



# Facilitator Guide



Sector  
**Telecom**

Sub-Sector  
**Passive Infrastructure**

Occupation  
**Handset Occupation - Sales and Distribution -  
Handset Segment**

Reference ID: **TEL/Q2101**, Version **5.0**  
NSQF Level **3**

**In-Store Promoter**

Telecom Sector Skill Council  
Estel House, 3rd Floor, Plot No: - 126, Sector-44  
Gurgaon, Haryana 122003  
Phone: 0124-2222222  
Email: [tssc@tsscindia.com](mailto:tssc@tsscindia.com)  
Website: [www.tsscindia.com](http://www.tsscindia.com)



The information contained herein has been obtained from sources reliable to Telecom Sector Skill Council. Telecom Sector Skill Council disclaims all warranties to the accuracy, completeness or adequacy of such information. Telecom Sector Skill Council shall have no liability for errors, omissions, or inadequacies, in the information contained herein, or for interpretations thereof. Every effort has been made to trace the owners of the copyright material included in the book. The publishers would be grateful for any omissions brought to their notice for acknowledgements in future editions of the book. No entity in Telecom Sector Skill Council shall be responsible for any loss whatsoever, sustained by any person who relies on this material. The material in this publication is copyrighted. No parts of this publication may be reproduced, stored or distributed in any form or by any means either on paper or electronic media, unless authorized by the Telecom Sector Skill Council.





**Shri Narendra Modi**

Prime Minister of India

“ Skilling is building a better India.  
If we have to move India towards  
development then Skill Development  
should be our mission. ”



## 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 In-Store Promoter is primarily designed to facilitate skill development and training of people, who want to become professional In-Store Promoters 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/N2108: Handle telecom storefront and sales counter operations
2. TEL/N2109: Assist customers in selecting and purchasing telecom products
3. TEL/N9106: Follow sustainability practices in telecom retail and customer service operations
4. DGT/VSQ/N0101: Employability Skills (30 Hours)

Post this training, the participants will be able to perform tasks as professional In-Store Promoter. 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



Activity



Do



Demonstrate



Explain



Elaborate



Example



Exercise



Facilitation Notes



Field Visit



Learning Outcomes



Notes



Objectives



Practical



Resources



Team Activity



Summarize



Say

# Table of Contents

It is recommended that all trainings include the appropriate Employability skills Module. Content for the same is available here:  
<https://www.skillindiadigital.gov.in/content/list>









# 1. Role and Responsibilities of an In-Store Promoter

Unit 1.1 - Overview of the Program

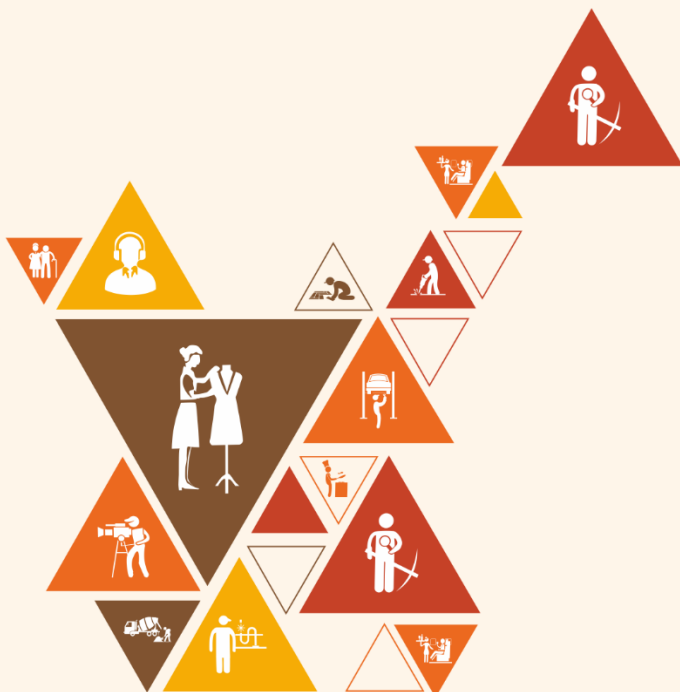
Unit 1.2 - Mobile Handset Industry in India

Unit 1.3 - Roles and Responsibilities of an In-Store Promoter

Unit 1.4 - Telecom Store Specific Concepts

Unit 1.5 - Customer Service and Data Confidentiality

Unit 1.6 - Health and Safety Measures



TEL/N2108

## Key Learning Outcomes



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

1. Explain the procedures and standards for conducting telecom store counter operations.
2. Demonstrate professional customer interaction techniques to enhance service quality and sales.
3. Apply correct transaction processing methods in line with company policies and telecom regulations.
4. Describe visual merchandising principles, stock management procedures, and grooming standards.
5. Record and report sales, stock movements, and customer feedback accurately.

## UNIT 1.1: Objectives of the Program

### Unit Objectives

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

1. Demonstrate grooming and professional appearance as per store guidelines.
2. Maintain cleanliness and organization of the sales counter and display areas.
3. Arrange telecom products to maximize customer visibility and engagement.
4. Monitor stock levels and coordinate replenishment with store staff.
5. Update product price tags, promotional signage, and store information boards.

### Resources to be Used

Participant Handbook, pen, writing pad, whiteboard, flipchart, markers, computer/laptop, overhead projector, laser pointer.

### Note

This is the first session of the training program. Introduce yourself, the objective of the program and its purpose in detail. Welcome the trainees cordially to the session. Explain the background, the duration of the assessment and how the program will help them get a job to ensure the participants understand how their entire month will be structured and how they will benefit from the course.

Explain that you are going to ease the situation by playing a game. This game is meant to break the ice between everyone and get the trainees interested in the class.

### Say

Good morning, everyone, and a very warm welcome to this training program on “In-Store Promoter”.

### Do

- 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
- Explain the rules of the game you are going to play as an “Ice Breaker.”

## Note



- Please ensure that while introducing yourself, you share at least one piece of personal information, such as your hobbies, likes, dislikes etc., with the participants. This will facilitate participation and exchange in many ways.
- Take a keen interest in understanding the needs and aspirations of the participants before actually conducting the training.

## Say



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

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.

## Activity



- Arrange all the trainees in a semi-circle/circle.
- 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 questions and clarify if you are unable to understand or hear a trainee.

Activity	Duration	Resources used
Ice Breaker	60 minutes	NA

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 that we are all well acquainted with each other let us start by discussing the details of this program.

## Elaborate

- Program Overview
  - The telecom industry
  - Roles and responsibilities of a customer care executive (call centre/relationship centre)
  - Customer care-specific key concepts
  - Behavioural, professional, technical, and language skills required to perform the job effectively
  - Techniques of shop/showroom/outlet and self-management
  - Methods for selling, up-selling and cross-selling
  - Managing service desk and customer management
  - Ways to monitor and evaluate self-performance
  - Techniques of data expertise
  - Interview skills
- What this program will cover?
- Basic skills
  - Communication skills
  - Language skills
  - Grooming skills
  - Art of influencing
  - Time management
  - Customer centricity
- Main activities performed by a customer care executive
- Ground rules

## Do

- Ensure all the trainees participate in the icebreaker session
- Ensure a friendly learning atmosphere in the classroom

## Notes for Facilitation

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

## UNIT 1.2: Mobile Handset Industry in India

### Unit Objectives

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

1. Outline the growth of the mobile handset industry in India
2. Explain the trends in the industry
3. List the top mobile handset players in India

### Resources to be Used

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

### Note

In this unit, we will discuss about the mobile handset industry in India.

### Say

Good morning and welcome back to this training program, “In-Store Promoter”. Today we shall discuss about the mobile handset industry in India.

### Ask

Ask the participants the following questions:

- Who are the top mobile handset manufacturers in India?
- What is NFC?

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:

- Overview of the Telecom Sector in India
- Mobile handset industry
- Trends in the Industry
  - Multi-SIM Smart phones
  - Latest Operating System

- Faster Processor
- Near Field Communication
- Top mobile handset players in India
- India's smartphone market share

## Say

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

## Activity

- Conduct a group discussion on the latest technological advancements in the handset industry
- Also, ask the trainees to list what new features can be added to a handset
- Each group will note the important points in the notebook
- Ask if they have any questions related to what they have talked about so far
- Close the discussion by summarising the impact of innovation in handset industry

Activity	Duration	Resources used
Group Discussion	60 minutes	Participant handbook, pen, notebook, laptop, whiteboard, markers, microphone (if needed), etc.

