

Model Curriculum

Territory Sales Manager (Prepaid)

SECTOR: TELECOM
SUB-SECTOR: SERVICE PROVIDER
OCCUPATION: SALES & DISTRIBUTION
REF ID: TEL/Q0203, V1.0
NSQF LEVEL: 4



Certificate

CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

TELECOM SECTOR SKILL COUNCIL

for the

MODEL CURRICULUM

Complying to National Occupational Standards of
Job Role/ Qualification Pack: **'Territory Sales Manager (Prepaid)'**
QP No. **'TEL/Q0203 NSQF Level 7'**

Date of Issuance: 21st June 2018

Valid up to*: 31st Mar 2019

**Valid up to the next review date of the Qualification Pack*



Authorised Signatory
(Telecom Sector Skill Council)

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Territory Sales Manager (Prepaid)

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a “Territory Sales Manager (Prepaid)” in the “Telecom” Sector/Industry and aims at building the following key competencies amongst the learner.

Program Name	Territory Sales Manager (Prepaid)		
Qualification Pack Name & Reference ID.	TEL/Q0203, Version 1.0		
Version No.	1.0	Version Update Date	15-Jan-2019
Pre-requisites to Training	Graduate in any discipline (rural)		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Identify distributors and resolve their payment issues. • Design route plan of Field Sales Executives (FSEs). • Develop Business Health Report (BHR). • Outline payment terms and conditions to retailers. • Identify potential outlets. • Illustrate Return on Investment (ROI) calculation of FSE, distributors, retailers etc. • Enroll new customers as per TRAI guidelines. • Review sales report with Zonal Sales Manager (ZSM). 		

This course encompasses 4 out of 4 National Occupational Standards (NOS) of “Territory Sales Manager (Prepaid)” Qualification Pack issued by “TSSC: Telecom Sector Skill Council”

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1.	<p>Introduction to Telecom Industry and the job role</p> <p>Theory Duration (hh:mm) 45:00</p> <p>Practical Duration (hh:mm) 35:00</p> <p>Corresponding NOS Code Bridge Module</p>	<ul style="list-style-type: none"> • Introduction to the Telecom Industry • Identify the growth and trends in the telecom industry in India • Recall the fundamentals of marketing management • Summarize a formal introduction to the marketing and sales scenario • Explain five P's of marketing and its applications • Demonstrate SWOT analysis for Field Sales Executives (FSEs), retailers, distributors etc. • Define the roles and responsibilities of channel members • Illustrate process and guidelines of channel management • Demonstrate the concepts of effective communication and its processes • Illustrate the art of listening and benefits of active reading and writing tips • Outline the importance of grooming standards • Identify the organisational policies, procedures and standards • Illustrate the basic computer skills and applications – MS Office 	Laptop/PC with MS office pre-installed
2.	<p>Manage Distributors</p> <p>Theory Duration (hh:mm) 25:00</p> <p>Practical Duration (hh:mm) 65:00</p> <p>Corresponding NOS Code TEL/N0208</p>	<ul style="list-style-type: none"> • Identify, shortlist and select new distributors • Identify potential sales territories for the selected distributors • Update distributors about new products and services • List the merchandising materials • Demonstrate the distributors about complete range of products and services • Classify the Feature, Advantages & Benefits (FAB) approach for distributor • Illustrate brand visibility creation norms • Organise reward and recognition programs for distributors • Examine the stock and process for payment to distributors accordingly • Explain line selling and range selling • Resolve distributor's payment, process and service related issues • Develop vendor pay-out policies • Illustrate the significance of route plan and beat plan to each FSEs • Design route plan and beat plan for every FSEs 	NA

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> Review key accounts of distributors Inspect the grievances and suggestions from distributors Develop the escalation matrix for distributors 	
3.	<p>Increase revenue & market share</p> <p>Theory Duration (hh:mm) 30:00</p> <p>Practical Duration (hh:mm) 55:00</p> <p>Corresponding NOS Code TEL/N0209</p>	<ul style="list-style-type: none"> Comply organisation policies to deliver stock to distributors Inspect stock availability at distributor point Identify reasons behind shortfall of target, if any Develop appropriate action plan to achieve sales target Define basic financial terminologies used in daily business Develop BHR to check retailer's sales record Explain the FSEs about BHR, product updates and merchandising Explain FSEs about depth of sales and distribution Explain retailers on payment terms & conditions Identify dormant retailers in the market Identify the processes to activate the dormant retailers Outline activities of the competitor in the market Organise canopy promotions and road shows for brand visibility Review monthly sales performance Analyse increase in revenue and market share 	NA
4.	<p>Distribution expansion</p> <p>Theory Duration (hh:mm) 35:00</p> <p>Practical Duration (hh:mm) 45:00</p> <p>Corresponding NOS Code TEL/N0210</p>	<ul style="list-style-type: none"> List the outlet selection norms Outline the sales report of prepaid scheme – sim cards, active recharges or handset sales in the width of distribution Create new retailer schemes and offers vis-à-vis competition Ensure steady increase in the width of distribution Identify potential outlets in assigned terrain Explain FSEs about outlet selection norms Explain FSEs about ROI model Illustrate ROI calculation of distributors, FSEs, retailers etc. Explain company policies to new and existing distributors 	NA

Sr. No.	Module	Key Learning Outcomes	Equipment Required
5.	Process adherence Theory Duration (hh:mm) 35:00 Practical Duration (hh:mm) 30:00 Corresponding NOS Code TEL/N0211	<ul style="list-style-type: none"> Examine new customers via tele-calling through distributors as per TRAI guidelines Summarize activation and document related processes Examine enrolment forms Explain the importance of reporting formats Obtain retailer's sales report from distributors Prepare assigned reports within specified timelines Review monthly sales report with Zonal Sales Manager (ZSM) 	NA
	Total Duration Theory Duration 170:00 Practical Duration 230:00	Unique Equipment Required: Projector, Laptop/PC with MS office pre-installed, White Board, Marker.	

