



Model Curriculum

QP Name: Territory Sales Manager – Prepaid/Broadband

QP Code: TEL/Q0203

QP Version: 2.0

NSQF Level: 5

Model Curriculum Version: 1.0

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Training Parameters

Sector	Telecom
Sub-Sector	Service Provider
Occupation	Sales and Distribution - Service Segment
Country	India
NSQF Level	5
Aligned to NCO/ISCO/ISIC Code	NCO-2015/1221.0501
Minimum Educational Qualification & Experience	Graduate in any field with 1 year of relevant experience OR Diploma (3 years after Class 12th in Electronics/Telecom/IT and other relevant fields) with 1 year of relevant experience OR Class 10th + ITI (2 years in Electronics/Telecom/IT and other relevant fields) with 2 years of relevant experience OR Class 12th Pass with 4 years of relevant experience
Pre-Requisite License or Training	NA
Minimum Job Entry Age	21 Years
Last Reviewed On	27/01/2022
Next Review Date	27/01/2025
NSQC Approval Date	27/01/2022
Version	2.0
Model Curriculum Creation Date	27/01/2022
Model Curriculum Valid Up to Date	27/01/2025
Model Curriculum Version	1.0
Minimum Duration of the Course	450 Hours, 0 Minutes
Maximum Duration of the Course	570 Hours, 0 Minutes

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.

- Manage Direct Sales Associations (DSA), retailers, distributors and sales executives
- Manage modern trade and increase customer base
- Manage work and safety at workplace
- Implement innovative techniques for effective interaction between team members and customers

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	08:00	08:00	00:00	00:00	16:00
Module 1: Introduction to the role of Territory Sales Manager – Prepaid/Broadband	08:00	08:00	00:00	00:00	16:00
TEL/N0219–Manage DSA, retailers, distributors and sales executives NOS Version No. 1.0 NSQF Level 5	74:00	86:00	00:00	60:00	220:00
Module 2: Manage DSA, retailers, distributors and sales executives	74:00	86:00	00:00	60:00	220:00
TEL/N0220– Manage modern trade and increase customer base NOS Version No. 1.0 NSQF Level 5	96:00	98:00	00:00	60:00	254:00
Module 3: Manage modern trade and increase customer base	96:00	98:00	00:00	60:00	254:00
TEL/N9103 – Implement effective interaction at workplace NOS Version No. 1.0 NSQF Level 5	16:00	24:00	00:00	00:00	40:00

Module 4: Communication and Interpersonal skills	16:00	24:00	00:00	00:00	40:00
TEL/N9104 – Manage work, Resource and safety at workplace NOS Version No. 1.0 NSQF Level 5	16:00	24:00	00:00	00:00	40:00
Module 5: Working effectively and optimizing resources for a safe workplace	16:00	24:00	00:00	00:00	40:00
Total Duration	210:00	240:00	00:00	120:00	570:00

Module Details

Module 1: Introduction to the Role of Territory Sales Manager – Prepaid/Broadband Mapped to Bridge Module

Terminal Outcomes:

- Perform work as per the defined role and responsibilities of a territory sales manager

Duration: 08:00	Duration: 08:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Explain the role and responsibilities of a territory sales manager • Describe the size and scope of the Telecom industry and its various sub-sectors • Discuss various opportunities for a sales manager in the Telecom industry • Describe the organisational policies on incentives, delivery standards, personnel management and Public Relations (PR) pertinent to the job role 	<ul style="list-style-type: none"> • Prepare a standard checklist for sales related tasks, work schedule and documentation procedure to be followed in the organization • Evaluate the safety, health and organizational policies and regulations for the workplace and telecom sites and re-design, if required
Classroom Aids:	
Laptop, white board, marker, projector	
Tools, Equipment and Other Requirements	
Documents of standard operating procedures, code of conduct, checklists, installation and troubleshooting tools/equipment's, status report	

Module 2: Manage DSA, retailers, distributors and sales executives

Mapped to TEL/N0219, v1.0

Terminal Outcomes:

- Manage DSA, retailers, distributors and sales executives
- Supervise and guide sales team for improving sales activities and processes