## Do

- Ensure that all trainees participate in the activity.
- Maintain a cordial environment in the class during the group discussion
- Jot down the important points on the whiteboard as the trainees speaks

## 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
- Discuss the proper communication technique in group discussion

## UNIT 1.3: Roles and Responsibilities of an In-Store Promoter

### Unit Objectives

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

1. Explain the key roles and responsibilities of an in-store promoter.
2. Describe the essential skills required to perform the role effectively.
3. Demonstrate accurate and relevant product knowledge during customer interactions.
4. Identify and classify different types of customers based on their behaviour and needs.
5. Interpret and analyse customer purchase decisions to recommend suitable products.

### 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 the roles and responsibilities of an In-Store Promoter.

### Say

Good morning and welcome back to this training program, “ In-Store Promoter “. Today we shall learn about the roles and responsibilities of an In-Store Promoter.

### Ask

Ask the participants the following questions:

- Who is an in-store promoter?
- What are the career opportunities for an in-store promoter?

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:

- Who is an in-store promoter?
  - What do they do?
- Specific responsibilities of an in-store promoter
- Skills and product knowledge



- Personal attributes needed for an in-store promoter
- Understanding your customer
  - Basic users
  - Mobirati users
  - Pragmatic adopters
  - Social connectors
- Importance of product knowledge
- Types of product knowledge
  - Brand history
  - Customer experience
  - Complementary products
  - Usage instructions / Standard Operating Procedure
  - Troubleshooting
  - Policies and procedures
- Understanding customer's purchase decision
  - Pre-store and in-store purchase decisions

## Say



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

## Activity



- Divide the class into two groups
- Provide each group with chart paper and other required resources
- Ask each group to prepare a chart paper presentation on the hierarchy in a telecom product sales unit
- The students can use both texts as well as hand-drawn diagrams to represent their answers
- After the groups complete their work, collect all the charts and evaluate them

Activity	Duration	Resources used
Chart paper activity	60 minutes	Participant Handbook, Pen, Notebook, Chart paper, Sketch pens, pencil, ruler, scissors, eraser, etc.

## Do

- Guide the trainees throughout the activity
- Ensure that all trainees participate in the activity
- Keep the ambience constructive and positive

## 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
- Encourage the students to explore how the training session can help them improve their work

## UNIT 1.4: Telecom Store Specific Concepts

### Unit Objectives

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

1. Define the various concepts specific to the job role
2. Explain the different types of phones

### Resources to be Used

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

### Note

In this unit, we will discuss various telecom store specific concepts.

### Say

Good morning and welcome back to this training program, “In-Store Promoter”. In this session, we will learn about various telecom store specific concepts.

### Ask

Ask the participants the following questions:

- How are mobile phone categorised?

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:

- Product and promotion
  - Product description
  - Brochures
  - Feature
  - Benefit
  - FAB (Features, Advantages, Benefits)
  - Stock mix

- Process
  - Sales target
  - Up-Sell
  - Cross-Sell
  - Sales reporting
- Types of phones
  - Basic Phones
  - Feature Phones
  - Smartphones
  - Tablet

## Say

Let us participate in a role-play 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 an in-store promoter and the other as a customer
- The customer wants to purchase a mobile handset
- Now, the in-store promoter will try to convince the customer to purchase a high-end product (Up-sell)
- If the customer denies it and upselling is not possible, then try to sell additional products (cross-sell) to the customer, like mobile insurance, screen protectors, Bluetooth headphones, etc.
- Now, repeat the activity with all other trainees in the class

Activity	Duration	Resources used
Role-play	60 minutes	Participant handbook, whiteboard, notebook, pen, pencil, marker, laptop, overhead projector, 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

## 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 1.5: Customer Service and Data Confidentiality

### Unit Objectives

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

1. Understand the importance of customer service in telecom retail.
2. Identify the characteristics and skills required for excellent customer service.
3. Recognise customers' expectations from an in-store promoter.
4. Explain the importance of data and client confidentiality in the telecom industry.

### 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 the standards and procedures followed by the organisation to execute customer service.

### Say

Good morning and welcome back to this training program on "In-Store Promoter". In this session, we will discuss about customer service and data confidentiality.

### Ask

Ask the participants the following questions:

- What do you understand by data confidentiality?

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:

- Customer service
  - Importance of customer service
- Characteristics of excellent customer service
  - Communication
  - Consistency

- Dependability
- Friendliness
- Fairness
- Flexibility
- Responsiveness
- Respectfulness
- Sincerity
- Speciality
- Sensitivity
- Solving Problems
- Customers' expectations from the in-store promoter
- Data confidentiality
  - Information security
- Client confidentiality

## Say

Let us participate in a role-play to explore the unit a little more.

## Activity

- Ask two trainees to volunteer for this activity
- One of them will act as an in-store promoter and the other as a customer
- Ask the in-store promoter to understand the customer grievance/query and build rapport with the customer and help them with the correct resolution
- Now, repeat the activity with all other trainees in the class with an emphasis on developing the rapport building skills

Activity	Duration	Resources used
Role-play	60 minutes	Participant handbook, laptop, overhead projector, pen, notebook, whiteboard, markers, 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

## Notes for Facilitation



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



## UNIT 1.6: Health and Safety Measures

### Unit Objectives

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

1. Understand the basic health and safety measures.
2. Identify behaviours and practices to avoid at the workplace.
3. Explain the importance of workplace safety and preventive measures.

### Resources to be Used

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

### Note

In this unit, we will discuss about health and safety measures

### Say

Good morning and welcome back to this training program on “In-Store Promoter”. In this session, we will discuss about health and safety measures.

### Ask

Ask the participants the following questions:

- What are the ill effects of alcohol?
- Why are safety precautions important at workplace?

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:

- Health and safety measures
- Practicing personal hygiene
  - Teeth
  - Bath
  - Clothes

- Hands
- Feet
- Nails
- Home
- Bad Habits
- Things to avoid at the workplace
  - Alcoholism
  - Tobacco
- Healthy habits
  - Healthy eating
- Health and safety measures related to workplace
  - Workplace ergonomics
  - Workstation essentials
  - Work environment
  - Workplace timings
- Importance of safety and precautionary measures
  - Consequences of not following safety and precautionary measures
  - Basic safety and precautionary measures

## Say

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

## Practical

- This is an individual activity
- Ask all the trainees to gather in the wash basin area
- Now, ask the trainees to suggest how long they should wash their hands
- Have them demonstrate how they wash their hands
- Talk about who they think does it the best
- Sprinkle glitter into their hands and ask them to rub their hands together to spread the glitter all over
- Let them try to wash it all off using soap/hand wash
- Dry hands using towel/paper towel
- Share ideas about what they have learned

Activity	Duration	Resources used
Practical – Hand Washing	30 minutes	Participant handbook, paper, pen, notebook, glitter, soap/handwash, wash basin/water, towel/paper towel, etc.

## Do

- Ensure that all the trainees participate in the activity
- Help the students to understand the need for the activity
- Keep the ambience constructive and positive

## Notes for Facilitation

- Encourage teamwork and active participation
- Answer all the doubts raised by the trainees in the class
- Ask them to answer the questions given in the participant handbook

## Exercise

### Key Solutions to PHB Exercises

#### Multiple Choice Question (MCQs):

1. b. Second
2. b. Feature phone
3. b. Offering a higher-priced model with better features
4. b. Packaging, visual merchandising, and promoter interaction
5. b. Protecting customer, business, and trade information from unauthorised access

#### Fill in the blanks:

- a. Smartphone
- b. Data confidentiality
- c. Sales analysis (or Sales analytics)
- d. At or slightly below eye level

#### Three characteristics of excellent customer service:

- Polite and professional communication
- Active listening
- Quick and accurate resolution of customer queries

#### Two personal hygiene practices:

- Keeping hands clean and nails trimmed
- Wearing clean clothes and maintaining good body odour control

Notes



Lined area for taking notes, consisting of 30 horizontal lines.





