



Participant Handbook

Sector
Telecom

Sub-Sector
Service Provider

Occupation
**Sales and Distribution –
Service Segment**

Reference ID: **TEL/Q0200**, Version **5.0**
NSQF level **3**



Field Sales Executive

This book is sponsored by

Telecom Sector Skill Council

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Shri Narendra Modi
Prime Minister of India

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



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TELECOM SECTOR SKILL COUNCIL

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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 is designed to equip students with both theoretical insights and hands-on skills to become Field Sales Executives in the telecom sector.

In this role, Field Sales Executives:

- Engage with clients through negotiation, appointment setting, and meetings.
- Present and demo telecom products and services.
- Facilitate proposals and build relationships.
- Frequently travel to customer sites, ensuring direct engagement and coverage across diverse geographies.

Aligned with the latest and approved version of Field Sales Executives Qualification Pack (TEL/Q0222), the handbook includes the following National Occupational Standards (NOSs):

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

Symbols Used



Key Learning Outcomes



Steps



Tips



Notes



Practical



Unit Objectives

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1. Introduction to the Role of a Field Sales Executive



Unit 1.1 - Introduction to the Program

Unit 1.2 - Telecom Industry and Its Sub-sectors

Unit 1.3 - Role and Responsibilities of a Field Sales Executive



Key Learning Outcomes

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

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

UNIT 1.1: Introduction to the Program

Unit Objectives

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

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

1.1.1 Overview of the Training Program

This program provides participants with a comprehensive overview of the telecom industry and equips them with the latest skills and practices required for a Telecom Field Sales Executive / Distributor Sales Representative role.

The program covers:

- Telecom Industry Landscape – size, scope, latest trends, digital transformation, and 5G-enabled opportunities.
- Roles and Responsibilities – expectations from a Telecom Distributor Sales Representative / Field Sales Executive in today's competitive market.
- Retail and Store Concepts – telecom store operations, product knowledge, and digital tools used in sales and service.
- Skills Development – behavioural, technical, professional, and communication skills to deliver results.
- Sales Planning and Execution – setting targets, lead generation, territory management, and achieving sales goals.
- Product Distribution Strategy – channel management, retailer engagement, and last-mile connectivity.
- Reporting and Analytics – using digital tools (CRM, apps, dashboards) for creating, updating, and maintaining daily reports.
- Customer Engagement – handling queries, providing after-sales support, and ensuring customer satisfaction.
- Diversity and Inclusion – sensitization towards gender, PwD, and creating a respectful workplace.

Core Skills Developed

The training builds essential skills for success in the telecom sector, including:

- Sales Planning & Execution – territory planning, customer prospecting, product demonstrations, negotiation, and closing sales.
- Retailer Onboarding – identifying and enrolling new retailers, completing onboarding formalities, and building long-term partnerships.
- Broadband Sales – promoting broadband services, explaining features, handling objections, and converting leads into active subscribers.

- Sustainability Practices – promoting eco-friendly telecom products, reducing waste, and following green practices in retail and customer service operations.
- Employability Skills (DGT/VSQ/N0101) – effective communication, teamwork, digital literacy, time management, problem-solving, and professionalism.

Key Activities of a Field Sales Executive

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

- Plan and execute field sales activities to meet assigned targets.
- Identify, enroll, and onboard new retailers into the distribution network.
- Promote and sell broadband subscriptions to new and existing customers.
- Maintain accurate daily, weekly, and monthly reports using digital tools and dashboards.
- Handle customer queries, provide service support, and ensure customer satisfaction.
- Apply sustainability practices in day-to-day retail and customer service operations.
- Communicate effectively with customers, colleagues, and retailers while adhering to organisational policies and workplace ethics.

Notes



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UNIT 1.2: Telecom Industry and Its Sub-Sectors

Unit Objectives

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

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

1.2.1 Introduction to the Indian Telecom Sector

India's telecommunications sector continues to outpace general economic growth, expanding steadily in recent years. As of March 2025, the total subscriber base hit 1.2008 billion, with 1.1638 billion wireless subscribers and over 41 million wireline broadband connections. Tele-density reached 85.04%, reflecting growing access especially in urban regions.

By July 2025, total telephone subscriptions further increased to around 1.22 billion, including both mobile and wireline users. Wireless (mobile + 5G FWA) subscriptions rose to 1.1719 billion with urban penetration continuing to grow—urban wireless tele-density stood at 125.7%, while rural tele-density remained lower at 58.6%.

The Indian telecom market generated approximately USD 153.8 billion in 2025 (MNO market), and is projected to grow at a CAGR of nearly 4%, reaching USD 186.6 billion by 2030. Alternatively, the broader telecom sector (including infrastructure, services, etc.) was valued at about USD 192.7 billion in 2023, expected to nearly double, reaching USD 356.8 billion by 2030.

The telecom industry powers the digital age in India—it underpins industrial growth, consumer connectivity, and advances in digital services like 5G, broadband, and IoT. Importantly, the sector forms the backbone for evolving digital ecosystems across rural, urban, and enterprise landscapes.

1.2.2 India's Smartphone Market

India boasts one of the world's largest and fastest-growing smartphone markets. In Q2 2025, shipments rose 7% year-on-year to 39 million units.

Market share trends (Q2 2025 shipments):

- Vivo leads with 21%,
- Samsung follows with 16%,
- OPPO and Xiaomi each at 13%,
- realme at 9%,
- Others hold 28%

In the high-end (super-premium) segment (>\$800 or ₹70k+), Samsung claimed 49% share, slightly above Apple's 48% during H1 2025. Yet, the iPhone 16 remained the single best-selling smartphone model, accounting for 4% of all shipments.

Other notable shifts:

- Apple overtook Xiaomi in overall market share, entering the Top 5 brands with rising popularity in the premium segment; Vivo maintained a commanding lead with nearly 20% share.
- Apple's wholesale revenue in India jumped 28% in Q1 2025, helping it surpass Samsung in revenues, signaling strong demand for its devices.
- Google strengthened its presence, initiating direct online sales of Pixel devices and expanding local manufacturing. Though Pixel holds just 2% overall, Apple dominates India's premium segment with 55% share.

1.2.3 Breakdown of Major Sub-Sectors

India's telecom industry can be broadly divided into:

1. Telecom Infrastructure & Equipment

- Includes transmission, access, core network hardware, and software solutions.

2. Telecom Services

- Encompasses voice, data, broadband (fixed and wireless), and value-added services.

3. Internet Service Providers (ISPs)

As of July 2025, India had 984.7 million broadband subscribers—935 million wireless, 44.7 million wired. Major providers include:

- Wireless broadband: JioFiber, Airtel, Vi, BSNL.
- Wired broadband: JioFiber, Airtel Xtream, BSNL, ACT, KVBL.

4. Virtual Operators and Emerging Segments

- This includes MVNOs, 5G/FWA access, and IoT-driven services.

Notes



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UNIT 1.3: Role and Responsibilities of a Field Sales Executive

Unit Objectives

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

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

1.3.1 Who is a Field Sales Executive?

A Field Sales Executive (FSE) manages sales of products and services by traveling across a defined territory to meet potential customers, retailers, and distributors. In the telecom sector, their key role is to deliver prepaid products/services (such as SIM cards, recharges, and data packs) to retailers in line with the daily beat plan.

Their primary functions include:

- Achieving monthly sales targets
- Enrolling new customers while following compliance processes
- Expanding the customer and retailer base

Example: Hierarchical Structure in Telecom Sales

Company → Distributor → Distributor Sales Executive → Retailer → End Customer

Field Sales Executives usually work within an indirect distribution model (two-tiered), with associate distributors focusing on rural and semi-urban areas. FSEs report to a Team Sales Manager, who oversees targets, territory planning, sales training, and performance.

1.3.2 Key Responsibilities

The growth of a telecom company depends significantly on its sales team. As frontline representatives, FSEs directly influence revenue, customer loyalty, and brand visibility.

Main Responsibilities:

1. Sales Performance

- Generate new customer connections (SIM activations, MNP conversions)
- Load recharges (voice and data) for retailers
- Expand brand visibility at retailer outlets
- Add new retail partners to widen distribution
- Maintain adequate SIM and recharge stock at retail points
- Ensure timely collections from retailers

2. Administrative Duties

- Manage retailer accounts and update databases
- Submit reports (sales, collections, competitor updates) to Head Office

3. Competitor and Market Insights

- Track and report competitor activities (pricing, promotions, schemes)
- Share leads on potential customers with managers

1.3.3 Qualities of a Successful Field Sales Executive

To succeed, an FSE must possess both interpersonal and professional skills:

- Smart and presentable as per grooming standards
- Fluent in local/regional language
- Target-driven with strong customer focus
- Energetic and adaptable, able to work long hours and handle change
- Clear communicator, avoiding filler words and maintaining professional body language
- Problem solver, able to handle diverse customer types and situations
- Creative thinker, passionate about achieving sales goals

1.3.4 Career Progression in the Telecom Sector

FSEs play a vital role in expanding customer outreach and strengthening distribution. With proven performance, they can move up the ladder:

Field Sales Executive → Team Leader (Field Sales) → Territory Sales Manager → Regional Sales Manager

The growing demand for **5G, digital payments, and app-based services** has created additional career pathways in customer experience, digital sales, and enterprise solutions.

1.3.5 Organizational Policies Supporting Field Sales Executives

Telecom companies implement specific policies to motivate and support FSEs in their roles:

- **Incentives & Rewards:** Performance-based incentives, daily allowances, and perks (such as vouchers or travel reimbursements) to encourage higher productivity.
- **Delivery Standards:** Clear expectations on service timelines, coverage zones, and retailer support to ensure consistency.
- **Training & Development:** Regular training in products, digital tools, and customer engagement strategies.
- **Public Relations & Branding:** Guidelines for maintaining professional relationships with retailers and enhancing brand visibility.

1.3.6 Activities of a Field Sales Executive

Daily activities typically include:

- Conducting retailer visits and product demonstrations
- Generating new business opportunities
- Servicing existing retailers/customers to ensure satisfaction
- Negotiating with SMEs and corporate clients where applicable
- Monitoring market trends and reporting feedback
- Building long-term relationships to maximize sales and loyalty

FSEs are crucial not just for sales, but for customer engagement, brand representation, and local market intelligence.

Exercise



A. Short Questions:

1. Name two key responsibilities of a Field Sales Executive.
2. List two qualities of a successful Field Sales Executive.
3. What is the purpose of using digital tools (like CRM and dashboards) in a Field Sales Executive's daily activities?
4. Mention one career progression opportunity for a Field Sales Executive in the telecom sector.
5. Why is sustainability important in a Field Sales Executive's role?

B. Fill in the Blanks:

1. A Field Sales Executive reports to the _____ Sales Manager.
2. The two-tier distribution model typically consists of _____, _____, Retailers, and End Customers.
3. The total telecom market in India was valued at around _____ USD billion in 2023.
4. An important skill for an FSE is to be fluent in the _____ or regional language.
5. The term for a structured daily route plan for field executives is called a _____ Plan or PJP.