Duration: 74:00	Duration: 86:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Outline the organizational procedure to resolve different types of issues for the DSA • Elaborate the advantages of maintaining a diverse stock and best practices for distributors • Explain the utility and constituents of a sales kit to be provided to the Field Sales Executives (FSEs) to help them use the kit effectively • Evaluate the relevant factors (such as distance, demographics etc.) while allocating area and targets to the FSEs • Design an escalation matrix to resolve issue/problems and challenges faced by the DSA and distributors • State the importance of reviewing performance and conducting meetings with FSEs on a regular basis • Discuss the importance of relationship management and coordination among the team members • Compare the features and advantages of different selling trends such as cross-selling, up-selling and visual merchandising 	<ul style="list-style-type: none"> • Set up organizational DSA • Develop performance measures and criteria for sales personnel after consulting with the zonal managers • Create route/beat plan for retailers and executives and guide them about ways for enrolling new rural distributors • Develop schedules for conducting meetings with stakeholders for sales strategies to meet targets • Conduct training and mentoring sessions for sales personnel to inform them about effective and innovative selling techniques and resolve their queries • Demonstrate door-to-door sales process to FSEs in training sessions • Prepare a feedback sheet to mark performance gaps and improvement areas of the FSEs • Develop a Permanent Journey Plan (PJP) to visit new retailers or reactivate dormant retailers • Prepare monthly activation, mobile number portability (MNP) and revenue reports • Develop a strategy to identify and follow-up on selling opportunities through area mapping • Implement active learning on latest technologies, products and services in the Telecom sector • Calculate Return on Investment (ROI) for different investment and sales projects
Classroom Aids:	
Laptop, white board, marker, projector	
Tools, Equipment and Other Requirements	
User Manuals, Program Authentication Form, Customer Feedback form	

Module 3: Manage modern trade and increase customer base

Mapped to TEL/N0220, v1.0

Terminal Outcomes:

- Manage trade by improvising selling techniques
- Expand distribution by implementing ways to increase revenue and market share

Duration: 96:00	Duration: 98:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss ways to execute the sales process in an effective way for Field Sales Executives (FSEs) • State the importance of monitoring and increasing brand visibility • Outline the team structure to assign targets and define organizational hierarchy • State the importance of developing and maintaining constant interaction with new & existing retailers and in-store promoters for grievances, escalations, and query resolution • Compare company products latest features with that of the competitors' • Evaluate employees' performance data with that of the set targets and devise appropriate actions to reduce performance gaps • Devise ways for improving sales performance of FSEs • Examine the Telecom Regulatory Authority of India (TRAI) guidelines and discuss their impact on key sales activities for retailers and FSEs • Describe basic banking/finance terminology and instruments like balance sheet typically used in sales 	<ul style="list-style-type: none"> • Develop effective strategies to recruit, deploy and train in-store promoters about company policies • Demonstrate how to use the Business Health Report (BHR) to analyse the trends of secondary sales • Evaluate monthly performance report of different outlets, retailers, in-store promoters etc. • Conduct training sessions for FSEs to update them about latest products, plans and distribution changes etc. • Create strategies for promoting the use of active recharge, data and handset selling outlet reports for increasing the width distribution of telecom devices • Connect with different distributors/offices to collect retailers' sales records • Build strategies to shortlist and select new distributors/retailers and follow them up about new products and services • Demonstrate how to manage key accounts of distributors/retailers • Devise ways to appraise the performance of distributors/retailers and reward them accordingly • Review reporting documents and customer enrolment forms prepared by FSEs • Implement strategies, such as canopy promotion, new merchandise etc., to increase brand visibility • Exhibit effective communication and engagement with distributors/retailers orally and in writing
Classroom Aids:	

Laptop, white board, marker, projector

Tools, Equipment and Other Requirements

Laptop with required software, User Manuals, Freeboard, working guides,

Module 4: Implement effective interaction at workplace

Mapped to TEL/N9103, v1.0

Terminal Outcomes:

- Communicate effectively and develop interpersonal skills
- Develop sensitivity towards differently abled people