Grand Total Course Duration: **400Hours, 0 Minute**

(This syllabus/ curriculum has been approved by **TSSC: Telecom Sector Skill Council**)

Trainer Prerequisites for Job role: “Territory Sales Manager (Prepaid)” mapped to Qualification Pack: “TEL/Q0203, V1.0”

Sr. No.	Area	Details
1	Description	Individual at this job is responsible for distribution expansion and coordination with urban distributors i.e. multi-brand distributors, to achieve sales targets in assigned territory; achieving revenue target; people development; channel management; retailer education; range selling; increasing customer base and process compliance. (Rural Distributor) – Individual at this job is responsible for similar activities but with rural i.e. company specific distributors
2	Personal Attributes	Individual in this job role must be presentable; determined; good planner; must possess leadership qualities, analytical ability; good communication; people management and display out of box thinking
3	Minimum Educational Qualifications	ITI/ Diploma
4a	Domain Certification	Certified for Job Role: “Territory Sales Manager (Prepaid)” mapped to QP: “TEL/Q0203”, Version No. 1.0 Minimum accepted score should be mentioned as 80%
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MEP/Q0102”, Version No. 1.0 Minimum accepted score as per SSC guidelines is 80%.
5	Experience	<ul style="list-style-type: none"> The trainer should be certified by TSSC as ‘Train the Trainer’ and ‘Assessor’ Worked as Distributor Sales Representative for a minimum of 1 year

Annexure: Assessment Criteria

Assessment Criteria	
Job Role	Territory Sales Manager (Prepaid)
Qualification Pack	TEL/Q0203, V 1.0
Sector Skill Council	Telecom

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2	The assessment for the theory part will be based on knowledge bank of questions created by the SSC
3	Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS
4a.	Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/ training center (as per assessment criteria below).
4b.	Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criterion.
5	To pass the Qualification Pack, every trainee should score a minimum 70% of aggregate marks to successfully clear the assessment
6	In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack

Assessment Outcome	Assessment Criteria	Total Mark (400)	Out of	Theory	Skills Practical
1.TEL/N0208 (Manage distributor)	PC1.identify, shortlist and select new distributor	100	10	10	0
	PC2. update distributors about new product and service		5	5	0
	PC3. encourage distributors to keep complete range of products		5	5	0
	PC4. facilitate timely pay outs to distributors		5	5	0
	PC5. resolve distributor's payment, process and service related issues		10	10	0
	PC6. execute daily sales meeting with FSEs to review performance, identify improvement areas and allocate retailer wise sales targets		10	10	0
	PC7. create FSE wise Route/Beat Plan for sales distribution		5	5	0
	PC8. create self PJP for entire month to visit assigned territory		5	5	0
	PC9. coach FSEs on the job during market visits		5	0	5
	PC10. create brand visibility through FSEs using merchandise		5	0	5
	PC11. communicate escalation matrix to distributors		5	5	0
	PC12. conduct regular meetings with retailer and distributors and conduct reviews for performance analysis		10	10	0
	PC13. coach the Direct Sales Executive (DSE) every month		5	5	0
	PC14. manage key accounts of distributors		10	10	0
	PC15. execute reward and recognition programs		5	5	0
Total			100	90	10
2. TEL/N0209 (Increase revenue and market share)	PC1. facilitate stock availability at distributor point	100	10	10	0
	PC2. perform Business Health Report (BHR) function to check trend of secondary sales		5	5	0
	PC3. identify reasons of shortfall in target and take appropriate actions to achieve sales target		10	10	0
	PC4. educate FSEs about product updates and documentation for cascading information to retailers		10	10	0
	PC5. promote usage of BHR amongst FSEs to keep a track of retailer's sales records		5	5	0
	PC6. monitor retailer wise secondary and tertiary sales records		10	10	0
	PC7. encourage retailers through FSEs to keep range of products		10	10	0
	PC8. facilitate timely pay-out to retailers		10	5	5
	PC9. visit retailers as per PJP to reactivate dormant retailers and to coach FSEs		10	5	5

	PC10. educate FSEs about increasing depth of sales and distribution		10	10	0
	PC11. organise canopy promotions to attract new customers		10	10	0
		Total	100	90	10
3. TEL/N0210 (Distribution expansion)	PC1. observe active recharge, data and/or handset selling outlet reports and ensure steady increase in the width of distribution	100	30	30	0
	PC2. launch and cascade new retailer schemes and offers vis-à-vis competition		30	25	5
	PC3. educate FSEs about outlet selection norms and distributor ROI calculation		30	25	5
	PC4. handhold new rural distributors		10	10	0
		Total	100	90	10
4. TEL/N0211 (Process adherence)	PC1. verify newly enrolled customers via tele-calling through distributor, as per TRAI guidelines	100	30	10	20
	PC2. obtain weekly/monthly retailers' sales records from distributors/circle office		20	20	0
	PC3. prepare monthly activation, MNP and revenue reports (retailer wise and FSE wise)		20	20	0
	PC4. review monthly performance with ZSM and take appropriate measures for improvement		30	30	0
		Total	100	80	20