C. Multiple Choice Questions (MCQs):

1. What is the primary role of a Field Sales Executive (FSE) in the telecom sector?

- a) Designing telecom products
- b) Managing sales by visiting customers and retailers
- c) Working only in the office for reporting
- d) Manufacturing telecom equipment

2. Which of the following is NOT part of the skills developed in the training program?

- a) Sales Planning & Execution
- b) Retailer Onboarding
- c) Software Programming
- d) Sustainability Practices

3. What was the total telecom subscriber base in India as of March 2025?

- a) 1.12 billion
- b) 1.22 billion
- c) 1.20 billion
- d) 1.18 billion

4. Which smartphone brand led the market share in India in Q2 2025?

- a) Apple
- b) Samsung
- c) Vivo
- d) Xiaomi

5. The 5G-enabled opportunities in telecom mostly focus on:

- a) Slower Internet
- b) Digital transformation and IoT
- c) Reducing network connections
- d) Physical store management

Notes



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2. Planning and Executing Field Sales Activities



Unit 2.1 - Personal Grooming of a Field Sales Executive

Unit 2.2 - Merchandizing Products to Retailers

Unit 2.3 - Trends and Sales Strategies



Key Learning Outcomes

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

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

UNIT 2.1: Personal Grooming of a Field Sales Executive

Unit Objectives

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

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

2.1.1 Personal Grooming and Hygiene for a Field Sales Executive

An important aspect of pre-sales planning is personal grooming and hygiene. As a Field Sales Executive, you represent the company's brand image. Therefore, you must be dressed in the prescribed uniform, maintain good hygiene, and groom yourself according to company and industry service standards.

Appearance

- Field Sales Executives are brand ambassadors of the organisation and must present themselves in a professional and well-maintained manner.
- Uniforms (shirt, trousers, shoes, socks) must always be clean, pressed, and properly fitted.
- Ensure there are no stains, broken buttons, or loose threads on the uniform.
- Shoes should be clean and polished daily. Avoid casual footwear such as sandals, slippers, or sports shoes. White socks are recommended while on duty.
- Nails must be neatly trimmed and clean, as executives often handle merchandise or documents.
- Hair should be neatly trimmed and combed before duty. Avoid adjusting hair in front of customers.
- Official ID cards must always be worn and displayed clearly to help customers identify you.

Uniform Guidelines for Men and Women

For Men:

- Uniform must be clean, neatly ironed, and well-fitted.
- Shoes should be polished and in good condition.
- Hair must be short, clean, and tidy.
- Maintain a clean-shaven appearance. If keeping a beard or moustache, it must be neatly trimmed and well-maintained.
- Nails must be kept short and clean.
- Earrings, studs, bracelets, or flashy accessories are not allowed during official hours.

For Women:

- Long hair should be neatly tied; hair should not be left loose. Avoid applying excessive oil.
- Avoid bright nail polish or long nails, as they may distract customers or damage merchandise.
- Jewellery should be minimal and non-flashy. Dangling earrings, noisy bangles, or anklets must not be worn.
- Make-up must be minimal and professional. Only light, natural shades of lipstick are recommended.

Personal Hygiene

- Hands must be kept clean at all times, as sales executives frequently handle merchandise and interact with customers.
- Avoid unhygienic habits such as biting nails.
- Control bad body odour and bad breath through regular bathing, use of deodorants, and oral hygiene.
- Maintain a straight and upright posture; avoid slouching while interacting with customers.
- Keep hands visible and professional — do not place them in pockets or on hips during customer interaction.
- Always carry your official identification badge and visiting cards with updated contact details.

Habits to Avoid

Certain lifestyle habits not only harm personal health but also negatively affect professional credibility. Field Sales Executives must strictly avoid the following:

Alcohol Consumption

- Excessive drinking leads to severe health problems such as liver disease, heart issues, weakened immunity, and cancer.
- It reduces concentration, productivity, and damages professional reputation.
- Addiction can cause financial crises, social stigma, and withdrawal symptoms like anxiety, fatigue, or depression.

Tobacco Use

- Tobacco consumption is a leading cause of oral and lung cancer.
- It damages taste and smell senses, leading to poor customer interactions.
- It severely impacts health and reduces professional image due to bad breath and visible oral issues.

Gutka / Chewing Tobacco

- Each sachet contains thousands of harmful chemicals, including known carcinogens.
- Long-term use leads to disfigurement of the mouth, jaw stiffness, gum problems, and high risk of mouth cancer.
- Visible damage caused by gutka creates a negative impression on customers.

Punctuality

Timeliness is critical for building trust and credibility with customers. Arriving late for a meeting not only disrupts schedules but also creates a poor impression.

- Always plan for travel delays (traffic, weather, construction, etc.) by keeping buffer time.
- Arrive at least 15 minutes before the scheduled meeting.
- For multiple meetings in a day, factor in travel time and possible delays.

Benefits of Punctuality:

- Builds trust and reliability with customers.
- Demonstrates respect for the customer's time.
- Shows commitment and professionalism.
- Reduces stress and allows mental preparation before meetings.
- Strengthens your professional reputation and increases chances of closing sales successfully.

Notes



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UNIT 2.2: Merchandizing Products to Retailers

Unit Objectives

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

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

2.2.1 Telecom Products and Services

A Field Sales Executive plays a key role in selling a wide range of telecom products and services, including:

New Connections – Voice:

- New SIM cards
- Mobile Number Portability (MNP) SIMs

New Connections – Data

- **Dongles:** 4G and 5G
- **Recharges:** Voice, Data and Paper Coupons

In addition to selling these products and services, the Field Sales Executive must effectively communicate current offers, promotional schemes, and value-added services to both retailers and subscribers to drive sales and enhance customer engagement.

Merchandising Elements

Beyond product knowledge, a Field Sales Executive is responsible for driving sales by increasing product visibility at retail outlets. Key merchandising actions include:

Collecting advertising materials from the distributor, such as:

- Dangers
- Flex Boards
- Standees
- Promotional Gates

Ensuring these materials are installed appropriately at retailer outlets, either by the merchandiser or by the Field Sales Executive themselves, to maximize product visibility and attract customer attention.

2.2.2 Understanding Your Customer

The telecom industry is highly competitive, with multiple operators creating consumer confusion. Consumer tastes, preferences, and purchase behavior evolve due to various socio-economic factors. Understanding the locality-specific customer behavior is essential to support business growth and contribute to the national economy in the telecom sector.

Modern consumers are better informed about their needs and expect customized solutions. As a Field Sales Executive, your role is to proactively understand customer requirements, build rapport, and deliver solutions as promised. This not only fulfills customer expectations but helps build lasting trust.

Effective customer understanding is critical to success in field sales. There are three key approaches to achieve this:

- **Adopt the Customer's Perspective:** Understand the customer's issues from their point of view. Empathy enables better problem-solving and solution delivery.
- **Analyze Buying Behavior:** Study customers' purchasing patterns, preferences, and decision-making triggers to tailor your sales approach.
- **Collect Customer Feedback:** Regularly solicit customer opinions on your company's products and services. This helps improve offerings and also provides opportunities for referrals.

Maintain Strong Customer Relationships

Loyal customers are your most valuable asset. They not only provide recurring business but also refer new customers. Therefore:

- Understand and meet their needs consistently.
- Offer solutions customized to their requirements.
- Track and act on their feedback to enhance service quality.

Examples of Customer-Centric Solutions:

Customized Family Plans:

Target parents seeking controlled telecom solutions for their children. These solutions may include:

- Blocking specific numbers
- Network restrictions during school hours or bedtime
- GPS notifications when the child reaches home
- ✓ **Charity-Linked Schemes:** For example, some providers offer plans where a portion of the customer's bill is donated to charity, like the "Give Back" scheme by GIV Mobile.
- ✓ **Youth-Focused Plans:** Telecom operators may offer "Back to School" plans, enabling pay-as-you-use schemes without the need for credit checks, appealing to tech-savvy youth.

Defining the Target Audience

A successful Field Sales Executive determines the target audience using the "Who, Where, Why, and How" approach:

- **Demographics:** Identify key customer details such as age, gender, family size, education level, and occupation.
- **Geography:** Understand where your customers are located, including the size of the geographical area and population density.

- Psychographics and Ethnographic: Analyze the reasons behind customer purchases, their attitudes, tastes, and local culture.
- Buying Habits: Recognize patterns in how customers buy products and services. For example:
- Cultural or religious festivals (Diwali, Eid)
- Special occasions (birthdays, anniversaries)

By analyzing these components, a Field Sales Executive can identify customer segments more likely to respond to specific offers or services and drive revenue growth for the company.

2.2.3 Comprehensive Product Knowledge

A Field Sales Executive's primary role is to sell the company's products and services effectively. To do this, possessing comprehensive and up-to-date knowledge of the organization's offerings is essential. This knowledge can be developed through multiple channels:

- Formal Training Sessions provided by the company.
- Guidance from the Team Sales Manager, who provides insights into product positioning and competitive advantages.
- Reviewing Brochures, Pamphlets, and Reporting Sheets to stay informed about products, features, and performance highlights.
- Keeping Updated on Latest Schemes and Offers to provide customers with current promotions and special deals.

Staying well-informed empowers the Field Sales Executive to offer relevant solutions, confidently address customer queries, and present competitive advantages.

2.2.4 Pre-Sales Planning

In the competitive realm of field sales, success is built upon a disciplined approach to identifying, capturing, and qualifying sales leads. Pre-sales planning is a critical activity that enhances your credibility and effectiveness as a Field Sales Executive. It ensures that your daily efforts are aligned with the organization's strategic goals, ultimately contributing to business growth.

Key areas of focus include:

- Acquisition of New Customers: Expanding the customer base by identifying and converting prospects.
- Retention and Development of Existing Customers: Strengthening relationships to increase repeat business and customer loyalty.
- Improvement of Revenue Quality: Maximizing profitability by promoting the full range of products and ensuring accurate pricing.

These objectives are achieved through:

- Selling the complete range of products and solutions offered by the organization.
- Ensuring that customers are charged the correct price for the services and products provided.

2.2.5 Understanding Your Targets

Before undertaking any lead-generation activities, it is essential to have a comprehensive understanding of your performance targets. These targets are not mere numbers; they act as strategic guideposts that enable focused and organized execution of sales activities.

Actionable Steps:

- **Engage Proactively:** At the start of each sales period—whether daily, weekly, or monthly—schedule a dedicated meeting with your supervisor to review and understand your targets.
- **Seek Clarity:** Go beyond accepting figures by asking insightful questions such as:
 - “How many new leads am I expected to generate this week?”
 - “What is the target conversion rate for my territory?”
 - “Is there a particular product or service we should prioritize?”
- **Align with Strategy:** Ensure that your individual targets are well-aligned with the team’s broader objectives. Understanding your role in the larger organizational strategy enhances your efficiency and impact.
- **Document Thoroughly:** Record your targets and the agreed-upon strategy in your planner or CRM system. This helps maintain accountability and serves as a reference for performance tracking.

As a Field Sales Executive, it is your responsibility to understand the targets communicated by your Team Sales Manager and break them down into actionable daily, weekly, and monthly goals. Clearly defined targets provide structure and help you approach the market in an organized, efficient, and strategic manner.

Each interaction with customers—whether an order, proposal, or inquiry—is a valuable step toward achieving your targets. Daily targets are particularly important, as they accumulate to form your weekly targets, which in turn contribute to your monthly performance goals. Consistency in achieving daily targets ensures steady progress toward overall success.

2.2.6 Tips on Target Setting

For a Field Sales Executive, breaking down overall sales objectives by individual outlet is essential to effectively monitor and manage Below-The-Sales (BTS) performance. The following best practices and expectations guide merchandising actions within a territory:

Set Sales Merchandise Objectives by Outlet

Clearly define specific sales targets for each outlet based on its potential, location, customer profile, and past performance.

Define and Analyze Objectives

A Field Sales Executive should regularly assess outlet-specific objectives by:

- Conducting promotional programs to drive sales.
- Implementing well-planned sales and pre-sales activities to engage customers and build demand.
- Identify Routine Activities

Maintain a clear understanding of daily tasks and responsibilities, which may include:

- Customer visits
- Product demonstrations
- Stock checks
- Order follow-ups
- Collaborate with the Team Sales Manager

Regularly discuss any challenges or concerns with your Team Sales Manager. This collaboration helps in:

- Understanding practical solutions to achieve your targets
- Identifying obstacles and strategizing ways to overcome them
- Plan Visits and Weekly Activities in Advance

Develop a structured weekly plan in advance, detailing the outlets to visit, key activities to be performed, and specific objectives to achieve.

