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**RASCI**

Retailers Association's  
Skill Council of India

# Facilitator Guide



Sector  
Retail

Sub-Sector  
FMCG

Occupation  
Sales

Reference ID: RAS/Q0605, Version 2.0  
NSQF level: 4.5

Junior Supervisor (Sales)

**This book is sponsored by**

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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. ”



## Acknowledgements

The Retailers Association's Skill Council of India (RASCI) would like to thank all the individuals and institutions who contributed in various ways towards the preparation of this facilitator guide. The facilitator guide could not have been completed without their active contribution. Special gratitude is extended to those who collaborated during the preparation of the different modules in the facilitator guide. Wholehearted appreciation is also extended to all who provided peer review for these modules.

The preparation of this guidebook would not have been possible without the retail industry's support. Industry feedback has been extremely beneficial since inception to conclusion and it is with their guidance that we have tried to bridge the existing skill gaps in the industry. This facilitator guide is dedicated to the aspiring youth, who desire to achieve special skills that will be a lifelong asset for their future endeavours.

## About this Guide

The Facilitator Guide is designed for the Trainers to enable training for a specific job role and enhance the quality of executing the training program. This particular Facilitator Guide is designed for enabling the training program for the job role of “ Junior Supervisor (Sales) “ in the Retail Sector.

This course is aligned to Qualification Pack, Junior Supervisor (Sales), Reference ID: RAS/Q0605.

This Qualification pack is developed by Retail Sector Skills Council of India. This course encompasses all 9 National Occupational Standards (NOS).

Each unit starts with learning objectives, followed by relevant activities and corresponding training methodology. Upon successful completion of this course, the participant will be able to:

1. RAS/N0606: Facilitate acquisition of secondary sales orders
2. RAS/N0607: Manage operations at distributor point
3. RAS/N0608: Manage modern trade
4. RAS/N0609: Implement sales promotion activities
5. RAS/N0610: Build and retain effective sales relationships with customers
6. RAS/N0611: Expand market coverage
7. RAS/N0612: Furnish reports
8. RAS/N0138: To work effectively in an organisation
9. DGT/VSQ/N0102: Employability Skills (60 Hours)

Besides, it has been endeavored to follow the facilitator guide guidelines prescribed by the National Skill Development Corporation.

## Symbols Used



Ask



Explain



Elaborate



Notes



Objectives



Do



Demonstrate



Activity



Team Activity



Facilitation Notes



Practical



Say



Resources



Example



Summary



Role Play



Learning Outcomes

## Table of Contents

S.No	Modules and Units	Page No
1.	Introduction to FMCG Retail Sector (Bridge Module)	1
	Unit 1.1: FMCG Retail Sector	3
	Unit 1.2: Sales and Marketing Careers in FMCG Industry	7
2.	Supervise the work of the distributor salespeople (RAS/N0606)	11
	Unit 2.1: Monitor Activities of Distributor Salespeople	13
3.	Supervise merchandising activities in general trade retail outlets (RAS/N0606)	20
	Unit 3.1: Monitor Merchandising Activities in Trade Retail Outlets	22
4.	Train and coach the distributor salespeople (RAS/N0606)	28
	Unit 4.1: Mentor Distributor Salespeople	30
5.	Provide service to distributors in managing sales operations (RAS/N0607)	34
	Unit 5.1 Distributor Sales and Operations Management	36
	Unit 5.2 Distributor Financial Management	40
	Unit 5.3 Distributor Performance and Knowledge Enhancement	44
6.	Supervise merchandising and manpower at modern trade outlets (RAS/N0608)	49
	Unit 6.1 Monitor Merchandising and Manpower Planning Activities in Modern Trade Outlets	51
7.	Ensure Offtakes from retail outlets leading to secondary sales achievement (RAS/N0608)	57
	Unit 7.1 Sales Strategies and Performance Optimization	59
	Unit 7.2 Reporting, Collaboration, and Self-Review	63
8.	Implement sales promotion campaigns (RAS/N0609)	68
	Unit 8.1 Planning and Implementing Promotional Campaigns	70
	Unit 8.2 Evaluating and Enhancing Promotional Campaigns	73
9.	Manage waste (RAS/N0609)	78
	Unit 9.1 Waste Management	80
10.	Build and retain sales relationship with customers (RAS/N0610)	84
	Unit 10.1 Establishing and Maintaining Sales Relationships with Customers	86
	Unit 10.2 Effective Communication and Strategic Customer Management	89



