









Participant Handbook

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

This book is sponsored by

Telecom Sector Skill Council

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

Shri Narendra Modi Prime Minister of India











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COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

TELECOM SECTOR SKILL COUNCIL

for

SKILLING CONTENT: PARTICIPANT HANDBOOK

Complying to National Occupational Standards of

Job Role/ Qualification Pack: "In-Store Promoter" QP No. "TEL/Q2101,NSQF level 3.0"

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The preparation of this handbook would not have been possible without the Telecom Industry's support. Industry feedback has been extremely encouraging from inception to conclusion and it is with their input that we have tried to bridge the skill gaps existing today in the industry.

This participant handbook is dedicated to the aspiring youth who desire to achieve special skills which will be a lifelong asset for their future endeavours.

About this book -

India is currently the world's second-largest telecommunications market, with a total subscriber base of approximately 1.188 billion as of October 2024. As of June 30, 2025, the total number of telephone subscribers reached 1.218 billion, with wireless (mobile plus 5G FWA) subscriptions at 1.171 billion, illustrating continued robust growth. Over the past decade and a half, the telecom industry has witnessed exponential expansion. Internet (broadband) connections surged nearly 386 million between March 2014 and June 2024, while broadband connections themselves grew more than fourteenfold. This surge reflects not only growth in subscriber numbers but also dramatic improvements in access and service affordability. The telecom sector has been instrumental in India's socioeconomic development—playing a key role in bridging the rural—urban digital divide, enhancing connectivity, and fuelling digital inclusion.

According to data from around 2020–2021, the industry contributed about 6% of India's GDP and supported 2.2 million direct jobs and 1.8 million indirect jobs. While more recent estimates on GDP contribution specifically from telecom aren't available, the broader ICT and digital economy sector contributes over 13% of India's GDP, underscoring the telecom sector's growing economic significance.

Looking ahead, India's upcoming National Telecom Policy (NTP) aims to further catalyse growth. Among its goals are doubling telecom exports, achieving universal affordable connectivity through terrestrial and satellite networks, and creating one million new jobs by 2030. The policy also seeks to increase the telecom sector's GDP share from around 7.8% to 11% by 2030 and attract ₹1.5 lakh crore annually in telecom infrastructure investment. This Participant Handbook delivers both theoretical knowledge and practical skill training for aspiring In-Store Promoters (also referred to as In-Shop Promoters, Sales Representatives, Retail Sales Representatives, or Sales Executives) in the telecom sector.

Key responsibilities include:

- Demonstrating and highlighting the Features, Advantages, and Benefits (FAB) of telecom products and services.
- Engaging walk-in customers by allowing them to experience products firsthand and addressing their queries.

Aligned with the latest and approved version of In-Store Promoter Qualification Pack (TEL/Q2101), the handbook 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)

Upon completion, participants will be equipped to:

- Efficiently manage the sales counter.
- Promote and sell telecom products.
- Confidently respond to product and service-related customer queries.

We trust this Participant Handbook will offer strong learning support and help budding professionals carve out engaging and rewarding careers in India's dynamic telecom industry.

Symbols Used













Tips

Unit Objectives

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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



- Key Learning Outcomes | 🗘



By the end of this module, the participants 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: Overview of the Program

$^-$ Unit Objectives | @



By the end of this unit, the participants 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.

1.1.1 Overview of the Program

This program will facilitate an overview of:

- 1. Telecom Industry
- 2. Roles and responsibilities of an In-Store Promoter
- 3. Telecom Store specific key concepts
- 4. Behavioral, professional, technical and language skills required for performing your job effectively
- 5. Techniques for managing the retail counter
- 6. Methods for sales and promotion of handsets
- 7. Ways to maintain, create and update daily reports
- 8. Interview skills



Fig. 1.1.1: A store promoter interacting with a customer

Basic Skills

The skills that this program trains you on are:

1. Communication skills

Language Skills

- 1. Grooming Skills
- 2. Art of Influencing
- 3. Time Management
- 4. Customer Centricity



Fig. 1.1.2: A store promoter at the billing counter

Main Activities

As an In-Store Promoter, you have to perform three main activities:

- 1. Manage your store
- 2. Sell the product
- 3. Report and review

Ground Rules

To ensure an efficient and productive learning environment, all participants are expected to follow these ground rules:

- 1. Be punctual arrive on time and start promptly.
- 2. Participate fully in all phases of the workshop.
- 3. Keep mobile phones switched off or on silent mode.
- 4. Respect timelines if a 15-minute break is given, return to the training room within the allotted time.
- 5. Direct questions to the facilitator avoid side conversations during the session.
- 6. Listen actively and respect others when they are speaking.
- 7. Engage and clarify ask questions whenever you need further understanding.

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UNIT 1.2: Mobile Handset Industry in India

Unit Objectives ©



By the end of this unit, the participants 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

1.2.1 Overview of India's Telecom Sector -

Telecom Industry at a Glance

Telecom services are foundational to India's socio-economic transformation, empowering everything from digital education and healthcare to e-commerce and smart agriculture.

Current Landscape of Telecom in India

- 1. Market Size & Growth: India's telecom market was valued at approximately USD 35.1 billion in 2024, and is expected to expand to USD 71.3 billion by 2033, at a compound annual growth rate (CAGR) of 7.8% from 2025 to 2033. Another projection puts the 2025 market size at USD 53.2 billion, growing to USD 83.3 billion by 2030 (CAGR of ~9.4%).
- 2. Subscriber Base & Market Share: As of June 30, 2025, India had roughly 1.171 billion wireless subscribers. Market share distribution among mobile operators: Jio (~41%), Airtel (~34%), Vodafone Idea (~18%), and BSNL (~8%). For broadband, total subscribers stood at nearly 980 million, with wireless broadband leading; Jio holds ~51%, followed by Airtel (~31%)
- 3. Operator Highlights: Reliance Jio has become the world's largest telecom operator, with over 480 million users, including 191 million 5G users as of FY25. Bharti Airtel reported a 43% YoY boost in net profit for the quarter ending June 2025, achieving an ARPU of Rs. 250.
- 4. Consumer Spending: In Q4 FY2024-25, consumer spending on mobile services rose by 1.1%, reaching Rs. 65,800 crore, largely driven by tariff hikes from July 2024.
- Policy & Infrastructure: The Telecommunications Act of 2023—which consolidates extensive earlier legislation—came into force in December 2023. Launched in January 2025, National Broadband Mission 2.0 aims to extend optical fiber connectivity to 270,000 villages by 2030, enhance fixed-line broadband speeds from ~63 Mbps to 100 Mbps, and connect 90% of anchor institutions (like schools and PHCs) to high-speed internet.

Mobile Handset & Smartphone Industry

1. Shipment Trends:

- o In 2024, India shipped around 151–155 million smartphones, marking modest growth (4–5%) over the prior year.
- Q1 2025 saw an 8% YoY decline in shipments (~32.4 million units) due to sluggish demand and inventory buildup.
- Q2 2025 rebounded strongly, with shipments rising 22% sequentially and 7% YoY to 39 million units.

Market Share by Brands (Q1 2024 snapshot):

Xiaomi (~20.7%), Vivo (~18.2%), Samsung (~13.7%), Realme (~13.5%), OPPO (~11.7%), OnePlus (~4.8%), and Apple (~4.1%)

Device & Segment Dynamics: Feature-phone shipments declined 37% YoY in Q1 2025, while 5G smartphones surged to 86% of total shipments.

Manufacturing & Exports: India exported \$23 billion worth of smartphones in fiscal 2024-25, with iPhones accounting for over \$17 billion and now comprising about 75% of India's phone exports. Tamil Nadu has emerged as a hub, producing 70–80% of India's iPhones, currently contributing 16–17% of global output, with plans to scale to 35% by 2026–27.

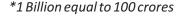




Fig. 1.2.1: A handset manufacturing unit in India

Industry Trends in India's Telecom Sector

• Multi-SIM & eSIM Adoption

- Multi-SIM smartphones remain popular for enabling flexible use of distinct numbers for data, voice, and text—ideal for professional and personal separation.
- eSIM uptake is on the rise: India now has about 316 million eSIM connections, compared to 706 million traditional SIM connections, signaling gradual migration to digital SIM formats.



Fig. 1.2.2: Multi-SIM Smartphone

• Generative AI & Cloud Integration

- Telecom operators are increasingly embedding AI and cloud services across platforms.
 For instance, Bharti Airtel's digital arm Xtelify recently introduced AI-powered cloud and platform tools to enhance enterprise and telecom operations.
- Across the board, telecoms are deploying AI for predictive maintenance, network optimisation, and automated customer support, boosting efficiency and reliability.

• 5G Expansion & Private Networks

- Vodafone Idea and BSNL have launched or are planning broad 5G rollouts in 2025—Vi aiming for March and BSNL targeting mid-year.
- BSNL also introduced SIM-less Quantum 5G FWA (Fixed Wireless Access), offering enterprise and home connectivity at ~300 Mbps, with competitive pricing.
- The government is exploring direct spectrum allocation for captive/private 5G networks, igniting industry debate over control and investment models.

• Satellite & Rural Coverage

- TRAI has recommended allocating satellite spectrum at 4% of operators' AGR to bolster next-gen satellite internet services, a boost for non-terrestrial connectivity.
- Starlink has received a unified license to operate in India, pricing its user hardware at ~Rs 33,000 and monthly plans from Rs 3,000—with discounted promos at Rs.850/month; speeds range from 25–220 Mbps.
- Starlink has also struck distribution deals with Reliance Jio and Bharti Airtel to facilitate wide-reaching deployment in remote regions.

IoT, Edge & Private 5G for Industry

- The triad of AI, IoT, and edge computing is accelerating interest in private 5G, allowing real-time processing and secure device communication—key for Industry 4.0 use cases.
- In Assam, Numaligarh Refinery Limited (NRL) partnered with BSNL to deploy India's first industrial 5G captive network, enabling technologies like AR/VR, IoT, and digital twins to boost operations.

Policy, Infrastructure & Skill Upgradation

- The launch of National Broadband Mission 2.0 (2025–30) aims to connect 270,000 Indian villages via optical fibre, provide high-speed broadband to 90% of anchor institutions, and boost average speeds to 100 Mbps.
- o India is setting its sights on contributing 10% of global 6G patents, reinforcing its research and leadership ambitions in next-gen communications.

Top Mobile Handset Players in India

India remains the second-largest smartphone market in the world, with shipments of approximately 151–155 million units in 2024 and 39 million units in Q2 2025 (up 22% from Q1). The market continues to be dominated by a handful of key players, with brand rankings largely unchanged.

- Xiaomi retains the top position with an estimated ~20% market share in early 2025, supported by multiple 5G model launches and competitive pricing, despite a slight decline in demand compared to previous years.
- Samsung holds second place with around ~18% market share, and remains India's top-selling 5G smartphone brand as well as the leader in the affordable premium segment.
- Vivo, Realme, and Oppo follow with shares of roughly ~17%, ~14%, and ~12% respectively, and continue to be among the fastest-growing brands in terms of new user acquisition.
- Apple commands about ~5% market share, but dominates the premium smartphone segment.
- OnePlus has grown steadily to capture ~4–5% of the market, fuelled by strong demand for its mid-premium 5G devices.
- Motorola, Nokia, Huawei, and other brands together account for the remaining ~10% of the market.



Fig. 1.2.3: Indian Smartphone Market Share

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

Unit Objectives ©



By the end of this unit, the participants 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.

1.3.1 Who is an In-Store Promoter?

An In-Store Promoter is a professional who represents a brand, company, or product in exchange for compensation. The role primarily involves promoting a business and its products directly to customers at the point of sale.

Typically employed by a product manufacturer or brand, in-store promoters are deployed on the shop floor to maximize sales, increase company profitability, and enhance the brand's market presence.

In the telecom industry, an In-Store Promoter may also be referred to as an In-Shop Promoter, Sales Representative, Retail Sales Executive, or Sales Executive. Individuals in this role actively demonstrate, explain, and highlight the Features, Advantages, and Benefits (FAB) of products to walk-in customers, influencing their buying decisions.

Key Objectives of the Role

- 1. Explain the operations, products and services of a commercial establishment.
- 2. Apply effective store counter activities and promotional techniques to boost sales.
- 3. Demonstrate appropriate customer engagement strategies to close sales successfully.
- 4. Maintain accurate records, reports, and basic computer documentation.



Fig. 1.3.1: In-store promoters

In-store promoters may work individually or in teams, depending on company size and operational needs. Some businesses assign a single promoter per shift, while others may have multiple promoters working simultaneously to manage higher customer volumes.

The role of an In-Store Promoter can generally be classified into two broad categories:

- Operational In-Store Promoter
- Marketing In-Store Promoter

Key responsibilities of an In-Store Promoter include:

- Managing daily activities at the retail counter.
- Maintaining cleanliness and orderliness in the work area and ensuring products are returned to their correct locations after demonstrations.
- Stocking shelves and display units with products.
- Encouraging customers to interact with the product(s) by allowing them to touch, feel, and explore the items on display.



Fig. 1.3.2: ISP performing daily duties

- Responding promptly and accurately to customer queries regarding products and services.
- Creating, maintaining, and updating daily work reports to track activities and outcomes.

1.3.2 Skills and Product Knowledge

People who want to be Sales Promoters should demonstrate excellent communication and listening skills, observation spirit, and selling abilities.

The in-store promoter is the face of your brand to customers. They interact with customers, provide assistance and information about your products, and help to drive customer loyalty. As an in-store promoter, you'll be a brand ambassador making a difference in customer experience and driving sales.

An In-store promoter should have the following skills:

Excellent Communication Skills

Multi Lingual Proficiency Proper Grooming Skills

Art of Influencing

Excellent Time Management

Customer Centricity

Fig. 1.3.3: Skills needed for an ISP

An in-store promoter is a person who demonstrates products to walk-in customers and explains their features, with the intention of influencing the customer to make a purchase. They allow customers to touch and feel the product's quality before making a buying decision. Their duties include showing potential customers how a product or service works and answering their questions to encourage them to make a purchase.

The sales promoter's responsibilities include attracting new customers and increasing profits, assisting with product launches and events, enhancing knowledge of the product range, answering questions, and addressing customer concerns. In-store promoters need to be good representatives of the brand, as they are the product's best advocates. They should provide honest, confident feedback to customers regarding merchandise style, fit, and quality.

