

Model Curriculum

Sales Executive (Broadband)

SECTOR: TELECOM

SUB-SECTOR: SERVICE PROVIDER

OCCUPATION: SALES AND DISTRIBUTION

REF ID: TEL/Q0201,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: 'Sales Executive (Broadband)'
QP No. 'TEL/Q0201 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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Sales Executive Broadband

CURRICULUM / SYLLABUS

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

Program Name	Sales Executive Broadband		
Qualification Pack Name & Reference ID. ID	TEL/Q0201		
Version No.	1.0	Version Update Date	31 – 05 – 2017
Pre-requisites to Training	Negotiation and selling skills, Basics of telecom		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Prepare daily sales plan: Follow pre-defined guidelines and standards, identify KYC guidelines, define sales funnel, create daily router plan and comprehend sales reports. • Enroll new customers: Understand selling techniques, identify prospecting and suspecting activities, draw buyer’s attention, assist the buyer, describe Customer Enrollment Form (CEF) counterfoil and payment receipt and obtain sales referrals from a customer. • Generate sales lead: Define lead generation activities, describe different ways to display merchandise and understand the importance of distributing brochures. • Understand the process compliance: Define Code of Conduct, verify customer documents, maintain daily reports and share information about unresolved issues. • Enhance personal development: Identify and improve soft skills by formal training and perform the SWOT analysis. • Develop your personality: Improve listening, resolve common problems associated with reading and describe the tips for creative writing 		

This course encompasses 4 out of 4 National Occupational Standards (NOS) of “Sales Executive Broadband” Qualification Pack issued by “Telecom Skill Council of India”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p>Daily sales planning and preparation</p> <p>Theory Duration (hh:mm) 25:00</p> <p>Practical Duration (hh:mm) 25:00</p> <p>Corresponding NOS Code TEL/No204</p>	<ul style="list-style-type: none"> Understand organisational policies, guidelines and standards Describe various grooming standards for male and female sales executives Identify and comply with Know Your Customer (KYC) guidelines Collect previous day's Customer Enrollment Forms (CEFs) Communicate with enrolled customers to resolve issues Learn about churned customers and how to identify them from Month-till-date (MTD) sales data Seek appointment with prospects for sales Submit own daily sales forecast to Territory Sales Manager (TSM) Define sales funnel and its importance Create daily route plan to visit potential buyers Comprehend sales reports and plan sales activities accordingly 	Laptop, white board, marker, projector, calculator
2	<p>New customer enrollment by door knocking</p> <p>Theory Duration (hh:mm) 20:00</p> <p>Practical Duration (hh:mm) 39:00</p> <p>Corresponding NOS Code TEL/No205</p>	<ul style="list-style-type: none"> Define the guidelines used by sales executives to introduce themselves to the customer List different selling techniques Identify prospecting and suspecting activities Draw attention of a buyer and examine his/her product needs Acknowledge and clarify the objections of a buyer Assist the buyer in selecting the best option Understand Know Your Customer (KYC) guidelines Collect payment for the opted services Provide the Customer Enrollment Form (CEF) counterfoil and payment receipt Close a sale Obtain sales referrals from a customer 	Laptop, white board, marker, projector, merchandising materials, calculator, customer enrollment form, brochures and handouts
3	<p>Activities for lead generation</p> <p>Theory Duration (hh:mm) 15:00</p>	<ul style="list-style-type: none"> Define lead generation activities Determine basic etiquettes for interacting with potential buyers Describe different ways to display merchandise Understand the importance of distributing brochures to educate buyers on broadband plans/ services 	Laptop, white board, marker, projector, calculator

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	<p>Practical Duration (hh:mm) 23:00</p> <p>Corresponding NOS Code TEL/No206</p>	<ul style="list-style-type: none"> Increase product/service awareness by a canopy/umbrella 	
4	<p>Process compliance for broadband subscriptions</p> <p>Theory Duration (hh:mm) 20:00</p> <p>Practical Duration (hh:mm) 23:00</p> <p>Corresponding NOS Code TEL/No207</p>	<ul style="list-style-type: none"> Define Code of Conduct in process compliance Verify customer documents Follow Know Your Customer (KYC) guidelines as per Telecom Regulatory Authority of India (TRAI) Check TAG availability Validate documents and process them for installation Explain Turn-Around Time (TAT) Maintain daily reports Understand reporting formats Learn to deal with Territory Sales Manager (TSM) Share information about unresolved issues with the TSM Identify interested buyers from the daily report 	Laptop, white board, marker, projector, enrollment form
5	<p>Soft Skills- Personal Development</p> <p>Theory Duration (hh:mm) 00:00</p> <p>Practical Duration (hh:mm) 5:00</p> <p>Corresponding NOS Code NA</p>	<ul style="list-style-type: none"> Identify and improve soft skills Explain the importance of knowing self Perform the SWOT analysis Describe the formation and change of attitudes 	Laptop, white board, marker, projector
6	<p>Soft Skills- Personality Development</p> <p>Theory Duration (hh:mm) 00:00</p> <p>Practical Duration (hh:mm) 5:00</p>	<ul style="list-style-type: none"> Understand the art of listening Define the concept of reading and benefits of active reading Explain the concept of communication, its process and special features Determine the writing tips 	Laptop, white board, marker, projector

