

Model Curriculum

Telecom -In-Store Promoter

SECTOR: TELECOM

SUB-SECTOR: HANDSET

OCCUPATION: SALES

REF ID: TEL/Q2101, V1.0

NSQF LEVEL: 4

TABLE OF CONTENTS

1. Curriculum	01
2. Trainer Prerequisites	05
3. Annexure: Assessment Criteria	06

Telecom In-Store Promoter

CURRICULUM / SYLLABUS

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

Program Name	Telecom - In-Store Promoter		
Qualification Pack Name & Reference ID. ID	TEL/Q2101,Version 1.0		
Version No.	1.0	Version Update Date	31 – 05 – 2017
Pre-requisites to Training	NA		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Acquiring operational skills to guarantee customer satisfaction: Monitor stock on daily or weekly basis, Identify the need of customers and transition of customer from sale counter to billing counter smoothly. • Obtain managerial skills for self-improvement: Obtain accurate sales target based on certain reports, submit reports on time and review sales target based on daily reports. • Understand techniques for managing the sales counter: Comply described dress code, organize counter, and draw customer attention using brochure or leaflets etc • Understand Telecom Store specific concepts • Learn behavioural, professional, technical and language skills • Learn the methods for sales and promotion of handsets 		

This course encompasses 3 out of 3 National Occupational Standards (NOS) of “Telecom- In-Store Promoter” Qualification Pack issued by “TSSC: Telecom Sector Skills Council”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p>Introduction</p> <p>Theory Duration (hh:mm) 05:00</p> <p>Practical Duration (hh:mm) 00:00</p> <p>Corresponding NOS Code NA</p>	<ul style="list-style-type: none"> State the objectives of the program and skills required for the job Describe the mobile handset industry in India Understand the growth and trends in the mobile handset industry in India List the top industry players in the mobile handset industry in India Understand the difference in customers of different types of handsets Understand the various influences on the purchase decision of a customer Discuss the role, responsibilities, and personal attributes of an ISP 	
2	<p>key Concepts</p> <p>Theory Duration (hh:mm) 20:00</p> <p>Practical Duration (hh:mm) 15:00</p> <p>Corresponding NOS Code NA</p>	<ul style="list-style-type: none"> Understand the basic terms of concepts of telecom industry in India Understand the concept of customer service Practice customer service to promote sales and brand recall Understand the importance of maintaining confidentiality of client information and know the areas where data confidentiality is a must Practise the code of ethics and code of conduct for an effective sales promoter List basic health and safety measures necessary for a sales promoter to perform effectively 	
3	<p>Managing the customer</p> <p>Theory Duration (hh:mm) 20:00</p> <p>Practical Duration (hh:mm) 35:00</p> <p>Corresponding NOS Code TEL/N2104</p>	<ul style="list-style-type: none"> Understand the importance of store atmosphere to sell handsets Describe each element that contributes to building the store atmosphere Demonstrate how to display merchandise and manage stock Understand and apply different ways of managing stock to ensure optimum stock Identify the principles of grooming for an ISP Use the general language skills required for the job which include proficiency in reading, listening and speaking skills 	<p>Display Setup (resembling the Store ambiance/environment)</p> <p>Various types of Handsets, Brochures and other publicity material</p>
4	<p>Sales and promotion of Handsets</p>	<ul style="list-style-type: none"> Understand communication and the elements of communication 	

