









# **Facilitator Guide**







Sector

**Telecom** 

**Sub-Sector** 

**Service Provider Occupation** 

Occupation

Sales and Distribution – Service Segment

Reference ID: TEL/Q0200, Version 5.0

NSQF Level 3

Field Sales Executive

#### This book is sponsored by

Telecom Sector Skill Council

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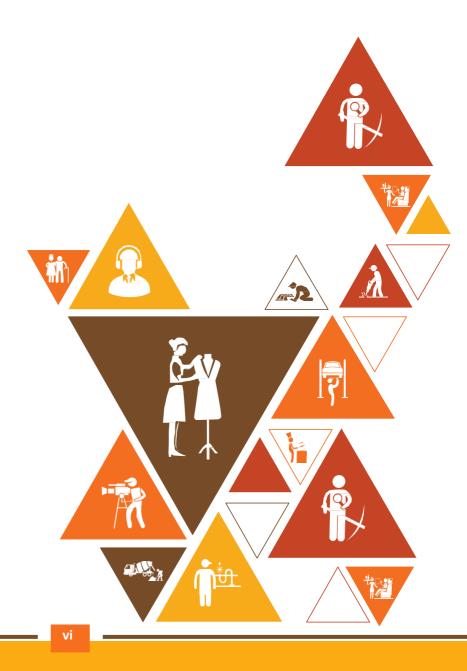




Skilling is building a better India.

If we have to move India towards development then Skill Development should be our mission.

Shri Narendra Modi Prime Minister of India



### **Acknowledgements**

Telecom Sector Skill Council (TSSC) would like to thank all the individuals and institutions who contributed in various ways towards the preparation of this facilitator guide. The facilitator guide could not have been completed without their active contribution. Special gratitude is extended to those who collaborated during the preparation of the different modules in the facilitator guide. Wholehearted appreciation is also extended to all who provided peer review for these modules.

The preparation of this guide would not have been possible without the Telecom Industry's support. Industry feedback has been extremely beneficial since inception to conclusion and it is with their guidance that we have tried to bridge the existing skill gaps in the industry. This facilitator guide is dedicated to the aspiring youth, who desire to achieve special skills which will be a lifelong asset for their future endeavours.

#### About this Guide \_\_\_\_\_

The facilitator guide (FG) for Field Sales Executive is primarily designed to facilitate skill development and training of people, who want to become professional Field Sales Executives in various stores. The facilitator guide is aligned to the Qualification Pack (QP) and the National Occupational Standards (NOS) as drafted by the Sector Skill Council (TSSC) and ratified by National Skill Development Corporation (NSDC).

It includes the following National Occupational Standards (NOSs)-

- 1. TEL/N0216: Plan and execute field sales activities
- 2. TEL/N0217: Enroll and onboard new retailers
- 3. TEL/N0218: Sell broadband subscriptions
- 4. TEL/N9106: Follow sustainability practices in telecom retail and customer service operations
- 5. DGT/VSQ/N0101: Employability Skills (30 Hours)

Post this training, the participants will be able to perform tasks as professional Field Sales Executive. We hope that this Facilitator Guide provides a sound learning support to our young friends to build a lucrative career in the Telecom Skill Sector of our country.

### Symbols Used \_



Ask



Explain



Elaborate



Notes



Objectives



D



Demonstrate



Activity



Team Activity



**Facilitation Notes** 



Practical



Say



Resources



Example



Summary



Role Play



Learning Outcomes

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# 1. Introduction to the Role of a Field Sales Executive

Unit 1.1 - Introduction to the Program

Unit 1.2 - Telecom Industry and Its Sub-Sectors

Unit 1.3 - Role and Responsibilities of a Field Sales Executive





# Key Learning Outcomes



After the completion of this module, the participant will be able to:

- 1. Analyse the course requirements and prepare in line with the specified pre-requisites.
- 2. Describe the size, scope, and sub-sectors of the Indian telecom industry.
- 3. Explain the roles and responsibilities of a Field Sales Executive.
- 4. Identify the career Opportunities for a Field Sales Executive within the service provider sub-sector.
- 5. Discuss organisational policies related to incentives, service delivery standards, personnel management, and public relations (PR).
- 6. Explain the organisational workflow and the contribution of a Field Sales Executive within it.
- 7. Outline the daily, weekly, and monthly activities typically carried out at the site under the responsibility of a Field Sales Executive.

### UNIT 1.1: Introduction to the Program

# Unit Objectives ©



After the completion of this unit, the participant will be able to:

- 1. Outline the course objectives and outcomes
- 2. List the necessary skills on which the participant will be trained

# Resources to be Used



Participant handbook, pen, notebook, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, etc.

#### Note



- This is the first session of the program. Introduce yourself, the program and its purpose in detail. Welcome the trainees cordially to the session. Explain that you are going to put them at ease by playing a game. This game is meant to break the ice between everyone and get the trainees interested in the class.
- The key learning outcomes and Unit Objectives were mentioned at the module's beginning. Make sure that these outcomes and objectives are shared with the participants at the beginning, and when the module gets over, do collective feedback to ensure all have been covered.



Good morning, participants and a very warm welcome to this training program called "Field Sales Executive."



- Start by welcoming all the participants to the training program and conveying a message of encouragement.
- Thank all the participants for joining and being a part of this training program
- Introduce yourself briefly to participants, your name and background, and your role in the training program
- Talk about your expectations from them about their conduct, laying ground rules
- Explain the rules of the game you are going to play as an "Ice Breaker".



Before we start the training, let us spend some time introducing ourselves and knowing each other. We shall play a game.

# Activity



- Arrange the class in a semi-circle/circle
- Each of us will tell the class their name, hometown, hobbies and special quality about themselves, starting with the 1st letter of their name. I will start with mine.
- Say your name aloud and start playing the game with your name.
- Say, "Now, each of one you shall continue with the game with your names till the last person in the circle/ semi-circle participates".
- Listen to and watch the trainees while they play the game.
- Ask guestions and clarify if you are unable to understand or hear a trainee.

| Activity    | Duration                                 | Resources used |  |
|-------------|--|----------------|--|
| Ice Breaker | 60 minutes Pen, Notebook, Notebook, etc. |                |  |

#### Remember to:

- Discourage any queries related to one's financial status, gender orientation or religious bias during the game
- Try recognising each trainee by their name because it is not recommended for a trainer to ask the name of a trainee during every interaction

# Say



Did you all enjoy this activity? I hope you all had a good time during this icebreaker session. Now we are all well acquainted with each other, which will help us go ahead with our training session.

### Note



In this UNIT, we will discuss about the training program.

## Say



Let us begin the session by discussing about the training program.

### Ask



Ask the participants the following questions:

Which government organisation do you think regulates the telecom sector in India?

Write down the trainees' answers on a whiteboard/flipchart. Take appropriate clues from the answers and start teaching the lesson.

### Elaborate 9



In this session, discuss the following points:

- This program aims to train candidates for the "Field Sales Executive" job in the "Telecom" Sector/ Industry.
- Overview of the program
  - o Basic skills
  - o Main activities
- Ground rules



- Ensure all the trainees participate in the icebreaker session
- Jot down the crucial points on the whiteboard as the trainees speak

# - Notes for Facilitation 🗐



- Ask the participants if they have any questions
- Encourage peer learning in the class

# UNIT 1.2: Telecom Industry and its Sub-sectors

# Unit Objectives ©



After the completion of this unit, the participant will be able to:

- 1. Describe the size, scope, and emerging sub-sectors of India's telecom industry.
- 2. Outline the sector's growth trajectory and its evolving market dynamics.

# Resources to be Used



Participant Handbook, pen, notebook, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer



In this unit, we will discuss the telecom sector in India and its sub-sectors.



Good morning and welcome back to this training program, "Field Sales Executive". Today we shall discuss about the telecom sector in India and its sub-sectors.



Ask the participants the following questions:

• What do you understand by telecom?

Write down the participants' answers on a whiteboard/flipchart. Take appropriate cues from the answers and start teaching the lesson.

#### Elaborate |



In this session, we will discuss the following point:

- Introduction to the telecom industry
- Top Mobile handset players in India
- Major subsectors of the Telecom Industry
  - o Infrastructure
  - o Equipment
  - o Mobile Virtual Network Operators (MNVO)
  - o White Space Spectrum
  - o 5G
  - o Telephone service providers and
  - o Broadband

# Say



Let us participate in an activity to explore the UNIT a little more.

# Activity



- This is a group activity
- Divide the class into four groups and provide chart paper and other required items to each group
- Now, ask each group to make a chart paper presentation on major sub-sectors of the Telecom Industry
- Ask them to explain each of the types
- They can use hand-drawn diagrams or pasted pictures
- After the groups complete their work, collect all the chart papers and evaluate them

| Activity Duration        |            | Resources used  |  |  |
|--------------------------|------------|---|--|--|
| Chart paper presentation | 60 minutes | Participant handbook, pen, notebook, chart paper, sketch pens, pencils, eraser, ruler, laptop, etc. |  |  |

### Do



- Guide the trainees throughout the activity
- Ensure that all trainees participate in the activity

# - Notes for Facilitation 📃



• Encourage other trainees to answer problems and boost peer learning in the class

# UNIT 1.3: Role and Responsibilities of a Field Sales Executive

# Unit Objectives 6

After the completion of this unit, the participant will be able to:

- 1. Explain the roles and responsibilities of a Field Sales Executive (FSE)
- 2. List the essential qualities of a Field Sales Executive
- 3. Illustrate the career progression Opportunities for a Field Sales Executive

#### Resources to be Used



Participant handbook, pen, notebook, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, etc.

### Note



In this UNIT, we will discuss the roles and responsibilities of a Telecom Field Sales Executive.

## Say



Good morning and welcome to this training program on "Field Sales Executive". In this session, we will learn about the roles and responsibilities of a Telecom Field Sales Executive.

### Ask



Ask the participants the following questions:

What do you understand by telecom sales?

