

## Individual Sales Professional/ Self-employed Retailer

### SYLLABUS/ CURRICULUM

This Programme is aimed at training candidates for the job of “Individual Sales Professional/Self-employed Retailer”, in the “Retail” Sector/Industry and by the end of the program aims at building the following key competencies amongst the learner:

1	Get licenses, follow legal policies and procedures to start/run business	2	Perform basic accounting practices
3	Continuously update self on new products/services offered by business	4	Conduct daily business operations
5	Build relationship with vendors/dealers to ensure smooth business operations and increase sales	6	Meet health and safety requirements at place of work
7	Manage customer needs effectively through need identification and strong customer relationship	8	Demonstrate/show creativity, newness/Innovation and enthusiasm to grow business

This course encompasses 8/ 8 NOS of “Individual Sales Professional/Self-employed Retailer” - RAS/Q0201, Qualification Pack issued by RASCI.

S.No	Module/Topic	Durati on (hrs)	Key Learning Outcomes	NOS Code
1.	Get licenses, follow legal policies and procedures to start/run business		<b>Performance Criteria</b> The learners will be able to: <ul style="list-style-type: none"> <li>• Gain knowledge of and identify local corporations/authorities that have a bearing on the particular business process</li> <li>• Build and maintain relationships with the key persons to ensure smooth functioning of business</li> <li>• Get permissions and compliances as per legal requirements</li> <li>• Complete business registration and other legal formalities</li> <li>• Examine legal options for the most suitable type of business structure</li> <li>• Seek legal and accounting expertise as required to inform final decision regarding business structure</li> <li>• Gain knowledge of policies and procedures that have a bearing on the business</li> <li>• Update self with knowledge and</li> </ul>	RAS / N0201

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p>understanding of the relevant rules and legislative policies</p> <ul style="list-style-type: none"> <li>• Conform to the rules and policies for smooth functioning of business</li> <li>• Update self with knowledge to minimise losses and maximise gains</li> <li>• Secure information on purchase rights to products and services and ensure full understanding of their implications</li> <li>• Establish cost of procurement rights to products and services (if applicable)</li> <li>• Determine brand ownership and protection rights</li> <li>• Gain in-depth knowledge of processes related to handling of goods, equipment and hazardous material involved in the business</li> <li>• Understand hazards and risks involved in the above processes</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• Local corporations/authorities that have a bearing on the particular business process</li> <li>• Policies and procedures that have a bearing on the particular business process</li> <li>• Legal formalities applicable for the particular business</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>• Knowledge of processes related to legal compliance requirements involved in the business</li> <li>• Hazards and risks involved in the business</li> </ul>	
2.	Perform basic accounting practices		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>• Assess and identify source of funding and what is needed to secure that funding</li> <li>• Plan, monitor and record the cash flow</li> <li>• Control costs through assessment and interpretation of information on costs and resource allocation</li> <li>• Open and manage a Bank Account</li> <li>• Prepare budget to help better planning and management of finances</li> </ul>	RAS / N0202

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> <li>• Control budget through monitoring of various financial elements such as income vis-a-vis expenditure, profit vis-a-vis loss etc. and correct deviations</li> <li>• Understand elements of basic financial accounting</li> <li>• Conduct basic accounting tasks</li> <li>• Create and maintain reports</li> <li>• Analyse sources of profits and causes of losses as reflected in the reports</li> <li>• Update self with knowledge of possible fraudulent activities related to monetary transactions</li> <li>• Implement security procedures and checks to prevent monetary losses due to fraudulent activities</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• Importance of error free accounting</li> <li>• legal implications of erroneous accounting</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>• Basic mathematical skills</li> <li>• Elements specific to business, that need to be considered in accounting</li> </ul>	
3.	Continuously update self on new products/services offered by business		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>• Have thorough knowledge of products/services involved in the business</li> <li>• Have awareness of market trend with respect to sales patterns</li> <li>• Have knowledge of related products/services and possible opportunities with respect to up-selling, cross-selling, expansion of business etc.</li> <li>• Source and process product and service data relevant to business</li> <li>• Maintain accurate and current details of products and services in product database</li> <li>• Conduct study of products/services offered by competition</li> <li>• Operate relevant equipment involved in business</li> <li>• Have knowledge of precautions and</li> </ul>	RAS / N0203

