provided. • Prepare a weekly and monthly sample sales report based on the sample sales data • Create outlet wise, in-store sales promoter wise monthly sample sales performance report based on the sample data for modern trade • Produce a distributor wise, beat wise sales performance report for general trade based on a sample date • Prepare a sample target versus achievement report in the sample template after analyzing the performance of Modern trade and general trade • Produce an action plan to achieve sales targets based on the current performance. • Make a sample report of sales performance of the products in comparison with the performance of the competition products. • Create a performance report for the territory.
Classroom Aids:	
Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck	
Tools, Equipment and Other Requirements	
Templates of periodic report forms for general and modern trade, Case studies with sales performance data for general and modern trade.	

Module 13: Working in a Team

Mapped to RAS/N0138

Terminal Outcomes:

- Identify how to support the team at work
- Describe how to recognise discrimination, bullying and harassment in own work place
- Describe the factors that help to improve own work performance in a retail team

Duration: 12:00 Hours	Duration: 16:00 Hours
<p>Theory – Key Learning Outcomes</p> <ul style="list-style-type: none"> • Describe the benefits of team work. • Discuss the impact of being presentable and maintaining hygiene at work • Outline the methods to resolve conflicts with colleagues in a polite and constructive way • List the actions that need to be taken, if the conflicts with colleagues cannot be resolved • State the procedures for safeguarding own and others' health and safety while at work • Explain the importance of being an effective learner at work • Discuss the importance of identifying training needs for self. • Explain the importance of asking for feedback on own work performance • Outline the process to evaluate own performance • List the steps of escalation to the supervisor. • Summarise the employee rights and obligations in an organisation • State the procedures for dealing with discrimination, bullying and harassment • Explain the guidelines / best practices followed while working with colleagues of different genders and disability • Describe the consequences of poor team work 	<p>Practical – Key Learning Outcomes</p> <ul style="list-style-type: none"> • Dramatize the way in which help and information can be sought from colleagues when needed • Role play a situation on how to assist colleagues with information whenever requested to maintain working relationships • Demonstrate how to seek advice from other people or supervisor when conflicts with team member(s) do not get resolved
<p>Classroom Aids:</p> <p>Projector, white board and white board marker, pen, notepad, Participant Handbook, Presentation deck</p>	
<p>Tools, Equipment and Other Requirements</p> <p>Sample case studies and role play briefs - cases pertaining to conflicts within team, cases pertaining to need for interpersonal coordination</p>	

Annexure

Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Diploma	Retail operations / Retail management	5	FMCG or Consumer products / Consumer Durable sales including minimum 2 years of supervisory experience	0		
OR						
Diploma	Retail operations / Retail management	3	FMCG or Consumer products / Consumer Durable sales	2	Sales Training for supervisory cadre (Training for team leaders and above or has functioned as a Master Trainer)	
OR						
Graduate	Any Discipline	5	FMCG or Consumer products / Consumer Durable sales including minimum 2 years of supervisory experience	0		
OR						
Graduate	Any Discipline	3	FMCG or Consumer products / Consumer Durable sales	2	Sales Training for supervisory cadre (Training for team leaders and above or has functioned as a Master Trainer)	

Trainer Certification	
Domain Certification	Platform Certification
Sales Supervisor QP (RAS/Q0605) Minimum pass percentage: 80%	Trainer QP (MEP/Q2601) Minimum pass percentage: 80%

Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Diploma	Retail operations / Retail management	5	FMCG or Consumer products / Consumer Durable sales including minimum 2 years of supervisory experience	0		
OR						
Diploma	Retail operations / Retail management	3	FMCG or Consumer products / Consumer Durable sales	2	Sales Training for supervisory cadre (Training for team leaders and above or has functioned as a Master Trainer)	
OR						
Graduate	Any Discipline	5	FMCG or Consumer products / Consumer Durable sales including minimum 2 years of supervisory experience	0		
OR						
Graduate	Any Discipline	3	FMCG or Consumer products / Consumer Durable sales	2	Sales Training for supervisory cadre (Training for team leaders and above or has functioned as a Master Trainer)	

Assessor Certification	
Domain Certification	Platform Certification
Sales Supervisor QP (RAS/Q0605) Minimum pass percentage: 80%	Assessor QP (MEP/Q2701) Minimum pass percentage: 80%

Assessment Strategy

This section includes the processes involved in identifying, gathering and interpreting information to evaluate the learner on the required competencies of the program.