Write down the participants' answers on a whiteboard/flipchart. Take appropriate clues from the answers and start teaching the lesson.

### Elaborate 4



In this session, we will discuss the following point:

- Who is a Field Sales Executive?
- Key responsibilities
- Qualities that make a successful field sales executive
- Opportunities for a field sales executive in the service provider sub-sector
- Organizational policies for field sales executive job

- o Incentives
- o Delivery Standards
- o Personnel and Public Relations (PR)
- Activities under field sales executives





Let us participate in an activity to explore the UNIT a little more.

# **Activity**



- Conduct a group discussion on the skills required for a Telecom Field Sales Executive
- Ask the participants what they have learnt from this exercise
- Ask if they have any questions related to what they have talked about so far
- Close the discussion by summarising the ways to develop each of the skills

| Activity         | Duration   | Resources used  |  |  |
|------------------|------------|---|--|--|
| Group discussion | 30 minutes | Participant handbook, pen, notebook, laptop, overhead projector, microphone (if required), etc. |  |  |



- Ensure that all the trainees participate in the group discussion
- Ensure a friendly atmosphere during the group discussion
- Guide the students in identifying key points

# - Notes for Facilitation 🗐



- Encourage peer learning
- Answer all the doubts raised by the trainees in the class
- Discuss the proper communication technique in group discussion

#### Exercise 2



#### **Answers to exercises for PHB**

#### **Multiple Choice Question:**

- 1. b) Managing sales by visiting customers and retailers
- 2. c) Software Programming
- 3. a) 1.12 billion
- 4. b) Samsung
- 5. b) Digital transformation and IoT

#### Fill in the Blanks:

- a) Area / Regional Sales Manager
- b) Distributors, Sub-Distributors
- c) 60-65 USD billion (approx.)
- d) Local / regional language
- e) Planned Journey / Daily Sales Plan (PJP)
- 7. Two key responsibilities of a Field Sales Executive:
  - Visiting retailers and customers to promote and sell telecom products.
  - Achieving sales targets and maintaining accurate records of transactions and customer interactions.
- 8. Two qualities of a successful Field Sales Executive:
  - Strong communication and interpersonal skills to build relationships.
  - Good planning and organizational skills to efficiently manage field visits.
- 9. Purpose of using digital tools (like CRM and dashboards):
  - To track sales performance, monitor customer interactions, and plan routes effectively.
  - They help in analyzing data for better decision-making and timely follow-ups with customers.
- 10. One career progression opportunity:
  - Promotion to Sales Supervisor, Area Sales Manager, or Regional Sales Manager.
- 11. Why sustainability is important in an FSE's role:
  - Ensures responsible use of resources, reduces waste, and promotes eco-friendly practices in sales operations.
  - Builds a positive brand image and aligns with corporate social responsibility goals.

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# 2. Planning and Executing Field Sales Activities

Unit 2.1 - Personal Grooming of a Field Sales Executive

Unit 2.2 - Merchandizing Products to Retailers

Unit 2.3 - Retail Engagement and Market Execution



### **Key Learning Outcomes**



After the completion of this module, the participant will be able to:

- 1. Explain the importance of personal grooming, hygiene, and professional conduct as per organizational standards.
- 2. Analyze sales targets assigned by the Territory Sales Manager (TSM) and plan field visits accordingly.
- 3. Describe the features, strengths, and benefits of products along with the latest schemes and offers for retailers.
- 4. Demonstrate the process of maintaining query logs, recording customer feedback, and seeking referrals.
- 5. Differentiate between open-ended and close-ended questions and apply them in customer interactions.
- 6. Inspect stock and merchandise for quality, packaging, and accuracy, and report anomalies to the distributor/authority.
- 7. Illustrate strategies that retailers can use to generate sales leads and improve performance.
- 8. Analyze the Business Health Report (BHR) of retailers using standard formats or organizational software to assess sales and growth.
- 9. Describe different types of merchandising products and services offered by the organization and demonstrate their display for brand visibility.
- 10. Elaborate on the importance of creating and maintaining brand visibility at retailer outlets.
- 11. Follow pre-defined routes and beat plans while executing field sales activities.
- 12. Distinguish between different selling techniques, such as line selling and range selling, and apply them in sales interactions.
- 13. Calculate Month Till Date (MTD) sales using basic arithmetic and numeric skills.
- 14. Explain KYC guidelines and TRAI norms, and demonstrate compliance while processing applications.
- 15. Compile daily sales reports, including unresolved concerns, and submit them for validation by the TSM.
- 16. List factors to categorize customers for follow-ups and demonstrate effective follow-up strategies.
- 17. Describe different payment collection methods and demonstrate the process of recording and issuing receipts.

# UNIT 2.1: Personal Grooming of a Field Sales Executive

# Unit Objectives ©



After the completion of this Unit, the participant will be able to:

- 1. Explain the importance of personal hygiene and grooming.
- 2. List the standard grooming guidelines to be followed by Field Sales Executives.

#### Resources to be Used



Participant handbook, pen, notebook, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, etc.

### - Note



In this UNIT, we will discuss about personal grooming of a field sales executive.



Good morning and welcome back to this training program on "Field Sales Executive". In this session, we will discuss about personal grooming of a field sales executive.

## Ask (a



Ask the trainees the following questions:

- What is personal hygiene?
- What are the ill effects of alcohol?

Write down the trainees' answers on the whiteboard/flipchart. Draw appropriate cues from the answers and start teaching the lesson.

### Elaborate |



In this session, we will discuss the following points:

- Personal grooming and hygiene for a Field Sales Executive
  - o Appearance
  - o Uniform guidelines for men and women
  - o Personal hygiene
  - Alcoholism

- o Tobacco
- o Gutka
- Punctuality



Let us participate in an activity to understand this unit better.



- Divide the entire class into 4 groups
- Provide each group with poster paper and art supplies
- Give each group a "hygiene duty" to represent on their poster
- When finished, groups can present their finished posters to the class
- Ask them to explain what their posters shows and the message they want to give through the poster

| Activity      | Duration   | Resources used   |
|---------------|------------|--|
| Poster making | 60 minutes | Participant handbook, whiteboard, marker, notebook, pen, laptop, overhead projector, poster paper, pencil, sketch pens, rulers, scissors, etc. |

- You can ask questions during the presentation, like
  - o "Why is covering our coughs and sneezes important?"
  - o "What type of personal hygiene products do people use?"
  - o "What do germs do to our bodies?"
  - o "Why do we brush our teeth?"
  - o "Who helps us to stay healthy?"
  - o "How do our bodies fight germs?"
- Answer all the doubts raised by the trainees in the class
- Provide each group with constructive feedback

### Notes for Facilitation



- Ask the trainees if they have any questions
- Answer all the questions/doubts raised by the trainees in the class
- Encourage other trainees to answer queries/questions and boost peer learning in the class

# **UNIT 2.2: Merchandizing Products to Retailers**

## Unit Objectives 6



After the completion of this unit, the participant will be able to:

- 1. Discuss the significance of pre-sales planning in achieving sales targets and ensuring effective customer engagement.
- 2. Explain the importance of maintaining a query log, customer feedback, and referrals for improving customer service and generating quality leads.
- 3. State the role of creating brand visibility at a retailer's outlet in enhancing product recognition and driving sales.
- 4. Describe the various types of merchandising products and services offered by the organization and their relevance in promoting the brand.
- 5. Differentiate between open-ended and close-ended questions and identify appropriate usage in customer interactions.

# Resources to be Used



Participant handbook, pen, notebook, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, etc.

### Note |



In this unit, we will discuss about merchandizing products to retailers.



Good morning and welcome back to this training program on "Field Sales Executive". In this session, we will learn about merchandizing products to retailers.



Ask the participants the following questions:

What is sales planning?

Write down the participants' answers on a whiteboard/flipchart. Take appropriate clues from the answers and start teaching the lesson.

# **Elaborate**



In this session, we will discuss the following point:

- Pre-sales planning
  - Selling of 'Simplified Tariffs'
- Understanding monthly targets and dividing them into weekly and daily targets
- Understanding products and services for sale
  - o Telecom products and services

- o Merchandising elements
- Understanding your territory
- Understanding your customer
- Pre-sales information
  - o Importance of pre-sales information
  - o Sources of pre-sales information
- Importance of maintaining query log, feedback and referrals of customers
  - o Why is maintaining a query log important?
  - o Why is maintaining feedback important?
  - o Why is maintaining referrals of customers important?
  - o Range of products and services
  - o Prepaid services
  - o Lifetime validity
- Strengths of services
  - o Cutting-edge technology
  - o Customer support
  - o Competitive pricing
  - o High-performing cable equipment
- Benefits of the Services
  - o Superior network
  - o Added services
  - o No interruption
- FAB (Feature, Advantage and Benefit)
- Open-ended and Closed-ended Questions



Let us participate in an activity to explore the unit a little more.

# Practical |%



- Make small groups, each consistining of 2 trainees
- Now, ask them to change the following questions from close-ended to open-ended questions, then practice asking and answering them with their partner
  - o Nice weather we're having, isn't it?
  - o Did you like your last job?
  - o Are you tired?
  - o Do you like chicken?
- Close the activity by summarising the key takeaway

| <b>Activity Duration</b> |            | Resources used   |  |  |
|--------------------------|------------|--|--|--|
| Questioning              | 60 minutes | Pen, notebook, participant handbook, laptop, paper, pencil, overhead projector, etc. |  |  |



- Guide the trainees throughout the activity
- Ensure that all the trainees participate in the activity

# - Notes for Facilitation 🗏



- Answer all the queries/doubts raised by the trainees in the class
- Encourage other trainees to answer problems and boost peer learning in the class

# **UNIT 2.3: Trends and Sales Strategies**

# Unit Objectives ©



After the completion of this unit, the participant will be able to:

- 1. Schedule retailer visits based on a predefined route plan and market coverage strategy.
- 2. Explain the importance of following updates on competitor offers, industry trends, and sales strategies.
- 3. Demonstrate the process of verifying and collecting stock and promotional materials from the distributor.
- 4. Inspect stock and merchandise for quality, packaging, and accuracy before distribution.
- 5. Report defective or damaged stock to the distributor and request replacements.
- 6. Describe market geography, key retail locations, and competitor activities to optimize field operations.
- 7. Elaborate on the role of merchandising in increasing product visibility and retailer engagement.