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p>maintenance required</p> <ul style="list-style-type: none"> <li>Update self on new technology that can improve efficiencies and reduce risks play a key role in existing key customer engagement</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>Products/services involved in the business</li> <li>Related products/services</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>Equipment involved in the business</li> </ul>	
4.	Conduct daily business operations		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>Identify target audience profile/market</li> <li>Continuously observe and identify buying patterns of customers to define assortments and modify them as per trends observed</li> <li>Identify customers easy to access in order to target selling to them</li> <li>Have awareness of products being offered by competitors/other players in the locality</li> <li>Select right medium of promotions</li> <li>Organize resources depending upon the marketing medium</li> <li>Plan budget requirements for the promotional programs</li> <li>Track and monitor effectiveness of the promotional programs</li> <li>Assess inventory/procuring capacity as per costs involved</li> <li>Assess operational costs</li> <li>Calculate projected break-even point</li> <li>Take steps to prevent inventory losses</li> <li>Calculate profits and margins</li> <li>Define targets to achieve business gains</li> <li>Ensure required inventory is on hand</li> <li>Match logistics of delivery to inventory supply requirements</li> <li>Monitor stock levels and maintain them at required levels</li> <li>Coordinate stock take or cyclical count</li> <li>Plan for contingencies</li> </ul> <p><b>Knowledge and Understanding Organizational</b></p>	RAS / N0204

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p><b>Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• Possible products/services that can be offered by own organisation</li> <li>• Trend setters in the specific business</li> <li>• Possible seasonal effects</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>• Mapping of target customers and identification of customer needs</li> <li>• Computation of costs, profit &amp; loss, sales figures etc., elements involved in setting of sales targets</li> </ul>	
5.	Build relationship with vendors/dealers to ensure smooth business operations and increase sales		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>• Communicate clearly in the required local language</li> <li>• Articulate clearly and coherently</li> <li>• Respond appropriately</li> <li>• Identify where to get help and information from</li> <li>• Understand what is required from specific vendors</li> <li>• Express need clearly and get into workable relationship with vendor/s</li> <li>• Negotiate with vendors for better deal</li> <li>• Ensure proper contracting with vendors</li> <li>• Ensure minimisation of possible risks and losses in vendor relationships</li> <li>• Share and gather best practices and maintain cordial relationships</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• Vendors and ways to connect with them</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>• Local language</li> <li>• Basic offerings by vendors elsewhere</li> </ul>	RAS / N0205
6.	Meet health and safety requirements at place of work		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>• Wash hands with clean water and soap in order to keep them clean at all times</li> </ul>	RAS / N0206

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> <li>• Wear clean and washed clothes every day</li> <li>• Be presentable and well groomed to service customers of all types</li> <li>• Use separate and clean handkerchief/cloth for wiping off perspiration or dust</li> <li>• Keep the cleaning aids dry and clean</li> <li>• Avoid sneezing or coughing around the area of work</li> <li>• Sweep the surrounding area to create a tidy atmosphere</li> <li>• Drain out or dry off any accumulation of stale water in the form of small pools, etc., which can be breeding ground for mosquitoes</li> <li>• Use government approved disposal stations or appropriately large waste bins to store and dispose-off collected waste</li> <li>• Advise customers to throw waste at designated bins or waste areas</li> <li>• Actively prevent development of clean areas into unauthorised waste dump yards over time, in coordination with co-vendors</li> <li>• Have knowledge of ways and means to handle emergency situations like fire, robbery, riots etc.</li> <li>• Gain knowledge of ways and means to mitigate risks to people and property during emergencies</li> <li>• Avoid locating the vending cart near heaps of dumped industrial or food waste with pests around</li> <li>• Ensure that all waste is collected and disposed-off safely at the end of the day at the nearest waste disposal station</li> <li>• Ensure that waste water is drained-off in closed drains or in a designated way</li> <li>• If necessary, educate others on the street, by example, not to litter and dump waste in an unauthorized manner area</li> <li>• Assess the various work hazards</li> <li>• Take necessary steps to eliminate or minimize hazards</li> <li>• Analyse the causes of accidents at the workplace and identify measures to prevent such accidents from taking place</li> <li>• Take preventive measures to avoid risk of burns and other injury</li> <li>• Check and review the storage areas frequently</li> <li>• Stack items in an organized way and use safe</li> </ul>	

