

Model Curriculum

Field Sales Executive – Telecom Plans and Services

SECTOR: TELECOM

SUB-SECTOR: SERVICE PROVIDER

OCCUPATION: SALES AND DISTRIBUTION

REF ID: TEL/Q0200, V1.0

NSQF LEVEL: 4

 <p>Skill India शिक्षणं शक्तिः - गुणवत्ता - नवोद्यम</p>	 <p>Telecom Sector Skill Council</p>	 <p>N · S · D · C National Skill Development Corporation Transforming the skill landscape</p>
<h1>Certificate</h1>		
<h2>CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS</h2>		
is hereby issued by the		
TELECOM SECTOR SKILL COUNCIL		
for the		
MODEL CURRICULUM		
Complying to National Occupational Standards of Job Role/ Qualification Pack: <u>Field Sales Executive(FSE)</u> QP No. <u>TEL/Q0200 NSQF Level 4</u>		
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Date of Issuance: Valid up to:		 Authorized Signatory (Telecom Sector Skill Council)
* Valid up to the next review date of the Qualification Pack		

TABLE OF CONTENTS

1. Curriculum	01
2. Trainer Prerequisites	05
3. Annexure: Assessment Criteria	06

Field Sales Executive – Telecom Plans and Services

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a “Field Sales Executive – Telecom Plans and Services”, in the “Telecom” Sector/Industry and aims at building the following key competencies amongst the learner

Program Name	Field sales Executive – Telecom Plans and Services		
Qualification Pack Name & Reference ID	TEL/Q0200		
Version No.	1.0	Version Update Date	31 – 05 – 2017
Pre-requisites to Training	Negotiation and Selling Skills, Basics of telecom (Entry level requirement)		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Prepare for pre-sales: Follow pre-defined guidelines and standards, split the targets, design action plan and collect merchandise from distribution point. • Understand the procedure of increasing revenue: Influence retailers and customers, advertise the brand, educate the retailers and acknowledge the report formats. • Acquire knowledge of spreading the business: Identify the potential retailer, locate governing person, define ROI, introduce verity of products and exhibit discrete case. • Understand the process compliance: Instruct the retailer on various processes like SIM activation, recharge, MNP based on TRAI, compile the document for activation. • Amass the knowledge on data handing: Explore the latest technologies, tariff plans, offers and schemes, handle data related issues and scale down the communication of customer with data related issues. • Enhance personal development: Identify and improve soft skills by formal training and perform the SWOT analysis. • Develop your personality: Improve listening, resolve common problems associated with reading and describe the tips for creative writing. 		

This course encompasses 5 out of 5 National Occupational Standards (NOS) of “Field Sales Executive – Telecom Plans and Services” Qualification Pack issued by “TSSC: Telecom Sector Skills Council”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p>Pre-sales preparation</p> <p>Theory Duration (hh:mm) 20:00</p> <p>Practical Duration (hh:mm) 25:00</p> <p>Corresponding NOS Code TEL/No200</p>	<ul style="list-style-type: none"> • Discuss the roles and responsibilities of a field sales executive • Describe the importance of splitting sales target • Train FSEs to follow grooming guidelines, targets, updated offers • Calculate MTD sales • Create route plan and beat plan • Draft an action plan • Define the significance of merchandising materials 	NA
2	<p>Increase customer base and revenue</p> <p>Theory Duration (hh:mm) 15:00</p> <p>Practical Duration (hh:mm) 30:00</p> <p>Corresponding NOS Code TEL/No201</p>	<ul style="list-style-type: none"> • Train the retailer about basic skill set • Develop communication skill and required confidence while communicating • Organise and execute road shows • Explain range selling • Define stock management • Calculate cash on delivery (COD) • Understand the BHR process for secondary/tertiary sales 	Soft Skill (Voice) Trainer Tools/software
3	<p>Increase distribution width</p> <p>Theory Duration (hh:mm) 15:00</p> <p>Practical Duration (hh:mm) 20:00</p> <p>Corresponding NOS Code TEL/No202</p>	<ul style="list-style-type: none"> • Locate a prominent retail outlet • Identify the process of creating brand visibility • Define Know Your Customer (KYC) norms • Describe the process of enrolling new outlets • Calculate Return On Investment (ROI) and Inventory Turn • Understand the norms for product activation 	KYC Forms, Service Provider Guidelines
4	<p>Process compliance</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 20:00</p>	<ul style="list-style-type: none"> • Describe Mobile Number Portability (MNP) • Understand recharge and recharge reversals • Validate enrollment forms • Implement the resolving procedure of customer query 	Customer Acquisition Forms, MNP Process Documentation

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	Corresponding NOS Code TEL/No203		
5	Data expertise Theory Duration (hh:mm) 10:00 Practical Duration (hh:mm) 15:00 Corresponding NOS Code TEL/No110	<ul style="list-style-type: none"> Keep self-updated about new technologies, tariff plans, offers and schemes Describe technical specifications of mobile handsets Identify issues in operating systems and handsets Resolve customers' issues and concerns 	Plan Brochures, Handset Brochures with specifications
6	Soft Skills- Personal Development Theory Duration (hh:mm) 5:00 Practical Duration (hh:mm) 05:00 Corresponding NOS Code NA	<ul style="list-style-type: none"> Identify and improve soft skills Explain the importance of knowing self Perform the SWOT analysis Describe the formation and change of attitudes 	Voice trainer/equivalent setup
7	Soft Skills- Personality Development Theory Duration (hh:mm) 5:00 Practical Duration (hh:mm) 05:00 Corresponding NOS Code NA	<ul style="list-style-type: none"> Understand the art of listening Define the concept of reading and benefits of active reading Explain the concept of communication, its process and special features Determine the writing tips 	Laptop, white board, marker, projector
	Total Duration Theory Duration 80:00 Practical Duration 120:00	Unique Equipment Required: Laptop, white board, marker, projector for class room training	