# Resources to be Used



Participant handbook, pen, notebook, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, etc.

### Note



In this unit, we will discuss about trends and sales strategies.



Good morning and welcome back to this training program on "Field Sales Executive". In this session, we will discuss about the trends and sales strategies.

### Ask



Ask the participants the following questions:

- Who are loyal customers?
- State some of the latest trendas in trhe handset market.

Write down the trainees' answers on the whiteboard/flipchart. Draw appropriate cues from the answers and start teaching the lesson.

# Elaborate |



In this session, we will discuss the following points:

- Strategies to meet/reach/influence retailers to generate sales leads
- Importance of increasing the brand visibility
  - o Using posters, danglers etc.
  - High visibility and frequency
  - o Diverse audience reach
  - Strong visual impact
  - o Brand growth and awareness
  - o Impact via location
- Latest trends in the telecom market
  - o Connectivity technologies
  - Speed
  - Compliance and cyber security
  - o Secure automation
  - o 5G technology
  - o Faster processor
  - o Superior camera
  - o Sustainable technology
- Drawing the attention of the retailer
- Monitoring retailer performance: Ways to generate more sales
- Increasing customer base
- Increasing sales
- Know Your Customer (KYC)
- TRAI Guidelines
- Considerate factors to categorize customers for follow up
- Line Selling and Range Selling
- Importance of continuously motivating retailers
- Analysing the product needs and outlets of the retailers
- Categorisation of outlets
  - o Multi-brand outlets
  - o Branded retail outlets
  - o Kirana stores (Mom and Pop stores)
- How to do outlet mapping?
  - o What should outlet mapping information convey?



Let us participate in an activity to explore the UNIT a little more.

# **Activity**



- Make 30 paper chits and write the names of the objects on them. The objects can be everyday items. For example:
  - o Stapler
  - o Mobile Phone
  - o Pen
  - o Watch
  - o Fancy Photo Frame
  - o Bottle opener
  - o Flask
  - o Pen stand
- Put the chits in a bowl and place it on a table
- Explain that each trainee must pick a chit and provide a 30-seconds sales pitch on the object mentioned
- Also, instruct them that the sales pitch must be based on the FAB method
- Ask for a volunteer to start the sales pitches
- After each pitch, ask other trainees to provide feedback
- Continue until everyone has provided a pitch
- Conclude the activity with a discussion

| Activity Duration                |            | Resources used   |  |  |
|----------------------------------|------------|--|--|--|
| Selling skill – FAB<br>technique | 30 minutes | Participant handbook, whiteboard, laptop, internet connection, overhead projector, notebook, pen, marker, etc. |  |  |



- Share your inputs and insight to encourage the trainees
- Ensure that all trainees participate in the activity
- Encourage the students to explore how the training session can help them improve their work
- Keep the ambience constructive and positive

# Notes for Facilitation



- Ask the trainees if they have any questions
- Encourage other trainees to answer it and encourage peer learning in the class
- Ask them to answer the questions given in the participant manual

#### **Exercise**



#### **Answers to exercises for PHB**

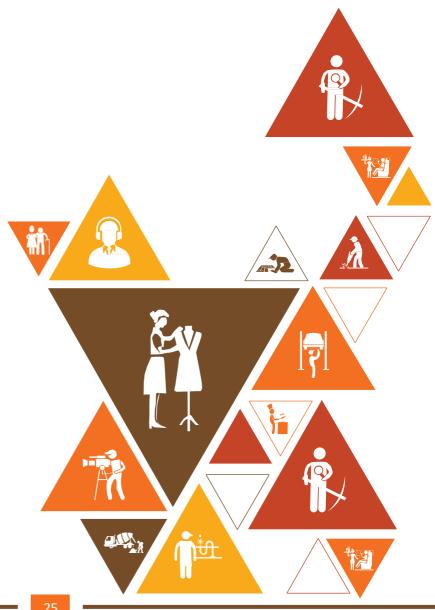
#### **Multiple Choice Question**

- 1. b) 1.20 billion
- 2. c) Samsung
- 3. b) 5G / FWA Access
- 4. c) Team Sales Manager
- 5. b) Generating new customer connections
- 6. a) Energetic and adaptable

#### Fill in the Blanks:

- a) Mobile / telecom subscriptions
- b) CRM
- c) ~70–75 billion USD (approx.)
- d) BSNL
- e) 10-12% (approx.)
  - 7. Two sub-sectors of the Indian telecom industry: Mobile services (GSM, CDMA, 4G/5G services) Fixed broadband / Wired internet services
  - 8. Importance of the telecom sector for India's digital growth: The telecom sector is vital as it provides the infrastructure for digital communication, enables internet connectivity, supports digital payments, e-learning, and remote work, and drives innovation through IoT and 5G adoption, which contributes to the country's overall economic development.
  - 9. Two key administrative duties of a Field Sales Executive: i. Maintaining accurate sales records, customer details, and transaction logs. ii. Preparing daily reports and updates for managers using CRM or digital dashboards.
  - 10. Why good communication is important for an FSE: Effective communication helps an FSE explain complex products clearly, build trust with customers, resolve queries efficiently, and maintain long-term relationships, which directly impacts sales performance and customer satisfaction.
  - 11. One daily activity of a Field Sales Executive: Visiting retail outlets or customer locations to promote telecom products, ensure proper product display, and check on service delivery, which forms the core of their daily operations.

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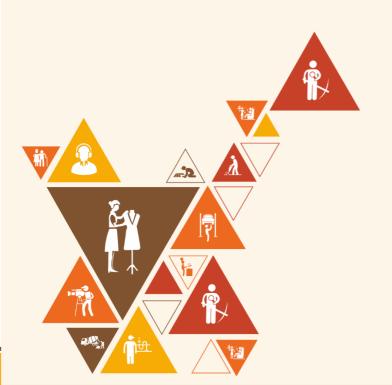


# 3. Expanding the Retailer Base

Unit 3.1 - Increasing the Scope of Product Distribution

Unit 3.2 - Procedures and Guidelines for Product Activation

Unit 3.3 - Return on Investment (ROI)



# **Key Learning Outcomes**



After the completion of this module, the participant will be able to:

- 1. Describe the guidelines for selecting new retail outlets to promote telecom products effectively.
- 2. Elaborate on strategies to expand market size and increase business reach.
- 3. Identify various methods for selecting new retailer outlets based on business needs and market potential.
- 4. List the steps for calculating Return on Investment (ROI) as per industry best practices in the telecom sales sub-sector.
- 5. State the standard procedures and regulatory guidelines involved in mobile number activation, including KYC norms and TRAI requirements.
- 6. List all necessary documents required for the mobile number activation process.
- 7. Demonstrate the correct method of activating a customer's mobile number using a mobile handset.
- 8. Illustrate the functioning of a SIM card and explain its role through a practical demonstration.
- 9. Discuss common retailer complaints in the telecom industry and propose effective solutions to address them.

# UNIT 3.1: Increasing the Scope of Product Distribution

# Unit Objectives ©

By the end of this UNIT, the trainees will be able to:

- 1. Discuss strategies to expand market reach and drive sales growth.
- 2. Explain effective communication techniques for engaging with customers.
- 3. Understand the importance of adhering to merchandising and visibility standards.

### Resources to be Used



Participant handbook, pen, notebook, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, etc.

### Note



In this UNIT, we will discuss about increasing the scope of product distribution.



Good morning and welcome back to this training program on "Field Sales Executive". In this session, we will discuss about increasing the scope of product distribution.



Ask the participants the following questions:

- What is a multi-brand outlet?
- What is visible merchandising?

Write down the trainees' answers on the whiteboard/flipchart. Draw appropriate cues from the answers and start teaching the lesson.

### Elaborate



In this session, discuss the following points:

- Expanding the market size
  - o Selection of outlet
  - o Categorisation of Outlets
    - · Multi-brand outlets
    - Branded retail outlets

- Kirana stores
- o How to do outlet mapping?
- o What should outlet mapping information convey?
- o Process of outlet mapping
- o Illustration of categorisation of outlets
- o Offer value proposition
- o Distribution procedure margins
- Importance of communication
  - o Why is communication important?
  - o Essentials of good communication
  - o Clarity in communication
- Importance of complying with merchandising and visibility norms
  - o Increased visibility
  - o Increase in profit
  - o Derive the maximum brand value



Let us participate in an activity to explore the UNIT a little more.

## - Practical



- Pick two volunteers from the class who would initially participate in the activity
- One of them will act as a Field Sales Executive and the other as a retailer
- Once roles have been assigned, tell the trainees that are acting as Field Sales Executive to convey the promotional offers he/she has for the retailer
- Ask them to explain the benefits of the scheme to the retailer and convince them to place a bulk order
- The retailer can ask clarifying questions and raise concerns. The Field Sales Executive has to come up with accurate rebuttals
- Repeat the activity with other trainees

| Activity  | Duration    | Resources used  |
|-----------|-------------|---|
| Role-play | 120 minutes | Participant handbook, pen, notebook, laptop, overhead projector, whiteboard, markers, microphone (if needed) etc. |

#### Do

- Provide the trainees with constructive feedback
- Ensure that the role-play meets the session objectives
- Ensure that all the trainees participate in the role-play
- Ensure a friendly atmosphere during the activity
- Guide the trainees in identifying key points



- Ask the trainees if they have any questions
- Answer all the questions/doubts raised by the trainees in the class
- Encourage other trainees to answer queries/questions and boost peer learning in the class

#### UNIT 3.2: Procedures and Guidelines for Product Activation

#### Unit Objectives ©



By the end of this UNIT, the trainees will be able to:

- 1. Discuss effective ways to expand market size
- 2. Explain steps to build and strengthen a retailer network
- 3. Describe TRAI guidelines for identity verification
- 4. Identify documents required for mobile number activation
- 5. Explain how a SIM card functions
- 6. Demonstrate the correct procedure to activate a mobile number
- 7. Identify common retailer complaints and provide solutions

#### Resources to be Used



Participant handbook, pen, notebook, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, etc.