## 2. Telecom Storefront and Sales Counter Operations

Unit 2.1 - Appropriate Dress Code and Grooming Guidelines

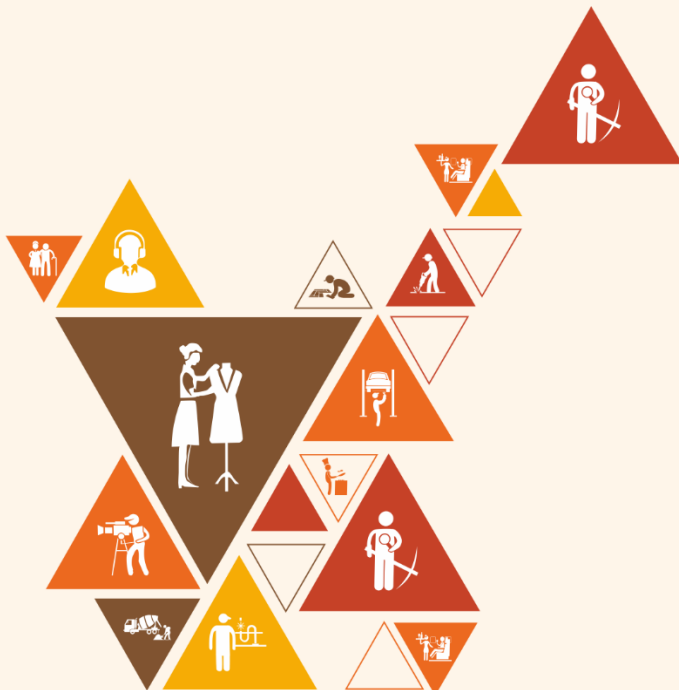
Unit 2.2 - Store Management

Unit 2.3 - Inventory Management

Unit 2.4 - Customer Service

Unit 2.5 - Buying and Selling of Telecom Products

Unit 2.6 - Language Skills



TEL/N2108

## Key Learning Outcomes



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

1. Explain the grooming standards and sales counter maintenance requirements as per telecom store guidelines.
2. Describe the methods for arranging merchandise and updating displays, signage, and price tags to maximize product visibility.
3. Demonstrate professional customer interaction skills, including greeting, responding to queries, and conducting product demonstrations.
4. Perform accurate sales transactions, including billing, payment processing, and maintaining sales and stock records.
5. Compile and present customer feedback and sales reports to support store operations and service improvement.



## UNIT 2.1: Appropriate Dress Code and Grooming Guidelines

### Unit Objectives

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

1. Discuss the appropriate dress code to be followed in a telecom store.
2. Explain the grooming guidelines of the store, brand, or manufacturer.

### Resources to be Used

Participant Handbook, Pen, Pencil, Note pad, Whiteboard, Flipchart, Markers, Laptop, Overhead Projector, Laser pointer, etc.

### Note

In this unit, we will discuss about appropriate dress code and grooming guidelines.

### Say

Good morning and welcome back to this training program on “In-Store Promoter”. In this session, we will discuss about appropriate dress code and grooming guidelines.

### Ask

Ask the trainees the following questions:

- Why is proper dress code important for an in-store promoter?
- What are the different ways of maintaining personal hygiene?

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:

- In-store promoter grooming
  - Appearance
- Specific uniform guidelines
  - For men
  - For women
- Grooming tips

- Be hygienic
- Dress according to the location
- Dress neatly
- Wear the right attitude
- Do not smoke
- Proper body posture

## Say



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

## Activity



- 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.

## Do



- You can ask questions during the presentation, like
  - “Why is covering our coughs and sneezes important?”
  - “What type of personal hygiene products do people use?”
  - “What do germs do to our bodies?”
  - “Why do we brush our teeth?”
  - “Who helps us to stay healthy?”
  - “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: Store Management

### Unit Objectives

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

1. Explain the importance of creating and maintaining a positive store atmosphere.
2. Describe the role of in-store promoters in daily store operations.
3. Illustrate the concept of visual merchandising and its psychological impact on customers.
4. Explain the use of planograms for effective product placement.
5. Describe visual merchandising and handset display norms in a telecom store.
6. Outline the process of collecting sales targets from the store manager.
7. Explain the typical selling and buying process of various telecom products in a store/showroom.
8. List the various Internet of Things (IoT) devices available in a telecom store.

### Resources to be Used

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

### Note

In this unit, we will discuss about store management.

### Say

Good morning and welcome back to this training program on “In-Store Promoter”. In this session, we will discuss about store management.

### Ask

Ask the participants the following questions:

- Why is visual merchandising?
- Have you heard of Planograms?

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:

- Store atmosphere
  - Cleanliness of the counter
  - Restrooms
  - Music
  - Clean Floor or Ceiling Tiles
  - Lighting
  - Odours
- Store operations
  - Store opening activities
  - Post-store opening activities
  - Store closing activities
- Visual merchandising
  - Importance of visual merchandising
- Planograms
- Different ways to display handsets in telecom stores
- Fixtures in telecom stores
  - Display islands
  - Wall units
  - Transaction counters
  - Brochure holders
  - Phone holders
  - Accessories display
- Handset display norms in a telecom store
- Sales target
  - Setting sales target
  - Collection of sales target plans
- IoT Devices

## Say

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

## Activity

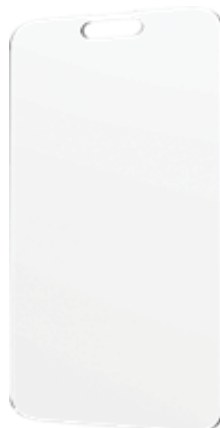
- This is an individual activity
- Display the pictures of different mobile phone accessories on the projector
- Ask the trainees to identify each type and state their usages
- Ask them to note down the answers in the note book

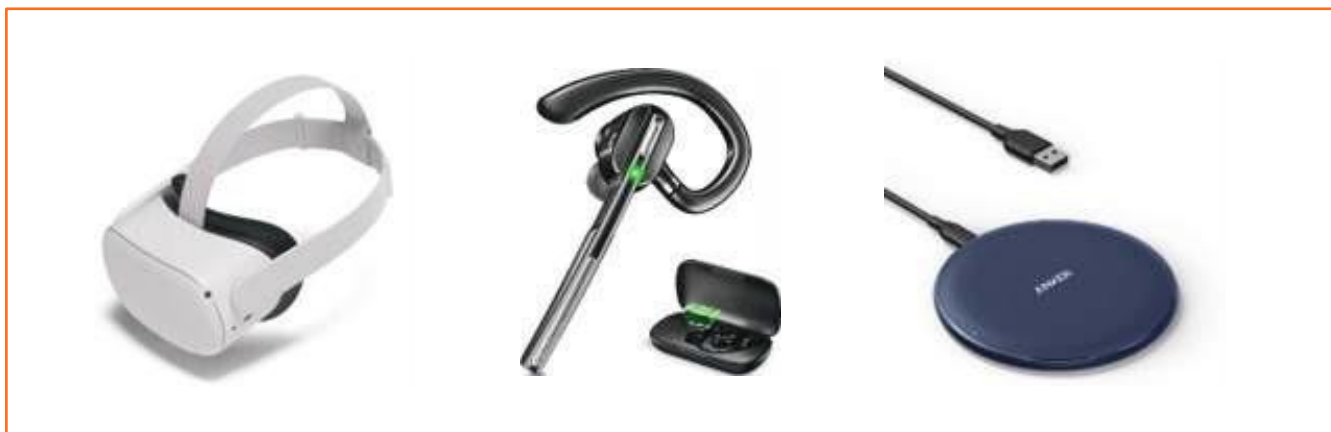
Activity	Duration	Resources used
See and identify	30 minutes	Participant Handbook, Pen, Notebook, laptop, internet connection, overhead projector, etc.

Do



- Show the following pictures of different mobile phone accessories





## Notes for Facilitation



- Ensure that all the trainees participate in the activity
- Guide the trainees in identifying the pictures
- Encourage participants to ask relevant questions
- Ensure that all the trainees answer every question listed in the participant handbook

## UNIT 2.3: Inventory Management

### Unit Objectives

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

1. Explain the concept and key elements of inventory management.
2. Describe methods to measure and track stock levels.
3. Identify strategies for handling stock effectively.
4. Understand the role of inventory management in a retail supply chain.

### Resources to be Used

Participant Handbook, Pen, pencil, notepad, Whiteboard, Flipchart, Markers, Laptop, Overhead Pro-jector, Laser pointer, etc.

### Note

In this unit, we will discuss about inventory management

### Say

Good morning and welcome back to this training program on In-Store Promoter. In this session, we will discuss about inventory management.

### Ask

Ask the participants the following questions:

- What is inventory?
- Why maintaining adequate stock is important for a business?

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:

- Inventory Management
  - Elements of an Inventory Management System
- Important terms and procedures
  - Stock Keeping Unit (SKU)



- Stock-Out
- New Old Stock (NOS)
- Buffer/Safety Stock
- Anticipation Stock
- Pipeline Stock
- Distressed Inventory
- Stock Rotation
- Inventory Credit
- Goal of effective inventory management
- How to measure stock?
- Ways to Handle Stock
  - Accurate inventory tracking
  - Stock management in the retail supply chain

## Say

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

## Activity

- Divide the entire class into four groups
- Provide each group chart paper, and other resources.
- Ask each group to make a chart paper presentation on “Inventory Management in the Retail Supply Chain”
- Ask the trainees to gather the required information from the participant Handbook and internet
- Appreciate the teamwork and hang/paste the best presentation on the wall magazine/ bulletin board

Activity	Duration	Resources used
Chart paper activity	60 minutes	Participant handbook, whiteboard, laptop, internet connection, overhead projector, notebook, pen, marker, chart paper, pencil, sketch pens, rulers, scissors, etc.

