

Model Curriculum

Distributor Sales Representative

SECTOR: TELECOM
SUB-SECTOR: HANDSET
OCCUPATION: SALES AND DISTRIBUTION
REF ID: TEL/Q2100,V1.0
NSQF LEVEL: 4



Certificate

COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

TELECOM SECTOR SKILL COUNCIL

for

MODEL CURRICULUM

Complying to National Occupational Standards of
Job Role/ Qualification Pack: 'Distribution Sales Representative'
QP NO. ' TEL/O2100 NSQF Level 4 '

Date of Issuance: **May 15th, 2016**

Valid up to*: **May 15th, 2018**

*Valid up to the next review date of the Qualification Pack or the
"Valid up to" date mentioned above (whichever is earlier)



Authorised Signatory
(Telecom Sector Skill Council)

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Distributor Sales Representative

CURRICULUM / SYLLABUS

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

Program Name	Distributor Sales Representative		
Qualification Pack Name & Reference ID	TEL/Q2100		
Version No.	1.0	Version Update Date	31-05-2017
Pre-requisites to Training	Negotiation and selling skills, Basic computer literacy		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Make a pre-plan: Understand organisational policies, procedures and standards, prepare route plan and beat plan, design daily sales objective and action plan, split the targets and collect stock and merchandise. • Build good relationship with retailers: Educate the retailer and understand his/her requirements, display merchandise, calculate ROI, explore line selling and range selling and handle retailer’s complaints. • Educate retailer’s counter sales person: Analyse the requirements of the customer, offer appropriate products to customers and describe details of mobile handsets. • Understand the process compliance: Prepare daily sales report, define range selling norms and enroll new outlets. 		

This course encompasses 4 out of 4 National Occupational Standards (NOS) of “Distributor Sales Representative” Qualification Pack issued by “TSSC: Telecom Sector Skills Council”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p>Pre-planning</p> <p>Theory Duration (hh:mm) 22:00</p> <p>Practical Duration (hh:mm) 36:50</p> <p>Corresponding NOS Code TEL/N2100</p>	<ul style="list-style-type: none"> • Discuss the roles and responsibilities of a distributor sales representative • Define organisational policies, procedures and standards • Describe grooming standards • Understand route plan and beat plan • Design daily sales objective and action plan • Split sales target • Acquaint yourself about latest technologies, offers and schemes • Calculate Month-Till-Date (MTD) sales • Collect stock and merchandise 	Laptop, white board, marker, projector, calculator, Software tool – MS office, Product plan features – brochures and handouts.
2	<p>Manage retailer relationship to achieve sales targets</p> <p>Theory Duration (hh:mm) 26:00</p> <p>Practical Duration (hh:mm) 47:00</p> <p>Corresponding NOS Code TEL/N2101</p>	<ul style="list-style-type: none"> • Educate the retailer and examine his/her need • Map the potential territory • Understand merchandising materials • Prepare route plan and beat plan • Explore the Features Advantages Benefits (FAB) approach • Calculate Return on Investment (ROI), Inventory Turn, and MTD sales • Manage stocks and collect payment • Discuss line selling and range selling • Handle the complaints of the retailers 	Laptop, white board, marker, projector, merchandising materials, calculator
3	<p>Educate retailer’s counter sales person</p> <p>Theory Duration (hh:mm) 15:00</p> <p>Practical Duration (hh:mm) 15:00</p> <p>Corresponding NOS Code TEL/N2102</p>	<ul style="list-style-type: none"> • Deal with a counter sales person • Analyse the needs of customers • Offer appropriate products to customers • Define technical specifications of mobile handset 	Laptop, white board, marker, projector, mobile phone
4	<p>Process compliance</p> <p>Theory Duration (hh:mm) 13:00</p> <p>Practical Duration</p>	<ul style="list-style-type: none"> • Create brand visibility • Prepare daily sales report • Analyse daily sales report with supervisor • Explore different range selling norms • Explain the concept of the enrollment of new outlets 	Laptop, white board, marker, projector, merchandising materials, enrollment form

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	(hh:mm) 13:50 Corresponding NOS Code TEL/N2103		
5	Soft Skills- Personal Development Theory Duration (hh:mm) 02:00 Practical Duration (hh:mm) 04:00 Corresponding NOS Code NA	<ul style="list-style-type: none"> Define the concept of soft skills Identify and improve your soft skills Describe the factors that influence perception Discuss the ways of improving perception Understand the applications of perceptions in organisations 	Laptop, white board, marker, projector
6	Soft Skills- Personality Development Theory Duration (hh:mm) 02:00 Practical Duration (hh:mm) 04:00 Corresponding NOS Code NA	<ul style="list-style-type: none"> Explain the guidelines for choosing a career, benefits of career planning, myths about choosing a career and tips for successful career planning Understand the concept of team, aspects of team building, skills needed for teamwork, model of team building and characteristics of an effective team Define the concept of time management, 80:20 rule, features of time management and three secrets of time management Describe the time management matrix and five steps to successful time management Enlist the difficulties in time management and time management tips 	Laptop, white board, marker, projector
	Total Duration Theory Duration 80:00 Practical Duration 120:00	Unique Equipment Required: Laptop, white board, marker, projector	