In this UNIT, we will discuss about procedures and guidelines for product activation.



Good morning and welcome back to this training program on "Field Sales Executive". In this session, we will discuss about procedures and guidelines for product activation.



Ask the participants the following questions:

- What is LAPU?
- What is CAF?

Write down the trainees' answers on the whiteboard/flipchart. Draw appropriate cues from the answers and start teaching the lesson.

#### Elaborate



In this session, we will discuss the following points:

- Expanding the market size
  - o SIM (Security Identification Module)
  - o LAPU
  - o Recharge vouchers
  - o SIM activation procedure
- Steps to build retailer network
  - o Mobile Number Activation
  - o Prepaid and Post-paid
- Documentation required for new prepaidand postpaid mobile connection
  - o Verification process of prepaid and postpaid mobile connection
  - o Action against furnishing fake information in CAF
  - o Know Your Customers (KYC)
  - o Connection Startup KIT
- Activating mobile number
  - o Mobile Number Portability (MNP)
- Know Your Customer (KYC) norms
- TRAI guidelines
- Dealing with customer complaints
  - o Common retailers' problems and their possible solutions

#### Say



Let us participate in a group discussion to explore the UNIT a little more.

#### Activity



- This is a team activity
- Give each trainee a name tag on a piece of paper and ask all of them to stay in a circle.
- Each of them should think of two or three requests. They can choose to ask reasonable and realistic questions or make them imaginary and outlandish.
- Allow them to think about their request for a few minutes. Let them know that even though it's a game and it should be fun, they shouldn't make inappropriate requests. Then give them the rules of the game.
- Each employee is to take turns calling out the name on another employee's tag and make a request.
- The named trainee is to decline without saying "No," then call another employee and make a request—the process of requesting and declining continues until no request is left.

| Activity         | Duration   | Resources used  |
|------------------|------------|---|
| Group Discussion | 40 minutes | Participant handbook, pen, notebook, laptop, overhead projector, microphone (if needed), etc. |



- Ensure the activity meets the training objectives
- Guide the trainees in performing correct procedures throughout the activity



- Encourage teamwork and active participation
- Answer all the doubts raised by the trainees in the class

## UNIT 3.3: Return on Investment (ROI)

## Unit Objectives 6

By the end of this UNIT, the trainees will be able to:

- 1. List the steps for calculating Return on Investment (ROI).
- 2. Calculate Return on Investment (ROI) for retailers.

#### Resources to be Used



Participant handbook, pen, notebook, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, etc.

#### Note



In this UNIT, we will discuss about Return on Investment (ROI).

#### Say



Good morning and welcome back to this training program on "Field Sales Executive". In this session, we will discuss about Return on Investment (ROI).

#### Ask



Ask the participants the following questions:

• What do you understand by return on investment

Write down the trainees' answers on the whiteboard/flipchart. Draw appropriate cues from the answers and start teaching the lesson.

#### Elaborate |



In this session, we will discuss the following points:

- Calculating the Return on Investment
- Return on Investment for Retailers

#### Sav



Let us participate in a group discussion to explore the UNIT a little more.

## **Activity**

- Pick two volunteers from the class who would initially participate in the activity
- One of them will act as a seller and the other as the customer. The customer wants to purchase a mobile handset
- Now, the seller will try to convince the customer to purchase a higher-value product (Upsell)
- If the customer is not ready and upselling is not possible, then try to sell additional products (cross-sell) to the customer
- Now, repeat the activity with all other trainees in the class

| Activity  | Duration   | Resources used   |
|-----------|------------|--|
| Role-play | 60 minutes | Participant handbook, pen, notebook, laptop, overhead projector, whiteboard, markers, microphone (if needed), etc. |

- Ensure a friendly atmosphere during the activity
- Ensure that all the trainees participate in the role-play
- Guide the students in identifying key points



- Encourage peer learning
- Answer all the doubts raised by the trainees in the class
- Discuss the proper communication techniques in role-playing

#### **Exercise**



#### **Answers to exercises for PHB**

#### **Multiple Choice Question**

- 1. b) Outlet Selection
- 2. c) Branded Retail Outlet
- 3. a) 1.3%
- 4. c) Recent photograph and valid photo ID
- 5. c) ₹19
- 6. b) Successful investment
- 7. a) ROI (%) = [(Net Gain Cost of Investment) / Cost of Investment] × 100

#### Fill in the Blanks:

- a) Value / benefit
- b) 500
- c) Jargon
- d) Visible / accessible
- e) KYC documents, Visa
- f) 24-48g) -20%
- g) Investments
- h) Costs
- 7. Two modes of communication: Verbal communication, Written communication (messages/emails)
- 8. Purpose of outlet mapping: To identify, categorize, and plan coverage for retail outlets to ensure proper distribution reach
- 9. One key element of a value proposition: Clear explanation of retailer benefits (profit/margin)
- 10. Purpose of KYC compliance: To verify customer identity and prevent fraud and misuse of telecom services
- 11. Difference between prepaid and postpaid: Prepaid: Pay before usage, Postpaid: Pay after usage (monthly bill)
- 12. One solution for low customer interest: Run targeted promotions or demos to create awareness
- 13. Importance of ROI for a retailer: It shows how much return is earned on the money invested, helping evaluate business profitability

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# 4. Selling Broadband Subscriptions

- Unit 4.1 Understanding Customer Needs and Broadband Sales Strategies
- Unit 4.2 Market Visit and Customer Enrolment Form (CEF)
  Management



#### **Key Learning Outcomes**



After the completion of this module, the participant will be able to:

- 1. Identify and analyze customer requirements to understand their broadband needs effectively.
- 2. Explain the strategic approach for selling broadband subscriptions, including target setting and sales process.
- 3. Plan and conduct field visits to target areas and potential customers in alignment with the pre-defined sales strategy.
- 4. Describe the importance of selecting appropriate sales strategies based on customer context and specific requirements.
- 5. Present product USPs (Unique Selling Propositions), key strengths, and Feature-Advantage-Benefit (FAB) elements to effectively communicate product value.
- 6. Explain various financial and payment options available for customers, enabling informed decision-making.
- 7. Visit retail outlets to collect and validate Customer Enrolment Forms (CEFs) accurately and efficiently.
- 8. Discuss common compliance and technical issues in CEFs and communicate these effectively with retailers to ensure corrective actions.
- 9. Demonstrate the process of assisting customers in selecting optimal broadband plans, while addressing objections to ensure customer satisfaction.
- 10. List and evaluate key factors to identify high-value or high-profile customers, enhancing sales focus and strategy.

## **UNIT 4.1: Understanding Customer Needs**

#### Unit Objectives 6



After the completion of this Unit, the participant will be able to:

- 1. Identify customer requirements and analyse their specific needs.
- 2. Select suitable sales strategies based on customer context and requirements.
- 3. Apply the Feature-Advantage-Benefit (FAB) approach to communicate product USPs effectively.
- 4. Explain various promotional and financial strategies to create product awareness and boost sales.

#### Resources to be Used



Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, equipment, and tools

#### Note



In this unit, we will discuss about requirements of customers and their importance



Good morning and welcome back to this training program on "Field Sales Executive." Today we shall learn about the importance of analysing customer needs.

## Ask ask



Ask the participants the following questions:

- What do you understand by broadband?
- What are the advantages of Broadband technology?

Write down the trainees' answers on the whiteboard/flipchart. Draw appropriate cues from the answers and start teaching the lesson.

#### Elaborate |



In this session, discuss the following points:

- Analysing customer needs
- Features, advantages and benefits of broadband technology
- Selecting suitable sales strategies
- Promotional and financial aspects of broadband subscriptions
- Different financial options for payments
- Identifying high-profile customers



Let us participate in an activity to explore the UNIT a little more.

## - Practical | 🖔



- Pick two volunteers from the class who would initially participate in the activity
- One of them will act as a Field Sales Executive and the other as a customer
- Ask the FSE to explain about their Broadband connection to the customer using FAB technique
- The customer can ask clarifying questions and raise concerns. The FSE has to come up with accurate
- Repeat the activity with other trainees in the class

| Activity  | Duration    | Resources used  |
|-----------|-------------|---|
| Role-play | 120 minutes | Participant handbook, pen, notebook, laptop, overhead projector, whiteboard, markers, microphone (if needed) etc. |



- Provide the trainees with constructive feedback
- Ensure that the role-play meets the session objectives
- Ensure that all the trainees participate in the role-play
- Ensure a friendly atmosphere during the activity
- Guide the trainees in identifying key points



- Ask the trainees if they have any questions
- Answer all the questions/doubts raised by the trainees in the class
- Encourage other trainees to answer queries/questions and boost peer learning in the class

#### **UNIT 4.2: Market Visit and CEF Collection**

## Unit Objectives 6



After the completion of this Unit, the participant will be able to:

- 1. Visit the target area and customers as per the pre-defined plan.
- 2. Visit retail outlets to collect Customer Enrolment Forms (CEF).
- 3. Discuss reasons for compliance or technical issues in CEFs with the retailers.

## Resources to be Used



Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, equipment, and tools

#### Note



In this unit, we will discuss about requirements of customers and their importance



Good morning and welcome back to this training program on "Field Sales Executive." Today we shall learn about the importance of market visits and the collection of CEF.

#### Ask



Ask the participants the following questions:

- What do you understand by Beat Plan?
- What is CEF?
- Why is it important to visit the targeted area and customers per the pre-defined plan?

Write down the trainees' answers on the whiteboard/flipchart. Draw appropriate cues from the answers and start teaching the lesson.