S.No	Modules and Units	Page No
11.	Plan and acquire infrastructure for market expansion (RAS/N0611)	94
	Unit 11.1 Infrastructure Strategy for Expanding Market Expansion	96
	Unit 11.2 Evaluating and Appointing New Distributors	99
12.	Prepare reports and review performance (RAS/N0612)	104
	Unit 12.1 Sales Performance Review and Report Preparation	106
13.	Working in a Team (RAS/N0138-V2)	112
	Unit 13.1 Teamwork	114
	Unit 13.2 Improving Own Work Performance	117
	Unit 13.3 Discrimination and Harassment at Workplace	121
14.	Employability Skills (DGT/VSQ/N0103) (60 Hrs)	126
	Employability Skills is available at the following location :	
	<a href="https://www.skillindiadigital.gov.in/content/list">https://www.skillindiadigital.gov.in/content/list</a>	
	Scan the QR code below to access the ebook	
		
15.	Annexures	128









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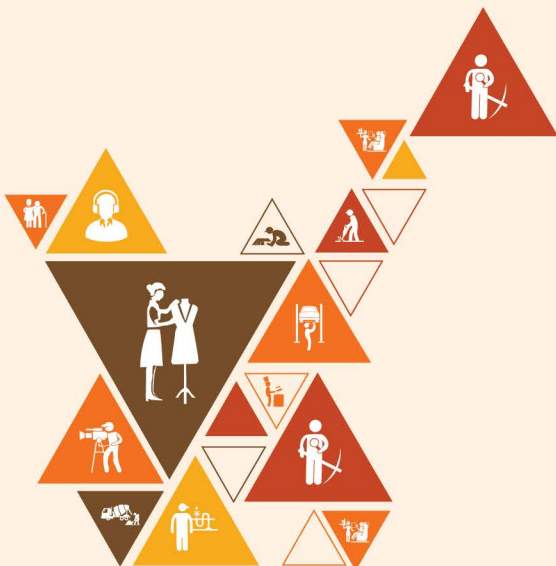
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# 1. Introduction to FMCG Retail Sector

Unit 1.1: FMCG Retail Sector

Unit 1.2: Sales and Marketing Careers in FMCG Industry



Bridge Module

## Key Learning Outcomes



**At the end of this module, the trainee will be able to:**

1. Summarize the career prospects available in Sales & Marketing
2. Outline the structure of FMCG sales distribution network

## Unit 1.1 FMCG Retail Sector

### Unit Objectives

**At the end of this unit, the trainee will be able to:**

1. Describe the key factors that led to growth of the FMCG sector
2. Define Sales and Marketing

### Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

### Do

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.
- Take the daily attendance.
- Maintain the record of assessment scores.

### Say

- Start the class by saying, “This training program is developed to impart specific knowledge and skills relevant to the job required to be performed as a “ Junior Supervisor (Sales) “, in the “Retail” Sector/ Industry.”
- Talk about the Qualification Pack (QP), and the National Occupational Standards (NOS).
- List the compulsory NOSs to the QP “ Junior Supervisor (Sales) “.
- Say, “Before we start the program let’s play a small game”.

## Group Activity

<b>Objective</b>	The purpose of this activity is to connect with the course mates
<b>Materials required</b>	Book (for passing)
<b>Steps/procedure</b>	<ol style="list-style-type: none"> <li>1. Welcome the new participants by giving their own introduction</li> <li>2. Make the participants stand in a circle, close enough to the person on each side of them so that they can pass the book quickly.</li> <li>3. Say 'Stop' when it is least expected. At that time, the participant holding the book introduces himself/herself while saying his/her name and a little additional information such as favourite hobbies, where they stay, their favourite subject, etc.</li> <li>4. The winner of the game should stand and introduce himself/herself at the end of the game.</li> <li>5. At last, thank the participants for their participation.</li> </ol>
<b>Conclusion / what has been achieved</b>	This activity helps the participants to know each other and allows them to feel comfortable.