## Do

- Share your inputs and insight to encourage the trainees
- Ensure that all trainees participate in the activity
- Demonstrate enthusiasm for subject matter, course and participant’s work.
- Prepare in advance and use appropriate energisers.
- Encourage the students to explore how the training session can help them improve their work.

## Notes for Facilitation



- Use video references from different sources for extended explanation
- Ask the trainees if they have any questions
- Encourage other trainees to answer it and encourage peer learning in the class

## UNIT 2.4: Customer Service

### Unit Objectives

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

1. Outline the organisational procedures for initiating a customer interaction or sales call.
2. Explain techniques to convert a customer interaction into a qualified sales lead.
3. Demonstrate effective product presentations and sales processes aligned with brand/company standards.
4. Perform accurate and customer-friendly billing and delivery processes.
5. Identify various customer segments for telecom products and adapt communication accordingly.
6. Address typical customer queries, doubts, and objections professionally.

### Resources to be Used

Participant Handbook, Pen, pencil, notepad, Whiteboard, Flipchart, Markers, Laptop, Overhead Pro-jector, Laser pointer, etc.

### Note

In this unit, we will discuss about customer service

### Say

Good morning and welcome back to this training program on In-Store Promoter. In this session, we will discuss about customer service.

### Ask

Ask the participants the following questions:

- What is Customer Service?
- What factors determine excellent customer service?

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:

- Steps to open a sales call
- Understand sales basic and the 4P's
  - Product
  - Place
  - Price
  - Promotion
- Customer segment for telecom products and brands
  - Customer Value segmentation
  - Customer Behavioural Segmentation
  - Customer Lifecycle Segmentation
  - Customer Migration Segmentation
- Product Demonstration
  - New products
  - Compare various products
  - Provide experience—look and feel
  - Advertisement and promotions
- Typical customer queries, doubts and objections
- Customer service and problems
  - Out of Stock or Unavailable Products
  - Repeating Customer's Problem
  - Uninterested Service Representative
  - Poor Product/Service
  - No First Call Resolution
  - Lack of Follow Up
  - New Product or Feature Request
- Importance of customer service

## Say

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

## Activity

- Make the trainees stand in a straight line
- Give the 1st trainee of the line a message that has to be whispered and transferred from the 1st trainee to the 2nd trainee and from the 2nd to the 3rd and so on till it reaches the last trainee in the line
- The exercise is successful only if the last trainee in the line gets the message that you gave the 1st trainee right
- This game is an excellent opportunity to judge how good an in-store promoter's listening skills are

Activity	Duration	Resources used
Chinese Whisper game – Listening activity	30 minutes	Participant handbook, whiteboard, laptop, internet connection, overhead projector, notebook, pen, marker, etc.

## Do

- 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.
- Ensure that all the trainees answer every question.

## UNIT 2.5: Buying and Selling of Telecom Products

### Unit Objectives

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

1. Explain the typical selling and buying process of various telecom products in a store or showroom setting.
2. Discuss the significance of maintaining accurate sales reports for performance monitoring and decision-making.

### Resources to be Used

Participant Handbook, Pen, pencil, notepad, Whiteboard, Flipchart, Markers, Laptop, Overhead Projector, Laser pointer, etc.

### Note

In this unit, we will discuss about customer service

### Say

Good morning and welcome back to this training program on In-Store Promoter. In this session, we will discuss about buying and selling of telecom products.

### Ask

Ask the participants the following questions:

- What is the use of a sales report?
- What is the difference between features and benefits?

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:

- Selling and Buying Process
  - Identify prospect customers
  - Plan the approach
  - Make primary contacts
  - Confirm specific customer needs
  - Select appropriate product/service

- Make the sales presentation
- Objection handling
- Close the sale
- Follow up
- Review the sales
- Maintenance of sales reports
  - Financial reports
  - Management reports
  - Reconciliation reports
  - Network activity reports
  - Other reports
- Features, benefits vs sales targets
- Data analysis
  - Descriptive analytics
  - Diagnostic analytics
  - Predictive analytics
  - Prescriptive analytics

## Say

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

## Activity

- Make 30 paper chits and write names of objects on them. The objects can be everyday items. For example:
  - Stapler
  - Mobile Phone
  - Pen
  - Watch
  - Fancy Photo Frame
  - Can opener
  - Flask
  - Camera tripod
- 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 on it
- 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 tech-nique	30 minutes	Participant handbook, whiteboard, laptop, internet connection, overhead projector, notebook, pen, marker, etc.

## Do

- 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



## UNIT 2.6: Language Skills

### Unit Objectives

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

1. Understand the fundamentals of LSR (Listening, Speaking, and Reading) skills.
2. Apply effective listening, speaking, and reading strategies to enhance customer interactions in a retail telecom environment.

### Resources to be Used

Participant Handbook, Pen, pencil, notepad, Whiteboard, Flipchart, Markers, Laptop, Overhead Projector, Laser pointer, etc.

### Note

In this unit, we will discuss about language skills

### Say

Good morning and welcome back to this training program on In-Store Promoter. In this session, we will discuss about language skills.

### Ask

Ask the participants the following questions:

- How communication can affect sales?

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:

- Listening skills
- Stages of the listening process
  - Hearing
  - Focusing the message
  - Analysing and evaluating
  - Comprehending and interpreting
  - Responding

- Speaking skills
  - Guidelines for effective speaking
- Components of speaking skills
  - Tone
  - Modulation
  - Body Language
  - Pronunciation
  - Rate of Speech
  - Vocabulary
- Reading skills
  - Skimming
  - Scanning

### Say

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

### Activity

- Prepare a list of topics that trainees will be able to talk about, related to the telecom domain
- Split the class into two teams, and have each trainee choose a number—that's the order they will go in
- Each trainee will respond to a statement without preparation. They must continue speaking for 45 seconds
- As the student is speaking, the other team listens for moments of hesitation, grammatical mis-takes, and vocabulary mistakes.
- If the other team can correctly identify an error, they get a point
- Write the points on the whiteboard and the team with maximum points will be declared as win-ners

Activity	Duration	Resources used
Impromptu speaking	30 minutes	Participant handbook, whiteboard, laptop, overhead projector, notebook, pen, marker, microphone (if needed), etc.

### Do

- Ensure that all trainees participate in the class.
- Ask a trainees to summarise what was discussed in the session.
- Demonstrate enthusiasm for subject matter, course and participant's work.
- Prepare in advance and use appropriate energisers.
- Encourage the students to explore how the training session can help them improve their work.

## 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.
- Ensure that all the trainees answer every question.

## Exercise

### Key Solutions to PHB Exercises

1. a) Negatively
2. a) Visual Merchandising
3. a) Visual representations of a store's products or services, essential to visual merchandising
4. b) Internet of Things
5. b) Voice Modulation
6. Visual merchandising
7. Barcode (or SKU code):
  - A. Skimming: Reading quickly to get the main idea.
  - B. Scanning: Reading to find specific information.
9. Two components of speaking skills: Clear pronunciation & Proper voice modulation
10. Significance of using a planogram:
  - Ensures optimal product placement for maximum visibility
  - Helps guide customers toward new 5G smartphones, increasing sales and improving store layout consistency

Notes



Lined area for taking notes, consisting of multiple horizontal lines.



**TEL/N2109**

## 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 3.1: Communicating with Customers

### Unit Objectives

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

1. Understand communication skills in retail telecom environments.
2. Describe verbal and non-verbal communication and its importance for in-store promoters.
3. Apply effective listening and questioning techniques to engage customers.

### Resources to be Used

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

### Note

In this unit, we will discuss how to communicate with customers.

### Say

Good morning and welcome back to this training program on “In-Store Promoter”. In this session, we will discuss about communicating with customers.

### Ask

Ask the participants the following questions:

- Who are impulsive customers?

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:

- Communication skills
  - Understanding the customer’s communication style
- Types of customers
  - Repeat customer
  - Discount customers
  - Impulsive customers

- Need-based customers
- Wandering customers
- Art of Asking Questions
  - Clarity in communication
  - Art of Listening
  - Repeating or rephrasing information

## Say

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

## Practical

- Assign each trainee a unique topic to speak for 1-3 minutes (here, topic is not important; it should be simple).
- During their speaking time, the remaining class will stand when they hear any fillers occurring in the speech, like “um,” or “uh” or “so,” or “right”.
- The class is listening and the speaker is hyper-aware of the words that they use. It is a deliberate shock to the speaker to see the entire class stand when they hear these fillers and helps to be mindful about using precise vocabulary.

Activity	Duration	Resources used
Stand Up for Fillers	45 minutes	Cordless microphones (if required), pen, notebook, participant handbook, whiteboard, markers, etc.