Personal Attributes Needed for an In-Store Promoter

- Should have a pleasant and approachable personality
- Should possess strong customer service orientation
- Should have keen observation and active listening skills
- · Should have excellent verbal and non-verbal communication skills
- Should be proficient in English and the regional language
- Must be energetic, physically fit, and able to stand for long periods
- · Should be adaptable, enthusiastic, and proactive in engaging customers

- 1.3.3 Understanding Your Customer $\,-\,$

As an in-store promoter, you'll be a brand ambassador, making a difference in the customer experience and driving sales. An in-store promoter is responsible for setting sales goals and working consistently towards achieving them in the long run.

In the telecom industry, there are different kinds of customers. They can be classified into various categories based on their usage (work, fun, and play) and buying behaviour (e.g., geeks who want the latest and best, and late adopters who prefer comfort and familiarity).

Below are some common types of customers:

- Basic Users: These consumers use their mobile phones primarily for communication purposes.
- **Mobirati Users:** For these users, mobile phones are a lifeline. They have grown up with mobile devices and cannot imagine life without them.
- **Pragmatic Adopters:** These users are also learning to use cell phones for other purposes, which has become an essential part of their life but is still mainly functional.
- **Social Connectors:** These users use their cell phones to bridge the gap between them and the social world. They are kept updated about their friends and social events with the help of these cell phones.

Importance of Product Knowledge

An in-store promoter is a trained professional devoted to creating awareness of products through demonstrations, distributing samples, making presentations, and creating public interest. They should create a positive brand presence and come up with innovative marketing strategies.

One of the most critical aspects of an in-store promoter's role is acquiring product knowledge. Product knowledge is a vital skill each marketing and sales employee should have. It shows that an employee is highly knowledgeable about the product's features and can clearly explain its benefits to the customer. If an employee doesn't understand how their company's product helps to solve a customer's problem, they won't be able to assist the customer appropriately. Hence, they'll fail to persuade them to buy. Product knowledge helps turn the employee into enthusiastic experts who know how and whom to sell your product.

1.3.4 Importance of Product Knowledge —

An in-store promoter is a trained professional dedicated to creating awareness of products through demonstrations, distributing samples, making presentations, and generating public interest. They should aim to create a positive brand presence while developing innovative marketing strategies. One of the most critical aspects of an in-store promoter's role is acquiring strong product knowledge.

Product knowledge is a vital skill for every marketing and sales professional. It demonstrates that the employee understands the product's features and can clearly explain its benefits to the customer. Without this understanding—particularly of how the product helps solve a customer's problem—the promoter will be unable to provide proper assistance or persuade the customer to make a purchase. Product knowledge transforms an employee into an enthusiastic expert who knows both how and to whom to sell the product.

Benefits of Product Knowledge

- Provides confidence Salespeople often fear being unable to answer a customer's question. Strong product knowledge makes them experts, equipping them with the enthusiasm and confidence needed to deal effectively with customers.
- Helps in objection handling Whether the customer's concern is about price, quality, or any other
 factor, proper product knowledge enables the promoter to explain persuasively why their product is
 the best choice.
- Enables market competition analysis Product knowledge helps the in-store promoter identify how
 their product outperforms competitors—whether in terms of pricing, quality, target audience, or
 core value.
- Boosts sales A complete understanding of the product allows the promoter to communicate effectively with customers and present the benefits in a way that aligns with the customer's needs. This customer-focused approach directly contributes to increased sales.

Types of Product Knowledge Include:

- Brand history
- Customer experience
- Complementary products
- Usage instructions / Standard Operating Procedures
- Troubleshooting
- Policies and procedures

1.3.5 Understanding Customer's Purchase Decision

The retail landscape has undergone a significant transformation due to the explosion of information and rising competition. In the past, when information sources were limited and competition was less intense, pre-store purchase decisions were largely influenced by mass media campaigns. Today, however, consumers are surrounded by 24/7 information, millions of product choices, fragmented media channels, and numerous retail options. As a result, shoppers are increasingly making their purchase decisions later in the buying process. In fact, over 50% of purchase decisions now occur in-store at the time of purchase.

Consumers vs. Shoppers

To truly understand the purchase decision process, it is essential to distinguish between the consumer and the shopper. While every individual is a consumer, our shopping behaviours vary depending on the product category. In some categories, we are willing to invest significant time and money, while in others, we prefer quick and minimal engagement. Sometimes, we shop to fulfil our own needs, while at other times, we shop for others.

Pre-store vs. In-store Purchase Decisions

Each shopper views product categories differently in terms of importance and engagement. For companies, it is vital to know which purchases are decided before arriving at the store—often at the brand level—and which are impulse or unplanned decisions made inside the store. Pre-store decisions are typically brand-driven, shaped by previous purchases and brand loyalty. In contrast, in-store purchase decisions are often influenced by perceived value, visual merchandising, packaging appeal, and interaction with in-store promoters. This makes strategic promotions and impactful displays a valuable investment for any retailer.

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UNIT 1.4: Telecom Store Specific Concepts

Unit Objectives ©



By the end of this unit, the participants will be able to:

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

1.4.1 Product and Promotion

- Mobile Phone: A mobile phone—also known as a cellular phone, cell phone, or hand phone—is a portable device that makes and receives calls over a radio link while moving across a wide geographic area.
- Product Description: A brief summary highlighting the main characteristics of a product. While there is no single standard format, effective product descriptions often include emotional appeal to attract and engage potential customers.
- · Brochures: Printed or digital marketing materials used to introduce a company, organisation, or product range to a target audience. They may be displayed in racks, distributed by mail, or handed directly to customers.
- Feature: A distinctive characteristic of a product, such as colour, technology used, operating speed, screen size, or battery life in the case of mobile phones.
- Benefit: The tangible or intangible value a customer gains from using a product or service.
- FAB (Features, Advantages, Benefits): A selling technique that links a product's features to its advantages over competing products and the specific benefits it delivers to the customer. FAB is commonly used during the presentation stage of the sales process.
- Stock Mix: The range and combination of products a company offers, determined by factors such as customer demand, profitability, and market trends.

1.4.2 Process

- Sales Target: The expected sales performance of an individual sales representative or sales team over a defined period.
- Up-Sell: Encouraging a customer to purchase a higher-priced version of a product or to add complementary items, thereby increasing the total transaction value.
- Cross-Sell: The practice of selling additional or related products or services to existing customers.
- Sales Reporting: The process of analysing sales data to monitor performance, identify trends, and forecast future sales. Sales reporting integrates information from sales and financial sources, offering a complete picture of the sales pipeline and performance over a specific period.

1.4.3 Types of Phones —

Today's mobile device market can be broadly divided into four categories:

- **Basic Phones:** Basic phones are designed primarily for making and receiving calls and sending text messages. They have minimal features and no advanced applications. An example is the classic Nokia models, known for their durability and the popular game Snake.
- **Feature Phones:** Feature phones are affordable devices that provide essential mobile functions—calling, text messaging, basic internet access, a camera, and a music player—but lack the advanced capabilities of smartphones.

Most feature phones are optimised for one or two key functions, such as high-quality photography or large music storage. They typically run on proprietary firmware, with limited third-party application support via platforms like Java ME or BREW.

Despite the rise of smartphones, feature phones remain popular, with surveys showing that around 70% of mobile phones sold globally are still feature phones.

Smartphones:

Smartphones are advanced mobile devices that function like mini-computers. They run on sophisticated operating systems and offer a wide range of features, such as:

- · Calling and messaging
- Internet browsing
- Video conferencing
- High-resolution cameras
- Media playback
- GPS navigation
- Mobile applications and productivity tools

A smartphone's operating system (OS) manages its hardware and software resources, enabling multitasking and advanced functionality. Popular OS platforms include:

- Google Android
- Apple iOS
- Microsoft Windows Phone
- Nokia Symbian (legacy)
- BlackBerry OS (legacy)

The term smartphone was first introduced by Ericsson in 1997. Since then, smartphone brands such as Samsung, Apple, Xiaomi, and Nokia have released numerous models with updated designs, features, and operating systems.

Tablets: Tablets are touchscreen devices that operate on mobile operating systems similar to those used in smartphones. They typically have larger screens, making them suitable for media consumption, productivity tasks, and gaming. While they are more portable than laptops, tablets often offer a blend of smartphone features and computing capabilities.

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UNIT 1.5: Customer Service and Data Confidentiality

– Unit Objectives 🏻 🏻 🌣



By the end of this unit, the participants 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.

1.5.1 Customer Service

Customers are the reason any business exists. They consciously choose where to spend their money—and if they choose your brand, it's because they believe it offers value. A business's success depends not just on the products it sells but on how customers are treated and how they feel about their experience.

Customer service means providing assistance before, during, and after a purchase. It is an integral part of the customer's value chain and is about delivering the promised service in the right way, at the right time.

Importance of Customer Service:

- 1. Meeting customer needs is central to achieving business objectives.
- 2. Customer satisfaction drives loyalty and repeat purchases.
- 3. Customers are the primary source of revenue for the business.

1.5.2 Characteristics of Excellent Customer Service

- Communication Providing clear, relevant, and timely information.
- Consistency Delivering the same high standard of service every time.
- Dependability Following through on promises made.
- Friendliness Offering service with a positive and helpful attitude.
- Fairness Acting in the best interest of both the customer and the company.
- Flexibility Adjusting services to meet customer needs.
- Responsiveness Acting quickly and effectively to address requests.
- Respectfulness Valuing customers' time and listening attentively.
- Sincerity Showing genuine concern for the customer's needs.
- Speciality Meeting unique or specific customer requirements.
- Sensitivity Making customers feel important through attentiveness and care.
- Problem-Solving Resolving issues promptly and decisively.

1.5.3 Customers' Expectations from the In-Store Promoter –

Customer expectations vary depending on individual preferences. Some value friendly, engaging conversations, while others prefer quick, efficient service. Despite these differences, there are common expectations customers have from an in-store promoter:

- Be knowledgeable about products and services.
- Be friendly and approachable.
- Offer additional, relevant information.
- Act as a sales consultant, not just a salesperson.
- Build customer confidence.
- Represent the company positively.
- Engage and inform customers in an interesting way.
- Make customers feel valued.

Practical Activity:

Pair up and discuss how different customer types may have varying expectations. Consider friends and relatives with different personalities. List strategies for handling:

- Existing vs. potential customers
- Young/middle-aged vs. elderly customers
- Male vs. female customers
- Tech-savvy vs. not-so-tech-savvy customers
- Internal vs. external customers

- 1.5.4 Data Confidentiality –

Data is a critical asset for any organisation. It includes:

- Customer information (contact details, financial records, personal data)
- Internal business processes and departmental workflows
- Company policies and procedures

Data confidentiality ensures that personal, proprietary, and business information is protected from unauthorised access, disclosure, or theft.

Data breaches—when confidential information falls into the wrong hands—can cause serious financial loss and reputational damage.

Information Security Guidelines for In-Store Promoters:

- Never share customer financial or personal details with anyone other than the verified account holder.
- Do not share classified information without proper authorisation.
- Avoid disclosing one customer's information to another.

1.5.5 Client Confidentiality -

Clients trust the organisation and its employees with sensitive information. Maintaining that trust is a legal and ethical responsibility. Sharing client data without consent is a criminal offence that can lead to conviction and imprisonment.

Measures to Maintain Data Security:

- Destroy or return client data (in both hard and soft copy) once work is completed.
- Prohibit unauthorised storage devices (USB drives, CDs/DVDs, external hard disks, etc.) in the workplace.
- Conduct security checks at entry and exit points to prevent data theft.
- Restrict use of storage devices without management approval.
- Block access to unauthorised websites via firewalls.
- Control internal system access with login IDs and password protection.
- Obtain a signed Non-Disclosure Agreement (NDA) from all employees.
- Restrict access to sensitive areas using biometric systems.
- Protect servers and limit access to authorised personnel only.

Practical Activity:

Imagine you are responsible for setting up data confidentiality measures in a mobile store. Prepare a short plan outlining the measures you would implement and present it to the group.

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UNIT 1.6: Health and Safety Measures

– Unit Objectives 🏻 🏻



By the end of this unit, the participants 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.

1.6.1 Health and Safety Measures -

Effective workplace safety relies on the commitment and cooperation of the entire team. Every employee must understand:

- The importance of health and safety.
- Their role in creating a safer workplace.
- How to fulfil their responsibilities.

As an In-Store Promoter, you should:

- Set clear health and safety objectives and plan how to achieve them.
- Assign responsibilities to the right people.
- · Provide necessary skills and resources for the job.
- Regularly review progress towards objectives.

- 1.6.2 Personal Hygiene

Personal hygiene is a core health and safety practice that directly impacts your well-being and professional image.

Key practices include:

- Teeth: Brush twice a day.
- Bath: Shower daily.
- Clothing: Wear clean, fresh, and well-ironed clothes.
- Hands: Wash before and after meals, and after using the toilet.
- Feet & Nails: Keep clean, trimmed, and free from dirt.
- Home: Maintain cleanliness to prevent illness.
- Avoid Bad Habits: Stay away from behaviours harmful to your health and hygiene.

1.6.3 Habits to Avoid in the Workplace —

Some habits have severe health risks and negatively affect workplace performance:

Alcoholism

- May be used as an unhealthy coping mechanism.
- Health risks: Heart disease, cancer, liver damage, reduced immunity.
- Work impact: Reduced focus, poor performance, and damaged professional reputation.

Tobacco Use

- Second leading cause of death globally.
- Health risks: Oral cancer, lung cancer, reduced taste and smell.
- One sachet of gutkha contains 4,000 chemicals, including 50 cancer-causing agents.

1.6.4 Healthy Habits —

To maintain overall health:

Physical Fitness

Engage in regular physical activity—jogging, walking, swimming, cycling, gym workouts, yoga, etc.

Healthy Eating

- Prefer home-cooked meals.
- Avoid oily and junk food.
- · Eat fresh food and fruits regularly.
- Drink plenty of water daily.

1.6.5 Workplace Health and Safety

Workplace Ergonomics

Ergonomics focuses on designing workspaces that fit the worker, not forcing the worker to adapt to an unsuitable setup.

Workstation Essentials:

- Supportive, adjustable chair and desk.
- Adjustable footrest if needed.
- Monitor positioned at/below eye level and free from glare.
- Adequate workspace for movement and storage.
- Comfortable temperature, good lighting, low noise, and fresh air.