Review and Update Daily Plans

At the start of each day, review and update your plan. This ensures focus and alignment with your broader targets.

Monitor Progress Regularly

Compare your daily and weekly performance against your planned targets to:

- Identify gaps
- Understand challenges faced
- Adjust your strategy accordingly

2.2.7 Understanding Your Territory

It is essential for a Field Sales Executive to have a thorough understanding of the territory in which they operate. This involves working according to a pre-defined route and beat plan—a structured daily schedule of customer visits (existing and prospective) designed for efficient coverage of the territory.

Steps to Manage Your Territory Effectively

- Define your territory by analyzing:
- Industry type
- Sales channels
- Customer segments
- Geographical boundaries

Monitor and optimize the cost per call to ensure efficient use of time and resources. Plan daily and weekly calls strategically, making use of waiting time at customer premises for productive activities, such as:

- Reading product updates
- Writing memos
- Responding to emails
- After each customer meeting, schedule the next appointment to maintain continuity and improve the chances of closing sales.

2.2.8 Lead Generation

1. Collecting Lead Information

Leads originate from diverse sources. Your ability to capture and organize this information effectively determines your success.

Sources of Leads:

Walk-ins and Inquiries: Always be equipped with a digital form or a simple notepad to record essential customer details, including:

- Name
- Contact number and email
- Brief description of their interest
- Marketing Campaigns: Maintain close collaboration with your marketing team. When campaigns generate leads via digital ads, webinars, or events, understand the lead's origin. This insight enables you to tailor your approach appropriately.
- Referrals: Recognize referrals as your most valuable source of quality leads. Following a successful sale, ask politely:

“Do you know anyone else who may benefit from our product?”

Referred leads are often pre-warmed, reducing your effort to build trust.

2. Categorizing and Prioritizing Your Leads

Given that not all leads will convert, it is critical to prioritize your efforts using a systematic approach.

Lead Categorization Tiers:

- Tier 1 – Hot Leads: Leads with a clear need, decision-making authority, and immediate intent to purchase. Prioritize these for prompt follow-up.
- Tier 2 – Warm Leads: Interested leads who may require additional nurturing or information and have a longer decision timeline.
- Tier 3 – Cold Leads: Leads showing minimal interest or long-term potential. Follow-up is necessary but secondary.

BANT Framework for Qualification:

- Budget: Can they afford the product or service?
- Authority: Are they the decision-maker? If not, identify who is.
- Need: Do they have a clearly defined problem your solution addresses?
- Timeline: When is the intended purchase decision expected?

Analyzing Data to Refine Strategy

Effective sales is driven by data-informed decision-making. Regular discussions with your supervisor help you sharpen your approach.

Key Actions:

- Review Funnel Performance: Analyze conversion rates at each stage—initial contact, follow-up, and sale. Identify where leads are dropping off.
- Identify Patterns: Are leads from specific sources converting better? Do particular days yield higher success? Use these insights to optimize focus.
- Diagnose Weaknesses: Pinpoint specific challenges—whether at the proposal stage or during initial contact.
- Collaborative Problem Solving: Engage in open dialogue with your supervisor. Propose adjustments such as targeting new customer segments or refining your pitch.

Precision in Follow-Up

Most successful sales are made after the fifth interaction. Persistence combined with strategic follow-up distinguishes top performers.

Best Practices:

- Establish a Follow-Up Cadence: Define a consistent schedule.
- Hot Leads → Call within the hour.
- Warm Leads → Email follow-up in two days with useful resources.
- Leverage Multiple Channels:
 - Calls
 - Emails
 - LinkedIn messages or professional social networks
- Provide Value in Every Touch:

Avoid generic “Are you ready to buy?” Instead, share relevant case studies, industry insights, or special promotions that address their challenges.

1. Maintaining the Database

An organized and updated CRM system is indispensable to track your pipeline and streamline your workflow.

Essential Practices:

- **Update Immediately:** After each customer interaction—whether a call, visit, or email—update the lead’s profile with:
 - Interaction date
 - Outcome of the discussion
 - Next planned step
- **Consistent Naming Convention:** This facilitates easy searching and sorting within the CRM.
- **Track Conversions:** Record when leads convert into sales to measure performance and support data-driven reviews.
- **Maintain Data Hygiene:** Archive or delete outdated or irrelevant leads regularly to ensure database efficiency.

Mastering the art and science of prospecting is foundational for sustained success as a Field Sales Executive. By setting clear targets, methodically collecting and qualifying leads, analyzing performance, and maintaining organized records, you position yourself not just as a salesperson, but as a strategic contributor to the organization’s growth. This disciplined approach transforms routine interactions into tangible sales opportunities.

Notes



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

UNIT 2.3: Retail Engagement and Market Execution

Unit Objectives

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

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

2.3.1 Strategic Route Planning and Market Coverage

The efficiency of a field sales executive is directly correlated with the effectiveness of their route planning. A well-designed route, built upon a predefined route plan and market coverage strategy, is not merely a list of addresses; it is a strategic tool informed by a deep understanding of market geography, key retail locations, and competitor activities.

Strategic Imperatives of Route Planning:

- **Maximizing Time-on-Task:** A logical route minimizes non-productive travel time between locations, allowing for more in-store visits and a greater focus on core sales activities.
- **Cost Efficiency:** Optimized travel reduces fuel consumption and vehicle wear, directly contributing to cost savings for the organization.
- **Effective Market Coverage:** The plan ensures that all critical areas and accounts are visited with the appropriate frequency, whether the strategy is to achieve a broad blanket coverage or to intensely focus on high-potential zones.

Methodology and Examples:

- **Geographical Grouping:** The initial step involves organizing all retail accounts within a territory based on their geographical proximity.
- **Example:** A sales executive's territory includes three distinct commercial districts—the downtown core, the northern suburbs, and the industrial park. Instead of traveling back and forth, a strategic route plan would schedule all visits within the downtown core for a single day, dedicating a separate day to the northern suburbs.

- **Prioritization of Key Accounts:** Not all retailers are of equal importance. The route plan must be weighted to prioritize visits to key accounts—those that generate the highest sales volume, have significant promotional potential, or are crucial for brand visibility. These accounts may receive multiple visits per week, while smaller accounts may be scheduled for a bi-weekly or monthly visit.
- **Integration of Market Intelligence:** The route plan should be dynamic, adapting to real-time market conditions. If intelligence suggests that a competitor is launching a new promotion in a specific retail cluster, the route plan can be adjusted to increase visit frequency to those locations, ensuring your product remains prominent and well-stocked.

Field executives should leverage digital tools, such as CRM systems with integrated mapping features or dedicated route planning applications, to optimize their daily schedules and adapt to unforeseen circumstances like traffic or spontaneous appointments.

Channels for Intelligence Gathering:

- **Direct Observation:** The most fundamental method is direct observation at the point of sale. This includes noting competitor pricing, observing in-store promotional materials, and documenting product placement and merchandising tactics.
- **Retailer Conversations:** Retail staff and store managers are invaluable sources of information. By building rapport, an executive can gain insights into what products are selling well, what promotions are proving effective, and how competitors are engaging with the retail staff.
- **Consumer Feedback:** Engaging in brief, polite conversations with consumers in the aisles can provide insights into what factors are influencing their purchasing decisions, such as brand perception, price sensitivity, or specific product features.
- **Digital Monitoring:** Keeping up with competitors' social media campaigns, website announcements, and press releases provides a broader perspective on their strategic direction.

Strategic Application of Intelligence:

- **Competitive Response:** Upon learning of a competitor's new promotion, an executive can immediately communicate this to management. This allows the company to develop a rapid, targeted response, such as a temporary price match or a complementary promotional offer.
- **Example:** If a competitor introduces a two-for-one offer on a similar product, the field executive might suggest a "value-add" promotion, such as providing a free sample of a new product with every purchase. This counters the competitor's price play by offering a different kind of value to the consumer.
- **Strategic Positioning:** Understanding competitor weaknesses can be leveraged in a sales pitch. If a competitor is known for having long lead times or poor customer service, the executive can highlight their company's reliability and superior support.

2.3.3 Stock and Merchandising Management

The successful sale is predicated on the availability and presentation of a quality product. The field executive's role in the final stage of the supply chain—from distributor to retailer—is critically important. This process is intricately linked to the role of merchandising in increasing product visibility and retailer engagement.

Verifying and Collecting Inventory

- This task is a critical control point. Before leaving the distributor, the sales executive must verify and collect the stock and promotional materials. This involves a systematic check to ensure that the received items precisely match the manifest or order sheet. This includes:
- Quantity Check: Verifying the number of cases and individual units.
- Product Code and Variant Check: Ensuring the correct SKUs, sizes, colors, and models are present.
- Promotional Material Verification: Confirming that all requested point-of-sale displays, brochures, and signage are included and are in the correct quantities. Failure to perform this step meticulously can lead to stock shortages at retail, resulting in lost sales and frustrated retailers.

2.3.4 Quality Control and Merchandising

Prior to distributing inventory to retailers, the executive must conduct a thorough quality check, verifying stock and merchandise for quality, packaging, and accuracy. This step is non-negotiable and has a direct impact on brand reputation and sales performance.

- Packaging Integrity: A product's packaging is its first impression. The executive must check for dents, tears, faded printing, and scuffs. Damaged packaging signals low quality and often leads retailers to place the product in a less visible location, or not on the shelf at all.
- Product Accuracy: The executive must ensure that the product inside the packaging is correct and free of defects. This includes checking for expired dates on perishable goods or ensuring all components of a kit are present.
- Impact on Merchandising: High-quality, flawless stock is a prerequisite for effective merchandising. When an executive presents a retailer with pristine products and promotional materials, they are more likely to secure prime shelf space and a better display. A vibrant, well-organized display of quality products reinforces brand trust, attracts consumers' attention, and encourages impulse purchases.

2.3.5 Defective Stock Reporting and Replacement

Identifying damaged or defective stock is only the first step. The executive must then report this stock to the distributor and request replacements through a formal, documented process.

- Formal Reporting: The report must be detailed, including the product name, SKU, quantity of damaged items, a precise description of the defect, and, where possible, photographic evidence. This creates a clear paper trail for accountability.

- **Prompt Replacement Request:** Timely reporting is crucial. A delayed request can lead to stock-outs at the retail level, which damages the brand's relationship with the retailer and results in lost sales. The executive must proactively follow up to ensure a replacement is shipped promptly, demonstrating their commitment to maintaining a seamless supply chain for their retail partners.

2.3.6 Strategies to Engage Retailers and Generate Sales Leads

Before engaging with retailers, it is essential to understand the pivotal role of customers. Customers are the backbone of any organization, and long-term business success depends on how effectively they are served and retained. The following key principles should always be kept in mind:

- **Regular Customers Are Key Assets:** Loyal customers are the foundation of sustained business growth. They consistently use the company's products or services and contribute significantly to revenue. Building strong customer loyalty and ensuring high levels of customer satisfaction are critical for repeat business.
- **Customer-Centric Business Model:** Every organization exists to serve its customers. The primary objective is to meet customer needs and demands. Without customers, the business would have no purpose or sustainability.
- **Customer Demand Drives Business Growth:** The organization's ability to grow is directly tied to how well it understands and fulfills customer needs. Without a strong customer base, achieving business objectives is impossible.
- **Building a Loyal Customer Base:** Satisfied customers are not only likely to return but also help expand the customer base through referrals and positive word-of-mouth. Studies show that attracting a new customer is approximately five times more costly than retaining an existing one. Therefore, focusing on customer satisfaction and relationship-building is both cost-effective and essential for long-term success.