## Do

- Prepare in advance and use appropriate energisers
- Encourage the students to explore how the training session can help them improve their work
- Keep the students on track
- Keep the ambience constructive and positive
- Ensure each contribution is given fair consideration

## Notes for Facilitation

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

## UNIT 3.2: Selling of Telecom Products

### Unit Objectives

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

1. Elaborate on the sales process and explain the steps involved in it.
2. Demonstrate effective techniques to tackle objections and customer reservations.
3. Describe the essential selling skills required for an in-store promoter in the telecom sector.
4. Explain the concept of upselling and cross-selling in telecom retail.
5. Demonstrate precautions and safe handling practices for telecom products and related services.

### Resources to be Used

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

### Note

In this unit, we will discuss about selling of telecom products.

### Say

Good morning and welcome back to this training program on “In-Store Promoter”. In this session, we will discuss about selling of telecom products.

### Ask

Ask the participants the following questions:

- What is additional selling?

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:

- Role of In-Store Promoter/ Store Promoter
  - Store Policies
  - Merchandise
- Sales process

- Step-1 Approaching the customers
- Step-2 Probing to identify needs
- Step-3 Presenting and demonstrating merchandise
- Step- 4 Handling objections/reservations
- Step-5 Making the sales
- Step-6 Building relationships and future sales
- Essential selling skills required for an in-store promoter
  - Attributes of an effective in-store promoter
- Up-Selling
- Billing
- Description of product features
- Precautions for handling telecom products
  - Handling telecommunications equipment
  - Packaging and transporting telecommunications equipment

## Say

Let us participate in an activity 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 in-store promoter and the other as customer
- The customer wants to purchase a mobile handset
- Now, the in-store promoter 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, Whiteboard, Notebook, Pen, Pencil, Marker, Laptop, etc.

## Do

- Provide each trainee with constructive feedback
- Ensure that each role-play meets the session objectives

## 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 3.3: After-Sale Services

### Unit Objectives

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

1. Describe the add-on plans for value-added services such as OTT subscriptions and bundled offers.
2. Discuss OTT and related services provided by telecom operators.
3. Explain warranty terms and procedures, including how to avail extended warranties.
4. Describe the process of escalating customer objections to the manager for further action.
5. Explain methods to act upon and utilise customer feedback effectively.

### Resources to be Used

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

### Note

In this unit, we will discuss about after-sale services.

### Say

Good morning and welcome back to this training program on “In-Store Promoter”. In this session, we will discuss about after-sale services.

### Ask

Ask the participants the following questions:

- What is OTT?

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:

- Importance of after sales service
- Knowledge of OTT
- Warranty and extended warranty
- AMC provision by showroom

- Process of escalating customer objections
- Customer feedback about product/brand
  - Customer review
  - Complaints and bug reports
  - Customer preferences and feature requests
  - Positive feedback
  - Questions

## Say



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

## Activity



- This is a group activity
- Pose a question and have students take a moment to reflect and write down their thoughts
- Then have them discuss in pairs or small groups
- Use blank papers to capture main points from the groups
- Now, open up the conversation and ask for verbal responses

Activity	Duration	Resources used
Think - Pair - Share	60 minutes	Participant handbook, whiteboard, notebook, pen, pencil, marker, laptop, projector, etc.

## Do



- Keep the students on track
- Keep the ambience constructive and positive
- Ensure each contribution is given fair consideration

## 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 3.4: Network Operator Aligned Services

### Unit Objectives

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

1. Explain how to complete the Know Your Customer (KYC) process.
2. Illustrate how to activate SIM cards, dongles, and Wi-Fi hotspot devices.
3. Discuss how to guide customers to change, upgrade, or reactivate their broadband plans and other services.
4. Explain the concept and process of Mobile Number Portability (MNP).
5. Demonstrate how to resolve customer queries regarding postpaid and prepaid billing plans.
6. State the typical line of business and product offerings in the telecom sector for in-store products.

### Resources to be Used

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

### Note

In this unit, we will discuss about network operator aligned services.

### Say

Good morning and welcome back to this training program on “In-Store Promoter”. In this session, we will discuss about network operator aligned services.

### Ask

Ask the participants the following questions:

- What is KYC?

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:

- KYC process
- How to activate a SIM Card?
  - Activating prepaid SIM



- Activating post-paid SIM
- Tele validation
- Address verification
- How to activate hotspot?
- How to Set up Dongles?
- Broadband – Types, Plans and Reactivation
  - Digital Subscriber Line (DSL)
  - Cable modem
  - Broadband plans
  - Reactivation of broadband connection
- Mobile Number Portability (MNP)
- Postpaid Bill Payment
- Typical line of business of the telecom sector
  - Probable line of business in the telecom sector

## Say

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

## Activity

- Divide the class into small groups
- Conduct a quiz and ask questions related to the unit
- Display all questions on the projector screen
- Display the correct answer after all groups have got their chances of answering a given question

Activity	Duration	Resources used
Quiz	30 minutes	Laptop, internet connection, overhead projector, whiteboard, markers, notepad, pens, pencil, laser pointer, etc.

## Do

- Ask a student to maintain the scores on the whiteboard
- Jot down the crucial points on the whiteboard as the students speak
- Share your inputs and insight, to encourage the students and add onto what they talk about
- Ensure that all students participate in the class
- Ask a student to summarise what was discussed in the session
- Demonstrate enthusiasm for subject matter, course and participant's work

## 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

### Key Solutions to PHB Exercises

#### Multiple-choice Question:

1. a) Impulsive
2. a) Facial expressions
3. a) Buying signals
4. a) Long Term Evolution
5. a) Warranty

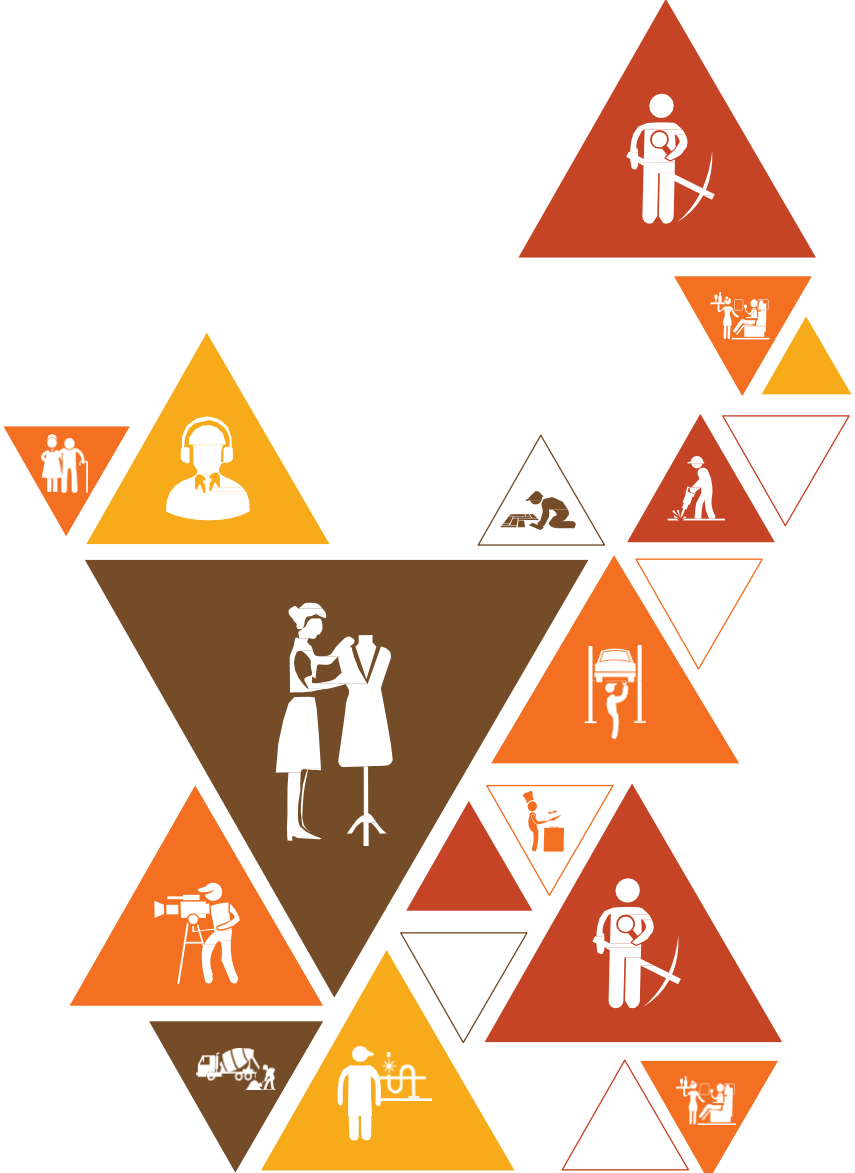
#### Descriptive:

1. Refer UNIT 3.4: Network Operator Aligned Services Topic - 3.4.6 Mobile Number Portability (MNP)
2. Refer UNIT 3.4: Network Operator Aligned Services Topic - 3.4.4 How to Set up Dongles
3. Refer UNIT 3.2: Selling of Telecom Products  
Topic - 3.2.8 Precautions for Handling Telecom Products
4. Refer UNIT 3.2: Selling of Telecom Products Topic - 3.2.4 Up-Selling
5. Refer UNIT 3.1: Communicating with Customers Topic - 3.1.2 The Art of Asking Questions

Notes



Lined area for taking notes, consisting of multiple horizontal lines.