Workplace Timings

In-Store Promoters should manage time effectively, balancing work duties and rest breaks (one hour per day).

1.6.6 Consequences of Ignoring Safety -

Failure to follow safety measures can cause injuries, fatalities, or operational disruptions. All promoters must strictly follow procedures every time they are in the shop.

Basic Safety and Precautionary Measures

- Health: Do not work if unwell or under the influence of alcohol.
- Smoking: Not permitted during work.
- Dress Code: Always wear neat, clean, and professional attire.
- Clean Workspace: Keep floors free of spills and clutter to prevent accidents.
- · Metal Work: Secure materials with clamps before working.
- Tool Use: Operate power tools safely—avoid forcing them or inserting objects to stop moving parts.
- Product Care: Clean handsets before storing, and keep them in the designated place before leaving.

Summary:

- Role and skills of an In-Store Promoter.
- Overview of the mobile handset industry in India.
- Different customer types and customer service essentials.
- Sales promotion techniques.
- Health, hygiene, and workplace safety practices.

Exercise



A. Short Questions:

- 1. List any three characteristics of excellent customer service.
- 2. Mention two personal hygiene practices an In-Store Promoter should follow at work.

B. Fill in the Blanks:

1.	A mobile phone that functions like a mini-computer and can run advanced applications is called a
	·
2.	The act of protecting personal, business, and trade information from unauthorised access is
	known as
3.	is the process of analysing sales data to monitor performance, identify trends, and
	forecast future sales.
1	In working an argament is the tax of the computer monitor should be positioned

4. In workplace ergonomics, the top of the computer monitor should be positioned

C. Multiple Choice Questions (MCQs):

- 1. India is currently the _____ largest smartphone market in the world.
 - a. First
 - b. Second
 - c. Third
 - d. Fourth
- 2. Which type of phone is most likely to run on proprietary firmware and be optimised for one or two functions such as music storage or photography?
 - a. Basic phone
 - b. Feature phone
 - c. Smartphone
 - d. Tablet

3. In telecom retail, 'up-selling' refers to:

- a. Selling unrelated products to the customer
- b. Offering a higher-priced model with better features
- c. Selling accessories along with the main product
- d. Providing after-sales service
- 4. Which of the following is most likely to influence an in-store purchase decision?
 - a. Brand advertisements from last year
 - b. Packaging, visual merchandising, and promoter interaction
 - c. Customer's purchase history only
 - d. The location of the customer's home

5. Data confidentiality in a telecom store means:

- a. Keeping customer purchase receipts safe
- b. Protecting customer, business, and trade information from unauthorised access
- c. Hiding stock availability from competitors
- d. Selling customer data only to trusted parties

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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



Key Learning Outcomes | 🖔

By the end of this module, the participants 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 ©



By the end of this unit, the participants 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.

2.1.1 In-Store Promoter Grooming –

First impressions in retail are powerful. Studies show that customers often form an opinion about a salesperson within the first few seconds, and appearance plays a major role in shaping that perception. A well-groomed and neatly dressed in-store promoter is more likely to inspire trust, enhance brand image, and influence purchasing decisions.

Grooming is not just about looking presentable; it's a professional standard that reflects personal discipline, respect for customers, and commitment to the job. For in-store promoters, it directly impacts sales performance, customer satisfaction, and career growth.

Uniforms and appearance guidelines are usually defined by the employer or brand partner and must be followed consistently. Dressing professionally helps create a positive work environment and reinforces the brand's credibility.

Appearance Standards

1. General Presentation

- The in-store promoter is the brand ambassador and must maintain a professional, clean, and well-groomed appearance at all times.
- · Uniforms must be clean, ironed, and in good condition—free from stains, wrinkles, loose threads, or broken buttons.
- · Shoes must be polished and formal; sandals, slippers, sports shoes, and white socks are not acceptable unless specified in the uniform policy.

2. Personal Hygiene

- Nails must be clean, trimmed, and well-maintained.
- Hair must be neatly styled before duty; avoid grooming in front of customers.
- Facial hair, if permitted, must be neatly trimmed.
- Maintain fresh breath and good body odour control through daily hygiene practices.

3. Accessories and Identification

- Company-issued ID cards must be displayed during duty hours for easy customer recognition.
- Avoid excessive jewellery or accessories that may distract customers or appear unprofessional.
- Electronic devices for personal use should be kept away during working hours.

4. On and Off Duty

• Even during off-duty hours within store premises, maintain a well-dressed and professional appearance—it reflects both personal pride and brand standards.





Fig. 2.1.1: In-Store Promoter grooming & uniform

- 2.1.2 Specific Uniform Guidelines

Uniform and grooming standards ensure a consistent brand image and professional appearance. All staff are expected to strictly follow the uniform policy set by the store or brand.

For Men:

- Wear the prescribed uniform clean, well-ironed, and in good condition.
- Keep formal shoes polished and clean; casual footwear such as sandals, slippers, or sports shoes is not permitted unless specified.
- Hair must be short, clean, and neatly styled.
- Maintain a clean-shaven look; if sporting a beard or moustache, ensure it is trimmed, neat, and tidy at all times.
- Trim nails regularly, keeping them clean and well-maintained.

For Women

- Long hair must be tied back neatly; avoid leaving it loose during work. Excessive oil application should be avoided.
- Avoid bright or distracting nail polish and long nails, as they can distract customers or risk damaging merchandise.
- Wear minimal, non-flashy jewellery; dangling earrings, noisy anklets, and multiple bangles should be avoided on duty.
- Apply light, natural-looking makeup—only subtle shades of lipstick are recommended.
- Avoid junk jewellery, large studs, and bracelets while on duty to maintain a professional appearance.

2.1.3 Grooming Tips -

Grooming is more than just appearance—it reflects professionalism, discipline, and respect for the customer. A well-groomed in-store promoter creates a positive first impression, builds trust, and increases the likelihood of converting a customer into a buyer.

1. Maintain High Standards of Hygiene

- Keep nails, hair, skin, and teeth clean and wellmaintained.
- Use deodorant or mild perfume to avoid body odour.
- Poor hygiene can create a negative impression and may discourage potential customers from engaging with you.



Fig. 2.1.2: A neatly groomed in-store promoter

2. Dress Appropriately for the Location

- Adapt attire to suit regional preferences where possible.
- For female promoters, professional attire such as sarees or salwar suits may help customers feel more comfortable and connected.
- Always follow brand/store-specific uniform guidelines.

3. Dress Neatly and Professionally

- Clothes must be washed, ironed, and in good condition—free from stains, wrinkles, or tears.
- Remember, your appearance represents both you and the brand you are promoting.

4. Wear the Right Attitude

- Confidence in yourself and your product builds credibility.
- Maintain a polite, helpful, and patient approach when dealing with customers.
- Be informative about the product and ready to answer customer queries effectively.

5. Avoid Unprofessional Habits

- Do not smoke, chew tobacco, or chew gum while on duty.
- Such habits can negatively affect the brand image and drive customers away.

6. Maintain Proper Body Posture

- Stand straight and upright while interacting with customers.
- Avoid slouching, leaning, or keeping hands in pockets—these postures appear disinterested or disrespectful.
- Use open and welcoming body language.

Practical Activity

During your field visit, observe the grooming, posture, and body language of in-store promoters. Note examples of positive and negative practices, and present your findings to the class, highlighting how they may influence customer perception.

– Notes 📋 –

UNIT 2.2: Store Management

Unit Objectives 6



By the end of this unit, the participants 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.

- 2.2.1 Store Atmosphere —

A well-maintained and inviting store atmosphere is a powerful driver of customer satisfaction and sales. As an In-Store Promoter, your role goes beyond selling products—you also contribute to creating a welcoming and professional shopping environment that enhances the customer experience and strengthens the brand image.

Tips for Maintaining a Positive Store Atmosphere

1. Clean and Organised Display Counters

- Keep counters free from dust, clutter, and unnecessary items.
- Wipe all handsets and display models regularly with an antiseptic cleaning cloth to maintain hygiene and prevent the spread of germs.
- Arrange pamphlets, brochures, and promotional material neatly in their designated holders.

2. Well-Maintained Restrooms

- Even if restrooms are not open for public use, ensure they are clean, stocked, and odour-free.
- Replenish supplies such as tissue, soap, and hand sanitisers daily.

3. Appropriate Background Music

- Choose music that aligns with the store's brand and target audience.
- Keep volume levels moderate so that customers can comfortably converse with staff.

4. Clean Flooring, Fixtures, and Ceilings

- Sweep, mop, or vacuum floors daily and promptly repair any damage.
- Replace or clean stained ceiling tiles and maintain all fixtures in good condition.

5. Optimal Lighting

- Ensure all areas are well-lit, including product displays and walkways.
- Replace burnt-out bulbs immediately to avoid dark or dull spots in the store.



Fig. 2.2.1: Cleanliness and organisation of the store

6. Fresh and Pleasant Odour

- Use air fresheners or neutralisers to combat unpleasant smells.
- Avoid strong scents that may overwhelm customers—opt for subtle, fresh fragrances.

7. Organised Billing Counters

- Keep the payment area neat, clutter-free, and professional-looking.
- Ensure POS systems, receipt printers, and other tools are in proper working order.

2.2.2 Store Operations

Managing store operations effectively is crucial for enhancing both store profitability and brand reputation, while ensuring that customers have a seamless and satisfying shopping experience. As an In-Store Promoter, you play a key role in executing these daily activities.

Store operations are typically divided into three stages:

- · Store Opening
- Post-Opening Operations
- Store Closing

1. Store Opening Activities

The store's first impression begins before the customer walks in. The goal is to ensure readiness, cleanliness, and accurate stock availability.

- Be Present and Ready: Arrive on time and participate in preparing the store for customer traffic.
- Stock Verification: Compare physical stock with the system records to confirm inventory accuracy.
- **Physical Inventory Check:** Counting each product manually to ensure the available stock matches the records in the system.
- Cleanliness and Hygiene: Ensure the entire store is clean, well-sanitised, and free from clutter.

• **Product Placement:** Arrange products neatly according to the planogram and verify that promotional materials (banners, talkers, posters) are in place. A planogram is a visual diagram showing product placement and category arrangement based on the company's display strategy—often organised by price, size, or product category.

2. Post-Opening Operations

During store hours, the focus shifts to maintaining product availability, assisting customers, and ensuring operational efficiency.

- **Continuous Replenishment:** Restock and rearrange items according to the planogram whenever shelves are empty or products are misplaced by customers.
- Sales and Store Reports: Prepare, review, and update daily reports as per SOPs (Standard Operating Procedures).
- Indenting Products: Identify required stock and place requisitions, ensuring checks on:
 - Shelf stock
 - Backroom stock
 - Damaged goods
 - o Excess stock
 - o Promotional stock
- **Customer Assistance:** Proactively help customers select suitable products, explain ongoing promotions, and deliver exceptional customer service in every interaction.

3. Store Closing Activities

The closing process ensures the store is left in an organised and ready-to-open condition for the next business day.

- **Face-Ups:** Arrange products so that labels and branding face outward, giving shelves a full and appealing appearance.
- **Secure Promotional Materials:** Store branding elements, displays, and promotional items in their designated locations.
- **Final Clean-Up:** Ensure the sales floor, counters, and equipment are clean and free from any hazards.

2.2.3 Visual Merchandising

Visual merchandising is the art and science of presenting products in an attractive, customer-focused way to increase engagement and drive sales. It involves arranging store layouts, displays, and product placements so customers can easily notice, interact with, and appreciate the products' best features.

Importance of Visual Merchandising

- Attracts customers An appealing display can influence undecided customers and prompt purchase decisions.
- Creates the right ambience Colours, lighting, sound, and scent work together to influence customer perception. For example:
 - o Bright, high-quality images can encourage interest.
 - o Soothing background music improves mood and shopping time.
 - o Well-placed lighting highlights featured products.
- Improves accessibility Customers can quickly locate what they need when displays are intuitive.
- Leverages seasonal themes Displays change according to festivals, special events, and promotional campaigns (e.g., Diwali offers, Independence Day sales).





Fig. 2.2.2: Visual merchandising in a mobile retail outlet

Fig. 2.2.3: Use of visual display to attract customers

- 2.2.4 Planograms

A planogram is a visual diagram showing where and how products should be placed to maximise sales and ensure store consistency.

Benefits of Using Planograms:

- Maximises sales per square foot by allocating space strategically.
- Maintains consistent and appealing visual appeal across locations.
- Prevents out-of-stock situations by improving inventory control.
- Simplifies restocking and product rotation.



Fig. 2.2.4: Planogram

- Encourages effective cross-merchandising by placing related products together.
- Acts as a communication tool for store staff to set up displays correctly.

2.2.5 Handset Display Norms in Telecom Stores ——

Telecom stores must balance showcasing variety with avoiding a cluttered look. An effective display should encourage browsing without overwhelming customers.

Best Practices for Handset Displays:

- Use fixtures such as shelves, wall mounts, and display tables strategically.
- Highlight premium models with spotlighting or dedicated display stands.
- Keep high-demand and accessory items at eye level.
- Group accessories logically—chargers, earphones, and cases near compatible handsets.
- Make use of branded props or demo units for interactive experiences.
- Keep windows attractive yet uncluttered to capture walk-in traffic.
- Review and photograph displays for performance tracking.



Fig. 2.2.5: Different ways to display handsets in telecom store

2.2.6 Fixtures in Telecom Stores

I.Display Islands





Fig. 2.2.6: Display islands in a telecom outlet

ii. Wall Units



Fig. 2.2.7: Wall units at a telecom outlet

iii. Transaction Counters



Fig. 2.2.8: Transaction counter

iv. Brochure Holders







Fig. 2.2.9: Free standing, wall mount and tabletop brochure holders

v. Phone Holders



Fig. 2.2.10: Phone holders

vi. Accessories Display



Fig. 2.2.11: Accessories display

2.2.7 Sales Targets

Sales targets provide a clear performance benchmark for in-store promoters, ensuring alignment with company objectives. Targets can be daily, weekly, monthly, quarterly, or annual.

Setting Sales Targets

- Consider both sales volume and profit margins.
- Base targets on realistic market analysis and store capacity.
- Align targets with promotional campaigns and product availability.

Collection of Sales Target Plans

- Targets are usually assigned by the store manager or brand supervisor.
- Breaking down annual goals into smaller milestones keeps promoters motivated.
- Regular review of progress helps identify gaps and plan corrective actions.