## Explain

- Explain the following topics:
  - o Key Factors Aiding Growth in FMCG Sector- Refer to PH Table.1.1
  - o Sales and Marketing
  - o Types of Sales

## Say

- “Let us proceed with an activity to help participants understand various types of sales and their applications in different business scenarios.”

## Activity

<b>Objective</b>	The purpose of this activity is to help participants understand various types of sales and their applications in different business scenarios.
<b>Materials required</b>	<ul style="list-style-type: none"> <li>• Handouts or slides explaining the types of sales (e.g., B2B, B2C, direct, online, consultative, retail, telephonic)</li> <li>• Whiteboard or flip chart</li> <li>• Markers</li> <li>• Paper and pens</li> </ul>

<b>Steps/procedure</b>	<ol style="list-style-type: none"> <li>1. Begin by explaining the different types of sales, with brief definitions and examples for each.</li> <li>2. Provide participants with real-life scenarios (e.g., selling software to a company, retailing clothes to customers, telephonic sales for insurance, etc.).</li> <li>3. Divide participants into small groups and assign each group a sales type and a corresponding scenario.</li> <li>4. Instruct each group to discuss and outline how they would approach the assigned sales type, considering: <ul style="list-style-type: none"> <li>• Target audience</li> <li>• Key selling points</li> <li>• Sales techniques</li> <li>• Communication strategies.</li> </ul> </li> <li>5. After 10 minutes, have each group present their approach to the class.</li> <li>6. Facilitate a discussion on the effectiveness of each approach and highlight how different types of sales require unique methods to succeed.</li> </ol>
<b>Conclusion / what has been achieved</b>	This activity will help participants understand the nuances of various sales types, their practical applications, and how to adapt strategies for different sales environments.

### Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

### Ask

- What are the key factors driving FMCG growth in India?
- How has GST helped FMCG companies?
- Define tertiary sales in FMCG.
- How do sales and marketing work together?

### Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## Summarize

- Summarize the session.
- Prepare a list of participants' doubts if they have any. Encourage them to ask questions.
- Answer their queries.

## Unit 1.2 Sales and Marketing Careers in FMCG Industry

### Unit Objectives

**At the end of this unit, the trainee will be able to:**

1. List the career prospects in sales and marketing
2. Illustrate a sample organisation structure of the FMCG company
3. Describe the role and responsibilities of the entities that are part of the FMCG sales & distribution network
4. Summarize the structure of the supply chain system of a typical FMCG sales and distribution network

### Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

### Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

### Say

- “Let us understand and learn about the career prospects in sales and marketing, examine the organizational structure of an FMCG company, and describe the roles within its sales and distribution network. We’ll also summarize the supply chain system of a typical FMCG distribution network.”

### Explain

- Explain the following topics:
  - o Sample Organisation Structure of a FMCG Company - Refer to PH Fig.1.1
  - o Roles and Responsibilities of Various Entities in FMCG Sales and Distribution Network– Refer to PH Fig.1.2
    - o Distributors
    - o Keys Roles in Distribution Team and Their Functions - Refer to PH Fig.1.3
  - o Structure of Supply Chain System in FMCG Sales and Distribution Network- Refer to PH Fig.1.4
    - o Types of FMCG Supply Chain Distribution Networks- Refer to PH Fig.1.5
  - o Career Prospects in Sales and Marketing- Refer to PH Fig.1.6



## Do

- Conduct an activity to help participants understand the key roles in a distribution team and their specific functions in ensuring efficient logistics and supply chain management.