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			<p>lifting techniques to reduce risk of injuries from handling procedures at the storage areas</p> <ul style="list-style-type: none"> <li>• Use health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies</li> <li>• Ensure to display safety signs at places where necessary for people to be cautious</li> <li>• Adhere to safety standards and ensure no material damage</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• Legal implications of not implementing health and sanitation requirements</li> <li>• Possible emergencies</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>• Health and sanitation requirements and the importance of the same</li> <li>• Possible losses due to emergency situations</li> </ul>	
7.	Manage customer needs effectively through need identification and strong customer relationship		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>• Identify target customers</li> <li>• Understand and assess target customer need and desire</li> <li>• Update self to identify possible options to satisfy customer need</li> <li>• Present options in an attractive manner that are mutually beneficial in nature</li> <li>• Establish rapport with customers and express genuine interest to clarify customer requirements and enhance outcomes</li> <li>• Maximise sales opportunities by use of add-on and complementary sales techniques</li> <li>• Provide customer with detailed information about the product/service</li> <li>• Build relationships with customers to generate referrals</li> <li>• Take feedback to improvise to increase business returns and reach</li> <li>• Manage on time delivery service fulfilment</li> <li>• Implement customer loyalty programs like vouchers , promotions</li> <li>• Plan and implement Sales presentations</li> <li>• Acknowledge customer complaints and problems and reassuringly support difficult</li> </ul>	RAS / N0207

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			<p>customers to produce positive outcome</p> <p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• The target customer</li> <li>• Acceptable service fulfilment norms</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>• How to build referrals</li> <li>• What is a loyalty program</li> </ul>	
8.	Demonstrate/show creativity, newness/Innovation and enthusiasm to grow business		<p><b>Performance Criteria</b> The learners will be able to:</p> <ul style="list-style-type: none"> <li>• Explore opportunities and creating solutions to face uncertainties</li> <li>• Expand business in other fields/line of business as desired</li> <li>• Innovate and improvise to pick up performance</li> <li>• Participate in discussions/workshops and engage with other successful vendors</li> <li>• Aim for self-development through available media</li> <li>• Gain certifications in related line of business</li> </ul> <p><b>Knowledge and Understanding Organizational Context:</b> The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• Success stories in the related field</li> <li>• Innovations in the relevant product/service</li> </ul> <p><b>Technical Knowledge:</b> The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> <li>• Strengths, weakness, opportunity and threat to self and own organisation</li> </ul>	RAS / N0208
<b>Core Skills / Generic Skills</b>				
9.	Writing Skills		<p>On the job the individual needs to be able to:</p> <ul style="list-style-type: none"> <li>• Complete documentation accurately</li> <li>• Collate simple data when required</li> </ul>	All 8 NOSs
10.	Reading Skills		<p>On the job the individual needs to be able to:</p> <ul style="list-style-type: none"> <li>• Read information accurately</li> <li>• Read and interpret data sheets</li> </ul>	All 8 NOSs
11.	Oral Communication (Listening and		<p>On the job the individual needs to be able to:</p> <ul style="list-style-type: none"> <li>• Use gestures or simple words to communicate where language barriers exist</li> </ul>	All 8 NOSs



S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
	Speaking skills)		<ul style="list-style-type: none"> <li>Use questioning to minimise misunderstandings</li> <li>Display courteous and helpful behaviour at all times</li> </ul>	
<b>Professional Skills</b>				
12.	Plan and Organise		On the job the individual needs to be able to: <ul style="list-style-type: none"> <li>plan and organize service feedback files/documents</li> <li>schedule daily activities and draw up priorities; allocate start times, estimation of completion times and materials, equipment and assistance required for completion</li> </ul>	All 8 NOSs
13.	Customer Centricity		On the job the individual needs to be able to: <ul style="list-style-type: none"> <li>Build customer relationships and use customer centric approach</li> </ul>	All 8 NOSs
14.	Problem Solving		On the job the individual needs to be able to: <ul style="list-style-type: none"> <li>identify problems immediately and take up solutions quickly to resolve delays</li> <li>think through the problem, evaluate the possible solution(s) and adopt an optimum/best possible solution(s)</li> </ul>	All 8 NOSs

*(This syllabus/ curriculum has been approved by RASCI)*