2.2.8 IoT Devices in Telecom Stores

Internet of Things (IoT) devices expand connectivity beyond traditional electronics, enabling smarter living and remote device control.

Examples of IoT Devices Available in Telecom Stores

- Smartphones & Tablets The hub for managing most IoT devices.
- Wearables Smartwatches, fitness trackers, and health monitors.
- Smart Home Devices Smart door locks, intelligent lighting, connected cameras, and smart thermostats.
- Security & Safety Devices Smart fire alarms, intrusion sensors, and video doorbells.
- Other Connected Devices Smart refrigerators, smart TVs, and connected bicycles.

These devices not only meet modern consumer demands but also create upselling opportunities for instore promoters through bundling with telecom services.



Fig. 2.2.12: Google Home Voice Controller



Fig. 2.2.13: Amazon Echo Voice Controller



Fig. 2.2.14: Philips Hue Go Smart Light



Fig. 2.2.15: Smart Door Lock



Fig. 2.2.16: Smart Wearables



Fig. 2.2.16: Smart TV

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UNIT 2.3: Inventory Management

Unit Objectives ©



By the end of this unit, the participants 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.

2.3.1 Introduction to Inventory Management

Inventory management ensures that the right products are available in the right quantity, at the right time, and at the right cost. In retail—especially telecom—effective inventory control prevents stockouts, reduces excess inventory, and ensures consistent sales.

Key points:

- Inventories include raw materials, finished goods, and merchandise for sale.
- Inventory management systems track stock levels, sales, purchases, and related costs.
- Modern systems use software tools for stock tracking, demand forecasting, and replenishment planning.
- Effective inventory management helps in maintaining profitability, improving efficiency, and enhancing customer satisfaction.

Elements of an Inventory Management System

A good inventory management system should have:

- Clear objectives for stock tracking.
- Purchase planning to prevent overstocking or understocking.
- Organised storage locations with clear labelling.
- Readable inventory labels and short, unique item numbers.
- Accurate product descriptions and units of measure.
- Initial and updated stock counts.
- Inventory software that supports invoicing, purchase orders, and multiple-user access.



Fig. 2.3.1: Inventory Management System

Key Terms to Know:

- SKU (Stock Keeping Unit) Unique code assigned to each distinct product or variation.
- Stock-Out When inventory runs out.
- Buffer/Safety Stock Reserve stock to avoid shortages.
- Anticipation Stock Extra stock for expected high demand.
- Pipeline Stock Goods in transit or pending delivery.
- $\bullet \quad \text{Distressed Inventory} \text{Stock that is expired, damaged, or unsellable at regular price.} \\$
- Stock Rotation Regularly changing display stock to keep it fresh and appealing.

2.3.2 Goal of Effective Inventory Management

The main goal is to balance product availability with minimal carrying costs. This involves:

- Avoiding overstocking (which ties up working capital and risks obsolescence).
- Avoiding understocking (which leads to lost sales and customer dissatisfaction).
- Ensuring smooth product flow and accurate order fulfilment.

As an In-Store Promoter, knowing which products sell most and keeping track of demand trends is critical to preventing lost sales.

2.3.3 How to Measure Stock -

- Sales Analysis Track how many units of each product sell daily, weekly, and monthly to gauge demand.
- Purchasing Cycle Base orders on how often stock is replenished (daily, weekly, monthly).
- Delivery Lead Time Maintain reserve stock to cover sales during supplier delays.

Example: If a model sells 10 units per day and deliveries take two days, keep at least 20 units in reserve to avoid stockouts.

2.3.4 Ways to Handle Stock

Avoid Overstocking:

- Project demand based on sales history.
- Avoid excessive purchases of fast-depreciating telecom products.

Track Inventory Accurately:

- Use barcodes, EDI, or RFID for error-free tracking.
- Conduct cycle counts for high-selling items.

Prioritise Products (ABC Analysis):

- A-items High-value, high-demand (review daily or weekly).
- B-items Moderate demand (review monthly).
- C-items Low demand but high volume in assortment (review quarterly).



Fig. 2.3.2: Stock Management

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UNIT 2.4: Customer Service

Unit Objectives ©



By the end of this unit, the participants 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.

- 2.4.1 Steps in a Sales Call $\, -\! -$

Sales promotion in telecom retail now integrates both in-store engagement and digital touchpoints (social media, live chat, app-based promotions) to attract and convert customers.

A successful in-store promoter should:

- Understand sales fundamentals and the 4P's of marketing (Product, Price, Place, Promotion).
- Possess updated product knowledge, including new launches, upgrades, and competitor offerings.
- Offer accurate, relevant advice on product use, maintenance, warranty, and troubleshooting.
- Demonstrate empathy, active listening, and solutions-oriented customer service.
- Leverage customer data (if available in CRM systems) to personalise the interaction.

2.4.2 Understanding Sales Basics and the 4P's

Product – Beyond knowing the product's specifications, promoters should also:

- · Understand ecosystem compatibility (e.g., pairing devices, app integration, smart home connections).
- Keep updated on software updates, accessories, and after-sales support.
- Be aware of trade-in programs or EMI financing options.

Place – Effective in-store placement now involves:

- Choosing locations with high shopper engagement (near demo counters, service desks, or hightraffic aisles).
- Using digital signage or interactive kiosks to draw attention.
- Ensuring compliance with retailer guidelines and maintaining a clutter-free display.

Price – Pricing discussions often include:

- Explaining value-based pricing (features, benefits, service inclusions).
- Highlighting bundled offers (device + service plans).
- Comparing with online prices, offering price-match policies where applicable.

Promotion – In addition to physical displays:

- Incorporate QR codes linking to videos, product manuals, or exclusive offers.
- Use live social media streaming for special in-store events.
- Understand loyalty programs and referral incentives to encourage repeat business.

2.4.3 Customer Segments for Telecom Products and Brands

Modern telecom segmentation combines traditional methods with data analytics and Al-driven insights:

- Value Segmentation Based on spending capacity and brand affinity.
- Behavioural Segmentation Online/offline purchase patterns, device upgrade frequency, app usage.
- Lifecycle Segmentation From first-time buyer to repeat customer, aiming for brand loyalty.
- Migration Segmentation Tracking when customers shift brands, upgrade devices, or change service plans.
- Promoters should tailor pitches according to segment, e.g., offering feature-rich devices to techsavvy customers or budget-friendly options to cost-conscious buyers.

2.4.4 Product Demonstration

Product demonstrations are now hybrid — combining in-person trials with digital showcases. Key purposes:

- New Product Launches Offer hands-on trials, short explainer videos, and side-by-side comparisons with older models.
- Competitive Comparison Highlight unique selling points and address competitor advantages honestly.
- Experience Selling Allow customers to test devices, connect to Wi-Fi, pair with wearables, and explore app features.
- Promotional Integration Link in-store demos to social media hashtags or instant discount codes to create urgency.

2.4.5 Typical Customer Queries, Doubts, and Objections

Today's common objections include:

- Price Sensitivity "It's too expensive" or "Cheaper online."
- Research Hesitation "I need to compare before deciding."
- Brand Trust Issues Past experiences or lack of familiarity.
- Technical Confusion Not understanding device features or compatibility.

Promoters should use fact-based comparisons, live demos, and customer reviews/testimonials to overcome objections.

2.4.6 Customer Service and Problem Handling

Customer service in telecom retail is no longer limited to physical interactions — it's omnichannel: instore, over the phone, via email, chatbots, and social media Dms.

Best Practices:

- Out-of-Stock Items Offer pre-order options, estimated delivery timelines, or recommend alternatives.
- Repetition of Issues Use integrated CRM systems to log and retrieve customer history instantly.
- Uninterested Representative Regular training in empathy-driven communication and active listening.
- Product Misuse or Faults Provide quick tutorials, replacement options, and after-sales support channels.
- First Contact Resolution Aim to resolve simple issues immediately; escalate only when necessary.
- Follow-Ups Use automated SMS or app notifications to keep customers informed.
- Feature Requests Collect via feedback tools or in-store QR surveys linked to the brand's R&D team.

2.4.7 Importance of Customer Service

In the current retail landscape, customer service is a key brand differentiator.

- Boosts Revenue Happy customers spend more and are less price-sensitive.
- Strengthens Loyalty Good service encourages repeat visits and referrals.
- $\bullet \quad \text{Supports Brand Image-Consistent positive experiences improve public perception}.$
- Enhances Employee Morale A satisfied customer base makes frontline roles less stressful.
- Drives Digital Engagement Customers satisfied in-store are more likely to follow, review, and promote online.

2.4.8 Queue Management in Telecom Stores -

Customer experience in a telecom store is not only defined by product knowledge or service quality but also by how smoothly customers are able to complete their transactions. One important aspect of this is queue management.

Why Queue Management Matters:

- Long or disorderly queues can frustrate customers and drive them away.
- A well-managed queue system reduces waiting time and creates a positive shopping environment.
- It helps the store handle high customer traffic during peak hours, such as weekends or product launches.

Techniques for Managing Queues

1. Greeting and Guidance

- Acknowledge customers as soon as they enter the store.
- Direct them to the correct service counter (billing, SIM replacement, new connection, accessories).

2. Token or Digital Queue Systems

- Some telecom stores use electronic tokens or digital screens to manage the order of service.
- Explain to customers how to use these systems.

3. Separate Counters for Quick Transactions

• Maintain a fast-lane counter for small purchases (e.g., recharge vouchers, prepaid SIMs) to reduce congestion at main counters.

4. Active Queue Monitoring

- Keep an eye on waiting customers; politely inform them of expected wait times.
- If the queue gets too long, inform the store manager to open an additional counter.

5. Customer Engagement While Waiting

- Provide brochures, digital screens, or demo units so customers can explore products while waiting.
- This not only reduces perceived wait time but may also encourage add-on sales.

6. Professional Conduct in Queue Management

- Remain calm, polite, and respectful even if a customer becomes impatient.
- Do not allow cutting-in or disputes between customers; intervene politely to maintain order.
- Always keep the queue area organized, clutter-free, and clearly marked.

Practical Activity:

Form small groups and role-play a busy store scenario. Assign one person as the promoter, a few as customers, and one as the manager. Practice managing the queue, addressing complaints, and ensuring smooth transactions.

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UNIT 2.5: Buying and Selling of Telecom Products

Unit Objectives ©



By the end of this unit, the participants 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.

- 2.5.1 Selling and Buying Process

The modern sales process in telecom retail blends in-person engagement with digital tools such as CRM software, social media outreach, and Al-powered recommendations. Below is a step-by-step process adapted:

1. Identify Prospect Customers

- Research the customer base using store footfall data, loyalty program records, and social media engagement.
- Identify customer needs through surveys, previous purchase patterns, and market insights:
- What motivates them to buy (e.g., new tech, promotions, necessity)?
- Preferred shopping methods (in-store, online, click-and-collect).
- Spending patterns and upgrade cycles.

2. Plan the Approach

- Review and update customer data in CRM systems.
- Match customer needs to your product range, including bundles, EMI options, and trade-in offers.
- Prepare talking points to build credibility and trust quickly.

3. Make Primary Contact

- Approach professionally with positive body language and an approachable demeanor.
- Use personalized conversation starters based on observation or prior interactions.
- Apply active listening and acknowledge customer statements before making suggestions.

4. Confirm Customer Needs

Use a mix of question types:

- Direct: "Are you looking for a 5G-ready device?"
- Open-ended: "Tell me about the devices you've used recently."
- Clarifying: "So you prefer a phone with a better camera over storage capacity, correct?"

5. Select the Appropriate Product or Service

- Match product features with customer priorities (e.g., battery life, display quality, data plan compatibility).
- If multiple options exist, present the best-fit choice first to avoid overwhelming the customer.

6. Make the Sales Presentation

- Highlight USP (Unique Selling Proposition) clearly.
- Demonstrate features live (camera quality, processing speed, app performance).
- Use storytelling or customer testimonials for credibility.
- Introduce upselling/cross-selling opportunities (cases, earbuds, extended warranties).

7. Handle Objections

- Anticipate common concerns: price, online comparisons, brand trust.
- Respond with solutions (e.g., price-match policies, financing options, service guarantees).
- Restate the objection to validate customer concerns, then present counterpoints

8. Close the Sale

- Recognize buying signals (e.g., warranty questions, plan comparisons).
- Use assumptive closes ("Would you like this in graphite or blue?").
- Remove last-minute purchase barriers by addressing small uncertainties.

9. Follow-Up

- Provide after-sales service details and ensure quick onboarding (SIM activation, data transfer).
- For unclosed sales, follow up via calls, emails, or app notifications with targeted offers.
- Update CRM notes for future opportunities.

10. Review the Sale

- Analyse product performance, customer feedback, and sales conversion rates.
- Use customer satisfaction surveys and data analytics to refine sales tactics.

- 2.5.2 Maintenance of Sales Reports

Sales reporting today relies heavily on real-time dashboards and cloud-based systems. Accurate reports help identify trends, improve stock planning, and refine promotional strategies.

- Financial Reports Include payment history, outstanding dues, dispute logs, and adjustment summaries to monitor revenue health.
- Management Reports Show customer usage patterns, churn rates, and feedback trends, enabling retention strategies and product innovation.
- Reconciliation Reports Ensure revenue assurance by detecting billing errors, service leakages, or uncollected payments.
- Network Activity Reports Highlight congestion zones and service quality issues for operational teams to address.

 Other Reports – Include revenue classification, aged receivables, product/package performance, and daily sales summaries.

Modern best practice: Integrate sales reports with Business Intelligence (BI) tools for advanced forecasting and performance tracking.

2.5.3 Features, Benefits vs. Sales Targets

In the current telecom market, feature-benefit selling remains essential, but now it's enhanced with customer personalization powered by Al-driven recommendations.

- Features Tangible attributes such as form factor, battery life, camera resolution, chipset, 5G compatibility, etc.
- Benefits Customer-specific advantages, like uninterrupted video calls, better gaming experience, or seamless device integration.
- Why it matters: Connecting a feature directly to a customer's personal need or pain point increases conversion rates and shortens decision time.

2.5.4 Data Analysis in Telecom Sales

Data analytics now underpins almost every sales and inventory decision in telecom retail.

- Descriptive Analytics Sales volumes by category, daily transaction counts.
- Diagnostic Analytics Identifying reasons for sales dips (e.g., stockouts, competitor promotions).
- Predictive Analytics Forecasting product demand before festive seasons or device launches.
- Prescriptive Analytics Recommending next actions, such as targeted promotions or stock redistribution.