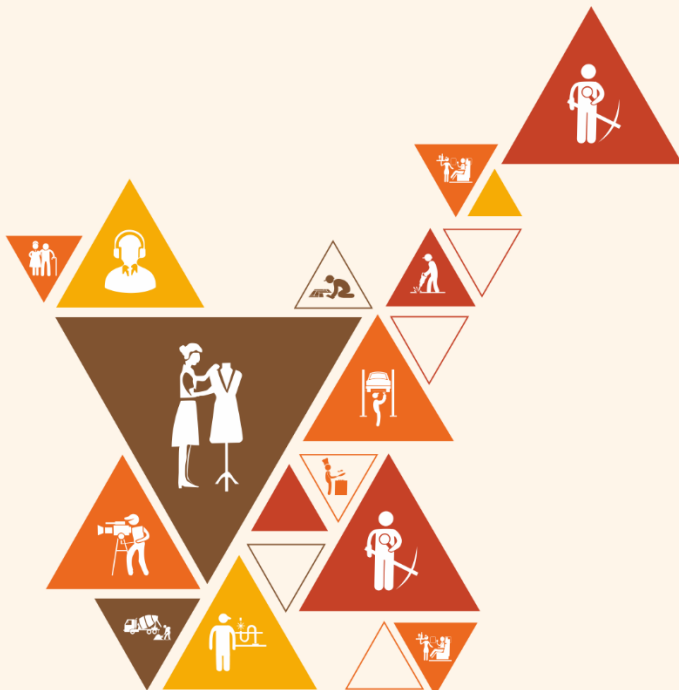
## 4. Sustainability Practices in Telecom Retail and Customer Service Operations

Unit 4.1 - Efficient Use of Resources

Unit 4.2 - Waste Handling and Disposal

Unit 4.3 - Promoting Sustainable Telecom Products and Practices

Unit 4.4 - Compliance with Environmental Standards



TEL/N9106

## 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 4.1: 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.

### Say

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?

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 Optimization Brainstorm	20 minutes	Projector, sample images of energy-efficient tools, 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.

## Notes for Facilitation

- 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 4.2: 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.

### Say

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

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

## Say

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 Drill	25 minutes	Sample waste items (dummy), three labeled bins—Biodegradable, Non-Biodegradable, E-Waste—gloves, masks.

## Do

- 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.

## Notes for Facilitation

- 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 4.3: Promoting Sustainable Telecom Products and Practices

### Unit Objectives

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 eco-friendly products and responsible customer choices.

### Say

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

## Say

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 Packaging Redesign Task	60 minutes	Sample packaging (boxes, plastic wraps, bags), markers, paper sheets, projector.

## Do

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

## Notes for Facilitation

- 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 4.4: Compliance with Environmental Standards

### Unit Objectives

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.

### Say

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

## Say

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 Compliance Checklist Review	30 minutes	Sample environmental compliance checklist, mock field scenario, projector, whiteboard.

## Do

- 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.

## Notes for Facilitation

- Encourage participants to ask questions related to audits and compliance.
- 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

### Key Solutions to PHB Exercises

#### Multiple Choice Question (MCQs):

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:

1. Energy Star
  2. Leaks
  3. Digital / e-billing
  4. Non-metal / insulated (or sealed)
  5. Take-back / collection of old devices
- 
1. Two benefits of digital documentation:
    - Reduces paper consumption
    - Easier storage, search, and sharing
  2. Importance of recycling old telecom products:
    - Prevents harmful e-waste pollution and recovers valuable materials
  3. Circular economy in telecom:
    - A system where products and materials are reused, repaired, and recycled to reduce waste
  4. One government rule related to e-waste:
    - E-Waste (Management) Rules, 2016
  5. One practical tip for responsible packaging:
    - Encourage customers to choose minimal or recyclable packaging
  6. 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



Lined area for taking notes, consisting of 30 horizontal lines.

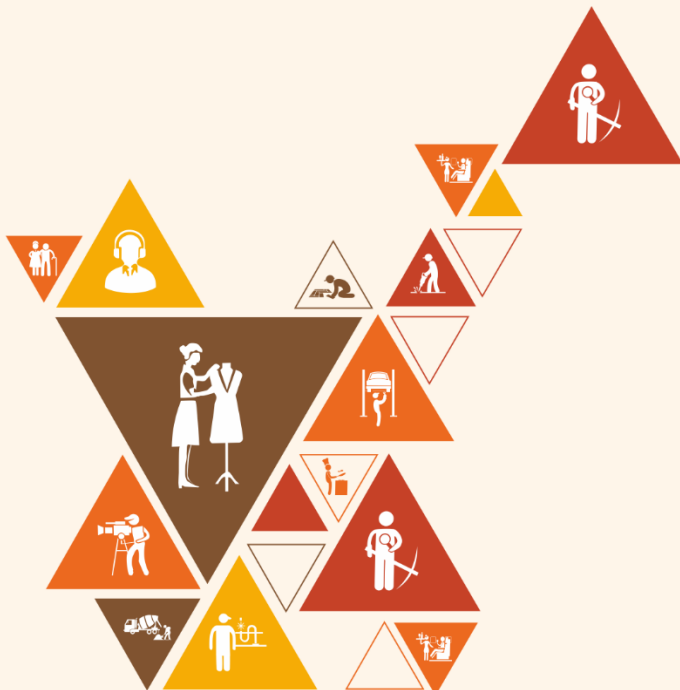






## 5. Employability Skills (30 Hours)

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



DGT/VSQ/N0101



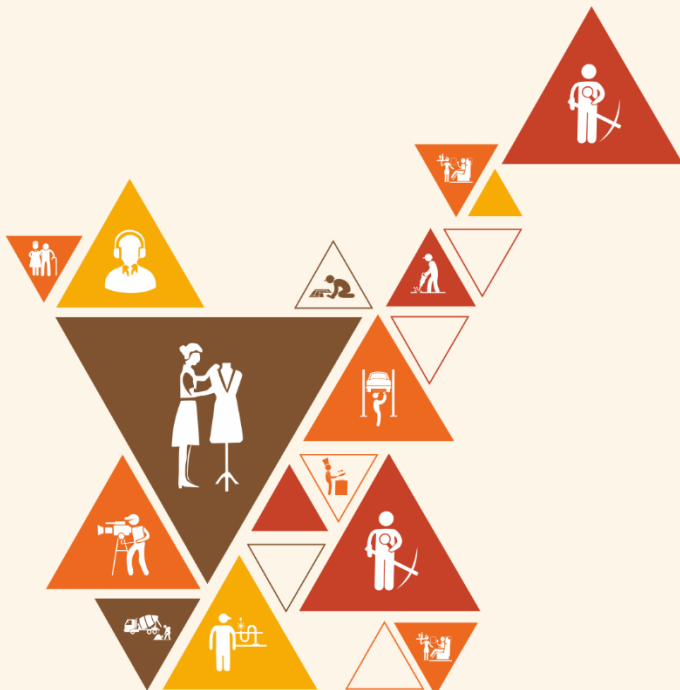


## 6. Annexure

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:	In-Store Promoter		
Qualification Pack Name & Ref. ID	TEL/Q2101		
Version No.	5.0	Version Update Date	08-05-2025
Pre-requisites to Training (if any)	Not Applicable		
Training Outcomes	<p><b>After completing this program, participants will be able to:</b></p> <ol style="list-style-type: none"> <li>1. Discuss key responsibilities in handling telecom storefront and sales operations.</li> <li>2. Explain techniques for assisting customers in selecting telecom products.</li> <li>3. Describe professional methods for customer interaction and issue resolution.</li> <li>4. Explain sales transaction processes and record-keeping in telecom retail.</li> <li>5. Elucidate the role of sustainability practices in telecom cabling operations and their impact on the environment.</li> <li>6. Discuss the Employability and Entrepreneurship Skills.</li> </ol>		