Customer loyalty typically evolves in the following stages (ranked from highest to lowest engagement):

- **Advocates** – Actively promote the brand to others.
- **Regular Customers** – Frequently purchase products or services.
- **Occasional Users** – Use the product or service irregularly.
- **One-Time Purchasers** – Purchase only once without ongoing engagement.

Turning One-Time Purchasers into Loyal Customers

The transition from a one-time purchaser to a loyal customer depends entirely on how well the customer is engaged by the organization. Key strategies include:

- Providing personalized and attentive service.
- Understanding and addressing the customer's specific needs.
- Implementing focused and effective sales approaches.
- Ensuring prompt follow-up and consistent communication.

A Field Sales Executive (FSE) plays a vital role in this process. By focusing on relationship-building, actively listening to customer needs, and delivering on promises, the FSE not only achieves sales targets but also contributes to developing a strong, loyal customer base that supports the company's long-term growth.

2.3.7 Importance of Increasing Brand Visibility

In a competitive telecom market, brand visibility plays a crucial role in driving sales and building customer trust. Both the retailer and the company must ensure that the brand is prominently displayed and easily recognizable by customers. The Field Sales Executive (FSE) should proactively implement strategies to boost brand visibility at the retailer's outlet.

Effective Methods to Increase Brand Visibility:

- **Posters and Dangers:** Visually appealing posters and dangers are cost-effective ways to grab customer attention, highlight new products, and reinforce brand messaging. These should be strategically placed in high-traffic areas to maximize impact.
- **Organize Roadshows and Demonstrations:** Regular roadshows engage local customers directly, promote product trials, and showcase special offers, creating buzz and increasing brand visibility in the market.

Promotional Offers and Schemes:

- **Launch new offers and schemes regularly** to keep the retailer engaged and customers excited.
- **Offer small freebies or incentives** to both retailers and customers to encourage trial and repeat purchases.
- **Retailer Motivation:** Sharing success stories of high-performing retailers helps inspire others to sell more.
 - **Efficient Stock Management and Payment Collection:** Timely delivery of stock and efficient collection of payments build strong retailer relationships, keeping the brand active in the outlet.
 - **Feature-Benefit Showcase of New Products:** Educating retailers on the unique features and benefits of new products helps them promote the product effectively to customers.
 - **Sales Performance Monitoring:** Monitoring performance helps the FSE track the effectiveness of brand visibility strategies and optimize them over time.

Why Posters and Dangers Matter

- **High Visibility & Frequency:** Posters placed in prominent locations are seen repeatedly by large numbers of people, reinforcing the brand message effectively.
- **Wider Audience Reach:** Posters and dangers cater to diverse customer segments, enhancing the chances of attracting new customers.
- **Strong Visual Impact:** Large visual materials provide a greater sensory impact than digital or small-scale ads, making them more memorable.

- **Brand Awareness & Growth:** Consistent use of branded visuals helps establish long-term brand awareness, increasing footfall and sales.
- **Location-Specific Messaging:** Strategically designed posters guide customers to specific store locations or inform them of nearby promotions, driving targeted foot traffic.

Danglers in Action

Danglers prominently display current offers, schemes, or product benefits directly above point-of-sale counters, drawing customer attention and prompting purchases.

2.3.8 Latest Trends in the Telecom Market

The telecom industry remains highly dynamic, shaped by customer expectations and emerging technologies.

Key Market Trends:

- **5G Connectivity is Mainstream:** As of 2025, 5G network coverage in India exceeds 1 billion connections, with most smartphone launches now equipped with 5G capability. Speed, low latency, and reliability are primary purchase motivators, more than just price.
- **Speed Matters More Than Ever:** Average download speeds of 5G are now 10x faster than 4G, making high-speed connectivity a decisive factor in customer choice.
- **Cybersecurity & Compliance:** With over 90% of customers concerned about data privacy, telecom companies invest heavily in spam call filtering, encrypted data transmission, and strict compliance with government regulations such as India's Data Protection Law (expected by late 2025).
- **Secure Automation:** Telecom providers now emphasize anonymous, consent-driven auto data collection, ensuring customer privacy while improving service delivery.

Consumer Insights

- **Purchase Intent:** Around 45% of smartphone buyers plan to purchase devices costing over ₹30,000, especially among the 35–44 age group.
- **Usage Patterns:** Over 60% of smartphone users spend more than four hours per day on their device.
- **Wearable Tech Adoption:** Nearly 35% of urban consumers now own a smartwatch or fitness band.
- **Gender Behavior:** Men remain more brand-conscious in the ₹50,000+ smartphone segment, while women are more deal-sensitive and dominate the ₹10,000–₹20,000 price segment.

Current Smartphone Industry Trends

- **5G Expansion:** Widespread adoption of 5G improves download speeds, battery optimization, cloud-based apps, and enables smart-city solutions.
- **High-Performance Processors:** Most smartphones now feature Octa-Core processors (e.g., Snapdragon 8 Gen 2, Exynos 2200) supporting seamless multitasking, gaming, and OTT content streaming.

- **Adaptable Displays:** Foldable phones (e.g., Samsung Galaxy Z Fold series) are gaining traction, offering tablet-like productivity while maintaining portability.
- **Gaming Smartphones:** Devices such as ASUS ROG Phone and Lenovo Legion now dominate the gaming segment, with advanced cooling systems, large batteries, and fast refresh-rate displays.
- **Massive Batteries & Fast Wireless Charging:** Leading brands offer batteries ranging from **4500mAh to 6000mAh**, along with wireless charging up to **50W+ speeds**.
- **Superior Cameras:** Multi-lens setups with 200MP main sensors, advanced AI-based stabilization, and night-mode features drive camera differentiation.
- **Sustainable Technology:** Recycling materials and promoting certified refurbished devices is increasingly popular, reducing e-waste while appealing to eco-conscious consumers.

2.3.9 Drawing Retailer Attention

Effective Methods:

- **Product Bundling:** Offer bundled schemes such as "Landline + Broadband at special pricing" to provide value and convenience.
- **Upselling:** Sell complementary services, e.g., offering voice recharge to a data recharge customer.
- **Sharing Upcoming Schemes:** Inform retailers about upcoming offers and distribute coupons to keep customers excited.
- **Highlight Top Retailer Achievements:** Sharing best practices and achievements motivates other retailers to improve performance.

Sample Conversation Example

FSE: Hi! How are you?

Retailer: Sales have been slow the past few months, and I'm thinking of reducing my SIM card orders.

FSE: Don't worry! I sold 500 SIM cards this month, and several other retailers in your area are doing well too.

Retailer: That's encouraging!

FSE: Exactly. By focusing on promotional schemes and understanding customer needs, you can turn things around.

Retailer: Thanks for the motivation. I'll try harder to increase my sales

Monitoring Retailer Performance

Key Performance Indicators (KPIs) monitored include:

- Recharge Performance:
- Voice Recharges
- Data Recharges
- Sales Performance:
- New SIM Sales

- MNP SIMs
- Data Cards & Dongles

Useful tracking tools:

- Sales Register
- Retailer Business Health Report

2.3.10 Increasing Customer Base: Four-Step Process

Step 1 – Identify

- Review your assigned territory using CRM data.
- Connect with previous representatives for insights.
- Meet with area managers to understand key accounts and learn effective strategies.

Step 2 – Plan

- Prioritize customers based on potential.
- Develop a territory management plan with a balanced target list and call frequency (weekly, bi-weekly, and monthly).
- Perform SWOT analysis to identify hidden opportunities.

Step 3 – Perform

- Schedule appointments with key decision-makers.
- Understand customer buying behavior.
- Record call notes and update the CRM with new prospects.

Step 4 – Iterate

- Review and update the plan quarterly.
- Remove low-potential contacts such as:
 - Hard-to-reach customers
 - Long buying cycles
 - Low financial potential
 - Unfavorable geographic location
- Revisit periodically to check for changes in the customer profile.

2.3.11 Steps to Increase Sales

A successful Field Sales Executive (FSE) follows key steps to build relationships and boost sales:

1. Build a Connection

- Rapport Building: Establish a friendly relationship with the customer by finding something in common, such as a piece of jewelry, a smartphone model, or clothing style.
- Start by commenting positively on what the customer is using, asking questions, and sharing related personal experiences.
- This approach helps make interactions more personal and encourages trust.

2. Sell Products That Add Value

- Offer products and services that are genuinely beneficial and meet customer needs.
- Avoid pushing products that are irrelevant or unsuitable, as this can harm the company's reputation and deter future sales.
- A satisfied customer is more likely to return and recommend the business.

3. Be Honest

- Transparency builds trust. Always be truthful about product features, benefits, and limitations.
- Avoid exaggerating the product value, as customers are quick to detect dishonesty, which leads to loss of trust and sales.

4. Use Add-ons, Upsell, and Cross-sell

- After the primary product is chosen, suggest complementary or higher-value products that meet additional needs.
- Example: Offering a data SIM along with a voice SIM, or suggesting accessories (e.g., earphones) during a handset sale.

5. Learn from Experience

- Continuously reflect on successful and unsuccessful interactions.
- Treat every customer as a learning opportunity to refine your approach and grow your skillset.

2.3.12 Know Your Customer (KYC)

Why KYC Matters

Regulatory authorities (RBI, TRAI) enforce stringent Know Your Customer (KYC) norms across sectors, including telecom, to prevent identity theft, money laundering, and terrorist financing.

Key KYC Requirements for Telecom

- Prepaid SIMs: Photo ID proof and photograph of the customer.
- Foreign Customers: Passport, valid visa, and local reference letter. In absence of documents, a certificate from the Embassy/Consulate is required.

Objectives of KYC Policy

- Ensure compliance with RBI and FATF guidelines on Anti Money Laundering (AML) and Combating Financing of Terrorism (CFT).

- Detect and report suspicious transactions.
- Educate staff on KYC/AML procedures and prevent misuse of telecom services.

2.3.13 Considerate Factors for Customer Follow-up

Effective customer follow-up requires understanding the customer's situation:

- **Listen Actively:** Do not interrupt. Empathize with their concerns.
- **Understand Perspective:** Put yourself in the customer's shoes.
- **Stay Calm:** Avoid arguments; focus on resolving the issue.
- **Offer Solutions:** Even when a complete resolution isn't possible, provide the best available options.
- **Learn Continuously:** Improve based on past experience.

2.3.14 Line Selling and Range Selling

Range Selling

Offering a broad portfolio of products to reduce reliance on single items and improve visibility in outlets.

Benefits:

- Increase in Sales and SKU reach.
- Better market coverage.

Tips:

- Understand the market well.
- Provide excellent service to retailers.
- Avoid distribution gaps.
- Optimize shelf space and display strategy.

Line Selling

Sales executives sell multiple SKUs in a focused interaction, increasing total sales per outlet.

Example Calculation:

If one extra SKU (worth ₹100) is sold per outlet and the FSE visits 240 outlets:

$₹100 \times 240 = ₹24,000$ additional monthly sales.

Importance of Retailer Motivation

Continuous motivation keeps retailers engaged and enhances performance:

- **Better Product Promotion:** Motivated retailers promote products more actively.
- **Feeling Valued:** Appreciation makes retailers more willing to cooperate and increase sales.
- **Constructive Feedback:** A strong relationship ensures open, helpful feedback.

Sales Promotion Strategies

- Price Reductions
- Promotional Products
- Buy-back Allowance
- Free Products
- Lucky Draws
- Slab-based Discounts
- Loyalty Programs
- Seasonal Offers

These strategies stimulate sales by offering added value and incentives.

2.3.15 Analyzing Retailer Needs and Outlets

Key Parameters for Analysis

- Time spent per outlet
- Activities conducted
- Total working hours
- Unique outlets visited
- New outlets added

Benefits of Field Sales Executive Approach

- More deals closed via personal interaction.
- Effective demonstrations and sample promotions.
- Strong relationships to avoid miscommunication.
- Collection of actionable retailer feedback.