Emerging Trends:

- Using AI chatbots to pre-qualify leads.
- Heat maps to identify high-conversion zones in-store.
- Predictive churn modelling to retain high-value customers.

2.5.5 Telecom Regulations and Compliance at Store Level

Working in a telecom retail environment means following not only company policies but also government-mandated telecom regulations. These rules are designed to protect customer rights, ensure fair business practices, and maintain national security.

Key Regulatory Requirements in Telecom Retail:

1. Know Your Customer (KYC) Norms

- Every SIM card activation requires proper KYC verification.
- Customers must provide valid ID and address proof (such as Aadhaar, Passport, or Voter ID).
- Promoters must ensure that documents are verified, scanned, and uploaded as per company SOPs.

2. Data Privacy and Confidentiality

- Customer information (contact numbers, billing details, ID documents) must never be shared without consent.
- Any misuse of customer data is a violation of the Telecommunications Act, 2023 and can result in penalties or job termination.

3. Invoicing and Tax Compliance

- Bills must include GST details, product description, and accurate pricing.
- Any manipulation of billing amounts or avoidance of taxes is a legal offense.

4. Customer Complaint Redressal

- Every telecom operator has a defined grievance redressal mechanism.
- Promoters must record unresolved complaints and escalate them to the store manager for official logging in the company's system.

5. Number Portability (MNP) Regulations

- Customers have the right to port their mobile number from one operator to another.
- Promoters must provide information about the process without bias or misinformation.

6. Consumer Protection Rights

- Customers have the right to refunds or replacements in case of faulty products.
- Sales must follow transparent pricing and fair business practices.

Do's and Don'ts for Compliance

- Always verify identity before issuing a SIM card.
- Provide accurate and complete information to customers about tariffs, offers, and conditions.
- Do not activate a SIM without proper KYC.
- Do not promise services or offers that are not officially approved.

Practical Activity:

 Prepare a short checklist of compliance steps you must follow when selling a SIM card to a new customer. Role-play the process with your peers, including document verification, billing, and providing official service details.

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UNIT 2.6: Language Skills

− Unit Objectives 🔯



By the end of this unit, the participants 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.

- 2.6.1 Listening Skills

A good listener understands both what is said and what is implied. Effective listening in sales also means identifying inconsistencies between verbal and non-verbal messages, noting body language, and responding with empathy.

We listen to:

- Get information to understand customer needs and preferences.
- Understand to ensure the conversation is clear and meaningful.
- Learn to acquire new knowledge that may help in future customer interactions.

Stages of the Listening Process:

- Receiving Hearing and focusing on the message.
- Understanding Interpreting the meaning.
- Evaluating Judging the content objectively.
- Responding Providing appropriate feedback.
- Remembering Retaining key points for follow-up

Guidelines for Effective Listening:

- Talk less, listen more Avoid interrupting; let the customer finish speaking before you respond.
- Stay present In a tech-driven store environment, avoid distractions like checking devices or multitasking while the customer is speaking.
- Encourage sharing Use verbal nods ("I see," "That's interesting") and positive body language to make the customer comfortable.
- · Remove distractions Maintain eye contact, keep your posture open, and avoid unrelated tasks during a conversation.
- Empathize Acknowledge feelings; for example, "I understand how important camera quality is for you."
- Be patient Allow pauses; don't rush the customer to an answer.
- Avoid bias Treat every customer equally, regardless of personal style or mannerisms.
- Observe tone and body language Listen for emotion in the voice and watch facial expressions or gestures for additional meaning.

2.6.2 Speaking Skills

For an in-store promoter, how you speak shapes the customer's perception of the brand. Effective speaking is a blend of clear articulation, engaging tone, and confident delivery.

Key Components:

- Tone Use a friendly, enthusiastic voice. Avoid monotony. Match energy to the context—calm for problem-solving, upbeat for promotions.
- Voice Modulation Vary pitch, loudness, and pace to maintain interest. Use pauses before important points to draw attention.
- Body Language Align gestures, posture, and facial expressions with your message. Maintain open posture and avoid crossed arms.
- Pronunciation Speak clearly, avoiding mumbling. Pronounce product names and technical terms correctly.
- Rate of Speech Speak at a moderate pace. Match the customer's pace—slightly slower for elderly customers, more concise for busy professionals.
- Fillers Minimize "um," "you know," "like." Replace them with short pauses to collect thoughts.
- Vocabulary Expand word choice to describe features and benefits effectively. Learn brandspecific terminology without overwhelming the customer.

Guidelines for Effective Speaking:

- Maintain an even tone and comfortable pace.
- Smile while speaking—it can be "heard" in your voice.
- Use eye contact to build trust.
- Support verbal communication with natural hand gestures.
- Ensure grammar, vocabulary, and pronunciation are accurate.
- Avoid jargon unless you explain it in simple terms.
- Use real-life examples ("This phone's battery can last you an entire road trip without charging").
- Be confident but not aggressive in delivery.
- Digital-Age Update: In omni-channel retail, your speaking skills also apply to video calls, voice notes, and customer helplines—maintain professionalism across all mediums.

2.6.3 Reading Skills —

Reading in retail is not just about books—it includes product manuals, promotional material, price lists, and customer instructions. Strong reading skills help promoters quickly grasp and relay accurate information.

Skimming – Reading quickly for a general overview.

- Focus on headlines, bold terms, and highlighted features.
- Useful when reviewing promotional materials or competitor brochures.

Scanning - Searching for specific details.

- Useful when locating product specifications, warranty clauses, or offer terms.
- Techniques: read introduction and conclusion, look for keywords related to customer gueries.

Example – Passage 1 (ICT Industry):

The ICT (Information and Communication Technology) industry remains one of the most vibrant and dynamic global markets. As more and more people are getting connected, new applications and services are being developed, and users' online experiences are expanding worldwide. Living in a networked society certainly brings a host of exciting prospects but also raises questions about how new technologies and services can best be used to achieve society's goals. In this increasingly digital environment, some key questions need to be addressed to assess the readiness of countries' legal and regulatory frameworks and assist policymakers and regulators in pushing forward their national digital agendas within the context of a globalised, connected world.

Questions:

- 1. What is the ICT industry all about?
- 2. Why is the ICT industry still one of the most vibrant and dynamic global markets?
- 3. What are the pros and cons of living in a highly networked society?
- 4. Who is responsible for addressing the key questions related to the Telecommunication industry?

Example – Passage 2 (Telecom Industry)

No other industry touches as many technology related business sectors as telecoms, which, by definition, encompasses not only the traditional areas of local and long-distance telephone service but also advanced technology-based services, including wireless communications, the Internet, fibre optics and satellites. Telecom is also deeply knotted with entertainment of all types. Cable TV systems like Comcast are aggressively offering local telephone service and high-speed Internet access. The relationship between the telecom and cable sectors has become even more complex as traditional telecommunications firms such as AT&T sell television via the Internet and compete directly against cable for consumers' entertainment dollars.

Practice identifying core concepts and supporting details quickly, which mirrors real-life tasks like quickly learning a new product's features before a launch.

Questions:

- 1. Which industry touches the technology business at a high rate? Q2. What is the definition of telecommunication?
- 2. What is a Cable TV system offering?
- 3. What are the advanced technology based services

Summary of Learning in Language Skills Unit

By mastering listening, speaking, and reading skills, telecom in-store promoters can:

- Understand customer needs more accurately.
- · Communicate product benefits clearly.
- Build trust through active listening and positive body language.
- Handle both in-person and digital customer interactions with professionalism.
- Read and interpret product-related documents quickly and accurately.

Exercise



A. Short Questions:

- 1. Differentiate between skimming and scanning in reading skills.
- 2. List two important components of speaking skills for an in-store promoter.
- 3. A telecom store plans to launch a new range of 5G smartphones. Explain the significance of using a planogram for this product launch.

B. Fill in the Blanks:

- 1. The act of arranging products and displays in a way that attracts customers and boosts sales is called _____.
- 2. A unique code assigned to each product for identification and tracking is called a ______.

C. Multiple Choice Questions (MCQs):

- 1. Habits like smoking, chewing tobacco, or chewing gum impact customers' minds:
 - a. Negatively
 - b. Positively
 - c. Neutral
 - d. None of the above
- 2. The representation and use of attractive sales displays and retail floor plans to engage customers and boost sales is called:
 - a. Visual Merchandising
 - b. Floor Planning
 - c. Housekeeping
 - d. None of the above

3. Planograms are:

- a. Visual representations of a store's products or services, essential to visual merchandising
- b. Customer feedback reports
- c. Daily transaction logs
- d. Inventory stock lists

4. IoT stands for:

- a. Indian Original Things
- b. Internet of Things
- c. Identification of Things
- d. Institution of Things
- 5. The change in pitch, loudness, or tone of voice while speaking is called:
 - a. Tone
 - b. Voice Modulation
 - c. Pronunciation
 - d. Rate of Speech

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3. Sell Products and Services

Unit 3.1 - Communicating with Customers

Unit 3.2 - Selling of Telecom Products

Unit 3.3 - After-Sales Services

Unit 3.4 - Network Operator Aligned Services



Key Learning Outcomes

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By the end of this module, the participants 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 │◎



By the end of this unit, the participants 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.

3.1.1 Communication Skills —

In telecom retail, communication is not only about speaking — it is about building trust, identifying needs, and guiding customers to suitable solutions. An in-store promoter (ISP) must balance knowledge, clarity, empathy, and adaptability while interacting with diverse customers.

The four pillars of effective communication are:

- 1. Understanding the Customer's Communication Style
- 2. Clarity in Communication
- 3. The Art of Listening
- 4. The Art of Asking Questions

Understanding the Customer's Communication Style

Every customer has a unique way of communicating, and promoters must adapt accordingly. Switching to the customer's preferred language, tone, and pace helps create comfort and trust.

Types of Customers and How to Handle Them:

- · Repeat Customers Loyal customers who already trust your service. Provide consistent, personalized service. Remember: retaining one loyal customer is cheaper than acquiring five new
- Discount Customers Price-sensitive buyers. Highlight ongoing offers, cashback, or bundle deals.
- Impulsive Customers Buy without prior planning. Showcase attractive displays, latest launches, or "limited-time offers."
- Need-Based Customers Focused on specific requirements. Listen carefully, confirm needs, and recommend alternatives or upgrades.
- · Wandering Customers Browsers with no fixed intent. Use friendly engagement, highlight features, and gently lead them toward interest.

Non-Verbal Communication in Sales

Non-verbal cues carry as much weight as spoken words. ISPs must:

- Interpret customer signals (interest, hesitation, boredom, curiosity).
- Use positive non-verbal signals: open posture, nodding, natural smiles, and eye contact.
- Avoid negative signals: crossed arms, aggressive pointing, or overuse of hand gestures.

• Voice modulation: vary pitch and pace to avoid monotony.

In today's digital-first retail, non-verbal cues also include online chats, emojis, and response speed. Quick, clear replies build trust in digital customer service.

Tolerating Silence

Give customers time to browse and process information. Avoid "hovering" or pushing them to decide immediately, as this can lead to resistance or loss of trust.

3.1.2 The Art of Asking Questions

Asking the right questions is essential for:

- Encouraging customer participation in the sales process.
- · Collecting useful information about preferences, habits, and budget.
- Showing genuine interest in customer needs.

Guidelines for Effective Questioning:

- Use open-ended questions: "What features are most important to you in a phone?"
- Avoid back-to-back questioning, which feels like interrogation.
- Keep questions short and simple, not multi-part.
- Avoid leading questions that put words in the customer's mouth.

Examples of Good Questions (Updated for Today's Market):

- Do you prefer a phone with stronger camera features or better battery life?
- How much data do you typically use in a month?" (for suggesting plans)
- Are you interested in OTT bundles like Netflix, Hotstar, or Amazon Prime with your connection?
- Would you prefer EMI options, UPI payment, or debit/credit card for purchase?
- Would you like to consider upgrading to 5G-enabled devices or plans?

Clarity in Communication

Clarity ensures both customer satisfaction and smooth teamwork.

- Be goal-focused know what you want to achieve from the conversation.
- Limit information overload give only what is relevant.
- Be respectful avoid criticism or negative remarks.
- Confirm understanding repeat or paraphrase to ensure alignment.

The Art of Listening

Listening is more than hearing words — it is understanding context and intent.

Techniques for Active Listening:

- Rephrase information "So, you want a phone that is simple to use, with a large display and virus protection?"
- Summarize conversations Check understanding before making suggestions.
- Ask clarifying questions "When you say long battery life, do you mean more than 24 hours or a week's standby time?"

Many telecom customers research online before coming to the store. Listening actively also means respecting their prior knowledge and clarifying misinformation rather than dismissing it.

Sample Questions:

- 1. Are you currently using a 4G or 5G device?
- 2. Do you stream a lot of movies or games on your phone?
- 3. Would you like to explore family or group data-sharing plans?
- 4. Are you looking for dual-SIM or eSIM options?
- 5. Do you use digital wallets or UPI for payments?
- 6. Would you like to know about trade-in or exchange offers for your old phone?

Practical Exercise:

Prepare a comparative chart of verbal and non-verbal communication skills relevant to telecom sales, including face-to-face and digital customer interactions.

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UNIT 3.2: Selling of Telecom Products

Unit Objectives 6



By the end of this unit, the participants 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.

3.2.1 Introduction

To many customers, the In-store Promoter (ISP) represents the store itself. Typically, they are the first and most frequent point of contact for customers. The effectivenesss of the ISP depends on their knowledge of the sales process, store policies, and telecom products/services.

- Role of In-store Promoter: ISPs develop and deliver personalised messages to customers, gauge reactions in real time, and adjust their presentation accordingly. This flexibility makes them one of the most powerful communication channels for the retailer. To sell handsets and services effectively, ISPs must combine strong product knowledge with refined sales skills.
- Store Policies: When customers are about to make a buying decision, they often ask about return/exchange policies, warranty coverage, EMI or buy-back offers, and quality assurance. ISPs should be well-informed about these and be able to explain them clearly.
- Product Knowledge: Product knowledge goes beyond features and prices. Customers now expect ISPs to explain device performance, connectivity, software compatibility, OTT bundling, data plans, warranties, and sustainability aspects (e.g., e-waste recycling options).