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	Total Duration Theory Duration 80:00 Practical Duration 120:00	Unique Equipment Required: Laptop, white board, marker, projector	

Grand Total Course Duration: 200 Hours, 0 Minutes

(This syllabus/ curriculum has been approved by [Telecom Sector Skill Council](#))

Trainer Prerequisites for Job role: “Sales Executive Broadband” mapped to Qualification Pack: “TEL/Qo2o1, v1.0”

Sr. No.	Area	Details
1	Description	A sales executive identifies the prospect (potential buyer) and sells broadband/landline services to them.
2	Personal Attributes	A sales executive must possess good communication skills; must be self-confident, proactive and customer centric. He/she must be aware of different selling styles like door to door sales, suspecting and prospecting.
3	Minimum Educational Qualifications	Graduate in any stream
4a	Domain Certification	Certified for Job Role: “Sales Executive (Broadband)” mapped to QP: “TEL/Qo2o1, 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/Qo2o1, 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 Sales Executive (broadband) for a minimum of 1 year

Annexure: Assessment Criteria

Assessment Criteria	
Job Role	Sales Executive Broadband
Qualification Pack	TEL/Qo201, 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/No204: Daily sales planning and preparation	PC1. adhere to organizational grooming standards/guidelines	100	10	0	10
	PC2. collect previous day's CEFs pending due to compliance/technical issues		15	15	0
	PC3. communicate with enrolled customers to resolve their pending issues related to installation		20	5	15
	PC4. identify churned customers from MTD sales records		10	10	0
	PC5. seek appointment with potential buyers for sales		20	10	10
	PC6. commit own daily sales forecast to the TSM		10	10	0
	PC7. design daily Route plan to visit interested buyers		15	15	0
	Total		100	65	35
2. TEL/No205: New customer enrollment by door knocking	PC1. introduce self to a potential buyer with a visiting card	100	30	10	20
	PC2. perform suspecting and prospecting activities to profile customers				
	PC3. identify and seek permission to offer value proposition to decision maker/ high profile buyer				
	PC4. seek appointment for future in case decision maker is not available				
	PC5. draw potential buyer's attention and ask questions to identify product need		10	10	0
	PC6. FAB to offer range of broadband plans as per buyer's usage and assist in selecting the best plan				
	PC7. acknowledge and clarify objections raised by customer		15	5	10
	PC8. assure and affirm potential buyers to build a long term relationship		20	20	0
	PC9. comply with KYC guidelines as per TRAI and collect customer's attested documents				
	PC10. collect payment for opted service from customer				
	PC11. provide customer with CEF counterfoil and payment receipt for future reference		25	10	15
	PC12. up-sell and cross-sell associated products/services				
	PC13. attempt closing the sale				
	PC14. obtain sales referrals from customer after closing sales call				
	Total		100	55	45

Assessable Outcome	Assessment Criteria	Total Mark (400)	Out Of	Marks Allocation	
				Theory	Skills Practical
3. TEL/No206: Activities for lead generation	PC1. select a prominent place to display merchandise for better brand visibility	100	30	15	15
	PC2. distribute brochures to educate on broadband plans and services		30	30	0
	PC3. increase product/service awareness by a canopy/umbrella		40	20	20
	Total		100	65	35
4. TEL/No207: Process compliance for broadband subscriptions	PC1. verify customer documents and check TAG availability	100	20	20	0
	PC2. process all verified documents for installation		20	20	0
	PC3. fill up daily reports and get them validated with TSM		20	20	0
	PC4. escalate potential buyer/existing customer's feedback, unresolved concerns/issues to TSM		20	20	0
	PC5. identify interested buyers from daily report and approach them accordingly		20	10	10
	Total		100	90	10
	Grand Total	400	400	275	125
	Percentage Weightage:			40%	60%
	Minimum Pass% to qualify (aggregate):			70%	