Duration: 16:00	Duration: 24:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss the importance of following the standard operating procedures of the company w.r.t. privacy, confidentiality and security with the team. • Outline the organizational structure to receive work instruction and report issues to the authorities. • Discuss the importance of having timely discussions to avoid repeated errors. • State the importance of coordinating with the team members to achieve smooth work flow. • Discuss personal space and the importance of respecting it with colleagues in all interactions • Describe the different types of disabilities and their respective issues. • State the organizational standards and guidelines related to gender sensitivity and PwD. • Define the gender-based concepts and issues and the importance of understanding these with the team. • List health and safety requirements for persons with disabilities. • Describe the rights, duties and benefits available at workplace for person with disabilities. • Deconstruct common values and biases in hiring/recruitment practices • State the importance of prioritizing and achieving organizational goals along with individual goals 	<ul style="list-style-type: none"> • Use different modes of communication as per requirement and need. • Use inclusive language irrespective of the gender/ disability of the person • Demonstrate appropriate behavior towards all genders and differently abled people. • Prepare a list of institutes and government schemes to assist &/or support PwDs • Dramatize the sensitive and equal treatment of everyone at the workplace.
Classroom Aids:	
White board/ black board marker / chalk, duster, computer or Laptop attached to LCD projector	
Tools, Equipment and Other Requirements	
Sample of escalation matrix, organization structure.	

Module 5: Manage Work, Resources and Safety at Workplace Mapped to TEL/N9104, v1.0

Terminal Outcomes:

- Plan work effectively, implement safety practices and optimize use of resources

Duration: 16:00	Duration: 24:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> List the recent skills and technologies prevalent in the telecom industry. Describe the importance of conducting team building workshops and trainings. Discuss some commonly occurring problems and their solutions with the team. State the importance of keeping the workplace clean, safe and tidy. Outline the organizational structure to assign duties and responsibilities to each team member. State the procedure to report any breach in the organizational health, safety and security policy and hazards to the authorities. List the types of hazards and the emergency procedures related with them. Discuss the importance of sanitizing and disinfecting one's work area regularly. State the ways to guide and supervise cleaning and efficient use of resources. Describe the significance of conforming to basic hygiene practices such as washing hands, using alcohol-based hand sanitizers. Illustrate some ways to cope with stress, anxiety etc. with the team members. Discuss the ways of dealing with stress and anxiety during an epidemic or a pandemic. Explain the ways to optimize usage of resources. Evaluate various methods of waste management and its disposal. Define the concepts of recyclable, non-recyclable and hazardous waste. 	<ul style="list-style-type: none"> Prepare a time schedule for the tasks to make the team accountable. Demonstrate the correct way of sanitizing hands using alcohol-based hand rubs. Demonstrate appropriate social and behavioral etiquette (greeting and meeting people, spitting/coughing/sneezing, etc.). Employ different ways to check if equipment/machines are functioning as per requirements and report malfunctioning, if observed. Employ ways for efficient utilization of material and water. Use energy efficient electrical appliances and devices to ensure energy conservation.

<ul style="list-style-type: none"> • State the importance of using appropriate colour dustbins for different types of waste. • Examine the common sources of pollution and ways to minimize it. • Discuss different methods of cleaning, disinfection, and sanitization. 	
<p>Classroom Aids:</p>	
<p>Whiteboard and Markers, Chart paper and sketch pens, LCD Projector and Laptop for presentations</p>	
<p>Tools, Equipment and Other Requirements</p>	
<p>Personal Protection Equipment: safety glasses, head protection, rubber gloves, safety footwear, warning signs and tapes, fire extinguisher and first aid kit</p>	