3.2.2 Sales Process —

The sales process provides a structured approach to selling, balancing customer satisfaction with revenue generation. It typically involves six steps:

Step 1: Approaching the Customer

- The initial approach sets the tone for the entire interaction. A warm greeting, a genuine smile, and a short introduction build trust.
- Instead of using routine phrases like "May I help you?", ISPs should use engaging, open-ended icebreakers such as:
 - "I see you're looking at smartphones with big displays—would you like to explore our latest models with advanced camera features?"
 - "That's one of our most popular devices; can I show you how it performs with streaming
- The goal is to make the customer feel comfortable, valued, and understood.

Step 2: Probing to Identify Needs

• Customers may not always articulate their exact requirements. ISPs should use open-ended questions to uncover their needs regarding usage, budget, preferred brands, and features.

For example:

- ✓ "Do you use your phone mainly for work, gaming, or social media?"
- ✓ "Would you prefer higher storage or a better camera at this price range?"
- Probing also involves active listening and observing non-verbal cues (hesitation, excitement, or doubt).

Step 3: Presenting and Demonstrating Merchandise

- Customers don't just buy features—they buy benefits. ISPs should explain how a phone's features translate into practical benefits.
 - ✓ Feature: 5000mAh Battery → Benefit: "This means you won't have to worry about charging your phone during a long workday."
 - ✓ Feature: 5G-ready chipset → Benefit: "This ensures faster downloads and smoother streaming as 5G networks expand in your city."
- Live demonstrations, product trials, and showing comparisons (side-by-side with another model) enhance trust and buying confidence.

Step 4: Handling Objections/Reservations

- Customers may hesitate due to price, timing, features, trust, or indecision. ISPs should learn to:
 - ✓ Acknowledge the concern sincerely ("I understand this phone seems a little costly...").
 - ✓ Reframe objections into benefits ("...but it comes with 3 years of OS updates and a free cloud backup plan, making it cost-effective long term.").
 - ✓ Use testimonials or peer examples to reinforce credibility.
 - ✓ Offer alternatives if the concern cannot be resolved.
- Many telecom stores now use comparison tools on tablets or kiosks to visually demonstrate differences in specs, features, and costs. This transparency reduces hesitation.

Step 5: Making the Sale (Closing)

- Closing the sale means converting interest into a decision. This can be achieved by:
- Recognising buying signals (customer repeatedly handling the phone, asking about payment options, inquiring about EMI).
- Using a trial close ("Does this camera quality meet your expectations for vlogging?").
- Asking the final closing question ("Shall I prepare this for billing on EMI or full payment?").

ISPs should also promote digital payment methods, instant EMI approvals, or trade-in options, which have become standard in the industry.

Step 6: Building Relationships for Future Sales

The relationship does not end with the transaction. Building goodwill ensures repeat purchases, upgrades, and referrals. ISPs should:

- Follow up via SMS, WhatsApp, or email about new launches, offers, or reminders for bill payments.
- Encourage customers to register for loyalty programs or app-based memberships.
- Provide after-sales assistance, reinforcing trust and long-term satisfaction.

3.2.3 Upselling and Cross-Selling —

- Upselling: Encouraging the customer to choose a higher-end model that provides greater value.
- Example: "For just Rs.1,500 more, this model gives you double the storage and a better processor."
- Cross-selling: Suggesting complementary products or services.

Example: "Since you're buying a new phone, would you like to explore wireless earbuds or a protective insurance plan?"

Bundling phones with OTT subscriptions, extended warranties, cloud storage plans, or smart accessories is now a major sales driver.

3.2.4 Product Handling and Safety Precautions

Telecom products require careful handling to maintain functionality and customer trust. ISPs should:

- Ensure demounits are charged, updated, and sanitised regularly.
- Handle devices with care to prevent scratches or malfunctions.
- Inform customers about data security practices (e.g., wiping old devices before exchange).
- Emphasise sustainability initiatives such as e-waste recycling and eco-friendly packaging.

- **3.2.5 Billing** -

In a retail store, efficient billing is critical for a positive customer experience. Long waiting times at billing counters often undo the good work done during the sales process. Customers expect quick, accurate, and hassle-free transactions.

- The Store Promoter's role is to ensure the smooth transition of customers from the sales counter to the billing counter.
- Proper training of billing staff in POS (Point of Sale) systems, coupons, loyalty points, mobile wallets, and EMI schemes is essential for efficient functioning.
- Many telecom stores now integrate self-checkout kiosks, UPI/QR-based payments, and digital receipts, which speed up billing and reduce queues.

Case Study: Billing Experience

A customer in an electronic store spent only 15–20 minutes shopping but had to wait 20 minutes at the billing counter. Out of three counters, only two were operational. Further delay occurred because the cashier did not know how to process a discount coupon.

Discussion Point:

- How would you feel as a customer in this situation?
- What improvements could the store have implemented (e.g., staff training, digital coupon scanning, additional counters, or self-billing kiosks)?

3.2.6 Classification of Phones

Mobile phones today can be categorised in multiple ways:

1. Based on Type:

- Basic Phones: Limited functions; used mainly for calling and SMS.
- Feature Phones: Include basic multimedia, internet access, and some apps.
- Smartphones: Advanced OS, internet access, apps, camera, and connectivity features.
- Tablets: Larger screens; used for multimedia, productivity, and browsing.

2. Based on Network Technology:

- GSM (2G/3G): Global System for Mobile Communication.
- CDMA: Code Division Multiple Access (less common now).
- LTE (4G): Long-Term Evolution for high-speed data.
- 5G: Fifth-generation network for ultra-fast connectivity and IoT integration.
- Upcoming: 6G research is underway, focusing on Al-driven networks and holographic communication.

3. Based on Operating System (Platform):

- Android (Google): Widely used, flexible, multiple brands.
- iOS (Apple): Premium ecosystem with exclusive apps and services.
- HarmonyOS (Huawei): Emerging ecosystem.
- Legacy OS (Windows, Symbian, Bada, Blackberry OS, Tizen): Mostly discontinued but useful historically.

4. Based on Price Segment:

- Entry-level Phones: Affordable, basic functions.
- Mid-range Phones: Balanced features and cost.
- Flagship Phones: Premium devices with advanced technology.
- $\bullet \quad \mathsf{Ultra-premium/Foldables:} \ \mathsf{Latest\,innovations} \ \mathsf{with\,cutting-edge\,displays\,and\,features.}$

3.2.7 Description of Product Features

Understanding and communicating product features and benefits is key for in-store promoters.

Method for Explaining Features:

- Description: Explain what the feature is (e.g., "Dark Mode changes screen background to black").
- User Challenge: Identify the problem it solves (e.g., "Reduces eye strain in low light").
- Benefit: Show the value to the customer (e.g., "Helps save battery and makes reading easier at night").
- Goal: Link it to the customer's lifestyle (e.g., "Ideal for people who work late or read often").
- Business Objective: Relate to the store's value (e.g., "Promotes energy efficiency and user comfort").

Example: Dark Mode

- iPhone Activation: Settings > Display & Brightness > Dark Mode.
- Android Phones: Settings > Display > Dark Theme toggle.
- Samsung Phones: Settings > Display > Night Mode toggle.
- Can also be scheduled automatically (e.g., at sunset).

Tip: Always demonstrate features live (screen mirroring, demo devices, or video displays) so customers can experience the difference firsthand.

3.2.8 Precautions for Handling Telecom Products

Telecom equipment is delicate and expensive. Proper handling ensures customer satisfaction and reduces losses.

Handling Precautions:

- Always use ESD (Electrostatic Discharge) wrist straps or anti-static mats when handling open devices. Even small static charges can damage components.
- Avoid touching screens and camera lenses with bare hands; use microfiber cloths for cleaning demo
 units.
- Ensure demo devices are regularly sanitised with alcohol-based wipes (important post-pandemic practice).

Packaging & Transportation:

- Products should be shipped in anti-static bags with cushioning materials to prevent shocks.
- Use custom-fit boxes to minimise damage.
- Clearly label packages with "Fragile" and "Handle with Care".
- Work with trusted courier partners that provide tracking, insurance, and tamper-proof delivery.

Customer Guidance:

- Educate customers on proper use (e.g., avoid overcharging, use original chargers, install security updates).
- Inform them about recycling or trade-in programs for old devices, aligning with sustainability goals.

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UNIT 3.3: After-Sales Services

Unit Objectives 6



By the end of this unit, the participants 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.

3.3.1 Importance of After-Sales Service

The primary objective of any retail business is customer satisfaction and profitability. After-sales service refers to all forms of support provided to a customer after the purchase of a product or service.

Well-managed after-sales service helps to:

- Increase customer satisfaction and trust.
- Build brand loyalty and encourage repeat purchases.
- Drive positive word-of-mouth marketing.
- Enhance the overall customer experience.

In today's competitive telecom and handset market, after-sales service is not optional but a strategic necessity. Stores that provide reliable after-sales support often witness higher repeat sales and stronger customer relationships.

3.3.2 Knowledge of OTT —

OTT (Over-the-Top) refers to media services delivered directly to users over the internet, bypassing traditional cable or satellite TV. In India, OTT adoption has accelerated, and telecom providers are playing a major role in driving subscriptions through bundled offers.

Popular Bundling Practices (2024-25):

- Reliance Jio: Bundles subscriptions to JioCinema (which has exclusive IPL streaming rights), JioTV, and offers discounted Disney+ Hotstar and Netflix with select prepaid/postpaid plans.
- · Airtel: Includes Amazon Prime Video, Disney+ Hotstar, and Wynk Music in certain postpaid and broadband plans via Airtel Thanks Rewards.
- Vi (Vodafone Idea): Offers SonyLIV, Disney+ Hotstar, SunNXT, and Zee5 access with higher-value prepaid/postpaid plans.
- BSNL: Competing with private players by offering OTT add-ons with its Bharat Fibre broadband plans.

Approximate OTT Standalone Pricing (India, 2024):

- Disney+ Hotstar: INR 899/year (Super Plan), INR 1499/year (Premium Plan).
- Amazon Prime: INR 299/month or INR 1499/year (includes shopping + music + video).
- Netflix: INR 149/month (Mobile), INR 199/month (Basic), INR 499/month (Standard), INR 649/month (Premium).
- SonyLIV: INR 299/month or INR 999/year.
- Zee5 Premium: INR 699/year.
- JioCinema Premium: INR 29/month or INR 299/year.

Bundling OTT with data plans is a win-win model:

- Customers save money and enjoy convenience.
- Telecom operators drive higher ARPU (Average Revenue Per User) through bundled services.
- OTT platforms acquire more subscribers at lower marketing costs and achieve better retention.

OTT platforms have already started replacing cable/DTH services in many urban households, offering multilingual, on-demand content that appeals to diverse customer groups.

3.3.3 Warranty & Extended Warranty

Manufacturer's Warranty

A standard manufacturer's warranty usually covers repair or replacement of the device for 1 year against manufacturing defects. Accessories such as chargers and earphones generally carry a 6-month warranty.

Extended Warranty

- Extends the original warranty for an additional period (1–2 years) at a cost.
- Covers manufacturing defects and device malfunctions.
- Usually excludes accidental damage, water damage, and misuse.
- Can be purchased through the brand, authorised service partners, or third-party providers.

Replacement / Return Policies

- Brands allow free replacement or return of products under specific terms, usually within 7–14 days
 of purchase.
- Some online and offline retailers also offer a "no questions asked return" within a short window.
- Conditions may vary: replacement of full device vs. parts/accessories only.

3.3.4 AMC (Annual Maintenance Contract) Provision by Showroom

An AMC is an agreement between the customer and service provider for comprehensive maintenance and repair of devices beyond the warranty period.

Key Features:

- Covers free pickup and drop service.
- Priority repair, often within 24–48 hours.
- Includes preventive checks, software upgrades, and basic hardware servicing.
- Can be renewed annually at a nominal cost.

In recent years, many brands and third-party service providers have expanded AMCs to include doorstep repair services, reducing the need for customers to visit service centres and stand in long queues.

3.3.5 Process of Escalating Customer Objections

When a customer issue cannot be resolved immediately, it should be escalated systematically.

Steps:

- Acknowledge the Problem: Recognise the issue and assure the customer it will be addressed.
- Attempt First-Level Resolution: Discuss with the customer and try to resolve at store level.
- Collect Evidence: Document discussions, receipts, error logs, or any supporting proof.
- Escalate to the Right Authority: Pass the case to the store manager or customer service head.
- Provide Context: Clearly explain the issue, customer's expectations, and your attempts at resolution.
- Request Specific Action: Suggest possible solutions and define expected timelines.
- Follow-Up: Ensure the customer is updated about progress until resolution.

Effective escalation ensures that customers feel heard and valued, even if their issue takes time to resolve.

3.3.6 Customer Feedback about Product/Brand

Customer feedback is an essential input for product improvement, service delivery, and brand building.

Collection Methods:

- Email and SMS surveys.
- In-app or digital feedback forms.
- Focus groups and in-store interactions.
- Social media and online reviews.
- User testing and pilot launches.

Types of Feedback:

- Customer Reviews: Opinions shared on e-commerce sites, app stores, or social media.
- Complaints & Bug Reports: Highlight service issues; should be treated as opportunities to improve.
- Feature Requests: Reveal customer expectations for product/service upgrades.
- Positive Feedback: Motivates staff and validates business efforts.

• Questions & Queries: Indicate areas where product/service communication can be clearer.

Importance:

- Helps identify customer preferences and pain points.
- Improves retention and loyalty.
- Provides valuable insights for future product development and marketing strategies.

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UNIT 3.4: Network Operator Aligned Services

- Unit Objectives 🏻 🏻 🌣



By the end of this unit, the participants 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
- 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.

3.4.1 KYC Process

Every new mobile connection in India requires completion of the Know Your Customer (KYC) process. Customers must visit the Point of Sale (PoS) or a designated contact centre with original documents for identity and address proof.

KYC typically involves:

- ID Verification Aadhaar, Voter ID, Driving Licence, Passport, etc.
- Face & Photo Verification biometric/photo capture at PoS.
- Address Proof Verification utility bills, rental agreement, etc.
- Biometric Authentication Aadhaar-based e-KYC (widely used).

KYC is mandated by the Department of Telecommunications (DoT) to prevent fraud, identity theft, money laundering, and misuse of telecom services.

