

Distributor Salesman SYLLABUS/ CURRICULUM

This Programme is aimed at training candidates for the job of “Distributor Salesman”, in the “Retail” Sector/Industry and by the end of the program aims at building the following key competencies amongst the learner:

1	Be updated on knowledge of products to be sold and merchandising	2	Have thorough understanding of business and productivity targets and measures to achieve the same
3	Learn steps to make an affective sales call	4	Develop capability for handling credit management of an outlet both receivables and payables
5	Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution		

This course encompasses 5/5 NOS of “Distributor Salesman” - RAS/Q0604, Qualification Pack issued by RASCI.

S.No	Module/Topic	Durati on (hrs)	Key Learning Outcomes	NOS Code
1.	Be updated on knowledge of products to be sold and merchandising		Performance Criteria The learners will be able to: <ul style="list-style-type: none"> • update self about current product portfolio and product details – grammages, price points and variants of own and competition products and update details periodically • acquire up-to-date knowledge on channel wise, category wise, outlet type wise schemes • give relevant information to supervisors to plan relevant schemes/slabs by outlets and learn to utilise correctly • identify hotspots in an outlet and try to convince the retailer to provide these for displays and achieve high order visibility by correct deployment of merchandising material • put branding materials on the area surrounding the rack and inside the rack • stock products to maximise number of facings 	RAS/N0601

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> • obtain natural visibility by clearing cluttered space and stocking company's products. • place products next to the competitor brand and maintain category and competition adjacency. • replace damaged display materials. • benchmark own product with that of competitors as per the norms and accordingly make own products available at an outlet. • articulate USP of New products – Features and benefits to the retailer. • make an effective sales call to convince the outlets to place order for focus SKUs. <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • category wise, product wise placement norms • merchandising & Planogram norms • knowledge of products, USPs, benefits in relation to needs of the customers in comparison to competitive offerings • availability norms of products • competition benchmark product details <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • how to check the condition of product samples • how to identify hotspots in the outlet & convince retailers for the spot • how to identify benchmark competitor products and decide on product availability 	

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2.	Have thorough understanding of business and productivity targets and measures to achieve the same		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> • understand all sales objectives and targets for Bills cut, Lines cut, Average bill value and Unique Outlets Billed. • understand target vs. achievement till date and strive towards 100% target achievement. • carry market planner and outlet wise plans made prior to the market visit and be aware of focus categories and plans for sale of specific category/SKUs by outlet. • ensure category and outlet wise billing targets are met. • ensure category wise and outlet wise billing targets are met on the route. • cover all target outlets/entire route and take note of new outlets/closed outlets in the beat. • update info on the type of outlet and its respective trade channel. • ensure availability of new launch products as per availability norms. • set beat and outlet wise targets to achieve launch targets. • check stock position of each SKU everyday at the distributor point. • estimate sales from the beat and optimize order as per stock available on hand. • coordinate with supervisor and discuss on action plan for out-of-stock SKUs. • check the stock available in the selling area/shelves. • check stocks available in the backroom for reserves. • check stocks for all brand and capture order as per SOQ. <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • productivity parameters and targets • product availability/benchmarking norms and launch plan • route knowledge with details of outlets in a route • classification of outlets by type and profile • stock replenishment cycle of the 	RAS/N0602

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			<p>organization</p> <ul style="list-style-type: none"> organization's guidelines in case of stock out <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> how to analyse overall / productivity targets to set effective objectives how to break down objectives into actionable tasks to achieve goals how to maintain routes and help the supervisors in maintaining the same how to do stock count and capture order as per SOQ in outlets speedily how to estimate sales from the beat and analyse stock in hand at the distributor's point to forecast demand 	
3.	Learn steps to make an effective sales call		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> analyze current stock on hand and sales of the outlets. advise retailers for optimum order depending on the need and projected sell out and need for reserve stocks that needs to be maintained to avoid stock outs. explain how the recommendation will boost Retailer's sales. communicate all benefits which would accrue to the retailer in a short and concise manner. ask open-ended questions considering the retailer's needs, leading to the retailer accepting advice on purchase. ensure that the relevant schemes/slabs are discussed with the retailer after gauging the potential of the outlet. analyse competition schemes and leverage on company's schemes to increase sales vis-a-vis that of competition. ensure range selling by leveraging on own brand already available in the retail outlet and strengthen portfolio presence in the outlet. route list & outlet list in the palmtop/handheld device and its usage. ensure product list & scheme details are available in the palmtop. implement order capture process on 	RAS/N0603