Module 7: On-the-Job Training

Mapped to Territory Sales Manager - Prepaid/Broadband

Mandatory Duration: 00:00	Recommended Duration: 120:00
Location: On-Site	
Terminal Outcomes	
<ol style="list-style-type: none"> 1. Demonstrate how to set up organizational DSA. 2. Develop performance measures and criteria for sales personnel. 3. Prepare a route/beat plan for retailers and executives. 4. Develop schedules for conducting meetings with stakeholders. 5. Direct training and mentoring sessions for sales personnel. 6. Create a feedback sheet to mark performance gaps and improvement areas of the FSEs. 7. Develop a Permanent Journey Plan (PJP) to visit new/existing retailers. 8. Create monthly activation, mobile number portability (MNP) and revenue reports. 9. Employ techniques for active learning on latest technologies, products and services. 10. Estimate Return on Investment (ROI) for different investment and projects. 11. Use the Business Health Report (BHR) to analyse the trends of secondary sales. 12. Assess monthly performance report of different outlets, retailers, in-store promoters etc. 13. Create strategies for promoting the use of active recharge, data and handset selling outlet reports. 14. Collaborate with different distributors/offices. 15. Manage key accounts of distributors/retailers 16. Evaluate the performance of distributors/retailers and reward them accordingly. 17. Check reporting documents and customer enrolment forms prepared by FSEs. 18. Implement strategies to increase brand visibility. 	

Annexure

Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	Science/Commerce/Electronics/Telecom/IT and other relevant fields	3	Telecom/Retail	0		Eligible for ToT Program

Trainer Certification	
Domain Certification	Platform Certification
Job Role: “Territory Sales Manager - Prepaid/Broadband - Level 5” “TEL/Q0203, v2.0”, Minimum accepted score is 80%	Job Role: “Trainer”, “MEP/Q2601” v1.0, Minimum accepted score is 80%

Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	Science/Commerce/Electronics/Telecom/IT and other relevant fields	3	Telecom/Retail	0		Eligible for ToA Program

Assessor Certification	
Domain Certification	Platform Certification
Job Role: "Territory Sales Manager - Prepaid/Broadband - Level 5" "TEL/Q0203, v2.0", Minimum accepted score is 80%	Job Role: "Assessor", "MEP/Q2701, v1.0", Minimum accepted score is 80%

Assessment Strategy

1. Assessment System Overview:

- Batches assigned to the assessment agencies for conducting the assessment on SDSM/SIP or email
- Assessment agencies send the assessment confirmation to VTP/TC looping SSC
- Assessment agency deploys the ToA certified Assessor for executing the assessment
- SSC monitors the assessment process & records

2. Testing Environment:

- Confirm that the centre is available at the same address as mentioned on SDMS or SIP
- Check the duration of the training.
- Check the Assessment Start and End time to be as 10 a.m. and 5 p.m.
- If the batch size is more than 30, then there should be 2 Assessors.
- Check that the allotted time to the candidates to complete Theory & Practical Assessment is correct.
- Check the mode of assessment—Online (TAB/Computer) or Offline (OMR/PP).
- Confirm the number of TABs on the ground are correct to execute the Assessment smoothly.
- Check the availability of the Lab Equipment for the particular Job Role.

3. Assessment Quality Assurance levels / Framework:

- Question papers created by the Subject Matter Experts (SME)
- Question papers created by the SME verified by the other subject Matter Experts
- Questions are mapped with NOS and PC
- Question papers are prepared considering that level 1 to 3 are for the unskilled & semi-skilled individuals, and level 4 and above are for the skilled, supervisor & higher management
- Assessor must be ToA certified & trainer must be ToT Certified
- Assessment agency must follow the assessment guidelines to conduct the assessment

4. Types of evidence or evidence-gathering protocol:

- Time-stamped & geotagged reporting of the assessor from assessment location
- Center photographs with signboards and scheme specific branding
- Biometric or manual attendance sheet (stamped by TP) of the trainees during the training period
- Time-stamped & geotagged assessment (Theory + Viva + Practical) photographs & videos

5. Method of verification or validation:

- Surprise visit to the assessment location
- Random audit of the batch
- Random audit of any candidate

6. Method for assessment documentation, archiving, and access

- Hard copies of the documents are stored
- Soft copies of the documents & photographs of the assessment are uploaded / accessed from Cloud Storage
- Soft copies of the documents & photographs of the assessment are stored in the Hard Drives

References

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
SOP	Standard Operating Procedures
CRM	Customer Relationship Management
FSE	Field Sales Executive
DSA	Direct Sales Associations
ROI	Return on Investment
PJP	Permanent Journey Plan
MNP	Mobile Number Portability
BHR	Business Health Report
TRAI	Telecom Regulatory Authority of India
PPE	Personal Protective Equipment
FM	Field Maintenance
PwD	Persons with Disabilities