3.4.2 How to Activate a SIM Card ——

Prepaid SIM Activation

- Complete the KYC process at the retailer or PoS.
- Insert the new SIM card into your phone.
- Dial the operator's tele-verification number (different for each operator).
- Enter the OTP/PIN received on your alternate number.
- Provide Aadhaar last 4 digits or other verification details as instructed.
- Once verified, the SIM becomes active and the first recharge plan is credited automatically.

Postpaid SIM Activation

- Complete tele-verification (similar to prepaid).
- A field agent visits the registered address for address verification.
- Upon successful verification, the SIM is activated (usually within 24–48 hours in metro cities).

3.4.3 How to Activate a Hotspot (Mobile Tethering)

On Android Phones

- Go to Settings > Network & Internet > Hotspot & Tethering.
- Select Wi-Fi Hotspot.
- Customise hotspot name, password, and security.
- Toggle Use Wi-Fi Hotspot to turn on.

On iPhones (iOS)

- Go to Settings > Personal Hotspot.
- Toggle Allow Others to Join.
- Set a password if prompted.

3.4.4 How to Set Up a Dongle

- Ensure your operating system supports the dongle.
- Install necessary drivers (auto-installation on most modern dongles).
- Insert SIM card into the dongle.
- Plug the dongle into your laptop/PC USB port.
- Connect to the dongle's network and enter the Wi-Fi password (if required).
- Ensure you have an active data plan for internet access.

3.4.5 Broadband - Types, Plans, and Reactivation -

Broadband Types

- DSL (Digital Subscriber Line): Internet via telephone lines.
- Cable Broadband: Internet over cable TV lines.
- Fiber-to-the-Home (FTTH): Ultra-high-speed internet (100 Mbps to 1 Gbps) via optical fiber.
- Wireless Broadband: Uses 4G/5G or fixed wireless access.
- Satellite Broadband: Used in remote areas (e.g., Starlink, HughesNet).

Plans & Speeds

- Basic plans start at 30–50 Mbps, sufficient for browsing and video calls.
- Heavy usage (HD/4K streaming, gaming, large downloads) requires 100 Mbps+.
- Premium fibre plans can go up to 1 Gbps.

Reactivation Process

- Private ISPs (Airtel, Jio, ACT, etc.): Customers can reactivate via apps, call centres, or online portals after clearing dues.
- BSNL/MTNL: Written application may be required at the local exchange.
- Some providers may charge reconnection/restoration fees.

3.4.6 Mobile Number Portability (MNP)

MNP allows customers to change their telecom operator without changing their number.

Steps for Porting:

- Send SMS: PORT < 10-digit mobile number > to 1900.
- Receive Unique Porting Code (UPC) via SMS.
- Visit new operator's PoS with UPC + KYC documents.
- Clear any outstanding dues with the old operator.
- New SIM is issued and activated within:
 - ✓ 7 working days (India-wide)
 - ✓ 15 days (J&K, Assam, and North-East).
- Service disruption is minimal (1–2 hours).
- A customer can port again only after 90 days.

3.4.7 Postpaid Bill Payment

In a postpaid plan, customers use services first and pay later.

Payment Options:

- Operator websites/apps.
- · Debit/Credit cards.
- UPI (Google Pay, PhonePe, Paytm, etc.).
- Mobile wallets.
- Auto-pay setup via bank or UPI mandate.

Operators also offer detailed online bills with usage breakdowns, alerts for due dates, and rewards for ontime payments.

3.4.8 Typical Line of Business in the Telecom Sector

The telecom industry provides infrastructure and services for large-scale data and voice communication across wired and wireless mediums.

Core Segments:

- 1. Mobile Network Operators (MNOs): Airtel, Jio, Vi, BSNL.
- 2. Broadband & ISP Providers: JioFiber, Airtel Xstream, ACT, BSNL Bharat Fibre.
- 3. Cable & Satellite Companies: Offer bundled TV + internet.
- 4. Tower Infrastructure Providers: Indus Towers, ATC India.
- 5. Satellite Communications: For remote connectivity.
- 6. OTT & Value-Added Services: Partnerships for streaming, cloud storage, IoT devices, etc.

Categories of Services:

- 1. Wireless Services: Mobile voice, SMS, internet.
- 2. Wired Services: Broadband, leased lines, enterprise connectivity.
- 3. Integrated Services: Combining mobile, broadband, OTT, and IoT.

Telecom today is not limited to connectivity; it also drives digital ecosystems including payments, entertainment, cloud, and IoT solutions.

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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



Key Learning Outcomes

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By the end of this module, the participants 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 ©



By the end of this unit, the participants 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.

4.1.1 Electricity Consumption Optimization

Efficient use of resources in any workplace ensures cost savings, environmental protection, and sustainable business operations. Every employee must actively contribute to resource conservation through responsible practices.

Energy management is a critical part of resource efficiency. To achieve this:

- Select energy-efficient equipment: Choose appliances and machinery with energy star ratings or equivalent certifications, as they consume less power while delivering the same output. For example, using LED lighting instead of incandescent bulbs or energy-efficient HVAC systems.
- Optimize electricity consumption: Operate machines and electronic devices in energy-saving modes whenever possible. Adjust settings such as screen brightness, standby modes, or thermostat levels to reduce unnecessary load.
- Switch off unused devices: Ensure that computers, printers, lights, and other electrical appliances are turned off when not in use. Employees should develop the habit of unplugging chargers or devices that consume "phantom energy."
- Plan usage smartly: Schedule high-power equipment usage during off-peak hours (if applicable) to reduce strain on the electricity grid and minimize operational costs.
- Monitor consumption: Regularly track energy bills and equipment usage to identify patterns and areas for improvement.

By practicing these measures, the workplace can significantly lower electricity costs and reduce its carbon footprint.

4.2.2 Water Conservation Measures

Water is a finite resource and must be used judiciously. Employees should follow these steps:

- Fix leaks promptly: Report and repair leaking taps, pipes, or equipment to avoid unnecessary water loss. Even small drips add up to significant wastage over time.
- Use water-efficient fixtures: Where possible, install low-flow taps, dual-flush systems, and sensors to regulate water usage.
- Practice mindful usage: Use only the required amount of water for cleaning, washing, or operational needs. Avoid keeping taps running while not actively in use.
- Reuse and recycle water: In some operations, treated wastewater can be reused for gardening, cleaning, or cooling purposes. Rainwater harvesting may also be encouraged where applicable.
- Awareness and training: Promote awareness among staff regarding water scarcity issues and encourage a culture of conservation by sharing best practices.

Through these measures, organizations contribute to sustainability while cutting down utility costs.

4.2.3 Digital Documentation and Billing Systems

Transitioning to paperless operations helps reduce waste, save costs, and improve operational efficiency. Steps include:

- Adopt digital documentation: Replace paper-based forms, reports, and communication with electronic formats such as emails, shared drives, or cloud-based platforms.
- Digital billing systems: Encourage customers and suppliers to opt for e-bills, e-receipts, and online payment confirmations instead of printed copies.
- Use document management software: Tools like ERP systems, shared folders, or workflow apps streamline file storage, retrieval, and collaboration, reducing the need for printouts.
- Educate employees and customers: Train staff to confidently handle digital tools and encourage customers to accept digital alternatives. Highlight the environmental and convenience benefits.
- Print mindfully: If printing is unavoidable, use double-sided printing, minimize font size where legible, and recycle used paper.

Shifting to digital systems not only saves paper but also increases speed, security, and accessibility of information.

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UNIT 4.2: Waste Handling and Disposal

Unit Objectives ©



By the end of this unit, the participants 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.

4.2.1 Definition, Characteristics and Categories of E-waste

E-waste, or electronic waste, is a term used to describe discarded electrical or electronic devices and their components. It is also known as Waste Electrical and Electronic Equipment (WEEE) or end-of-life electronics. E-waste is a rapidly growing waste stream, largely due to the rapid pace of technological advancements and consumer demand for new devices with shorter lifecycles.

Key Characteristics of E-waste:

- Broad Definition: The definition of e-waste is very broad, covering almost any household or business item with circuitry or electrical components, whether powered by a plug or a battery.
- "Waste" Implication: A key part of the definition is the word "waste," which implies that the item is no longer useful to the owner and is discarded without the intent of re-use. This includes both broken items and those that are simply obsolete, even if they still work.
- Hazardous and Valuable Materials: E-waste is a complex mixture of materials, many of which are hazardous to human health and the environment, such as lead, mercury, cadmium, and brominated flame retardants. However, it also contains valuable and scarce materials like gold, silver, copper, and palladium, which can be recovered through proper recycling.

Common Categories and Examples of E-waste:

While specific classifications may vary, e-waste is generally broken down into several categories:

- Temperature Exchange Equipment: This includes cooling and freezing equipment like refrigerators, freezers, air conditioners, and heat pumps.
- Screens and Monitors: This category encompasses televisions, computer monitors, laptops, notebooks, and tablets.
- Lamps: This includes fluorescent lamps, high-intensity discharge lamps, and LED lamps.
- Large Equipment: Examples include washing machines, clothes dryers, dishwashers, electric stoves, large printing machines, and photovoltaic panels (solar panels).
- Small Equipment: This is a broad category that includes items like vacuum cleaners, microwaves, ventilation equipment, toasters, electric kettles, electric shavers, scales, calculators, radios, and electronic toys.

 Small IT and Telecommunication Equipment: This category is one of the fastest-growing in e-waste and includes mobile phones, GPS devices, pocket calculators, routers, personal computers, and printers.

4.2.2 Collection, Segregation, and Disposal of E-waste

Telecom retail operations generate a significant amount of waste — from paper receipts and packaging to old handsets, batteries, and chargers. Among these, electronic waste (e-waste) is one of the most critical environmental concerns. Improper handling of e-waste and hazardous materials can damage ecosystems, affect human health, and violate government regulations.

Let's discuss how to responsibly collect, segregate, and dispose of e-waste and other waste streams. We will also learn how to engage customers in recycling initiatives, while ensuring compliance with both government and company policies.

Collect E-Waste Separately:

- Set up dedicated e-waste collection bins in the store, clearly labeled for items like old phones, chargers, and batteries.
- Encourage customers to bring their old devices when purchasing new ones.
- Example: If a customer buys a new phone, ask, "Would you like to drop off your old phone for recycling? We have a bin right here!"

Segregate E-Waste:

- Sort e-waste into categories: reusable (working devices that can be refurbished), recyclable (parts that can be processed), and hazardous (like batteries that need special handling).
- Use separate containers for each category to avoid mixing with regular waste.
- Example: Place batteries in a sealed container marked "Hazardous" to prevent leaks.

Dispose Safely:

- Partner with authorized e-waste recycling centers or manufacturers' take-back programs to dispose of collected items.
- Never throw e-waste in regular trash bins, as it can release toxic substances when burned or buried.
- Example: Contact your local municipality to find certified e-waste recyclers or check with brands like Samsung or Apple for their recycling programs.

In 2023, India generated over 1.6 million tons of e-waste, but only 30% was recycled properly. By setting up e-waste bins in telecom stores, promoters can help increase this recycling rate and reduce landfill waste.

4.2.3 Encourage Customers to Return Used Telecom Products for Recycling

Telecom products like old phones, chargers, and routers often end up in drawers or landfills, wasting valuable materials. As an in-store promoter, you can inspire customers to recycle these items, contributing to a circular economy where products are reused or recycled to reduce waste.

How to Encourage Customers

Here are practical ways to promote recycling in your store:

1. Educate Customers:

- Share simple facts to highlight the importance of recycling. For example: "Recycling one million mobile phones can recover 35,000 pounds of copper, 772 pounds of silver, and 75 pounds of gold!"
- Explain how recycling reduces the need for mining new materials, saving energy and natural resources.
- Example: Tell a customer, "By recycling your old phone, you're helping save energy and protect the environment."

2. Promote Take-Back Programs:

- Inform customers about manufacturer or store recycling programs. Many brands, like Nokia or Reliance Jio, offer take-back schemes for old devices.
- Display posters or flyers in the store with details about drop-off points or collection drives.
- Example: Create a sign that says, "Drop your old phone here and get a discount on your next purchase!"

3. Make Recycling Convenient:

- Set up an easy-to-access e-waste collection box in the store.
- Partner with local schools or community centers to organize recycling drives, encouraging customers to participate.
- Example: Host a "Recycle Your Phone Day" where customers can drop off old devices and learn about recycling.

To succeed in this task, you need to understand:

- Telecom Products: These include mobile phones, chargers, earphones, routers, and SIM cards.
- Benefits of Recycling: Recycling conserves resources, reduces landfill waste, and lowers greenhouse gas emissions.
- Local Recycling Programs: Research programs offered by telecom companies or local authorities in your area.
- Circular Economy: This is a system where products are reused, refurbished, or recycled to minimize waste.

In 2024, a major telecom company in India launched a campaign called "Recycle for a Greener Tomorrow," encouraging customers to return old phones. The campaign collected over 100,000 devices in six months, showing the power of customer engagement!

4.2.4 Segregation of Biodegradable and Non-Biodegradable Waste and Safe Disposal of Hazardous Materials

Not all waste is the same! As an in-store promoter, you'll handle different types of waste generated in the store, such as packaging materials, food wrappers, and hazardous items like batteries. Proper segregation ensures each type is disposed of responsibly.

Types of Waste

- Biodegradable Waste: Items that naturally decompose, like food scraps, paper, or cardboard packaging. These can be composted or sent to organic waste facilities.
- Non-Biodegradable Waste: Items that don't decompose easily, like plastic packaging, glass, or ewaste. These go to recycling or special disposal centers.
- Hazardous Waste: Items like batteries, fluorescent bulbs, or chemicals that can harm the environment if not handled properly.

Steps to Follow

Here's how to manage waste segregation and disposal in a telecom store:

Segregate Waste:

- Use color-coded bins: green for biodegradable (e.g., paper receipts), blue for non-biodegradable (e.g., plastic wrappers), and red for hazardous (e.g., batteries).
- Train store staff to sort waste correctly during daily operations.
- Example: If a customer leaves a plastic phone cover package, place it in the blue recycling bin.

Handle Hazardous Materials:

- Store hazardous items like batteries or broken chargers in sealed, labeled containers to prevent leaks.
- Never mix hazardous waste with regular trash, as it can release toxic substances.
- Example: Keep a separate box for used batteries and deliver it to a certified recycling center weekly.

Dispose Safely:

- Send biodegradable waste to composting facilities or municipal organic waste programs.
- Deliver non-biodegradable waste to recycling centers and hazardous waste to specialized disposal sites.
- Follow local waste management guidelines, such as collection schedules or hazardous waste dropoff days.
- Example: Check with your city's waste management department for the nearest hazardous waste collection point.