#### **Elaborate**



In this session, discuss the following points:

- **Beat Plan**
- Customer Enrolment Forms (CEF)
- Compliance/Technical Issues in CEFs



Let us participate in an activity to explore the unit a little more.

## Practical |%



- Conduct a group discussion on probable challenges to be faced during a field visit
- Ask the participants what they have learnt from this exercise
- Ask if they have any questions related to what they have talked about so far
- Close the discussion by summarising the ways to develop each of the skills

| Activity         | Duration   | Resources used  |
|------------------|------------|---|
| Group discussion | 30 minutes | Participant handbook, pen, notebook, laptop, overhead projector, microphone (if required), etc. |

#### Do



- Ensure that all the trainees participate in the group discussion
- Ensure a friendly atmosphere during the group discussion
- Guide the students in identifying key points



- Encourage peer learning
- Answer all the doubts raised by the trainees in the class
- Discuss the proper communication technique in group discussion

#### Exercise 📝



#### Answers to exercises for PHB

#### **Multiple Choice Question**

- 1. b) Always-on connection and faster speeds
- 2. d) Hacking customer devices
- 3. b) Feature  $\rightarrow$  Advantage  $\rightarrow$  Benefit
- 4. b) Providing tailored solutions based on their usage
- 5. c) Ensure systematic outlet coverage and optimized revenue

#### Fill in the Blanks

- 1. ₹500, 50%
- 2. Cost of Investment
- 3. CEF number
- 4. Instant
- 5. Content marketing
- 7. Two broadband applications:
  - Video conferencing
  - Online learning / streaming services
- 8. Importance of avoiding technical jargon:
  - Ensures customers understand the product clearly and make informed decisions
- 9. Role of Customer Enrolment Form (CEF):
  - Used to collect customer details for service activation and KYC compliance
- 10. Two valid KYC documents:
  - Aadhaar Card
  - Voter ID
- 11. One reason for CEF rejection:
- Incomplete or unclear customer documents or photographs
- 12. Scenario-Based Answers
  - a) FAB technique:
  - Feature: High-speed broadband connection
  - Advantage: Supports multiple devices smoothly
  - Benefit: Helps your store run faster payments and online orders without interruptions
  - b) Compliance steps:
  - · Re-verify the forms, retake photographs, get missing signatures, and correct incomplete details before submission
  - c) Handling high-profile customer:
  - Acknowledge and resolve issues promptly
  - Provide priority support or a tailored solution to restore confidence

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# 5. Sustainability Practices in Telecom Retail and Customer Service Operations

Unit 5.1 - Efficient Use of Resources

Unit 5.2 - Waste Handling and Disposal

Unit 5.3 - Promoting Sustainable Telecom Products and Practices

Unit 5.4 - Compliance with Environmental Standards



#### **Key Learning Outcomes**



After the completion of this module, the participant will be able to:

- 1. Demonstrate how to attend to walk-in customers using appropriate etiquette and professional manners.
- 2. Describe different products, models, variants, and associated services with emphasis on Features, Advantages, and Benefits (FAB).
- 3. Explain add-on plans for services such as OTT subscriptions, bundled offers, and loyalty benefits.
- 4. State the details of Annual Maintenance Contracts (AMC) or extended warranty options provided by the store or network operator.
- 5. Describe the process of escalating customer objections to supervisors or managers for resolution.
- 6. Demonstrate the complete Know Your Customer (KYC) process in compliance with regulatory guidelines.
- 7. Explain how to guide customers for SIM, dongle, or Wi-Fi hotspot activation (including eSIMs).
- 8. Assist customers in payment of postpaid bills or recharge of prepaid SIM cards, using both digital and offline modes.
- 9. Guide customers in changing, upgrading, or reactivating their broadband or bundled plans.
- 10. Demonstrate methods for collecting and recording customer feedback for service improvement.

#### UNIT 5.1: Efficient Use of Resources

#### Unit Objectives ©



After the completion of this Unit, the participant will be able to:

- 1. Explain the importance of using energy-efficient equipment and demonstrate ways to optimize electricity consumption.
- 2. Apply water conservation measures in workplace operations to reduce wastage.
- 3. Promote and utilize digital tools for documentation and billing to minimize paper usage.
- 4. Demonstrate responsible resource management practices that reduce operational costs and support environmental sustainability.

## Resources to be Used



Participant handbook, whiteboard, flipchart, markers, laptop, projector, energy-efficient device samples (LED lamp, efficient adapter/charger), water usage charts, digital documentation tools (demo apps), notepad, pens.

#### Note



In this unit, we will understand how to use resources efficiently and responsibly in day-to-day telecom operations.



Good Morning, everyone!

Today, we are going to discuss something that impacts not only the organization, but the planet we live on—using resources efficiently. From electricity and water to paper and digital tools, every small action can save costs and reduce our environmental footprint.

#### Ask



Ask the participants the following questions:

- What resources do you think are consumed most during telecom operations?
- Have you ever tried to reduce electricity or water usage at your workplace or home? How? Write their responses on the whiteboard/flipchart.

Use their ideas to lead smoothly into the lesson..

#### Elaborate |



In this session, we will discuss the following points:

- Electricity Consumption Optimization
- Water Conservation Measures
- Digital Documentation and Billing Systems

#### Say



Let us participate in an Energy Optimization Brainstorm activity to understand this unit better.

#### Activity



#### Steps:

- 1. Divide the class into small groups.
- 2. Show images/videos of telecom equipment—some energy efficient, some outdated.
- 3. Ask trainees to identify where energy is wasted and how it can be reduced.
- 4. Each group shares their suggestions.
- 5. Summarize and discuss the correct energy-saving techniques.

| Activity                             | Duration   | Resources used   |
|--------------------------------------|------------|--|
| Energy<br>Optimization<br>Brainstorm | 20 minutes | Projector, sample images of energy-efficient tools,<br>whiteboard. |

#### Do



- Ask a trainee to list all suggestions on the whiteboard.
- Highlight practical, low-cost ways to save electricity.
- Encourage quieter participants to share their thoughts.
- Add your own insights from telecom industry practices.



- Invite questions related to energy conservation, water usage, and digital tools.
- Encourage trainees to share real-life experiences from fieldwork.
- Promote peer learning by letting other participants answer questions when possible.
- Remind participants to read the related sustainability section in their handbook.
- Reinforce that efficient resource use is everyone's responsibility—it reduces costs, improves operations, and helps protect the environment.

#### **UNIT 5.2: Waste Handling and Disposal**

## Unit Objectives ©



After the completion of this Unit, the participant will be able to:

- 1. Explain and demonstrate proper procedures for collecting, segregating, and disposing of e-waste.
- 2. Encourage customers to return used telecom products for safe recycling.
- 3. Identify and segregate biodegradable and non-biodegradable waste.
- 4. Apply safe handling and disposal methods for hazardous materials.
- 5. Promote environmentally responsible practices for waste management in workplace operations.

#### Resources to be Used



Participant handbook, pen, pencil, notepad, whiteboard, flipchart, markers, PPE (gloves, masks), e-waste bins, biodegradable/non-biodegradable bins, sample telecom scrap items, laptop, projector.

#### Note



This unit will focus on proper waste handling methods and the role of a broadband technician in promoting sustainable waste disposal practices.



Good Morning everyone!

In today's session, we'll learn how to handle waste safely and responsibly—something that every technician must follow in the field. Whether it's broken adapters, old routers, cut cables, or hazardous materials, proper waste disposal protects you, your team, and the environment.



Ask the participants the following questions:

- What types of waste do you commonly see in telecom work?
- Have you ever disposed of e-waste at an authorized center?

Write down the trainees' answers on the whiteboard/flipchart. Use their inputs to begin the lesson.

#### Elaborate



In this session, we will discuss the following points:

- Definition, Characteristics and Categories of E-waste
- Collection, Segregation, and Disposal of E-waste
- Encourage Customers to Return Used Telecom Products for Recycling
- Segregation of Biodegradable and Non-Biodegradable Waste and Safe Disposal of Hazardous Materials



Let us now participate in an activity to understand waste handling more practically.

#### Activity



#### Steps:

- 1. Divide the class into small groups.
- 2. Give each group a mix of waste items such as paper, plastic wrappers, cut cable pieces, old connectors, damaged adapters, and batteries (dummy).
- 3. Ask them to segregate the items into the correct bins.
- 4. After they finish, discuss the correct segregation.
- 5. Highlight why e-waste must never be thrown with regular waste..

| Activity                   | Duration   | Resources used   |
|----------------------------|------------|--|
| Waste Segregation<br>Drill | 25 minutes | Sample waste items (dummy), three labeled bins—<br>Biodegradable, Non-Biodegradable, E-Waste—gloves,<br>masks. |



- Ask one trainee to note each group's segregation choices on the whiteboard.
- Provide guidance when items are misplaced.
- Add real-life examples of mishandled waste and the risks it causes.



- Invite trainees to ask questions about waste disposal rules.
- Allow peer responses to promote collaborative learning.
- Remind trainees to refer to the waste-handling section in their participant manual.
- Reinforce that responsible waste management is part of professional ethics and safety.

#### UNIT 5.3: Promoting Sustainable Telecom Products and Practices

## Unit Objectives 6



After the completion of this Unit, the participant will be able to:

- 1. Explain the concept of sustainability in telecom operations, including environmental and economic benefits of eco-friendly practices.
- 2. Identify and recommend eco-friendly and energy-efficient telecom products that reduce environmental impact and operational costs.
- 3. Educate customers on sustainable choices, highlighting their environmental benefits and long-term savings.
- 4. Demonstrate strategies to promote responsible packaging initiatives, including minimizing plastic usage and opting for recyclable or biodegradable materials.
- 5. Apply effective communication techniques to influence customers toward adopting sustainable products and practices.

## Resources to be Used



Participant handbook, pen, pencil, notepad, whiteboard, flipchart, markers, laptop, projector, laser pointer, sample energy-efficient devices, eco-friendly packaging samples, brochures, product comparison sheets.