Grand Total Course Duration: **200Hours, 0 Minutes**

*(This syllabus/ curriculum has been approved by **TSSC: Telecom Sector Skill Council**)*

Trainer Prerequisites for Job role: “Distributor Sales Representative” mapped to Qualification Pack: “TEL/Q2100, v1.0”

Sr. No.	Area	Details
1	Description	A distributor sales representative needs to generate sales for mobile handset & related accessories, steer sales as per organisation’s target matrix, increase width & depth of distribution and work in a specified area as per the Beat Plan & Route Plan. He/she is also responsible for handling/escalating retailer’s complaints & queries as per the organisational policies and must be able to handle cash related transactions.
2	Personal Attributes	A distributor sales representative should have persuasion, communication (regional dialect must and English desirable) and negotiation skills; ability to manage time; must have a flair for selling; must be a team player with a positive attitude and must be open to travel.
3	Minimum Educational Qualifications	10+2 or equivalent
4a	Domain Certification	Certified for Job Role: “Distributor Sales Representative” mapped to QP: “TEL/Q2100, Version No. 1.0”. Minimum accepted score as per respective TSSC guidelines.
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “TEL/Q2100, Version No. 1.0”. Minimum accepted score as per respective TSSC guidelines.
5	Experience	<ul style="list-style-type: none"> The trainer should be certified by TSSC as ‘Train the Trainer’ and Assessor and Worked as Distributor Sales Representative for a minimum of 1-2 years.

Annexure: Assessment Criteria

Assessment Criteria	
Job Role	Distributor Sales Representative
Qualification Pack	TEL/Q2100, Version No. 1.0
Sector Skill Council	Telecom

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack will be created by the Telecom Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. TSSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2	The assessment for the theory part will be based on knowledge bank of questions created by the TSSC.
3	Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training centre (as per assessment criteria below).
4	Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criteria.
5	To pass the Qualification Pack, every trainee should score overall of 70%.
6	The marks are allocated PC wise; however, every NOS will carry a weight age in the total marks allocated to the specific QP.

Assessable Outcome	Assessment Criteria	Total Mark (400)	Out Of	Marks Allocation	
				Theory	Skills Practical
1. TEL/N2100: Pre-planning	PC1. organise self by grooming and maintaining personal hygiene	100	10	0	10
	PC2. obtain daily sales objective from TSM/Area Manager		5	5	0
	PC3. design an action plan to achieve sales targets		10	0	10
	PC4. split monthly target into weekly and daily targets		15	15	0
	PC5. update self about latest schemes/offers and offers for the day		15	15	0
	PC6. analyse MTD sales against monthly target		10	10	0
	PC7. collect stock and merchandise from distributor point		10	10	0
	PC8. proceed as per the pre-defined Route and Beat Plan		25	10	15
	Total		100	65	35
2. TEL/N2101: Manage retailer relationship to achieve sales targets	PC1. probe to identify retailer's needs pertaining to handset	100	10	0	10
	PC2. accomplish daily, weekly & monthly sales targets		5	5	0
	PC3. map the potential territory to identify new business opportunities		5	5	0
	PC4. offer value proposition to retailers by applying FAB approach		10	5	5
	PC5. explain ROI potential to prospective retailers by highlighting high inventory turns and suggesting right product mix		10	5	5
	PC6. adhere to Route Plan and daily Beat Plan		5	5	0
	PC7. confirm stock availability and collect payment for replenished stock		10	10	0
	PC8. compute MTD sales and influence the retailer to buy more stock		10	5	5
	PC9. appropriately display merchandising material in the outlet		5	0	5
	PC10. comply with line selling and promote range selling		10	10	0
	PC11. educate retailer about new promotions, special offers and schemes		15	5	10
	PC12. timely resolve retailer concerns		5	5	0
	Total		100	60	40
3. TEL/N2102: Educate retailer's counter sales person	PC1. educate counter sales person how to analyse needs of a customer	100	40	20	20
	PC2. train counter sales person how to offer appropriate products to suit customer's needs		40	20	20
	PC3. facilitate counter sales person to demonstrate physical and technical features and other key prepositions of a handset		20	10	10

Assessable Outcome	Assessment Criteria	Total Mark (400)	Out Of	Marks Allocation	
				Theory	Skills Practical
	Total		100	50	50
4. TEL/N2103: Process compliance for product distribution	PC1. create daily sales reports	100	20	10	10
	PC2. analyse and review daily sales reports with the supervisor		20	20	0
	PC3. create brand visibility through merchandising		20	10	10
	PC4. follow range selling norms		20	20	0
	PC5.enroll new outlets to increase width and depth of distribution		20	20	0
	Total		100	80	20
	Grand Total	400	400	255	145
	Percentage Weightage:			40%	60%
	Minimum Pass% to qualify (aggregate):		70%		