## Activity

<b>Objective</b>	The purpose of this activity is to help participants understand the key roles in a distribution team and their specific functions in ensuring efficient logistics and supply chain management.
<b>Materials required</b>	<ul style="list-style-type: none"> <li>• Handouts or slides explaining the key roles in a distribution team (e.g., warehouse manager, inventory controller, logistics coordinator, delivery personnel)</li> <li>• Whiteboard or flip chart</li> <li>• Markers</li> <li>• Paper and pens</li> </ul>
<b>Steps/procedure</b>	<ol style="list-style-type: none"> <li>1. Begin by introducing the concept of a distribution team and its importance in supply chain management.</li> <li>2. Explain the key roles in a distribution team and their functions, such as:             <ul style="list-style-type: none"> <li>• Warehouse Manager: Oversees storage, inventory, and warehouse operations.</li> <li>• Inventory Controller: Monitors stock levels and manages restocking processes.</li> <li>• Logistics Coordinator: Plans and organizes the movement of goods.</li> <li>• Delivery Personnel: Ensures timely and accurate delivery of products to customers.</li> </ul> </li> <li>3. Divide participants into small groups and assign each group one key role to focus on.</li> <li>4. Instruct each group to discuss and create a short presentation on:             <ul style="list-style-type: none"> <li>• The main responsibilities of their assigned role</li> <li>• How this role contributes to the overall success of the distribution team</li> <li>• Challenges faced in the role and potential solutions.</li> </ul> </li> <li>5. After 10 minutes, have each group present their findings to the class.</li> <li>6. Facilitate a discussion on how all roles in a distribution team must work together to ensure seamless operations.</li> </ol>
<b>Conclusion / What has been achieved</b>	This activity will help participants understand the key roles in a distribution team, their responsibilities, and the importance of collaboration for efficient distribution and supply chain management.

## Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## Ask

- Why do FMCG companies have regional or zonal teams?
- What is the role of a Chief Executive Officer (CEO) in an FMCG company?
- Who is the final point of contact in the FMCG supply chain?
- What is the primary objective of the organizational structure in an FMCG company?

## Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

## Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 1.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
  - **Multiple-choice Questions:**
    1. Selling goods from manufacturers to distributors or wholesalers
    2. A regional distributor supplying drinks to a local grocery store
    3. Marketing, pricing, and customer service
    4. Visiting retail outlets based on route and beat plans
    5. First In, First Out (FIFO)
  - **Answer the following questions:**
    1. **List the key factors aiding growth in the FMCG sector.**  
Hint: Refer to 1.1.1 in the participant handbook
    2. **Define the types of sales and provide an example for each.**  
Hint: Refer to 1.1.2 in the participant handbook
    3. **Explain the roles and responsibilities of Junior Sales Supervisor/ Sales Supervisor.**  
Hint: Refer to 1.2.2 in the participant handbook
    4. **List different types of FMCG supply chain distribution networks.**  
Hint: Refer to 1.2.2 in the participant handbook
    5. **Explain the career prospects in sales and marketing.**  
Hint: Refer to 1.2.4 in the participant handbook



[https://www.youtube.com/watch?v=SdR5yxR8w\\_A](https://www.youtube.com/watch?v=SdR5yxR8w_A)

Structure of Supply Chain System in FMCG Sales and  
Distribution Network



<https://www.youtube.com/watch?v=BNSImObMPVA>

Career Prospects in Sales and Marketing



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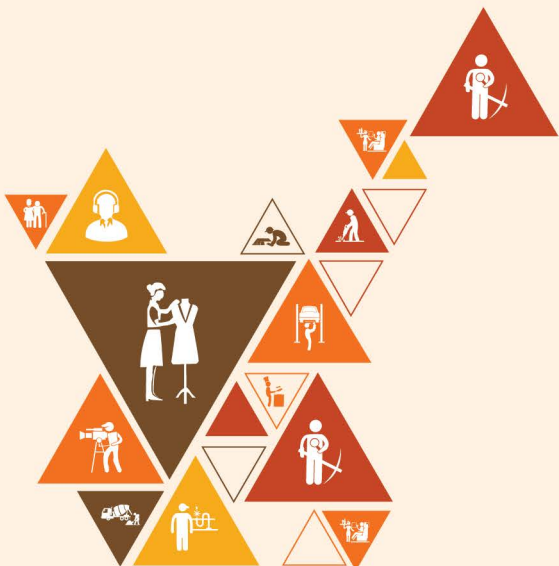