Product Needs Vary by Outlet Location

- Urban Customers: More inclined towards post-paid plans, unlimited data packs, and high-end devices.
- Rural Customers: Prefer basic calling packs and affordable data plans.

Outlet Mapping Process

- Refer to existing databases but verify them.
- Physically traverse the geography and visit outlets regularly.
- Record activation and recharge statistics per outlet.

Classify outlets as:

- Multi-brand Outlets
- Branded Retail Outlets
- Kirana Stores (Mom & Pop Stores)

Mapping ensures proper stock placement and helps identify new business opportunities.

A Field Sales Executive plays a critical role in connecting telecom companies to retailers, increasing brand visibility, analyzing market needs, motivating retailers, and complying with regulations. Following these updated strategies will help in achieving consistent sales growth, better customer satisfaction, and improved market presence in the evolving telecom sector.

Exercise



A. Short Questions:

1. Name two sub-sectors of the Indian telecom industry.
2. Why is the telecom sector important for India's digital growth?
3. Name two key administrative duties of a Field Sales Executive.
4. Why is good communication important for an FSE?
5. Mention one activity a Field Sales Executive performs daily.

B. Fill in the Blanks:

1. A core sales activity of a Field Sales Executive is to promote and sell _____ subscriptions.
2. Using _____, apps, and dashboards helps maintain daily reports.
3. The Indian telecom market generated approximately _____ billion USD in 2025.
4. Wireless broadband providers in India include JioFiber, Airtel, Vi, and _____.
5. India's smartphone market shipments rose by _____% in Q2 2025 compared to the previous year.
6. A Field Sales Executive works in a _____ distribution model.
7. Career progression for a Field Sales Executive includes Team Leader → _____ → Regional Sales Manager.
8. Incentives, daily allowances, and rewards are part of telecom companies' _____ to motivate FSEs.

C. Multiple Choice Questions (MCQs):

1. As of March 2025, India's total telecom subscriber base was approximately:

- a) 1.10 billion
- b) 1.20 billion
- c) 1.30 billion
- d) 1.40 billion

2. Which smartphone brand led India's market share in Q2 2025?

- a) Xiaomi
- b) Apple
- c) Samsung
- d) Vivo

3. What is one of the major emerging segments in the telecom sector?

- a) Hardware Repair
- b) 5G / FWA Access
- c) Newspaper Distribution
- d) Cable TV Installation

4. Who does a Field Sales Executive (FSE) report to?

- a) Retailer
- b) Distributor
- c) Team Sales Manager
- d) End Customer

5. Which of the following is a key responsibility of a Field Sales Executive?

- a) Developing software solutions
- b) Generating new customer connections
- c) Managing the company's website
- d) Manufacturing SIM cards

6. Which quality is important for an FSE to succeed?

- a) Energetic and adaptable
- b) Expert in database programming
- c) Only good at office work
- d) Prefers working in isolation

Notes



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





3. Expanding the Retailer Base

Unit 3.1 - Increasing the Scope of Product Distribution

Unit 3.2 - Procedures and Guidelines for Product Activation

Unit 3.3 - Return on Investment (ROI)



Key Learning Outcomes

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

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

UNIT 3.1: Increasing the Scope of Product Distribution

Unit Objectives

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

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

3.1.1 Expanding Market Reach

The Indian telecom market is experiencing robust growth, driven by factors such as increased smartphone penetration, expanding rural connectivity, and the rapid rollout of 5G services. To capitalize on this growth, telecom companies must employ strategic approaches to expand their market presence.

Key Strategies for Market Expansion

1. Outlet Selection

- **Identify Potential Retail Partners:** Target outlets that align with the brand's values and customer base.
- **Evaluate Retailer Awareness:** Assess the retailer's knowledge of the company's products and services.
- **Assess Market Penetration:** Consider the retailer's reach within the community and their potential to attract customers.

2. Value Proposition

- **Offer Competitive Advantages:** Highlight unique selling points that differentiate the company's offerings from competitors.
- **Demonstrate Profitability:** Show how partnering with the company can lead to increased sales and profitability for the retailer.
- **Provide Marketing Support:** Offer promotional materials and campaigns to support the retailer's sales efforts.

3. Negotiation and Closing

- **Engage Decision Makers:** Ensure discussions are held with individuals who have the authority to make purchasing decisions.
- **Address Concerns:** Listen to the retailer's concerns and provide solutions to overcome obstacles.
- **Finalize Agreements:** Conclude negotiations with clear terms and commitments from both parties.

3.1.2 Outlet Categorization

Understanding the types of retail outlets is crucial for effective market expansion:

- **Multi-Brand Outlets:** Stores that sell products from various telecom providers, offering customers a range of choices.
- **Branded Retail Outlets:** Company-owned stores that exclusively sell the company's products and services.
- **Kirana Stores (Mom-and-Pop Shops):** Small, family-owned shops that serve as convenient points of sale in local communities.

3.1.3 Outlet Mapping Process

Effective outlet mapping involves systematically identifying and categorizing retail locations to optimize market coverage.

Steps in Outlet Mapping

- **Data Collection:** Gather information on existing retail outlets, including location, sales performance, and customer demographics.
- **Analysis:** Evaluate the data to identify gaps in market coverage and opportunities for expansion.
- **Strategic Planning:** Develop a plan to target underrepresented areas and potential high-performing outlets.
- **Implementation:** Execute the plan by approaching identified outlets and establishing partnerships.
- **Monitoring and Adjustment:** Regularly review the effectiveness of the outlet mapping strategy and make necessary adjustments.

3.1.4 Value Proposition Communication

Effectively communicating the value proposition is essential to persuade potential retail partners to collaborate.

Key Elements of a Value Proposition

- **Clear Benefits:** Articulate the advantages of partnering with the company, such as increased sales and customer loyalty.
- **Differentiation:** Highlight what sets the company's products and services apart from competitors.
- **Support:** Offer training, marketing materials, and promotional campaigns to assist the retailer in driving sales.

3.1.5 Distribution Procedure and Margins

Understanding the distribution process and associated margins is vital for both the company and its retail partners.

Distribution Channels

- Urban Areas: Products are supplied directly to distributors through Territory Managers, who allocate stock based on demand and targets.
- Retailers: Distributors provide products to Field Sales Executives (FSEs), who then supply them to retailers.

Margins

- Distributors: Typically receive a margin of 1.3% in urban areas.
- Retailers: Earn a margin of 2.7% on most recharge vouchers.
- LAPU Balance: Retailers are required to maintain a minimum Local Area Payment Unit (LAPU) balance of ₹1,500, with at least 33% in recharge vouchers.

3.1.6 Merchandising and Visibility Standards

Adhering to merchandising and visibility norms is crucial for brand consistency and customer engagement.

Importance

- Brand Representation: Ensures the company's products are presented consistently across all retail outlets.
- Customer Experience: Enhances the shopping experience by making products easily accessible and appealing.
- Sales Impact: Proper merchandising can lead to increased product visibility and, consequently, higher sales.

3.1.7 Communication with Customers

Communication is the process of exchanging information through speaking, writing, listening, or reading. Effective communication involves not only sending and receiving messages but ensuring they are understood clearly, without ambiguity.

Why Is Communication Important?

- Essential for personal and professional success
- Builds confidence and credibility
- Enhances professional and social relationships
- Helps in developing a strong, distinct personality
- Demonstrates one's competence and reliability

Modes of Communication for Field Sales Executives (FSEs)

An FSE communicates with customers in three primary ways:

- Telephone and SMS – For quick, timely updates and responses
- Face-to-Face Interaction – Builds personal rapport and trust
- Documentation – Includes forms, reports, and written instructions

An FSE must develop strong communication skills to ensure messages are effectively delivered and understood by customers and colleagues.

Essentials of Good Communication

To communicate effectively, an FSE should focus on the following key aspects:

1. Understanding the Customer's Communication Style

- Adapt your tone, pace, and language to match the customer's preferences.

2. Clarity

- Be concise and clear.
- Focus on key points—avoid overloading the customer with unnecessary details.
- Communicate respectfully, focusing on the facts, not personal judgments.

3. Active Listening

- Pay full attention, show empathy, and ask relevant questions.
- Clarify doubts and confirm understanding.

4. Asking Questions

- Ask open-ended questions to encourage detailed responses.
- Avoid leading or closed-ended questions unless appropriate.

Effective Communication

Effective communication with customers fosters trust and drives sales.

Best Practices:

- Active Listening: Pay attention to customer needs and preferences.
- Clear Information: Provide accurate and concise information about products and services.
- Personalized Interaction: Tailor communication to individual customer profiles to enhance engagement.
- Follow-Up: Maintain contact with customers to address any concerns and encourage repeat business.

Avoiding Jargon and Complexity

When explaining products or services:

- Use simple, jargon-free language.

- Example: Instead of saying “This device offers 200 Mbps bandwidth,” say “This device provides very fast internet, ideal for streaming and video calls.”
- Clear language helps customers easily understand the product’s benefits and encourages informed decision-making.

3.1.8 Importance of Complying with Merchandising and Visibility Norms

Proper merchandising and brand visibility are essential for promoting products and building customer trust. Key Benefits:

1. Increased Visibility

- Banners, posters, danglers, and shelf displays attract attention and inform customers about available products and offers.
- Example: A well-placed poster about a festive offer helps customers immediately recognize promotional deals.

2. Higher Profits

- Proper visibility drives customer interest and sales.
- Compliance with merchandising norms ensures consistent brand representation, leading to higher footfall and revenue.

3. Maximizing Brand Value

- Well-executed merchandising helps reinforce the brand’s image.
- Example: Airtel’s clear visual display of “Special Eid Offers” builds trust and encourages customers to avail deals.

Notes



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UNIT 3.2: Procedures and Guidelines for Product Activation

Unit Objectives

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

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

3.2.1 Expanding the Market Size

Telecom products are categorized into three types:

- Primary Products: Supplied by the telecom company to distributors.
- Secondary Products: Supplied by distributors to retailers.
- Tertiary Products: Sold by retailers to end customers.

SIM (Subscriber Identity Module)

- Core product enabling new subscribers to access telecom services.
- Most telecom providers now provide pre-activated SIMs to avoid activation delays.

LAPU (Local Area Payment Unit) SIM

- Provided free to regular retailers for easy recharge services.
- Features a small memory (~128 KB) and includes basic talk time benefits.
- Requires a minimum of 5 easy recharge customers per month, else automatic deactivation occurs.

Recharge Vouchers

- Typically available in denominations from ₹10 up to ₹120 for paper coupons, and up to ₹10,000 for easy recharge vouchers.
- Retailers are required to maintain a minimum stock balance (e.g., 33% in paper vouchers), though this varies by service provider.

SIM Activation Process

Current Process for Pre-Activated SIMs

- Retailers hand over pre-activated SIMs after completing identity verification.
- The customer inserts the SIM into their device and calls a toll-free number to complete verification.
- Activation is typically completed in less than 24 hours.

Traditional SIM Activation Process (Legacy Method)

- Retailer sends an activation SMS via LAPU.
- System automatically responds to retailer, FSE, and distributor confirming activation.
- Previously, multiple SMS steps were required, but now most providers streamline this process.

Necessary Documents for New Subscription (Prepaid & Postpaid)

As per TRAI guidelines, the following documents are accepted for KYC verification:

- Recent photograph of the applicant
- Aadhaar Card
- Passport
- Voter ID
- Driving License
- PAN Card
- Arms License
- Electricity/Phone bill showing address
- Ration Card with photograph
- CGHS/ECHS Card
- Government-issued address certificate with photo

Important Note:

- Physical verification of documents is mandatory prior to SIM activation.
- Providing fake or forged documents leads to immediate disconnection and legal action.