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	<p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 25:00</p> <p>Corresponding NOS Code TEL/N2105</p>	<ul style="list-style-type: none"> Understand the importance of listening and probing for a sales promoter Describe verbal and non-verbal communication and its importance for an ISP Understand the sales process and steps involved in it. Understand the essential selling skills required for an in-store promoter Demonstrate and use effective selling skills in every step of the sales process Demonstrate effective up-selling, cross-selling and smooth billing 	
5	<p>Basic Computer Skills</p> <p>Theory Duration (hh:mm) 05:00</p> <p>Practical Duration (hh:mm) 20:00</p> <p>Corresponding NOS Code TEL/N2106</p>	<ul style="list-style-type: none"> Know about a computer and its different parts Understand MS Word Understand MS Powerpoint Understand MS Excel Understand Internet and network Understand how to type effectively 	Computer Lab Office Tools setup on each computer
6	<p>Daily Reporting</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 15:00</p> <p>Corresponding NOS Code TEL/N2106</p>	<ul style="list-style-type: none"> Use effective writing skills for sales report writing Organise and track daily targets to write daily sales report Understand Month-to-date Sales and its types Learn the basic mathematical skills required for an In-store promoter 	
7	<p>Program Wrap-up</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 10:00</p> <p>Corresponding NOS Code NA</p>	<ul style="list-style-type: none"> Understand what is an interview Develop the skills to participate in an interview effectively Know the commonly asked questions in an interview Revise and integrate the learning of the training program 	
	Total Duration	Unique Equipment Required: Smartphones, laptops and Desktops, Digital Communication Devices	

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	Theory Duration 80:00 Practical Duration 120:00		

Grand Total Course Duration: 200 Hours, 0 Minutes

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

Trainer Prerequisites for Job role: “Telecom - In-Store Promoter” mapped to Qualification Pack: “TEL/Q2101, V. 1.0”

Sr. No.	Area	Details
1	Description	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with the Qualification Pack “TEL/Q2101, Version No. 1.0”.
2	Personal Attributes	This job requires the individual to possess influencing and persuasion skills; excellent verbal and non-verbal communication skills; English & regional language proficiency; must be energetic and flexible and should have a pleasing personality.
3	Minimum Educational Qualifications	Preferably equivalent to Matriculation
4a	Domain Certification	Certified for Job Role: “Telecom-In-Store Promoter” mapped to QP: “TEL/Q2101, 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/Q2101, 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 In-Store Promoter for a minimum of 6-8 months

Annexure: Assessment Criteria

Assessment Criteria	
Job Role	Telecom - In-Store Promoter
Qualification Pack	TEL/Q2101, V. 1.0
Sector Skill Council	Telecom

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack will be created by the 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 center (as per assessment criteria below)
4	To pass the Qualification Pack, every trainee should score overall of 70%.
5	In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack.

Assessable Outcome	Assessment Criteria	Total Mark (300)	Out Of	Marks Allocation	
				Theor y	Skills Practica l
1. TEL/N2104 (Managing the Counter)	PC1. adhere to specified uniform/dress code as per grooming guidelines	100	10	0	10
	PC2. arrange counter and keep it clean and tidy		30	0	30
	PC3. display merchandise, brochures, leaflets to draw customer's attention		30	10	20
	PC4. monitor stock and facilitate stock replenishment		30	10	20
	Total		100	20	80
2. TEL/N2105 (Sale and promotion of handsets)	PC1. obtain sales targets from store manager	100	10	10	0
	PC2. open sales call with enthusiasm to convert into a positive lead		20	5	15
	PC3. probe to identify and address needs of the customer		10	0	10
	PC4. offer and demonstrate varied range of products to walk-in customer		20	10	10
	PC5. handle customer's doubts and objections		10	0	10
	PC6. transit customer smoothly from the sale counter to the billing counter		10	0	10
	PC7. up-sell and cross-sell associated products Knowledge and Understand		20	10	10
	Total		100	35	65
3. TEL/N2106 (Daily reporting)	PC1. submit reports on daily target versus achievement	100	20	10	10
	PC2. track unit-wise, model-wise, value-wise MTD sales at regular intervals		30	15	15
	PC3. review sales targets versus achievement, with store manager		25	15	10
	PC4. submit stock requirement report, whenever necessary		25	25	0
	Total		100	65	35
	Grand Total	300	300	120	180
	Percentage Weightage:			40%	60%
	Minimum Pass% to qualify (aggregate):			70%	