Assessment will be done by RASCI-affiliated assessment agencies. The assessors will be trained & certified by SSC through Training of Assessors. The emphasis will be on practical skills and knowledge based on the performance criteria. The assessment papers are developed by Subject Matter Experts (SME), as per the assessment criteria mentioned in the Qualification Pack. The assessment papers are also checked for the various outcome-based parameters such as quality, time taken, precision, tools & equipment requirement, etc. The assessment sets are then reviewed by SSC official for consistency.

Testing Tools

- Carry out assessments under realistic work pressures that are found in the normal workplace.
- Ensure that the range of materials, equipment and tools that learners use are current and of the type routinely found in the normal industry workplace environments.

Assessment Type	Formative or Summative	Strategies
Theory	Summative	(Web proctoring/Paper pencil/Tab based): Written test will be Multiple Choice Questions (MCQ) based. In case of availability of internet connectivity, the test will be hosted on web (online). In case of absence of internet connectivity, the test will be administered in offline mode or via paper pencil.
Practical/Viva Voce	Summative	This test will be administered through Viva Voce / demonstrations in the FMCG retail Lab environment

The assessment results are backed by evidences collected by assessors.

1. The assessor needs to collect a copy of the attendance for the training done under the scheme. The attendance sheets are signed and stamped by the in charge / Head of the Training Centre.
2. The assessor needs to verify the authenticity of the candidates by checking the photo ID card issued by the institute as well as any one Photo ID card issued by the Central/Government. The same needs to be mentioned in the attendance sheet. In case of suspicion, the assessor should authenticate and cross verify trainee's credentials in the enrolment form.
3. The assessor needs to punch the trainee's roll number on all the test pieces.
4. The assessor can take a photograph of all the students along with the assessor standing in the middle and with the centre name/banner at the back as evidence.
5. The assessor also needs to carry his/her photo ID card.

The assessment agencies are instructed to hire assessors with integrity, reliability and fairness. Each assessor shall sign a document with its assessment agency by which they commit themselves to comply with the rules of confidentiality and conflict of interest, independence from commercial and other interests that would compromise impartiality of the assessments.

Reference

Glossary

Term	Description
Declarative Knowledge	Declarative knowledge refers to facts, concepts and principles that need to be known and/or understood in order to accomplish a task or to solve a problem.
Key Learning Outcome	Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
OJT (M)	On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on site
OJT (R)	On-the-job training (Recommended); trainees are recommended the specified hours of training on site
Procedural Knowledge	Procedural knowledge addresses how to do something, or how to perform a task. It is the ability to work, or produce a tangible work output by applying cognitive, affective or psychomotor skills.
Training Outcome	Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training.
Terminal Outcome	Terminal outcome is a statement of what a learner will know, understand and be able to do upon the completion of a module. A set of terminal outcomes help to achieve the training outcome.

Acronyms and Abbreviations

Term	Description
QP	Qualification Pack
NSQF	National Skills Qualification Framework
NSQC	National Skills Qualification Committee
NOS	National Occupational Standards
FMCG	Fast Moving Consumer Goods
PJP	Permanent Journey Plan
ECO	Effective Coverage of Outlets
TLS	Total Lines Sold
ND	Numeric Distribution
SAH	Share among Handlers
FIFO	First In First Out
POP	Point-of-Purchase
SKU	Stock Keeping Unit
ROI	Return on Investment
VM	Visual Merchandising
CRM	Customer Relationship Management