3.2.2 Steps to Build a Retailer Network

1. Market Research

- Identify existing product categories in local stores.
- Assess gaps and customer preferences through direct interactions.

2. Prove Sales Potential

- Build an online presence to demonstrate customer interest.
- Share social media engagement or sales data to convince retailers.

3. Build a Value-Based Presentation

- Share clear facts: target market, product pricing, supply capability, merchandising support, and competitive advantages.

4. Start Small

- Begin with local stores to fine-tune your approach before targeting larger chains.

5. Track Progress

- Regularly collect feedback and improve product offers and retailer relations.

3.2.3 Mobile Number Activation Process

Customers must submit a Customer Application Form (CAF) along with identity and address proof.

Prepaid vs Postpaid:

- Prepaid: Pay upfront before using services. No credit checks required.
- Postpaid: Pay after usage, generally has higher revenue per user but involves credit validation.

Verification Process (TRAI-Compliant)

- Physical verification of documents and matching photo identity is mandatory.
- Telecom operators may perform telephonic verification as an additional check.
- No pre-activated SIMs allowed without proper KYC compliance.
- A person can hold a maximum of 9 active mobile connections per TRAI regulations.

Action against Fake Documentation

- Connections with fake documents are disconnected.
- Point-of-sale retailers and operators are liable for legal action if found negligent.
- Customers face disconnection and possible legal penalties.

Know Your Customer (KYC) Framework

- A globally recognized system designed to prevent fraud, identity theft, and misuse of telecom services.
- Requires valid government-issued photo identity and address proof.

Connection Startup Kit

Upon activation, customers should receive:

- SIM Card
- Mobile Number

3.2.4 Activating Mobile Number

SIM Activation Process

The procedure for activating a mobile number has become more streamlined, following regulatory guidelines and technological advancements.

Steps for New SIM Activation (Prepaid/Postpaid):

- The subscriber inserts the SIM into the mobile device and powers it on.
- The service provider performs physical KYC verification by validating the customer's documents and identity.
- The Customer Application Form (CAF) and supporting documents are verified by the telecom operator.
- Upon successful verification, the telecom operator activates the SIM within 24 to 48 hours.
- Once activated, the customer receives a confirmation SMS from the service provider.
- The SIM is now ready to be used with LTE/4G/5G services, depending on the network coverage and device capability.

Important Points to Remember:

- SIM activation is free of charge.
- Activation is mandatory before availing any telecom service (calls, SMS, data).
- Online activation is not permitted; activation happens only through physical KYC at retail outlets or authorized service centers.

Mobile Number Portability (MNP)

Mobile Number Portability allows customers to switch from one service provider to another while retaining their existing mobile number.

Steps to Avail MNP:

- Send an SMS in the format: PORT <10-digit mobile number> to 1900 (toll-free).
- A Unique Porting Code (UPC) is received via SMS from the current service provider.
- Submit the UPC, along with identity and address proof, to the desired new service provider.
- The new service provider validates documents and shares the UPC with the existing provider.
- After approval (typically within 7 working days), an SMS is sent to confirm the date and time of porting.
- The actual porting process causes a downtime of approximately 2 hours, usually scheduled during late-night hours to minimize disruption.
- Once the porting process is complete, the old SIM can be replaced with the new service provider's SIM, with the same mobile number.

Important Points to Remember:

- Porting charges are usually ₹19 per request.
- Porting can be done once every 90 days per mobile number.
- MNP ensures that subscribers are not bound by poor service, high tariffs, or inadequate plans offered by their current operator.

3.2.5 Know Your Customer (KYC) Norms

KYC regulations are enforced to prevent misuse of telecom services for identity theft, money laundering, and terrorist financing.

Key Aspects of KYC Compliance in Telecom:

- Mandatory physical verification of customer documents and identity before SIM activation.
- The same identity documents accepted across India include Aadhaar, Passport, Driving License, Voter ID, and Government-issued photo ID with address proof.
- Foreign nationals must present valid Passport + Visa, and a reference letter from a local reference in India. Alternatively, a certificate from the Embassy/High Commission is accepted.
- Incorrect, forged, or incomplete KYC documents will result in rejection of the Customer Application Form (CAF) and legal action against the retailer or distributor.

KYC Objectives:

- Establish customer identity to prevent fraudulent activities.
- Protect the telecom ecosystem from misuse.
- Ensure efficient risk management of customer relationships.

3.2.6 TRAI Guidelines

The Telecom Regulatory Authority of India (TRAI) ensures the orderly growth of the telecom sector and consumer protection.

Important TRAI Regulations:

- Consumer Protection and Grievance Redressal Regulations (2012): For effective grievance redressal.
- Quality of Service Regulations: Ensuring metering and billing accuracy and timely resolution of faults.
- Prohibition on Misleading Advertisements (2005): Prevent deceptive practices.
- Regulation on Collection of Dues: Ensures ethical dues collection practices by outsourced agencies.

Key Responsibilities of Retailers/FSEs:

- Ensure proper documentation is collected for both prepaid and postpaid connections.
- Verify and communicate recharge and recharge reversal processes correctly.
- Understand the distinct KYC documentation required for local and foreign customers.

Documents Required for Activation:

Connection Type	Documents Required
Postpaid	Color photograph, Photo ID (Passport, Voter ID, PAN, etc.), Address proof (Electricity Bill, Driving License, etc.).
Prepaid	Photograph and valid photo ID.
Foreign Nationals	Passport + Visa + Reference Letter or Embassy-issued address certificate.

Best Practices for Complaint Handling

- Listen attentively without interrupting to fully understand the retailer's concern.
- Empathize by putting oneself in the retailer's position to understand their perspective.
- Avoid confrontation; remain calm and professional at all times.
- Provide clear solutions based on product knowledge and available policies.
- Follow up to ensure that the issue has been resolved to the retailer's satisfaction.
- Learn continuously from interactions to improve future service delivery

Notes



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UNIT 3.3: Return on Investment (ROI)

Unit Objectives

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

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

3.3.1 Calculating Return on Investment (ROI)

Return on Investment (ROI) is a key financial metric that measures the efficiency and profitability of an investment relative to its cost. It helps businesses evaluate the performance of their investments and make informed decisions regarding future investments.

Basic ROI Formula

The standard formula to calculate ROI is as follows:

$$\text{ROI (\%)} = [(\text{Net Gain from Investment} - \text{Cost of Investment}) / \text{Cost of Investment}] \times 100$$

Alternatively:

$$\text{ROI} = (\text{Net Income} / \text{Cost of Investment}) \times 100$$

- Net Gain from Investment refers to the total revenue or financial benefit generated by the investment.
- Cost of Investment refers to the total cost incurred to make that investment.

Example Calculation

A dealer invested ₹10,000 in telecom products. In the first month, the sales generated ₹8,000.

Using the correct formula:

$$\text{ROI (\%)} = [(\text{₹8,000} - \text{₹10,000}) / \text{₹10,000}] \times 100 = -20\%$$

This indicates a negative ROI, implying that the investment has not yet broken even.

Clarification:

It is important to calculate ROI using the correct terms. The term “Payback” in the previous definition was misleading. Payback refers to the period to recoup investment, while ROI focuses on financial gains relative to the cost. The net gain (sales revenue minus cost) must be clearly considered.

Importance of ROI Calculation

- ROI helps in evaluating whether an investment was profitable.
- It enables the comparison of multiple investment opportunities.
- Positive ROI indicates successful investments; negative ROI suggests re-evaluation.
- ROI assists in identifying high-performing versus low-performing business initiatives.

This financial metric serves as a useful tool for business owners, investors, and portfolio managers to optimize resource allocation and improve decision-making.

3.3.2 ROI in Retail Business

In the retail context, ROI measures the returns generated by specific business activities relative to their costs. It helps retailers assess whether investments in areas like marketing campaigns, store upgrades, or new technologies yield sufficient returns.

Retail ROI Calculation Formula

$$\text{ROI (\%)} = [(\text{Revenue Generated} - \text{Cost of Investment}) / \text{Cost of Investment}] \times 100$$

Alternatively:

$$\text{ROI (\%)} = (\text{Earnings from Investment} / \text{Investment Cost}) \times 100$$

Example Scenario

An advertising campaign cost ₹2,000 and generated ₹10,000 in sales revenue.

Calculation:

$$\text{ROI (\%)} = [(\text{₹10,000} - \text{₹2,000}) / \text{₹2,000}] \times 100 = 400\%$$

This indicates a strong ROI, meaning that every ₹1 spent on the campaign generated ₹4 in return.

Key Insights

- High ROI reflects efficient use of resources and successful business decisions.
- Focusing solely on revenue can be misleading if associated costs are not considered.
- ROI provides a complete picture by factoring in expenses, helping assess true profitability.

Relevance in the Digital Age

Modern consumers are well-informed and often compare online and offline purchasing options. In this competitive environment, well-trained Field Sales Executives (FSEs) can significantly enhance the in-store experience by offering expert advice and immediate solutions, which is something e-commerce platforms cannot replicate.

A trained FSE can:

- Provide personalized recommendations.
- Address product-related inquiries.
- Guide customers toward the best solutions.

This value-added service increases customer satisfaction and drives higher sales, contributing to improved ROI for the store.

Exercise



A. Short Questions:

1. Name two modes of communication used by Field Sales Executives (FSEs).
2. What is the purpose of outlet mapping in telecom distribution?
3. Mention one key element of an effective value proposition.
4. Explain the purpose of KYC compliance in telecom services.
5. What is the difference between prepaid and postpaid connections?
6. List one solution to address low customer interest in specific products.
7. Why is ROI important for a retailer?

B. Fill in the Blanks:

1. An important aspect of a value proposition is to demonstrate _____ for the retailer.
2. A minimum LAPU balance of ₹ _____ is required at a retail outlet.
3. To ensure clear communication, an FSE should avoid using _____.
4. Merchandising enhances the customer experience by making products easily _____.
5. The Customer Application Form (CAF) is used along with _____ for mobile number activation.
6. For foreign nationals, valid documents required are Passport + _____.
7. The SIM activation process completes in approximately _____ hours after verification.
8. A dealer invested ₹10,000 and generated ₹8,000 in sales in the first month. The ROI is _____.
9. ROI helps in comparing multiple _____.
10. In retail business, ROI shows the returns generated relative to the _____ incurred.

C. Multiple Choice Questions (MCQs):

1. What is one key strategy for market expansion in telecom distribution?
 - a) Hiring more staff
 - b) Outlet Selection
 - c) Reducing product price only
 - d) Focusing only on urban markets
2. Which type of outlet exclusively sells the company's products and services?
 - a) Kirana Store
 - b) Multi-Brand Outlet
 - c) Branded Retail Outlet
 - d) Online Store
3. What margin does a retailer typically earn on recharge vouchers?
 - a) 1.3%
 - b) 2.7%
 - c) 5%
 - d) 10%

3. What margin does a retailer typically earn on recharge vouchers?

- a) 1.3%
- b) 2.7%
- c) 5%
- d) 10%

4. What document is mandatory for both prepaid and postpaid mobile number activation?

- a) Voter ID only
- b) Aadhaar Card only
- c) Recent photograph and valid photo ID
- d) Business registration certificate

5. What is the charge typically applied per Mobile Number Portability (MNP) request?

- a) ₹5
- b) ₹10
- c) ₹19
- d) ₹25

6. What does a positive ROI indicate?

- a) Loss
- b) Successful investment
- c) Negative performance
- d) Payback period

7. Which formula is used to calculate ROI?

- a) $\text{ROI (\%)} = [(\text{Net Gain} - \text{Cost of Investment}) / \text{Cost of Investment}] \times 100$
- b) $\text{ROI (\%)} = [\text{Cost of Investment} / \text{Net Gain}] \times 100$
- c) $\text{ROI (\%)} = (\text{Revenue} - \text{Tax}) / \text{Investment}$
- d) $\text{ROI (\%)} = \text{Total Revenue} \times \text{Cost of Goods}$

Notes



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4. Selling Broadband Subscriptions

Unit 4.1 - Understanding Customer Needs and Broadband Sales Strategies

Unit 4.2 - Market Visit and Customer Enrolment Form (CEF) Management



Key Learning Outcomes

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

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

UNIT 4.1: Understanding Customer Needs and Broadband Sales Strategies

Unit Objectives

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

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

4.1.1 Understanding Customer Needs and Broadband Technology

Introduction to Broadband Technology

Broadband technology enables high-speed Internet access using various mediums, such as DSL, fiber optic cables, and wireless solutions. A notable innovation is Broadband over Powerline (BPL), which utilizes existing electrical power lines to transmit broadband signals. Although still emerging in some regions, BPL provides an additional broadband option in areas where conventional infrastructure is unavailable.