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
1	Role and Responsibilities of an In-Store Promoter (Theory: 05:00 Hours Practical: 00:00 hours)	Introduction to telecom sector	<ul style="list-style-type: none"> <li>Describe the size and scope of the Telecom industry and its various sub-sectors</li> <li>Understand Telecom Store specific concepts</li> </ul>	Bridge module	Classroom lecture / PowerPoint Presentation / Question & Answer / Group Discussion	Laptop with software like MS Office and internet, White-board, Marker, Projector	T- 01:00
		Introduction to the job role	<ul style="list-style-type: none"> <li>Explain the role and responsibilities of In-Store Promoter</li> <li>Explain sales related activities at the store/showroom</li> <li>Monitor stock on daily or weekly basis, Identify the need of customers and transition of customer from sale counter to billing counter smoothly</li> <li>Discuss the safety, health and environmental policies and regulations for the workplace as well as for telecom sites in general.</li> </ul>				T- 04:00

2	Perform sales related activities (Theory: 45:00 Hours Practical: 70:00 hours)	Personal grooming and store cleanliness	<ul style="list-style-type: none"> <li>Explain the appropriate dress code as per the grooming guidelines of the store/brand or manufacturer</li> <li>State the importance of cleanliness and appearance of the counter/display stand to attract customers</li> </ul>	TEL/N2108 PC1, PC2, KU1, KU5	Classroom lecture / PowerPoint Presentation / Question & Answer / Group Discussion	White-board and markers, chart paper and sketch pens, LCD Projector and Laptop for presentations, Customer enquiry form, Product manuals/ Pamphlets, brochures, Service Manual/ User Manuals, Customer Registration, Program Authentication Form, Customer Feedback form	T- 03:00 P- 05:00
		Manage counter activities	<ul style="list-style-type: none"> <li>Explain how to display merchandise, brochures, leaflets etc., to draw customer's attention</li> </ul>	TEL/N2108 PC3, KU7			T- 03:00 P- 02:30
		Stock monitoring	<ul style="list-style-type: none"> <li>Demonstrate how to monitor stocks and replenish items as per market demand</li> </ul>	TEL/N2108 PC4			T- 03:00 P- 02:30
		Collecting sales target	<ul style="list-style-type: none"> <li>State the process of collecting sales targets from the store manager</li> </ul>	TEL/N2108 PC5			T- 03:00 P- 02:30
		Sales call	<ul style="list-style-type: none"> <li>Outline the organisational procedures for opening sales call and converting them into the positive lead</li> </ul>	TEL/N2108 PC6			T- 03:00 P- 05:00
		Customer profiling	<ul style="list-style-type: none"> <li>Discuss typical customer profiles for telecom products/ brands</li> </ul>	TEL/N2108 PC7			T- 03:00 P- 05:00
		Offering a different range of products	<ul style="list-style-type: none"> <li>Explain various ways/ strategies to offer different ranges of products to walk-in customers, especially OTT platforms services/offers</li> </ul>	TEL/N2108 PC8, KU2			T- 03:00 P- 05:00
		Handling customer queries	<ul style="list-style-type: none"> <li>List various Internet of Things (IoT) devices such as sensors, detectors along with environmental and wearable smart systems</li> <li>Discuss typical customer queries, doubts and objections on telecom products and services</li> </ul>	TEL/N2108 PC9, PC10, KU3, KU4, KU11			T- 03:00 P- 05:00

		Selling and buying process	<ul style="list-style-type: none"> <li>Explain the typical selling and buying process of various telecom products at the store/showroom</li> </ul>	TEL/N2108 PC11			T- 03:00 P- 05:00
		Pre-buying formalities	<ul style="list-style-type: none"> <li>Create a checklist of steps of pre-buying formalities for a customer's hassle-free experience</li> </ul>	TEL/N2108 PC12			T- 03:00 P- 05:00
		Gathering sales data	<ul style="list-style-type: none"> <li>Employ ways to gather sales data to upsell/cross-sell associated products and accessories like add-on SIM cards, Over-the-Top (OTT) services, etc.</li> </ul>	TEL/N2108 PC13, KU12			T- 03:00 P- 05:00
		Creating Reports	<ul style="list-style-type: none"> <li>Prepare a sample report on daily target versus achievement</li> <li>Calculate the monthly sales and performance targets</li> </ul>	TEL/N2108 PC14, PC15			T- 03:00 P- 05:00
		Maintaining Reports	<ul style="list-style-type: none"> <li>Discuss the importance of maintaining sales reports by tracking the number of units, models, and product value at regular intervals of time.</li> </ul>	TEL/N2108 PC14, PC15			T- 03:00 P- 05:00
		Reviewing Sales Target	<ul style="list-style-type: none"> <li>Perform steps to review sales targets versus achievement with the store manager</li> </ul>	TEL/N2108 PC16, PC17			T- 03:00 P- 05:00
		Sample Stock Requirements	<ul style="list-style-type: none"> <li>Perform submission of sample stock requirement reports to the store manager whenever necessary.</li> </ul>	TEL/N2108 PC16, PC17			T- 03:00 P- 02:30
3	Sell Products and Services (Theory: 60:00 Hours Practical: 60:00 hours)	FAB technique	<ul style="list-style-type: none"> <li>Describe different products, models, their variants and associated services while focusing on the Features, Advantages and Benefits (FAB) of the product/service.</li> <li>Discuss how to apply effective sales techniques/approaches.</li> </ul>	TEL/N2109 PC3, PC4	Classroom lecture / PowerPoint Presentation / Question & Answer / Group Discussion	White-board and markers, chart paper and sketch pens, LCD Projector and Laptop for presentations,	T- 04:00 P- 04:00

		Attend walk-in customer	<ul style="list-style-type: none"> <li>Demonstrate how to attend to walk-in customers using appropriate etiquette and manners</li> <li>Employ proper questioning techniques to find out about customer requirements</li> </ul>	TEL/N2109 PC1, PC2		Customer enquiry form, Product manuals/ Pamphlets, brochures, Service Manual/ User Manuals,	T- 04:00 P- 04:00
		Body Language and Gestures	<ul style="list-style-type: none"> <li>Demonstrate the body language and gestures that make customers feel uncomfortable and unwelcomed</li> </ul>	TEL/N2109 PC1, PC2			T- 04:00 P- 04:00
		Explain product details	<ul style="list-style-type: none"> <li>Explain how to describe product features and benefits to customers</li> </ul>	TEL/N2109 PC5, PC6			T- 04:00 P- 04:00
		Discounts and Promotions	<ul style="list-style-type: none"> <li>Explain how to provide details about financial discounts, relevant promotions/ schemes on different telecom products and their variants</li> </ul>	TEL/N2109 PC5, PC6			T- 04:00 P- 04:00
		Assist customers in buying	<ul style="list-style-type: none"> <li>Demonstrate physical or technical features and prepositions of different telecom products.</li> <li>Describe the add-on plans for required services such as OTT subscriptions and offers</li> </ul>	TEL/N2109 PC7, PC8			T- 04:00 P- 04:00
		Complementary products or services	<ul style="list-style-type: none"> <li>List the complementary products or services</li> <li>List the various wearable telecom devices such as smart watches, smart glasses etc.</li> </ul>	TEL/N2109 PC9, PC10			T- 04:00 P- 04:00
		Warranty and AMC	<ul style="list-style-type: none"> <li>Explain in detail about warranty terms, including ways to avail of extended warranty</li> <li>State the Annual Maintenance Contracts (AMC) provided by a store or showroom</li> </ul>	TEL/N2109 PC11, KU6			T- 04:00 P- 04:00



		Inform handling specifications	<ul style="list-style-type: none"> <li>Discuss how to encourage customers to purchase.</li> <li>Discuss how to provide price details after confirmation of the product.</li> <li>Identify ways to inform customers about any precautions or handling specifications about the telecom products or services</li> </ul>	TEL/N2109 PC12, PC13, PC14			T- 04:00 P- 04:00
		Objection handling	<ul style="list-style-type: none"> <li>Describe the process of escalating customer objections to the manager for further action.</li> </ul>	TEL/N2109 PC15			T- 04:00 P- 04:00
		Billing	<ul style="list-style-type: none"> <li>Demonstrate the process to assist the customer through the final billing and delivery process.</li> </ul>	TEL/N2109 PC16			T- 04:00 P- 04:00
		KYC Process	<ul style="list-style-type: none"> <li>Discuss how to handle the complete Know Your Customer (KYC) process</li> <li>Explain how to take customer consent for feedback w.r.t the buying experience and brand/product.</li> </ul>	TEL/N2109 PC17, PC18			T- 04:00 P- 04:00
		Offer customer care services	<ul style="list-style-type: none"> <li>Demonstrate how to resolve customer queries regarding post-paid/pre-paid bill plan</li> <li>Demonstrate how to help customers in payment of post-paid bills or recharge of pre-paid SIM cards</li> </ul>	TEL/N2109 PC20, PC23			T- 04:00 P- 04:00
		Activation Process	<ul style="list-style-type: none"> <li>Discuss how to guide customers for activation of SIM cards/dongles/Wi-Fi hotspot devices.</li> </ul>	TEL/N2109 PC19			T- 04:00 P- 04:00