#### Note



In this unit, we will explore sustainability in the telecom industry and how technicians can promote ecofriendly products and responsible customer choices.



Good Morning everyone!

Today, we are focusing on how you—as a broadband technician—can contribute to a greener world. Sustainability is not just a trend; it's becoming an essential part of telecom operations. Your ability to guide customers toward eco-friendly products makes a big difference.

#### Ask



Ask the participants the following questions:

- What comes to your mind when you hear the word "sustainability"?
- Can you name any telecom products that help reduce energy consumption?

Write down the trainees' answers on the whiteboard/flipchart. Use their answers as a starting point for the session.

#### Elaborate |



In this session, we will discuss the following points:

- **Eco-Friendly and Energy-Efficient Telecom Products**
- **Educating Customers on Sustainable Choices**
- **Supporting Responsible Packaging Initiatives**
- Tips for Success as a Green Promoter



Let us participate in a Eco-Friendly Product Pitch activity to understand this unit better.

#### **Activity**



#### Steps:

- 1. Show examples of common telecom product packaging.
- 2. Ask groups to identify: i. Non-sustainable materials, ii. Opportunities to reduce waste
- 3. Each group redesigns the packaging using:
  - Recyclable materials
  - Reduced plastic content
  - · Clear eco-friendly labelling
- 4. Groups present their redesigned packaging idea.
- 5. Summarize industry best practices for sustainable packaging.

| Activity                                  | Duration   | Resources used   |
|---|------------|--|
| Sustainable<br>Packaging<br>Redesign Task | 60 minutes | Sample packaging (boxes, plastic wraps, bags), markers, paper sheets, projector. |



- Ask one trainee to write down all the packaging improvement ideas on the whiteboard.
- Reinforce the importance of reducing unnecessary materials.



- Encourage trainees to ask questions about eco-friendly products and customer communication.
- Promote peer learning—allow trainees to respond to each other's queries.
- Remind trainees to consult the participant handbook for additional examples.
- Reinforce that technicians have a major role in promoting sustainability through every installation and customer interaction.

#### UNIT 5.4: Compliance with Environmental Standards

## -Unit Objectives | $^{\circledcirc}$



After the completion of this Unit, the participant will be able to:

- 1. Interpret government and organizational environmental policies, including regulatory requirements and sustainability guidelines.
- 2. Follow compliance procedures related to environmental standards during daily operations.
- 3. Assist in maintaining accurate records of sustainability efforts for audits, inspections, and reporting purposes.
- 4. Recognize the importance of adhering to environmental laws and company-specific norms to avoid legal and reputational risks.
- 5. Demonstrate accountability and documentation practices to ensure regulatory compliance and support green initiatives.

## Resources to be Used



Participant handbook, pen, pencil, notepad, whiteboard, flipchart, markers, laptop, projector, laser pointer, sample compliance checklists, mock audit forms, sustainability report templates.

#### Note



In this unit, we will explore how technicians can comply with environmental standards and maintain the required documentation to support sustainability initiatives.



Good Morning everyone!

In today's session, we will discuss the environmental standards that govern our work and why compliance is not just a requirement, but a responsibility. Whether you're installing fiber, disposing of waste, or maintaining infrastructure, following environmental guidelines protects both the company and the environment.

#### Ask



Ask the participants the following questions:

- Why do you think environmental compliance is important in telecom operations?
- Have you ever seen any document or checklist related to environmental safety?

Write down the trainees' answers on the whiteboard/flipchart. Draw appropriate cues from the answers and start teaching the lesson.

#### Elaborate |



In this session, we will discuss the following points:

- Government and Company-Specific Environmental Policies
- Maintaining Records of Sustainability Efforts



Let us now do an activity to understand compliance requirements more practically.

## Activity



#### Steps:

- 1. Provide each group with a sample checklist used during telecom site inspections.
- 2. Display a mock field scenario on the projector (e.g., improper waste handling, missing labels, incomplete forms).
- 3. Ask the groups to use the checklist to identify compliance gaps.
- 4. Each group presents their findings.
- 5. Conclude with the correct measures to fix each issue.

| Activity  | Duration   | Resources used   |
|---|------------|--|
| Environmental<br>Compliance Checklist<br>Review | 30 minutes | Sample environmental compliance checklist, mock field scenario, projector, whiteboard. |



- Ask a trainee to record all identified gaps on the whiteboard.
- Highlight frequent mistakes technicians make in documentation.
- Relate the findings to real-world site audits.
- Encourage each trainee to speak at least once.



- Invite other trainees to share how their companies handle documentation.
- Remind everyone to follow the compliance logs in the participant manual.
- Reinforce that environmental compliance is essential for safe, legal, and sustainable telecom operations.

#### **Exercise**



#### **Answers to exercises for PHB**

#### **Multiple Choice Question**

- 1. b) Using Energy Star certified appliances
- 2. a) Low-flow taps and dual-flush systems
- 3. c) Discarded routers and old smartphones
- 4. d) Yellow
- 5. a) A smartphone with OLED low-power display

#### Fill in the Blanks

- a) Energy Star
- b) Leaks
- c) Digital / e-billing
- d) Non-metal / insulated (or sealed)
- e) Take-back / collection of old devices

#### 7. Two benefits of digital documentation:

- Reduces paper consumption
- · Easier storage, search, and sharing
- 8. Importance of recycling old telecom products:
  - Prevents harmful e-waste pollution and recovers valuable materials
- 9. Circular economy in telecom:
  - A system where products and materials are reused, repaired, and recycled to reduce waste
- 10. One government rule related to e-waste:
  - E-Waste (Management) Rules, 2016
- 11. One practical tip for responsible packaging:
  - · Encourage customers to choose minimal or recyclable packaging
- 12. Scenario-Based Answers:
  - a) Report the leak immediately and ensure repair is requested to prevent water wastage
  - b) Suggest depositing the old phone in the store's e-waste collection box or using the brand's take-back program
  - c) Explain that energy-efficient phones reduce long-term electricity use and eco-friendly packaging reduces waste, giving better value over time
  - d) Remove batteries from the regular bin and place them in the hazardous waste bin; inform the supervisor and staff to prevent repetition

| Notes ———— |  |
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# 6. Employability Skills (30 Hours)

It is recommended that all training include the appropriate. Employability Skills Module. Content for the same can be accessed <a href="https://www.skillindiadigital.gov.in/content/list">https://www.skillindiadigital.gov.in/content/list</a>





DGT/VSQ/N0101













## 7. Annexure

Annexure I: Training Delivery Plan Annexure II: Assessment Criteria

Annexure III: List of QR Codes used in PHB





# Annexure I Training Delivery Plan

| Training Delivery Plan              |  |  |   |
|-------------------------------------|--|--|---|
| Program Name:                       | Field Sales Executive  |  |   |
| Qualification Pack Name & Ref. ID   | TEL/Q0200 VERSION 5.0  |  |   |
| Version No.                         | 5.0  | Version Update Date  | 30-04-2028  |
| Pre-requisites to Training (if any) | Not Applicable   |  |   |
| Training Outcomes                   | <ul> <li>Explain the process of plincluding identifying sales sales targets.</li> <li>Describe the steps involvable ensuring compliant requirements.</li> <li>Discuss strategies for se potential customers and Explain sustainable pracoperations, including effand compliance with en</li> </ul> | is Unit, the participant will I<br>lanning and executing field s<br>es leads, engaging with retail<br>wed in enrolling and on-boar<br>ace with company policies and<br>lling broadband subscription<br>expanding the service reach<br>tices in telecom retail and cut<br>ficient resource usage, e-was<br>wironmental standards. | ales activities,<br>lers, and achieving<br>ding new retailers<br>ad regulatory<br>as by identifying<br>n.<br>ustomer service<br>ste management, |

| SL | Module<br>Name   | Session<br>Name                                     | Se  | ession Objectives   | NOS              | Methodology   | Training<br>Tools/Aids  | Duration<br>(hours)  |
|----|--|---|---|---|------------------|---|---|----------------------|
| 1  | Introducti on to the Sector and the job role of Field Sales Executive (Theory- 05:00 Practical- 00:00) | Introduction to the role of a Field Sales Executive | sign teem mm ccc ecc dd e El skk ex a Ex or or point st pe mm pu pe | xplain the ignificance of the elecom sector in modern ommunication and conomic evelopment. lucidate the key kills and technical xpertise required for Field Sales xecutive. Describe the granisational olicies on ancentives, delivery tandards, ersonnel management and sublic relations (PR) ertinent to the job ole. | Bridge<br>module | Classroom lecture / PowerPoint Presentation / Question & Answer / Group Discussion / Quiz | Laptop, white- board, marker, projector, Documents of standard operating proce- dures, code of conduct, checklists, schedules, tools and equipment, status report | T- 01:00<br>P- 00:00 |

| SL | Module<br>Name   | Session<br>Name   | Session Objectives  | NOS   | Methodology   | Training Tools/Aids   | Duration<br>(hours)                          |
|----|--|---|---|---|---|---|--|
|    |  |   | <ul> <li>Describe the process workflow in the organization and the role of field sales executive in the process</li> <li>Describe the various daily, weekly, monthly operations/activitie s that take place at the site under a field sales executive.</li> <li>Discuss the roles and responsibilities of a Field Sales Executive.</li> </ul> |   |   |   | T- 02:00<br>P- 00:00                         |
| 2  | Plan and execute field sales activities (Theory-50:00 Practical-30:00) | Lead Identific ation & Segmen tation  Sales Data Analysis                               | <ul> <li>Explain sources of sales leads</li> <li>Demonstrate categorization of leads</li> <li>Identify high-potential customers</li> <li>Interpret sales data</li> <li>Identify trends for lead generation</li> <li>Use data for visit planning</li> </ul>  | TEL/N0216<br>- PC1-5,<br>KU1-3              | Classroom lecture / PowerPoint Presentation / Question & Answer / Group Discussion / Quiz | White-board, marker, projector, Product manuals, customer registration form, customer feedback form, merchandise, sales record                  | T- 04:30<br>P- 03:00<br>T- 04:30<br>P- 03:00 |
|    |  | Prepari<br>ng for<br>Retailer<br>Visits<br>Retailer<br>Engage<br>ment<br>Techniq<br>ues | <ul> <li>Follow grooming standards</li> <li>Plan route effectively</li> <li>Review stock requirements</li> <li>Engage retailers professionally</li> <li>Present products effectively</li> <li>Handle objections</li> </ul>  | PC6-11,<br>KU4-6<br>PC12-<br>18, KU7-<br>10 |   | book, Lap-<br>top with<br>software<br>such as<br>MS Office<br>and CRM<br>Laptop,<br>Protective<br>Equipment:<br>Fire Drill<br>Accesso-<br>ries, | T- 04:30<br>P- 03:00<br>T- 04:30<br>P- 03:00 |