Common Broadband Applications

- Information Browsing: Quick access to websites, search engines, and cloud services.
- Large File Transfers: Faster sending and receiving of large emails, videos, and software.
- Audio on Demand (AoD): Streaming music, internet radio, and audio content anytime.
- Video on Demand (VoD): Watching movies or series without buffering, on-demand playback, and recording features.

Communication Solutions:

- Chat applications (WhatsApp, Messenger).
- Video Conferencing (Zoom, Google Meet).

Advantages of Broadband over Dial-up

- Always-on connection, eliminating the need to dial in.
- Simultaneous use of Internet and telephone.
- Flat-rate billing provides cost predictability.
- Supports high-bandwidth applications: online gaming, video streaming, cloud services, and VoIP.
- Fast download/upload speeds enhance productivity and user experience.

Limitations of Broadband Access

- Higher monthly costs compared to dial-up.
- Availability issues in remote or rural locations where DSL or cable networks are unavailable.
- Higher security risks, necessitating robust personal firewalls and antivirus solutions.
- Not all phone lines support DSL; not all cable networks support broadband.

Essential Equipment for Broadband Subscription

- Active telephone connection.
- Personal Computer/Laptop with 10/100 Mbps Ethernet port or Wi-Fi.
- ADSL Customer Premise Equipment (CPE): Modem/Router.
- Adequate power supply and surge protectors.

4.1.2 Effective Customer Approach and Lead Generation**First Contact: Building Trust and Rapport**

The initial customer interaction is critical in gaining attention and reducing resistance. Key elements include:

- Greet customers with a genuine smile.
- Introduce yourself by name and company clearly.
- Avoid aggressive sales tactics.
- Focus on establishing authenticity (carry a business card as proof).
- Pay attention to customer body language (crossed arms, lack of eye contact = low interest).
- Close the interaction politely, e.g., "Thank you for your time."

Best Practices for Effective Approach

- Time your visits during non-peak hours (5–8 PM).
- Knock politely and step back to give personal space.
- Be confident and patient; rejection is part of the process.

4.1.3 Presenting Products Using the Feature-Advantage-Benefit (FAB) Technique**Understanding Features vs. Benefits**

- Feature: Technical specification or characteristic of the product.
- Advantage: What the feature allows the customer to do.
- Benefit: The real value the customer receives.

FAB Example

- Feature: High-speed broadband connection (100 Mbps).
- Advantage: Enables uninterrupted video streaming and gaming.
- Benefit: Saves time, enhances entertainment experience, and improves productivity.

Key Tips for Effective Product Presentation

- Demonstrate real-life use cases.
- Avoid technical jargon; use simple, relatable terms.
- Allow the customer time to process the information.
- Emphasize how the broadband plan solves their specific problems.

4.1.4 Selecting Customer-Centric Sales Strategies**Handling Customer Hesitation**

- Focus on benefits over technical features.
- Be prepared with solutions to common objections.
- Always provide clear, honest information.
- Offer brochures, flyers, or CEF forms for future reference.
- Collect contact information for follow-ups.

Dealing with Rejections

- Acknowledge the “No” gracefully.
- Move on without being pushy.
- Stay positive and professional.

4.1.5 Promotional and Financial Strategies for Broadband Sales**Inbound Marketing Techniques**

Inbound marketing helps prospects discover your brand before actively seeking your service. Key practices include:

1. Content Marketing:

- Create informative articles, how-to guides, and videos.
- Share through company blog, social media, and YouTube.
- Optimize for SEO.

2. Website Optimization:

- Clear CTAs (Calls-to-Action).
- Simple and fast navigation.
- Forms for easy demo requests or sign-ups.

3. Social Media Engagement:

- Maintain active presence on Facebook, Twitter, and LinkedIn.
- Post customer testimonials, promotions, and live demos.

Outbound Marketing Techniques

Outbound marketing pushes content directly to prospects and drives immediate actions:

- Email Marketing: Send targeted offers, promotions, and useful content.
- Pay-per-Click (PPC) Ads: Run search engine or social media ads for targeted keywords.
- Direct Mail: Send brochures or flyers with clear branding and contact information.
- Canopies and Umbrellas: Set up well-branded tents in high-footfall areas.
- Brochures and Flyers: Simple yet impactful way to summarize plans and services. Include QR codes or short URLs linking to landing pages.
- Display Ads: Online banners targeting specific demographics.
- Posters and Dangers: Effective for local advertising with high visibility and recall.

Umbrella Marketing Tent: Lead Generation Example

- Select high-traffic locations.
- Ensure the stall is clean, bright, and visually appealing.
- Display flyers and brochures neatly.
- Use local language to explain plans clearly.
- Avoid technical jargon.
- Stand confidently with a smile and clear posture.
- Provide visiting cards and promotional freebies for brand recall.

4.1.6 Customer Enrolment Forms (CEF) and After-Sales Service

Best Practices for Managing CEF

- Ensure all fields are accurately filled.
- Collect necessary documents and customer signatures.
- Provide a copy of the CEF to the customer.
- Retain an official copy for company records.

Post-Sales Customer Engagement

- Greet the customer positively during follow-ups.
- Address common issues: slow speed, connectivity issues, billing discrepancies.
- Maintain an updated knowledge base of common problems and solutions.
- Communicate timelines for resolution.
- Establish direct contact channels for escalation.

4.1.7 Financial Payment Options for Broadband Subscriptions

In today's digital age, customers have multiple convenient and secure payment options to complete broadband subscription transactions. As a Field Sales Executive, understanding these options helps you better assist customers in choosing the most suitable method based on their preferences.

Common Payment Methods:

1. Debit/Credit Card Payments

- Most Point of Sale (POS) terminals support major debit and credit cards (Visa, MasterCard, and Rupay).
- Customers can conveniently swipe or insert their card to make secure payments.
- Enables instant transaction confirmation with printed or digital receipts.

2. Unified Payments Interface (UPI)

- UPI is a widely used real-time interbank payment system that enables seamless transactions via mobile applications.
- Customers can pay by scanning a QR code or entering the registered UPI ID (mobile number).
- Popular UPI apps: Google Pay, PhonePe, Paytm, BHIM, etc.
- Offers instant confirmation, making it highly convenient and preferred for small and medium payments.

3. Digital Wallets

- Digital wallets allow customers to store money virtually and use it for transactions.
- Popular wallets include Simpl, CashKaro, Paytm Wallet, Amazon Pay.
- Offers benefits such as cashback, discounts, and easy digital tracking of transactions.
- Ideal for tech-savvy customers preferring cashless transactions.

4. Cash Payment

- Remains a trusted method, especially for customers preferring face-to-face transactions.
- The retailer must issue a proper receipt or bill for record-keeping.
- Useful for customers without access to digital payment methods or in areas with poor connectivity.

5. Cheque Payment

- Less common for retail broadband subscriptions but relevant for bulk or corporate payments.
- Cheques provide assurance through a formal banking process.
- Suitable for business customers or large-scale subscription packages.

4.1.8 Identifying and Managing High-Profile Customers

Importance of Customer Loyalty:

In the competitive telecom industry, retaining profitable customers is vital. The 80/20 rule highlights that 20% of customers contribute to 80% of profits. Therefore, Telecom companies strategically focus on identifying high-value customers and tailoring services to meet their expectations.

Steps for Customer Value Segmentation:

1. Calculate Customer Value

- Assess the cumulative historical spend and predict future potential of every customer.
- This helps identify customers contributing the most revenue.

2. Decile Analysis

- Divide the customer base into 10 equal segments based on value contribution.
- The top decile consists of high-value customers who deserve focused attention.

3. Customer Profiling

- Document detailed profiles to understand customer behaviour, service usage patterns, and pain points.
- Use this data to design personalized marketing strategies and service packages.

Characteristics of High-Profile Customers

1. Depend on Reliable Service

- High-profile customers expect seamless broadband performance with zero tolerance for service disruptions.
- Timely problem resolution and proactive service checks are essential.

2. Large Financial Transactions

- Typically subscribe to premium broadband plans or multiple connections.
- Monthly bills are significantly higher than average customers, reflecting advanced features such as ultra-high speed, business-grade reliability, or dedicated support.

3. Demand for Premium Customer Experience

- Expect personalized support and rapid service fulfillment.
- Value-added services like priority installation, dedicated customer service lines, and proactive network monitoring are appreciated.
- Anticipate transparency in billing and quick resolution of queries.

Best Practices When Engaging High-Profile Customers

- Always approach with professionalism, courtesy, and discretion.
- Listen attentively and document specific needs.
- Offer tailored solutions based on customer profile and usage patterns.
- Avoid generic pitches—focus on personalized recommendations.
- Follow up regularly to ensure service satisfaction and pre-empt potential issues.

Notes



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UNIT 4.2: Market Visit and Customer Enrolment Form (CEF) Management

Unit Objectives

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

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

4.2.1 Structured Market Visit and Beat Plan Implementation

What Is a Beat Plan?

A Beat Plan, also known as a Personal Journey Plan (PJP), is a strategic, day-level route plan designed for field sales and marketing personnel to visit multiple retail outlets with a predefined frequency. It provides clarity on:

- Whom to visit
- When to visit
- What to achieve at each visit

Beat planning ensures efficient coverage of the target area, helps maintain optimal stock levels at retail outlets, and prevents duplication of effort among field executives.

Key Benefits of Beat Planning

- Avoids time and resource wastage.
- Prevents overlap in outlet visits by different field executives.
- Aligns business goals with the available workforce.
- Helps in achieving optimized revenue targets through systematic execution.

Challenges in Beat Planning

- Inaccurate or incomplete outlet addresses.
- Poor communication between warehouse, distributors, and storekeepers.
- Geographical challenges such as traffic congestion and route restrictions.
- Unbalanced workloads leading to reduced productivity.

Best Practices for Beat Plan Execution

Before going to the field, follow these steps to ensure efficient execution:

1. Segment Your Business Region

- Organize retail stores by:
- Geographic location
- Client profile (size, business type)
- Product/service requirements

2. Route Optimization

- Design a practical weekly route plan covering all targeted outlets.
- Assign realistic time slots for each visit based on expected interaction time.

3. Skill-Based Assignment

- Match field executives to regions based on their strengths:
- Existing relationships with retailers
- Past experience in specific territories
- Personal competencies

4. Leverage Technology

- Use digital beat plan tools and GPS-enabled systems for real-time tracking and geo-verification.
- Field executives can upload their plans for managerial approval.
- Real-time monitoring prevents deviations and promotes accountability.

5. Learn from Past Mistakes

- Avoid under-utilizing sales executives.
- Ensure beats are not unnecessarily long or cumbersome.
- Prevent overlapping routes that lead to wasted effort and lower productivity.

4.2.2 Customer Enrolment Forms (CEF)

What Is a Customer Enrolment Form (CEF)?