To master this task, you need to know:

- Difference Between Waste Types: Biodegradable (e.g., food, paper), non-biodegradable (e.g., plastic, electronics), and hazardous (e.g., batteries, chemicals).
- Hazards of Improper Disposal: Hazardous materials can pollute soil and water, harming ecosystems and health.
- Local Waste Rules: Learn about your city's waste segregation policies, such as color-coded bins or collection days.
- Environmental Impact: Improper disposal can lead to landfill overflow, water contamination, and air pollution.

In Bengaluru, a telecom store implemented a "Zero Waste" policy, segregating all waste into biodegradable, recyclable, and hazardous categories. They reduced their landfill contribution by 40% in one year, inspiring other stores to follow suit.

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UNIT 4.3: Promoting Sustainable Telecom Products and Practices

Unit Objectives ©



By the end of this unit, the participants 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.

4.3.1 Eco-Friendly and Energy-Efficient Telecom Products -

As an in-store promoter for a telecom company, you play a key role in guiding customers toward sustainable choices that benefit both them and the planet. This unit will help you promote eco-friendly and energy-efficient telecom products, educate customers on sustainable practices, and highlight responsible packaging initiatives.

Customers today care about the environment, and offering eco-friendly telecom products can attract their attention. These products use less energy, are made with sustainable materials, or are designed for recycling, making them a win for both the customer and the planet.

Key Products to Highlight:

- Energy-Efficient Smartphones: Showcase phones with power-saving modes or low-energy displays (e.g., OLED screens).
- Eco-Friendly Accessories: Promote chargers, earbuds, or cases made from recycled or biodegradable materials.
- Solar-Powered Devices: Highlight portable chargers or other gadgets that use renewable energy.
- Refurbished Devices: Explain the benefits of pre-owned phones that have been tested and certified to work like new.

How to Promote:

- Know Your Products: Be familiar with the eco-friendly features of each device. For example, mention if a phone is made with recycled aluminum or has an Energy Star rating.
- Highlight Benefits: Explain how energy-efficient devices save money on electricity bills and reduce environmental impact.
- Use Engaging Language: Say things like, "This phone not only has a great camera but also saves energy with its power-efficient display, helping you and the planet!"

Example Pitch:

"Check out this smartphone—it's made with 30% recycled materials and has a power-saving mode that cuts energy use by up to 20%. It's a great choice for staying connected while keeping the environment in mind!"

4.3.2 Educating Customers on Sustainable Choices

Informed customers are more likely to make sustainable choices, and your guidance can help them understand the impact of their purchases. Educating customers builds trust and shows your company cares about the environment.

Key Points to Share:

- Choose Durable Devices: Encourage customers to pick phones or accessories built to last, reducing the need for frequent replacements.
- Recycle Old Devices: Let customers know they can trade in or recycle old phones and chargers at your store or a certified recycling center.
- Use Energy-Saving Settings: Show customers how to activate power-saving modes or reduce screen brightness to save energy.
- Support Green Brands: Highlight your company's commitment to sustainability, like using renewable energy in manufacturing or offering eco-friendly products.

How to Engage Customers:

- Demonstrate Features: Show customers how to turn on energy-saving settings on a display model.
- Share Facts: For example, "Recycling one phone can save enough energy to power a laptop for 40 hours!"
- Offer Incentives: If your store has a trade-in program, promote it as a way to save money and reduce waste.

Example Conversation

Customer: "I'm looking for a new phone, but I don't know what to do with my old one."

You: "Great question! You can trade in your old phone here, and we'll recycle it responsibly. Plus, this new model has a power-saving mode that lowers energy use, saving you money and helping the environment."

4.3.3 Supporting Responsible Packaging Initiatives

Excessive plastic packaging harms the environment, and customers notice when companies take steps to reduce waste. Promoting responsible packaging shows your company's commitment to sustainability.

What to Highlight:

• Minimal Plastic: Point out products with packaging made from recycled paper, cardboard, or biodegradable materials.

- Compact Designs: Explain how smaller, lighter packaging reduces shipping emissions.
- Recycling Programs: If your store offers packaging take-back or recycling, let customers know how to participate.

How to Promote:

- Showcase Packaging: Display a product's eco-friendly packaging and explain its benefits. For example, "This box is 100% recyclable and made from recycled cardboard!"
- Educate on Impact: Share that reducing plastic packaging helps keep oceans and landfills cleaner.
- Encourage Action: Invite customers to return packaging to your store for recycling, if available.

Example Pitch

"This phone comes in a compact, plastic-free box made from recycled materials. You can even bring the packaging back to us for recycling—it's a small step that makes a big difference for the planet!"

4.3.4 Tips for Success as a Green Promoter

Build Trust with Customers

Be honest about the eco-friendly features of products. If you're unsure, say, "Let me check that for you," and find accurate information. Share your enthusiasm for sustainability!

Use Visuals and Tools

- Use in-store displays or brochures that highlight eco-friendly products and recycling programs.
- Show customers apps or settings on demo devices to demonstrate energy-saving features.

Handle Common Questions

1. "Why should I care about eco-friendly products?"

"Eco-friendly products save energy, reduce waste, and help protect the environment for future generations. Plus, they can lower your electricity costs!"

2. "Is recycling my old phone really worth it?"

"Absolutely! Recycling one phone keeps harmful materials out of landfills and recovers valuable resources for new products."

3. "Are eco-friendly products more expensive?"

"Not always! Many energy-efficient devices save you money over time, and our trade-in program can lower the cost of your new phone."

Activity: Create a Quick Reference Card

Make a small card to keep at your station with key facts about eco-friendly products, sustainable choices, and responsible packaging. For example:

- "Eco-Friendly Feature: This phone uses 50% recycled plastic."
- "Sustainable Tip: Turn on power-saving mode to reduce energy use."
- "Packaging Fact: Our boxes are 100% recyclable!"

As an in-store promoter, you have the power to inspire customers to make sustainable choices in telecom. By showcasing eco-friendly products, educating customers, and promoting responsible packaging, you're helping build a greener future. Be confident, knowledgeable, and passionate—your efforts can make a real difference!

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UNIT 4.4: Compliance with Environmental Standards

Unit Objectives ©



By the end of this unit, the participants 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.

4.4.1 Government and Company-Specific Environmental Policies

Apply effective communication techniques to influence customers toward adopting sustainable products and practices. As an in-store promoter for a telecom company, you play a vital role in ensuring that your store aligns with environmental standards. By following government and company-specific environmental policies and assisting with sustainability record-keeping, you help your company stay compliant and contribute to a greener planet. This guide will equip you with the knowledge and tools to excel in these responsibilities.

Environmental policies, set by governments and companies, are designed to reduce harm to the planet. These include rules on waste management, energy use, and recycling. As an in-store promoter, following these policies ensures your store operates legally and sustainably.

Key Government Laws and Guidelines in India

1. Environment (Protection) Act, 1986 (EPA):

- · An umbrella law empowering the central government to set standards for emissions, waste management, and hazardous substances.
- · Relevant for telecom: Regulates the handling of electronic waste (e-waste) and sets standards for energy-efficient devices.
- Example: Ensures proper disposal of batteries and electronic components in telecom devices.

2. E-Waste (Management) Rules, 2022:

- Mandates that producers, including telecom companies, collect and recycle e-waste (e.g., old phones, chargers) under Extended Producer Responsibility (EPR).
- Requires safe disposal of hazardous materials like lithium-ion batteries to prevent environmental harm.
- Example: Your store must offer a take-back program for old devices to comply with EPR.

3. Plastic Waste Management Rules, 2016 (Amended 2024):

- Limits single-use plastics and promotes eco-friendly packaging, such as recycled or biodegradable materials.
- Relevant for telecom: Encourages minimal plastic in product packaging and proper disposal of plastic waste.
- Example: Use of recycled cardboard for phone packaging aligns with these rules.

4. Air (Prevention and Control of Pollution) Act, 1981:

- Sets standards for emissions from industries and devices, including energy-efficient telecom equipment.
- Example: Promoting devices with low-energy consumption supports compliance with air pollution reduction goals.

5. Battery Waste Management Rules, 2022:

- Regulates the collection, recycling, and disposal of batteries used in telecom devices.
- Requires companies to set up collection centers for used batteries and ensure safe recycling.
- Example: Your store should guide customers to return old batteries for proper disposal.

Company-Specific Policies

Your telecom company may have policies aligned with India's laws, such as:

- Offering trade-in or recycling programs for old devices to meet EPR requirements.
- Using eco-friendly packaging to comply with plastic waste regulations.
- Promoting energy-efficient devices to support national sustainability goals like the National Action Plan on Climate Change.

How to Follow Policies as a Promoter

- Stay Informed: Ask your manager for your company's environmental policy manual and updates on laws like the E-Waste Rules or Plastic Waste Management Rules.
- Promote Compliant Products: Highlight devices that meet energy efficiency standards or are made with recycled materials. For example, "This phone uses 30% recycled plastic and complies with India's e-waste regulations."
- Guide Customers: Explain how to use your store's recycling program for old phones or batteries, ensuring compliance with EPR and Battery Waste Management Rules.
- Report Non-Compliance: If you notice improper disposal of e-waste or excessive plastic use, report it to your supervisor to avoid penalties under the EPA.

Example Scenario:

Customer: "What should I do with my old phone?"

You: "In India, the E-Waste Management Rules require us to recycle old devices safely. You can drop off your phone at our store's recycling bin, and we'll ensure it's processed responsibly to protect the environment."

4.4.2 Maintaining Records of Sustainability Efforts

Accurate records of sustainability efforts are critical for audits by regulatory bodies like the Central Pollution Control Board (CPCB) or State Pollution Control Boards (SPCBs). These records prove compliance with laws like the E-Waste Rules and help avoid penalties, which can include fines up to ₹1,00,000 or imprisonment for up to five years under the EPA.

Types of Records to Maintain

- E-Waste Records: Number and type of devices (e.g., smartphones, chargers) collected for recycling under EPR requirements.
- Battery Waste Records: Details of batteries collected and sent to authorized recycling facilities, as per Battery Waste Management Rules.
- Packaging Records: Data on eco-friendly packaging used, such as percentage of recycled materials, to comply with Plastic Waste Management Rules.
- Energy Efficiency Reports: Information on the sale of energy-efficient devices or store energy usage, supporting compliance with the Air Act.
- Customer Education Logs: Notes on interactions where you educated customers about recycling or sustainable practices.

How to Assist with Record-Keeping

1. Log Recycling Transactions:

- Record each device or battery collected in the store's system. Example: "1 smartphone, 1 lithiumion battery recycled on [date]."
- Ensure details align with EPR requirements under the E-Waste Rules.
- 2. Document Promotions: Note when you promote compliant products or educate customers. Example: "Informed 10 customers about battery recycling program on [date]."
- 3. Track Packaging Efforts: If your store uses eco-friendly packaging, log the types and quantities. Example: "100 phone boxes made of recycled cardboard used this week."
- 4. Use Store Systems: Learn your store's software or forms for tracking sustainability efforts. Ask for training if needed.
- 5. Ensure Accuracy: Double-check entries to avoid errors, as CPCB or SPCB auditors may review these records for compliance.

Example Task:

Your store runs an e-waste recycling drive to comply with the E-Waste Management Rules, 2022:

- Collect old phones and batteries from customers.
- Log each item in the system: "2 smartphones, 3 chargers recycled on [date]."
- Provide customers with a receipt confirming their contribution to EPR compliance.
- Submit a report to your supervisor with the total number of items collected.

Tips for Success

- **Be Organized**: Keep a daily log of sustainability activities, such as recycling or customer education, in a notebook or digital system.
- **Stay Updated**: Check with your manager for changes in laws like the Plastic Waste Management Rules or company policies.
- **Highlight Compliance**: Emphasize to customers that your store follows India's environmental laws, building trust in your brand.

Handle Common Questions

"Why can't I throw my old phone in the trash?"

"Under India's E-Waste Management Rules, 2022, electronics must be recycled to prevent harmful materials like batteries from polluting the environment. Our store's recycling program makes it easy and compliant."

"Are your products eco-friendly?"

"Yes, many of our devices meet energy efficiency standards under the Environment Protection Act, and our packaging uses recycled materials to comply with Plastic Waste Management Rules."

"What happens to my recycled phone?"

"It's sent to a certified facility, as required by India's e-waste laws, where materials like metals and plastics are recovered safely."

As an in-store promoter, your role in following environmental policies and maintaining sustainability records is crucial for compliance and protecting the planet. By staying informed, promoting compliant products, and keeping accurate records, you help your store meet government and company standards while inspiring customers to make eco-friendly choices. Be proactive, stay organized, and take pride in contributing to a sustainable future!

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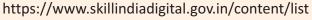






5. Employability Skills (30 Hours)

It is recommended that all training include the appropriate. Employability Skills Module. Content for the same can be accessed



















6. Annexure

Annexure I - QR Codes - Video Links



Annexure -l

QR Codes –Video Links

Chapter No.	Unit No.	Topic Name	Link for QR Code (s)	QR code (s)
1. Role and Responsi- bilities of an In- Store Promoter	Unit 1.2: Mobile Handset Industry in India	Top Mobile Handset Players in India	youtu.be/TO-kUr7K-0g	
	Unit 1.3: Roles and Responsi- bilities of an In- Store Promoter	Under- standing Your Customer	youtu.be/iWsO5NUq8Aw	
	Unit 1.6: Health and Safety Mea- sures	Practicing Personal Hygiene	youtu.be/_mFZWmSiPHA	
		Importance of Safety and Precautionary Measures	youtu.be/fMk6tuXgu8E	
2. Perform Sales Related Activities	Unit 2.2: Store Management	Plano grams	youtu.be/vWsZPIOF31k	

Chapter No.	Unit No.	Topic Name	Link for QR Code (s)	QR code (s)
	Unit 2.2: Store Management	IoT Devices	youtu.be/sWjSNhCExOs	
	Unit 2.4: Customer Service	Under- stand Sales Basic and the 4P'S	youtu.be/N5P6N3g3568	
3. Sell Products and Services	Unit 3.4: Net- work Oper- ator Aligned Services	3KYC Process	youtu.be/7rGKU ChjzQ	
		Broad- band- Types, Plans and Reacti- vation	youtu.be/3aWGetGW2Lc	