		Helping Customers	<ul style="list-style-type: none"> <li>Illustrate the process to guide the customers in changing or reactivation of broadband plans and other services</li> <li>Explain how to help customers in porting of mobile numbers from one operator to another</li> <li>assist customers in payment of postpaid bills or recharge of pre-paid SIM cards</li> </ul>	TEL/N2109 PC21, PC22			T- 04:00 P- 04:00
4.	Sustainability Practices in Telecom Retail and Customer Service Operations (Theory: 10:00 Hours Practical: 20:00 hours)	Efficient Use of Resources	<ul style="list-style-type: none"> <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>		Classroom lecture / PowerPoint Presentation / Question & Answer / Group Discussion	LED lights, smart power strips, digital billing systems, e-waste collection bins, waste segregation containers.	
		Waste Handling and Disposal	<ul style="list-style-type: none"> <li>Explain and demonstrate proper procedures for collecting, segregating, and disposing of e-waste.</li> <li>Encourage customers to return used telecom products for safe recycling.</li> <li>Identify and segregate biodegradable and non-biodegradable waste.</li> </ul>				

		Promoting Sustainable Telecom Products and Practices	<ul style="list-style-type: none"> <li>• Explain the concept of sustainability in telecom operations, including environmental and economic benefits of eco-friendly practices.</li> <li>• Identify and recommend eco-friendly and energy-efficient telecom products that reduce environmental impact and operational costs.</li> <li>• Educate customers on sustainable choices, highlighting their environmental benefits and long-term savings</li> </ul>				
		Compliance with Environmental Standards	<ul style="list-style-type: none"> <li>• Interpret government and organizational environmental policies, including regulatory requirements and sustainability guidelines.</li> <li>• Follow compliance procedures related to environmental standards during daily operations.</li> <li>• Assist in maintaining accurate records of sustainability efforts for audits, inspections, and reporting purposes.</li> </ul>				

## Annexure II

### Assessment Criteria

#### CRITERIA FOR ASSESSMENT OF TRAINEES

Assessment Criteria for In-Store Promoter	
Job Role	In-Store Promoter
Qualification Pack	TEL/Q2101
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.





## Compulsory NOS

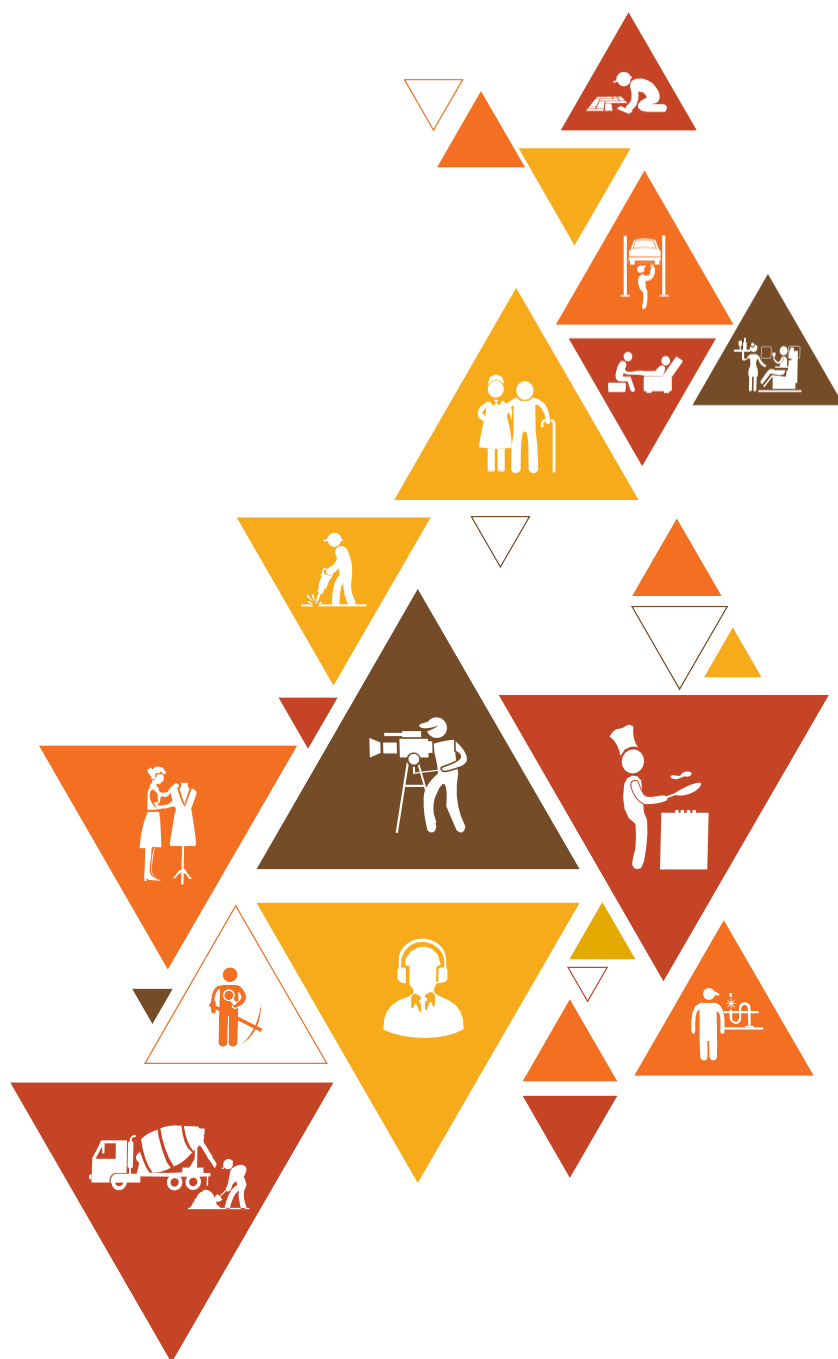
National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
TEL/N2108.Handle telecom storefront and sales counter operations	30	50	-	20	100	35
TEL/N2109.Assist customers in selecting and purchasing telecom products	30	50	-	20	100	35
TEL/N9106.Follow sustainability practices in telecom retail and customer service operations	30	50	-	20	100	20
DGT/VSQ/N0101.Employability Skills (30 Hours)	20	30	-	-	50	10
<b>Total</b>	<b>110</b>	<b>180</b>	<b>-</b>	<b>60</b>	<b>350</b>	<b>100</b>

## Annexure -III

## QR Codes –Video Links

Chapter No.	Unit No.	Topic Name	Link for QR Code (s)	QR code (s)
1. Role and Responsibilities of an In-Store Promoter	Unit 1.2: Mobile Handset Industry in India	Top Mobile Handset Players in India	<a href="https://youtu.be/TO-kUr7K-0g">youtu.be/TO-kUr7K-0g</a>	
	Unit 1.3: Roles and Responsibilities of an In-Store Promoter	Understanding Your Customer	<a href="https://youtu.be/iWsO5NUq8Aw">youtu.be/iWsO5NUq8Aw</a>	
	Unit 1.6: Health and Safety Measures	Practicing Personal Hygiene	<a href="https://youtu.be/_mFZWmSiPHA">youtu.be/_mFZWmSiPHA</a>	
		Importance of Safety and Precautionary Measures	<a href="https://youtu.be/fMk6tuXgu8E">youtu.be/fMk6tuXgu8E</a>	
2. Perform Sales Related Activities	Unit 2.2: Store Management	Plans and Programs	<a href="https://youtu.be/vWsZPIOF31k">youtu.be/vWsZPIOF31k</a>	

Chapter No.	Unit No.	Topic Name	Link for QR Code (s)	QR code (s)
	Unit 2.2: Store Management	IoT Devices	<a href="youtu.be/sWjSNhCExOs">youtu.be/sWjSNhCExOs</a>	
	Unit 2.4: Customer Service	Under-stand Sales Basic and the 4P'S	<a href="youtu.be/N5P6N3g3568">youtu.be/N5P6N3g3568</a>	
3. Sell Products and Services	Unit 3.4: Network Operator Aligned Services	3KYC Process	<a href="youtu.be/7rGKU_ChjzQ">youtu.be/7rGKU_ChjzQ</a>	
		Broad-band-Types, Plans and Reacti- vation	<a href="youtu.be/3aWGetGW2Lc">youtu.be/3aWGetGW2Lc</a>	







Telecom Sector Skill Council  
Estel House, 3rd Floor, Plot No: - 126, Sector-44  
Gurgaon, Haryana 122003  
Phone: 0124-2222222  
Email: [tssc@tsscindia.com](mailto:tssc@tsscindia.com)  
Website: [www.tsscindia.com](http://www.tsscindia.com)