The CEF, also called Customer Application Form (CAF), is a critical document in the telecom customer onboarding process. Accurate and timely processing of CEFs ensures customer satisfaction, regulatory compliance, and efficient service activation.

CEF Contents Include:

- Unique CEF/CAF Number
- Customer Personal Details
- Service and Package Selection
- Installation Address
- KYC Documents
- Terms and Conditions Acknowledgement

CEF Collection Process

- The Field Sales Executive collects duly filled CEFs from the distributor's office.
- The CEF is then transported to the nearest telecom processing centre for validation and activation.
- Multiple trips may be required depending on the volume of forms collected.
- Rejected CEFs are returned to the distributor for corrections, requiring resubmission after amendments.

4.2.3 Managing Compliance and Technical Issues in CEFs**Why Do CEFs Get Rejected?**

The telecom operator may reject CEFs for a variety of compliance and technical reasons, and it is the responsibility of the Field Sales Executive to understand and address these issues with the retailer to prevent recurring errors.

Common Causes of CEF Rejection:**1. Mismatch in Name or Address**

- Incorrect or inconsistent spelling between ID proof and CEF.

2. Unclear or Low-Quality Photograph

- Blurry or improperly captured photo in the KYC documents.

3. Incomplete or Improper Customer Signature

- Missing or mismatched signatures in the CEF form and ID proof.

4. Incorrect Data Entry

- Wrong input of customer details such as date of birth, address, or package type.

5. OTP Mismatch

- The customer may have provided an incorrect One-Time Password (OTP) during verification.

6. Issues with Donor Operator in MNP (Mobile Number Portability)

- Discrepancies when transferring a number from one operator to another.

7. Other Legal Objections

- Missing mandatory KYC documents or legal disputes flagged by the telecom operator.

Best Practices to Handle Compliance Issues**1. Educate Retailers and Customers**

- Clarify the correct way to fill out forms.
- Stress the importance of accurate KYC details.

2. Conduct Preliminary Verification

- Cross-check details before submission.
- Ensure clear photographs and proper customer signatures.

3. Maintain Clear Communication

- Provide immediate feedback to distributors in case of errors.
- Help rectify common errors to reduce rejections over time.

By implementing a structured beat plan, understanding CEF processing, and proactively managing compliance issues, Field Sales Executives ensure efficient customer onboarding and contribute significantly to the organization's market expansion and brand reliability.

Exercise



A. Short Questions:

1. List two common broadband applications that enhance personal or professional use.
2. Why is it important for an FSE to avoid technical jargon when presenting broadband products to customers?
3. What is the role of a Customer Enrolment Form (CEF) in telecom sales?
4. Name two documents acceptable for KYC as per TRAI guidelines.
4. Mention one key reason why a CEF could get rejected.
5. Scenario-Based Questions:
 - Scenario: You are an FSE visiting a local Kirana store. The retailer seems hesitant to partner with your broadband service, saying they don't understand the technical aspects.
 - How would you apply the FAB technique to explain your product in a simple, customer-friendly way?
 - Scenario: During a beat plan execution, you notice that several collected CEFs have unclear photographs and incomplete signatures, which may lead to rejection.
 - What steps would you take to resolve this compliance issue before submitting the forms?
 - Scenario: A high-profile customer complains about frequent broadband disconnections and expresses dissatisfaction.
 - Describe two best practices you would apply when handling this complaint to retain their loyalty.

B. Fill in the Blanks:

1. The minimum LAPU Balance a retailer should maintain is ₹_____, with at least _____% in recharge vouchers.
2. The standard ROI formula is: $ROI (\%) = [(Net\ Gain\ from\ Investment - \text{_____}) / \text{Cost of Investment}] \times 100$
3. The unique number that tracks each Customer Enrolment Form is called _____.
4. UPI payments are preferred because they offer _____ confirmation of the transaction.
5. An example of an inbound marketing technique is _____, where useful content is shared online to attract customers.

C. Multiple Choice Questions (MCQs):

1. What is the main advantage of broadband over dial-up connections?
 - a) Requires no modem
 - b) Always-on connection and faster speeds
 - c) Lower monthly cost
 - d) Limited applications for video calls

2. Which of the following is NOT a primary way for a Field Sales Executive (FSE) to communicate with customers?
 - a) Face-to-face interaction
 - b) Telephone and SMS
 - c) Written reports
 - d) Hacking customer devices

3. Which is the correct order in the FAB sales technique?
 - a) Benefit → Advantage → Feature
 - b) Feature → Advantage → Benefit
 - c) Feature → Benefit → Advantage
 - d) Advantage → Feature → Benefit

4. A high-profile customer is best managed by:
 - a) Offering generic promotions to all customers
 - b) Providing tailored solutions based on their usage
 - c) Ignoring their complaints since they are negligible
 - d) Providing only standard customer care support

5. The purpose of a Beat Plan is to:
 - a) Avoid visiting retail outlets
 - b) Randomly meet customers
 - c) Ensure systematic outlet coverage and optimized revenue
 - d) Sell the highest possible number of products in one visit

Notes

This image shows a full page of blank, lined paper. It features approximately 30 horizontal blue or grey lines spaced evenly apart, typical of notebook paper. The lines extend across the entire width of the page, leaving small margins at the top and bottom. There are no vertical lines, text, or other markings on the page.



5. Sustainability Practices in Telecom Retail and Customer Service Operations



Unit 5.1 - Efficient Use of Resources

Unit 5.2 - Waste Handling and Disposal

Unit 5.3 - Promoting Sustainable Telecom Products
and Practices

Unit 5.4 - Compliance with Environmental Standards



Key Learning Outcomes

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 5.1: 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.

5.1.1 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.

5.1.2 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.

5.1.3 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.

Notes



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UNIT 5.2: 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.

5.2.1 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.

5.2.2 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.

5.2.3 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 Field Sales Executive, 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!

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

Not all waste is the same! As an Field Sales Executive, 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 e-waste. 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 drop-off 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.

Notes



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UNIT 5.3: 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.

5.3.1 Eco-Friendly and Energy-Efficient Telecom Products

As an Field Sales Executive 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!”

5.3.2 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.”

5.3.3 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!"

5.3.4 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 Field Sales Executive, 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!

Notes



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UNIT 5.4: 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.

5.4.1 Government and Company-Specific Environmental Policies

Apply effective communication techniques to influence customers toward adopting sustainable products and practices. As an Field Sales Executive 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 Field Sales Executive, 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."

5.4.2 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 lithium-ion 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 a Field Sales Executive, 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 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!

Exercise



A. Short Questions:

1. List two benefits of using digital documentation over paper-based records.
2. Why is recycling old telecom products important?
3. What does the term “circular economy” mean in telecom operations?
4. Name one government rule related to e-waste management in India.
5. Mention one practical tip to promote responsible packaging to customers.
6. Scenario-Based Questions:
 - a) Scenario:
 - During your shift, you notice a leaking water tap in the store that has been dripping for days.
 - What steps should you take to address this issue in line with sustainability practices?
 - b) Scenario:
 - A customer buys a new phone and asks what they should do with their old one.
 - How do you promote the recycling of telecom products in a customer-friendly way?
 - c) Scenario:
 - You’re promoting an energy-efficient phone that comes in eco-friendly packaging.
 - How would you explain the benefits of this product and packaging to a customer who is skeptical about eco-friendly products being more expensive?
 - d) Scenario:
 - During a routine check, you discover that batteries are being thrown in the regular waste bin.
 - What responsible steps should you take immediately to manage this situation?

B. Fill in the Blanks:

1. Energy-efficient equipment often carries a _____ certification.
2. To avoid wasting water, report and repair _____ promptly.
3. A common way to reduce paper usage is by adopting _____ billing systems.
4. Batteries should always be stored in a _____ container to prevent leaks.
5. According to the E-Waste (Management) Rules, the producer’s responsibility includes _____ of old devices

C. Multiple Choice Questions (MCQs):

1. Which of the following helps optimize electricity consumption in a workplace?
 - a) Leaving devices on standby indefinitely
 - b) Using Energy Star certified appliances
 - c) Running all equipment during peak hours
 - d) Using incandescent bulbs instead of LEDs

2. Water-efficient fixtures include:
 - a) Low-flow taps and dual-flush systems
 - b) High-pressure hoses
 - c) Open buckets always filled
 - d) Keeping taps running continuously
3. E-waste includes:
 - a) Used plastic bags
 - b) Expired food items
 - c) Discarded routers and old smartphones
 - d) Paper receipts
4. Which color-coded bin is used for hazardous waste like batteries?
 - a) Green
 - b) Blue
 - c) Red
 - d) Yellow
5. An eco-friendly telecom product example is:
 - a) A smartphone with OLED low-power display
 - b) A phone made from virgin plastic
 - c) A disposable mobile charger
 - d) A phone with non-recyclable parts

Notes



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





6. Employability Skills (30 Hours)

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







7. Annexure

Annexure I - QR Codes –Video Links








Annexure-I

QR Codes –Video Links

Module No.	Unit No.	Topic Name	Page No. in PHB	Link for QR Code (s)	QR code (s)
Module 1: Introduction to the Telecom Sector and the Role of Distributor Sales Representative	UNIT 1.2: Telecom Industry and its Sub-sectors	1.2.1 Introduction to the Telecom Sector in India		https://youtu.be/Cag-bc-bivtM	Introduction to the Telecom Sector in India
		1.2.2 Top Mobile Handset Players in India		https://youtu.be/008UoL-cYYbl	Top Mobile Handset Players in India
		1.2.2 Mobile Handset Industry		https://youtu.be/mcHW-EBh4lw	Mobile Handset Industry
	UNIT 1.4: Distribution and Selling	1.4.1 Distribution and Distributors		https://youtu.be/YqptddX-fQQQ	Distribution and Distributors
		1.4.2 Selling Techniques		https://youtu.be/kZMrd-0m9eBY	Selling Techniques

Module No.	Unit No.	Topic Name	Page No. in PHB	Link for QR Code (s)	QR code (s)
		1.4.3 Market-ing Strategies		https://youtu.be/h5-Lpw-wQJ6M	Marketing Strategies
	UNIT 1.5: Planning and Organizing the Work	1.5.1 Planning		https://youtu.be/lYa7OP-FoOpo	Planning
		1.5.3 Basic Sales Termi-nologies		https://youtu.be/wvFrZX-mKW1o	Basic Sales Terminologies
	UNIT 1.6: Work Ethics and Per-sonnel Manage-ment	1.6.1 Meaning of Work Ethics		https://youtu.be/5QxR_m1KKao	Meaning of Work Ethics
		1.6.4 Com-mu-nication		https://youtu.be/JSMvsS-rGCHk	Communication
		1.6.5 Groom-ing		https://youtu.be/FBWcK-pZwDYA	Grooming

Module No.	Unit No.	Topic Name	Page No. in PHB	Link for QR Code (s)	QR code (s)
		1.6.5 Things to be avoided		https://youtu.be/HSS0h-9J54XE	 Things to be avoided
Module 2: Coach retailers to achieve sales targets	UNIT 2.1: Basic Commercial Accounting	2.1.1 Introduction to Basic Commercial Accounting		https://youtu.be/zJMUR-bRkF2U	 Introduction to Basic Commercial Accounting
		2.1.2 Key Terms in accounting		https://youtu.be/CMu8TZ-byKMU	 Key Terms in accounting
		2.1.3 Collection		https://www.youtube.com/watch?v=JfYorh4jv2o	 Collection
Module 3: Perform pre-planning for product distribution	UNIT 3.2 Displaying Products at Retail Outlet	3.2.1 Merchandising and its Importance		https://youtu.be/K30rL7EEyO8	 Merchandising and its Importance





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सत्यमेव जयते
GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
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