Grand Total Course Duration: **200 Hours, 0 Minutes**

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

Trainer Prerequisites for Job role: “Field Sales Executive – Telecom Plans and Services” mapped to Qualification Pack: “TEL/Qo200, v1.0”

Sr. No.	Area	Details
1	Description	A field sales executive visits retail outlets to deliver prepaid telecom products/services to retailers, as per daily Route/Beat Plan. He/she is also responsible to achieve monthly revenue target, increase width and depth of distribution, adhere to process compliance for new customer enrollment and increase customer base.
2	Personal Attributes	A field sales executive should be smart & presentable as per organisational grooming guidelines; must be fluent in regional language; must be a quick learner and have strong customer focus; must be adaptable to change and know how to manage relationships; in time with the pulse of the market; willing to work for long hours with enthusiasm; target focused and possess active listening skills.
3	Minimum Educational Qualifications	10+2 or equivalent
4a	Domain Certification	Certified for Job Role: “Field Sales Executive – Telecom Plans and Services” mapped to QP: “TEL/Qo200, Version No. 1.0”. Minimum accepted score as per respective TSSC guidelines.
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “TEL/Qo200, Version No. 1.0”. Minimum accepted score as per respective TSSC guidelines.
5	Experience	<ul style="list-style-type: none"> The trainer should be certified by TSSC as ‘Train the Trainer’ and Assessor and Worked as Field Sales Executive – Telecom Plans and Services for a minimum of 1-2 years

Annexure: Assessment Criteria

Assessment Criteria	
Job Role	Field Sales Executive – Telecom Plans and Services
Qualification Pack	TEL/Qo200, Version No. 1.0
Sector Skill Council	Telecom

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack will be created by the Telecom Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. TSSC 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 TSSC.
3	Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training centre(as per assessment criteria below).
4	Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criteria.
5	To pass the Qualification Pack, every trainee should score overall of 70% .
6	The marks are allocated PC wise; however, every NOS will carry a weight age in the total marks allocated to the specific QP.

Assessable Outcome	Assessment Criteria	Total Mark (400+100)	Out Of	Marks Allocation	
				Theory	Skills Practical
1. TEL/No200: Pre-sales preparation	PC1. organise self by organisational grooming guidelines/standards	100	10	0	10
	PC2. split monthly sales target (revenue, new activations etc.) into weekly and daily sales target		10	10	0
	PC3. obtain and design action plan to achieve daily sales objective from TSM/Area Manager		20	10	10
	PC4. update self about latest retailer schemes/offers		10	10	0
	PC5. collect merchandise from distributor point		20	20	0
	PC6. calculate MTD sales achieved against monthly target		20	20	0
	PC7. proceed as per pre-defined Route and Beat Plan		10	0	10
	Total		100	70	30
2. TEL/No201: Increase customer base and revenue	PC1. arrange merchandise in retail outlets like posters, danglers etc., to create brand visibility	100	8	0	8
	PC2. draw retailer's attention		6	0	6
	PC3. monitor retailer card/register for secondary/tertiary sales		15	5	10
	PC4. perform BHR check on retailer's secondary/tertiary sales records		10	5	5
	PC5. observe outlet physically, to check stock availability		8	4	4
	PC6. ask questions to identify exact need of the retailer		5	0	5
	PC7. influence retailer by comparing products with competition and demonstrate benefit to retailers		8	4	4
	PC8. quote high selling retailer's sales achievement, to motivate others		10	0	10
	PC9. offer range of products/services to retailers		5	0	5
	PC10. provide agreed quantity of stock to retailers		5	5	0
	PC11. collect payment from retailers against delivered stock		5	5	0
	PC12. educate retailers about utility of all products/services		5	5	0
	PC13. organise and execute road shows		10	0	10
	Total		100	33	67
3. TEL/No202: Increasing width of distribution	PC1. locate retail outlets with high footfall, to increase width of distribution	100	8	0	8
	PC2. identify decision maker and seek permission to discuss value proposition		10	4	6
	PC3. explain ROI to retailers by highlighting minimal investment and high inventory turns		20	10	10
	PC4. propose/pitch range of products/services and demonstrate various associated processes		20	10	10

Assessable Outcome	Assessment Criteria	Total Mark (400+100)	Out Of	Marks Allocation	
				Theory	Skills Practical
	PC5. educate retailers about enrollment formalities		12	6	6
	PC6. create brand visibility at the outlet by displaying merchandising material		10	0	10
	PC7. provide retailer/demo SIM card and collect documents		20	10	10
	Total		100	40	60
4. TEL/No203: Process compliance	PC1. educate retailers on mobile number activation process, MNP, recharge and recharge reversal, KYC norms, TRAI guidelines etc.	100	30	15	15
	PC2. validate customer enrollment forms for any discrepancies like use of whitener, signature mismatch, address mismatch		20	20	0
	PC3. collect and process documents for activation of mobile numbers		30	15	15
	PC4. respond to retailer issues and complaints		20	10	10
	Total		100	60	40
5. TEL/No110: Data expertise	PC1. resolve customer's data related issues	100	40	20	20
	PC2. reduce repeat walk-in/interactions of customers with data related queries		60	30	30
	Total		100	50	50
	Grand Total	500	500	253	247
	Percentage Weightage:			40%	60%
	Minimum Pass% to qualify (aggregate):			70%	