| SL | Module<br>Name | Session<br>Name                                | Session Objectives   | NOS                                   | Methodology | Training Tools/Aids | Duration<br>(hours)  |
|----|----------------|--|--|---------------------------------------|-------------|---------------------|----------------------|
|    |                | Product<br>Promotion &<br>Merchandisi<br>ng    | <ul> <li>Display         merchandisin         g materials</li> <li>Explain brand         visibility         importance</li> <li>Plan         promotional         activities</li> </ul> | PC12-<br>15, KU7                      |             |                     | T- 04:30<br>P- 03:00 |
|    |                | Stock<br>Delivery &<br>Documentati<br>on       | <ul> <li>Deliver stock         effectively</li> <li>Document         transactions</li> <li>Maintain         sales records</li> </ul>   | PC19-<br>22,<br>KU10,<br>KU15         |             |                     | T- 04:30<br>P- 03:00 |
|    |                | Payment<br>Collection &<br>Recording           | <ul> <li>Collect<br/>payments<br/>properly</li> </ul>  | PC19-<br>22,<br>KU10,                 |             |                     |                      |
|    |                |  | <ul> <li>Reconcile         receipts</li> <li>Avoid         collection         errors</li> </ul>  | KU15                                  |             |                     | T- 04:30<br>P- 03:00 |
|    |                | KYC Norms &<br>Documentati<br>on<br>Compliance | <ul> <li>Verify         customer         documents</li> <li>Follow         TRAI/KYC         norms</li> <li>Avoid         documentati</li> </ul>  | PC23-<br>27,<br>KU10-<br>13           |             |                     | T- 04:30<br>P- 03:00 |
|    |                | Daily<br>Reporting &                           | on errors • Prepare sales reports  | PC28-<br>32,                          |             |                     | T 04 30              |
|    |                | Feedback<br>Handling                           | <ul> <li>Record         customer         feedback</li> <li>Communicate         issues to         supervisor</li> </ul>   | KU12-<br>15                           |             |                     | T- 04:30<br>P- 03:00 |
|    |                | Relationship<br>Building &<br>Referrals        | Build rapport     with retailers     Seek referrals     Maintain     customer     communicati     on   | PC1-5,<br>PC30-<br>32,<br>KU13-<br>16 |             |                     | T- 04:30<br>P- 03:00 |

| SL | Module<br>Name  | Session<br>Name   | Session Objectives  | NOS   | Methodology  | Training<br>Tools/Aids  | Duration<br>(hours)   |  |   |   |   |   |   |                      |
|----|---|---|---|---|--|---|---|--|---|---|---|---|---|----------------------|
| 3  | the Retail-<br>er Base<br>(Theory<br>- 30:00<br>Practica<br>I- 40:00) | Describe the outlet selection guidelines for identifying new retail outlets to promote products     Communicate effectively and follow business customs and etiquette while interacting with the owners of retail outlets     Explain the sales value proposition and associated processes to the retail outlet's owner | TEL/N0217<br>PC1, PC2,<br>KU1   | Classroom lecture / PowerPoint Presentation / Question & Answer / Group Discussion / Quiz | Laptop with software such as MS Office and CRM, white- board, marker, projector, Sample customer enrolment form, demo SIM card, product manuals, | T- 03:00<br>P- 05:00  |   |  |   |   |   |   |   |                      |
|    |   |   | <ul> <li>Calculate return on investment (ROI) for retailers.</li> <li>Explain Return on Investment (ROI) to retailers by highlighting minimal investment and high inventory turns</li> </ul>                        | TEL/N0217<br>PC3, KU4   | reg<br>tio<br>cu<br>fee<br>foi<br>ch<br>sal  |   |   |  | registra- tion form, customer feedback form, mer- chandise, sales re- cord book, Protective | customer<br>registra-<br>tion form,<br>customer<br>feedback<br>form, mer-<br>chandise,<br>sales re-<br>cord book, | customer<br>registra-<br>tion form,<br>customer<br>feedback<br>form, mer-<br>chandise,<br>sales re-<br>cord book, | registra-<br>tion form,<br>customer<br>feedback<br>form, mer-<br>chandise,<br>sales re-<br>cord book, | registra-<br>tion form,<br>customer<br>feedback<br>form, mer-<br>chandise,<br>sales re-<br>cord book, | T- 03:00<br>P- 05:00 |
|    |   |   | Discuss ways to<br>propose/pitch range<br>of products/services<br>and demonstrate<br>various associated<br>processes  | TEL/N0217<br>PC4, KU5   |  | Protective Equipment: Fire Drill Accessories, first aid kit, different types of fire extin- guisher | Equipment:<br>Fire Drill<br>Accesso-<br>ries, first<br>aid kit, | Fire Drill<br>Accesso-<br>ries, first<br>aid kit,<br>different | T- 03:00<br>P- 05:00  |   |   |   |   |                      |
|    |   |   | Explain the enrolment<br>formalities for the<br>different products/<br>services   | TEL/N0217<br>PC5  |  |   | T- 03:00<br>P- 05:00  |  |   |   |   |   |   |                      |
|    |   |   | Use various merchandising elements to display the product at the retailer outlet.  State the importance of communicating and complying with merchandising/visibility norms at a retailer's outlet  Provide demo SIM | TEL/N0217<br>PC6, PC7,<br>KU7, KU8  |  |   | T- 03:00<br>P- 04:00  |  |   |   |   |   |   |                      |
|    |   |   | of communicating<br>and complying with<br>merchandising/<br>visibility norms at a<br>retailer's outlet  |   |  |   |   |  |   |   |   |   |   |                      |

| SL | Module<br>Name                          | Session<br>name   | Session Objectives   | NOS                                   | Methodology  | Training Tools/Aids   | Duration<br>(hours)  |
|----|---|---|--|---------------------------------------|--|---|----------------------|
|    |   |   | Describe the functioning of SIM card by giving demo.   |                                       |  |   | T- 03:00<br>P- 04:00 |
|    |   | Adhere to<br>company<br>policies for<br>new enrol-<br>ments | company procedures and PC8 policies for guidelines for mobile new enrol- number activation   |                                       |  | T- 04:00<br>P- 04:00  |                      |
|    |   |   | Verify customer<br>enrolment forms for<br>any discrepancies<br>like use of ink eraser,<br>signature mismatch,<br>address mismatch,<br>etc.                               |                                       |  |   | T- 04:00<br>P- 04:00 |
|    |   |   | <ul> <li>List all the relevant documents required for the mobile number activation</li> <li>Discuss some common retailers' complaints and their solutions</li> </ul>     | TEL/N0217<br>PC9, PC10,<br>KU11, KU12 |  |   | T- 04:00<br>P- 04:00 |
| 4  | Sell<br>broadband<br>subscrip-<br>tions | Plan for<br>sales   | Visit the retail outlet<br>to collect Customer<br>Enrolment Forms<br>(CEF)   | TEL/N0218<br>PC1, KU1                 | Classroom<br>lecture /<br>PowerPoint<br>Presentation<br>/ Question | Sample<br>customer<br>enrolment<br>form, demo<br>SIM card,  | T- 02:00<br>P- 05:00 |
|    |   |   | Discuss reasons for<br>compliance/technica<br>I issues in CEFs with<br>the retailers.  | TEL/N0218<br>PC1, KU1                 | & Answer / Group Discus- sion / Quiz                               | product manuals, customer registra- tion form,  | T- 02:00<br>P- 05:00 |
|    |   |   | <ul> <li>Identify customer requirements from daily reports to approach them accordingly</li> <li>Analyse the market/geographical area to develop a sales plan</li> </ul> | TEL/N0218<br>PC2, PC3                 |  | customer<br>feedback<br>form,<br>merchan-<br>dise, sales<br>record<br>book, Lap-<br>top with<br>software<br>such as<br>MS Office<br>and CRM,<br>whiteboard<br>marker,<br>projector, | T- 03:00<br>P- 05:00 |

| SL | Module<br>Name | Session<br>name                       | Session Objectives  | NOS                           | Methodology | Training<br>Tools/Aids  | Duration<br>(hours)  |
|----|----------------|---------------------------------------|---|-------------------------------|-------------|---|----------------------|
|    |                |                                       | <ul> <li>Describe the importance of selecting suitable sales strategies to achieve daily sales targets/cover-up backlogs</li> <li>Employ appropriate sales strategies suited for the target market/potential customers</li> <li>Analyse manufacturer/organisation data to narrow down on promotional methods</li> </ul> | TEL/N0218<br>PC4, PC5,<br>PC6 |             | Protective Equipment: Fire Drill Accesso- ries, first aid kit, different types of fire extin- guisher | T- 03:00<br>P- 05:00 |
|    |                | Sell broad-<br>band sub-<br>scription | Plan to visit the target<br>area and customers<br>as per the pre-defined<br>plan.   | TEL/N0218<br>PC7, PC8,<br>KU5 |             |   | T- 02:00<br>P- 05:00 |
|    |                |                                       | Explain the need and impact of effective communication/interaction with the customers   |                               |             |   | T- 02:00<br>P- 05:00 |
|    |                |                                       | <ul> <li>Role-play a situation<br/>to seek permission<br/>from the customer<br/>to offer a value<br/>proposition about the<br/>services</li> <li>Identify customer<br/>requirements with<br/>queries</li> </ul>   | TEL/N0218<br>PC9, PC10        |             |   | T- 02:00<br>P- 05:00 |
|    |                |                                       | <ul> <li>Exhibit the steps to assist customer/s in selecting the best plans</li> <li>Practice providing information to the customer about value-added services, offers and schemes as specified by the organisation</li> </ul>  | TEL/N0218<br>PC11, PC12       |             |   | T- 03:00<br>P- 05:00 |
|    |                |                                       | Employ various ways<br>to acknowledge and<br>clarify objections<br>raised by customer   | TEL/N0218<br>PC13             |             |   | T- 02:00<br>P- 05:00 |