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			<p>palmtop/handheld.</p> <ul style="list-style-type: none"> • ensure summary reports/productivity reports are available in the palmtop/handheld. • ensure retail survey features are available in the palmtop. • ensure correct syncing process is followed. • check stock physical condition and freshness. • arrange stock as per FMFO and even educate retailer on FMFO. • do stock rotation in those outlet where the movement of stocks is very low. • carryout stock rotation in case stock movement is very low. • replace damaged or expired goods with fresh stocks and enter information about damaged goods in the handheld device. • maintain a pleasing personality for an effective sale call (clean and ironed clothes, smile on face) • maintain appropriate distance from the retailer/outlet owner • maintain proper posture while talking with the retailer and not to lean or place hands in pockets or bend shoulders. • refrain from indulging in any act that may irritate the retailer. • speak clearly in a soft tone without stammering or hesitation. • maintain proper eye contact with the retailer. • enter ordered quantity against each SKU ordered. • submit the orders and check summary of the order. • communicate the order value to the retailer. <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • sales call process & procedures as defined by the organization. • schemes and promotions own as well as competition. • freshness norms, stock rotation & stock return norms of the organization • schemes that are active for the current month for each category and channel 	

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			<ul style="list-style-type: none"> availability norms of the organization <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> how to estimate sales of the outlet how to estimate stock requirement for the outlet how to use handheld order taking device given by the organization how to check the physical condition and shelf life of the stock how to identify stock movement at an outlet level and perform stock rotation if needed negotiation and convincing skills for range selling 	
4.	Develop capability for handling credit management of an outlet both receivables and payables		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> collect details of pending invoices from the distribution point every day before starting the beat gather credit ageing information of retailer bills and set beat objectives accordingly. keep track of pending display payments and keep the distributor and organization's representative aware of the status. resolve issues due to pending delivery and keep distributor and organization's representative aware of the status reconcile both receivables and payables to outlets and settle all queries by customers on these issues. <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> credit & collection norms of the distributor and the organization how to display payment norms of the organization and outlet wise status delivery norms of the organization <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> how to assess pending payments and consumer credit status how to ensure on time and in full delivery of 	RAS/N0604

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			all his/her orders, store items securely	
5.	Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> • build rapport with the traders based on punctuality, regularity, courtesy, mannerism and interest in increasing retailer's business and uplifting the outlet's appearance. • listen to retailers patiently and understand their needs and problems. • use open-ended questions to seek clarification on retailers' problems and grievances. • explain the benefits that the retailer will have from the sale. • handle objection and resolve issues by himself/herself or escalate to the supervisor that are beyond his/her purview. <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • customer relationship management norms of the organization <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • negotiation and objection handling skills 	RAS/N0605
Core Skills / Generic Skills				
6.	Writing Skills		On the job the individual needs to be able to: <ul style="list-style-type: none"> • complete documentation accurately • collate simple data when required 	All 5 NOSs
7.	Reading Skills		On the job the individual needs to be able to: <ul style="list-style-type: none"> • read information accurately • read and interpret data sheets 	All 5 NOSs
8.	Oral Communication (Listening and Speaking skills)		On the job the individual needs to be able to: <ul style="list-style-type: none"> • follow instructions accurately • use gestures or simple words to communicate where language barriers exist • use questioning to minimise misunderstandings • display courteous and helpful behaviour at all times 	All 5 NOSs
Professional Skills				
9.	Decision Making		On the job the individual needs to be able to: <ul style="list-style-type: none"> • make decisions pertaining to the concerned area of work 	All 5 NOSs
10.	Plan and Organize		On the job the individual needs to be able to:	

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> plan and schedule routines 	
11.	Customer Centricity		On the job the individual needs to be able to: <ul style="list-style-type: none"> build relationships with customers and communicate the product attributes clearly 	All 5 NOSs
12.	Problem Solving		On the job the individual needs to be able to: <ul style="list-style-type: none"> identify product samples that are not in good condition or expired 	All 5 NOSs

(This syllabus/ curriculum has been approved by RASCI)