| SL | Module<br>Name   | Session<br>name                   | Session Objectives   | NOS                        | Methodology  | Training Tools/Aids   | Duration<br>(hours)  |
|----|--|-----------------------------------|--|----------------------------|--|---|----------------------|
|    |  |                                   | Elaborate on the process to compare own product with competitors and highlight the unique selling proposition and features advantage benefits  | TEL/N0218<br>PC14, KU9     |  |   | T- 03:00<br>P- 05:00 |
|    |  |                                   | <ul> <li>Conduct an enquiry to know if the customer is satisfied with the offered product and willing to buy it</li> <li>Present the USPs, strengths and feature advantage benefits (FAB) of the products</li> </ul>           | TEL/N0218<br>PC15, KU10    |  |   | T- 03:00<br>P- 05:00 |
|    |  |                                   | <ul> <li>Explain different<br/>financial options for<br/>payments, such as<br/>card, online, cash etc.</li> <li>List the important<br/>factors to identify<br/>high-profile<br/>customers.</li> </ul>                          | TEL/NO218<br>PC16, KU6     |  |   | T- 03:00<br>P- 05:00 |
| 4. | Sustaina bility Practices in Telecom Retail and Custome r Service Operatio ns (Theory: 10:00 Hours | Efficient Use<br>of<br>Resources  | <ul> <li>Explain the importance of using energy-efficient equipment and demonstrate ways to optimize electricity consumption.</li> <li>Apply water conservation measures in workplace operations to reduce wastage.</li> </ul> | TEL/N9106<br>PC1, PC2, PC3 | Classroom lecture / PowerPoint Presentation / Question & Answer / Group Discussion | LED lights,<br>smart power<br>strips, digital<br>billing<br>systems, e-<br>waste<br>collection<br>bins, waste<br>segregation<br>containers. | T- 02:30<br>P- 05:00 |
|    | Practical:<br>20:00<br>hours)  | Waste<br>Handling<br>and Disposal | Explain and demonstrate proper   | TEL/N9106<br>PC4, PC5, PC6 |  |   | T- 02:30<br>P- 05:00 |

| <br> |   |   |   |                            | <br> |                      |
|------|---|---|---|----------------------------|------|----------------------|
|      | Promoting<br>Sustainable<br>Telecom<br>Products<br>and<br>Practices | • | Explain the concept of sustainability in telecom operations, including environmental and economic benefits of eco-friendly practices.   | TEL/N9106<br>PC7, PC8, PC9 |      | T- 02:30<br>P- 05:00 |
|      |   | • | Identify and recommend eco- friendly and energy- efficient telecom products that reduce environmental impact and operational costs. Educate customers on sustainable choices, highlighting their environmental benefits and long-term savings |                            |      |                      |
|      | Complia   | • | Interpret   | TEL/N9106                  |      | T- 02:30             |
|      | nce with<br>Environ<br>mental<br>Standard<br>s                      |   | government and organizational environmental policies, including regulatory requirements and sustainability guidelines.  | PC10, PC11                 |      | P- 05:00             |
|      |   | • | Follow compliance procedures related to environmental standards during daily operations.  |                            |      |                      |
|      |   | • | Assist in maintaining accurate records of sustainability efforts for audits, inspections, and reporting purposes.   |                            |      |                      |

# Annexure II Assessment Criteria

## **CRITERIA FOR ASSESSMENT OF TRAINEES**

| Assessment Criteria for Field Sales Executive |                              |  |  |  |  |
|---|------------------------------|--|--|--|--|
| Job Role Field Sales Executive                |                              |  |  |  |  |
| Qualification Pack                            | TEL/Q0200 VERSION 5.0        |  |  |  |  |
| Sector Skill Council                          | Telecom Sector Skill Council |  |  |  |  |

| S. No. | Guidelines for Assessment   |
|--------|---|
| 1      | Council. Each Element/ Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each Element/ PC. |
| 2      | The assessment for the theory part will be based on knowledge bank of questions created by the SSC.   |
| 3      | Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.  |
| 4      | Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).                                    |
| 5      | Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.   |
| 6      | To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.  |
| 7      | In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.  |

| National Occupational Standards   | NOS Code &<br>Version   | Theory<br>Marks | Practical<br>Marks | Project<br>Marks | Viva<br>Marks | Total<br>Marks | Weightage |
|---|-------------------------|-----------------|--------------------|------------------|---------------|----------------|-----------|
| Plan and execute field sales activities   | TEL/N0216,<br>v4.0      | 30              | 50                 | 1                | 20            | 100            | 25        |
| Enroll and onboard new retailers  | TEL/N0217,<br>v4.0      | 30              | 50                 | -                | 20            | 100            | 25        |
| Sell broadband subscriptions  | TEL/N0218,<br>v4.0      | 30              | 50                 | -                | 20            | 100            | 20        |
| Follow sustainability practices in telecom retail and customer service operations | TEL/N9106,<br>v1.0      | 30              | 50                 | -                | 20            | 100            | 20        |
| Employability Skills (30<br>Hours)  | DGT/VSQ/N010<br>1, v1.0 | 20              | 30                 | -                | -             | 50             | 10        |
| Total   |                         | 140             | 230                | -                | 80            | 450            | 100       |

### Annexure-III

#### **QR Codes –Video Links**

| Module No.   | Unit No.  | Topic Name   | Link for QR Code (s)              | QR code (s)                                 |
|--|---|--|-----------------------------------|---|
| Module 1:<br>Intro-duc-<br>tion to the<br>Telecom<br>Sector and<br>the Role of<br>Distributor<br>Sales Rep-<br>resentative | Unit 1.2:<br>Telecom In-<br>dustry and its<br>Sub-sectors | 1.2.1 Intro-<br>duc-tion to the<br>Telecom Sec-tor in<br>India | https://youtu.be/Cag-bc-<br>bivtM | Introduction to the Telecom Sector in India |
|  |   | 1.2.2 Top Mo-bile<br>Handset Players in<br>In-dia              | https://youtu.be/0O8UoL-<br>cYYbI | Top Mobile<br>Handset Players in<br>India   |
|  |   | 1.2.2 Mobile<br>Handset In-dus-<br>try                         | https://youtu.be/mcHW-<br>EBh4Iw  | Mobile Handset Industry                     |
|  | Unit 1.4: Dis-<br>tribu-tion and<br>Selling               | 1.4.1 Distribu-tion and Dis-tributors                          | https://youtu.be/YqptddX-<br>fQOQ | Distribution and Distributors               |
|  |   | 1.4.2 Selling<br>Techniques                                    | https://youtu.be/kZMrd-<br>0m9eBY | Selling<br>Techniques                       |

| Module No.               | Unit No.  | Topic Name                          | Link for QR Code (s)              | QR code (s)                  |
|--------------------------|---|-------------------------------------|-----------------------------------|------------------------------|
|                          |   | 1.4.3 Market-ing<br>Strategies      | https://youtu.be/h5-Lpw-<br>wQJ6M | Marketing                    |
|                          | Unit 1.5:<br>Planning and<br>Organizing the<br>Work       | 1.5.1 Planning                      | https://youtu.be/IYa7OP-<br>FoOpo | Strategies  Planning         |
|                          |   | 1.5.3 Basic Sales<br>Termi-nologies | https://youtu.be/wvFrZX-<br>mKW1o | Basic Sales<br>Terminologies |
|                          | Unit 1.6: Work<br>Ethics and<br>Per-sonnel<br>Manage-ment | 1.6.1 Meaning of<br>Work Ethics     | https://youtu.be/5QxR_<br>m1KKao  | Meaning of Work Ethics       |
| Ethics and<br>Per-sonnel |   | 1.6.4 Com-<br>mu-nication           | https://youtu.be/JSMvsS-<br>rGCHk | Communication                |
|                          |   | 1.6.5 Groom-ing                     | https://youtu.be/FBWcK-<br>pZwDYA | Grooming                     |

| Module No.  | Unit No.  | Topic Name   | Link for QR Code (s)              | QR code (s)                                 |
|---|---|--|-----------------------------------|---|
|   |   | 1.6.5 Things to<br>be avoided                                    | https://youtu.be/HSS0h-<br>9J54XE | Things to be                                |
| Module 2: Coach retailers to achieve sales tar-gets  Unit 2.1: Basic Commercial Ac-counting | Commercial  | 2.1.1 Intro-<br>duc-tion to Basic<br>Commercial Ac-<br>counting  | https://youtu.be/zJMUR-<br>bRkF2U | Introduction to Basic Commercial Accounting |
|   |   | 2.1.2 Key Terms in ac-counting                                   | https://youtu.be/CMu8TZ-<br>byKMU | Key Terms in accounting                     |
|   | 2.1.3 Collec-tion                                       | http <u>s://w</u> ww.y <u>outube.com/</u><br>watch?v=JfYorh4jv2o | Collection                        |   |
| Module 3:<br>Per-form pre-<br>plan- ning for<br>product dis-<br>tribu-tion                  | UNIT 3.2<br>Display-ing<br>Products at<br>Retail Outlet | 3.2.1 Mer-chan-<br>dising and its Im-<br>portance                | https://youtu.be/<br>K30rL7EEyO8  | Merchandising and its Importance            |













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