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## 2. Supervise the work of the distributor salespeople

Unit 2.1: Monitor Activities of Distributor Salespeople



RAS/N0606

## Key Learning Outcomes



**At the end of this module, the trainee will be able to:**

1. Prepare a sample sales plan for distributor sales teams
2. Demonstrate how to monitor the execution of sales plan by the distributor sales teams
3. Describe the practices followed to achieve the secondary sales objectives in the market place
4. List the benefits of tools & equipment used to execute and process sales orders

## Unit 2.1 Monitor Activities of Distributor Salespeople

### Unit Objectives

**At the end of this unit, the trainee will be able to:**

1. Define sales territory
2. List the elements that constitute a sales territory
3. Explain the importance of creating a sales plan
4. Summarize the role of a Route Plan, Beat Plan and Permanent Journey Plan (PJP) in achieving the sales target
5. Recall the role of different channel partners in achieving the sales targets
6. Outline the escalation matrix that needs to be followed by a distributor salesperson
7. Explain the importance of knowing the product portfolio / product mix of the organisation
8. List the parameters used to categorize the different types of retail outlets
9. Explain the importance of productivity measures used to monitor growth / achievements of sales
10. List the best practices followed with respect to meeting etiquette, grooming and self-presentation
11. Describe the functions of the tools / equipment, software, types of reports used during sales operations

### Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

### Do

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.
- Take the daily attendance.
- Maintain the record of assessment scores.

### Say

- Start the class by saying, “This unit will help you to understand the sales territory and explore its elements, the importance of sales planning, and tools like Route Plans and PJPs.”
- “We’ll discuss channel partners’ roles, the escalation matrix, knowing the product portfolio, retail outlet categorization, productivity measures, meeting etiquette, and tools/software used in sales operations.”

## Explain

- Explain the following topics:
  - o Sales Territory and Elements of Sales Territory – Refer to PH Fig.2.1
  - o Importance of Creating a Sales Plan
    - o Step-by-Step Guide for Creating an Effective Sales Plan
  - o Role of a Route Plan, Beat Plan and Permanent Journey Plan (PJP) in Achieving Sales Target
    - o Sample Route Plan, Sample Beat Plan, and Sample PJP- Refer to PH Table.2.1- Table2.3
  - o Role of Various Channel Partners in Achieving Sales Targets
    - o FMCG Channel Partner Roles- Refer to PH Fig.2.4
  - o Escalation Matrix to be Followed by Distributor Salesperson
    - o Typical Challenges Faced by DSRs in the Market and Escalation Matrix to be Followed by Distributor Salespeople - Refer to PH Fig.2.2

## Do

- To conduct an activity to help participants understand the importance of creating a sales plan and how it contributes to achieving sales goals and driving business growth.

## Activity

<b>Objective</b>	The purpose of this activity is to help participants understand the importance of creating a sales plan and how it contributes to achieving sales goals and driving business growth.
<b>Materials required</b>	<ul style="list-style-type: none"> <li>• Handouts or slides explaining the components of a sales plan (e.g., target audience, sales goals, strategies, timeline)</li> <li>• Whiteboard or flip chart</li> <li>• Markers</li> <li>• Paper and pens</li> </ul>
<b>Steps/procedure</b>	<ol style="list-style-type: none"> <li>1. Start by explaining what a sales plan is and its key components: defining goals, identifying target audiences, setting timelines, and selecting strategies.</li> <li>2. Discuss why a sales plan is important, highlighting benefits such as:           <ul style="list-style-type: none"> <li>• Clear direction for the sales team</li> <li>• Improved resource allocation</li> <li>• Measurable outcomes.</li> </ul> </li> <li>3. Divide participants into small groups and provide them with a fictional business scenario (e.g., launching a new product, expanding into a new market).</li> <li>4. Instruct each group to create a simple sales plan, addressing the following:           <ul style="list-style-type: none"> <li>• Sales goals</li> <li>• Target audience</li> <li>• Key strategies</li> <li>• Timeline for implementation.</li> </ul> </li> <li>5. Allow 10 minutes for discussion and planning.</li> <li>6. Have each group present their sales plan to the class.</li> <li>7. Facilitate a discussion on how these plans could be implemented and the potential challenges they might face.</li> </ol>

**Conclusion / What has been achieved** This activity will help participants understand the importance of a sales plan, how to create one, and how it helps in organizing and achieving sales objectives effectively.

### Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

### Ask

- Define sales territory.
- What are the elements of a sales territory?
- Define a beat plan.
- How can a sales plan be implemented?
- What does a sample PJP include?

### Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

### Elaborate

- Elaborate on the following topics:
  - o Importance of Knowing the Portfolio/Product Mix of an Organisation
    - o Range Selling and What is the Product Portfolio/Product Mix?
    - o Why is Knowing the Portfolio/Product Mix Important? and When and Where Should This Knowledge Be Applied?
    - o How Does Knowing the Portfolio/Product Mix Enable Range Selling?
  - o Parameters to Categorise Various Types of Retail Outlets– Refer to PH Table.2.5
    - o A, B, C Categorization of FMCG Outlets- Refer to PH Fig.2.6
    - o Key Differentiators Across Categories and How FMCG Companies Use the Categorization- Refer to Table.2.7
    - o Importance of Productivity Measures Used to Monitor Growth/Achievements of Sales- Refer to PH Fig.2.3



## Say

- “Let’s start with an activity to help participants develop a comprehensive sales plan focused on expanding product availability, improving beat planning, and leveraging trade offers to boost sales in rural areas.”

## Activity

<b>Objective</b>	The purpose of this activity is to help participants develop a comprehensive sales plan focused on expanding product availability, improving beat planning, and leveraging trade offers to boost sales in rural areas.
<b>Materials required</b>	<ul style="list-style-type: none"> <li>• Handouts or slides explaining sales plan components (e.g., objectives, target areas, strategies)</li> <li>• Whiteboard or flip chart</li> <li>• Markers</li> <li>• Paper and pens</li> </ul>
<b>Steps/procedure</b>	<ol style="list-style-type: none"> <li>1. Introduce the Scenario: You are working as a Junior Supervisor (Sales) for an FMCG company in Maharashtra. Your goal is to create a sales plan for the upcoming month focusing on expanding product availability in rural areas, improving beat planning, and leveraging trade offers during the festive season to boost sales.</li> <li>2. Explain the Key Focus Areas: Your primary objectives are: <ul style="list-style-type: none"> <li>• Increase Numeric Distribution (ND): Ensuring more retail outlets stock the product.</li> <li>• Promote Range Selling: Encouraging stores to sell a wider variety of the product range.</li> <li>• Leverage Trade Offers: Use festive season promotions to incentivize purchases.</li> </ul> </li> <li>3. Break into Groups: Divide participants into small groups.</li> <li>4. Sales Plan Creation: Ask each group to create a sales plan addressing the following components: <ul style="list-style-type: none"> <li>• Target Areas: Focus on rural areas in Maharashtra.</li> <li>• Sales Strategies: How will they expand product availability (e.g., meeting new retailers, offering incentives)?</li> <li>• Trade Offers: How can they leverage festive season promotions to encourage purchases?</li> <li>• Beat Planning: What improvements can be made in the existing route plans to ensure better coverage and timely deliveries?</li> </ul> </li> <li>5. Present Sales Plan: After 15-20 minutes, have each group present their sales plan to the class.</li> <li>6. Discussion: Discuss how each group’s plan can be implemented effectively and the potential challenges they might face.</li> </ol>
<b>Conclusion / What has been achieved</b>	This activity will help participants understand how to design a sales plan that addresses specific goals, integrates trade offers, and tailors strategies to the unique characteristics of rural markets.

## Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## Ask

- Why is understanding the product portfolio/product mix important?
- How does product knowledge help in customer engagement?
- What is the advantage of promoting new and focus products?
- What are examples of retail outlet sizes?

## Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## Explain

- Explain the following topics:
  - o Best Practices for Meeting Etiquette, Grooming and Self-presentation– Refer to PH Fig.2.4 and PH Table.2.28
  - o Functions of Tools/Equipment, Software, Types of Reports Used in Sales Operations- Refer to PH Table.2.9-2.12
  - o How They Work Together in Sales Operations

## Ask

- How should participants communicate during meetings?
- Why is maintaining positive body language important?
- What is the function of POS terminals?
- What is the role of route optimization software?
- What does the Daily Sales Report (DSR) track?

## Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

## Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 2.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
  - **Multiple-choice Questions:**
    1. A specific area, market segment, or customer group assigned to manage sales activities
    2. Personal Preferences of Salespersons
    3. Provide a structured approach to achieve sales objectives
    4. By ensuring potential customers are visited in an efficient sequence
    5. A detailed plan of activities and goals for each visit
  - **Answer the following questions:**
    1. **Why is it important to segment a sales territory based on customer demographics?**  
Hint: Refer to 2.1.1 in the participant handbook
    2. **How does a well-structured beat plan improve sales productivity?**  
Hint: Refer to 2.1.3 in the participant handbook
    3. **What role do distributors play in meeting sales objectives?**  
Hint: Refer to 2.1.2 in the participant handbook
    4. **What are the most commonly used tools and software in sales operations?**  
Hint: Refer to 2.1.10 in the participant handbook
    5. **How can effective self-presentation influence sales success?**  
Hint: Refer to 2.1.9 in the participant handbook



[https://www.youtube.com/watch?v=QrWRRw\\_OsFI](https://www.youtube.com/watch?v=QrWRRw_OsFI)

Sales Territory and Elements of Sales Territory



<https://www.youtube.com/watch?v=2Ktk8WMRFpE>

Functions of Tools/Equipment, Software, Types of Reports Used in Sales Operations



<https://www.youtube.com/watch?v=It2xazbQJDc>

Role of Various Channel Partners in Achieving Sales Targets



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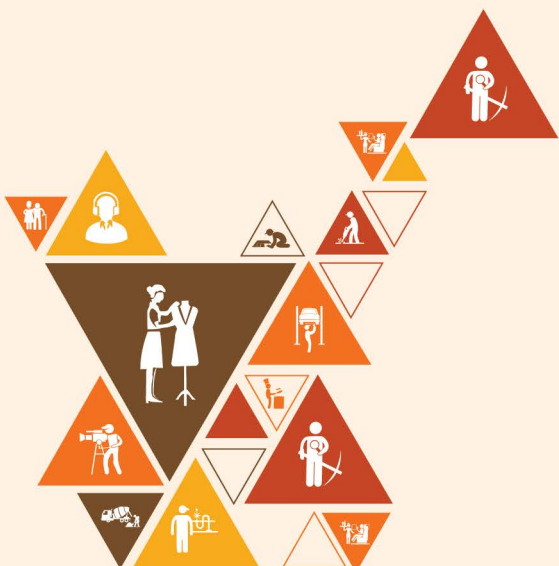
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Transforming the skill landscape



## 3. Supervise merchandising activities in general trade retail outlets

Unit 3.1: Monitor Merchandising Activities in Trade Retail Outlets



RAS/N0606

## Key Learning Outcomes



**At the end of this module, the trainee will be able to:**

1. Demonstrate the steps followed in the sales process
2. Apply appropriate methods to review merchandising done at the retailer's outlets
3. Explain the role of sales process in achieving secondary sales objectives
4. Outline the importance of merchandising in securing secondary sales orders
5. Prepare a report on the results of trade schemes
6. Evaluate the results of the trade schemes and provide future action plans

## Unit 3.1 Monitor Merchandising Activities in Trade Retail Outlets

### Unit Objectives

**At the end of this unit, the trainee will be able to:**

1. Recall the elements of the sales process and order processing
2. List the stages of the sales cycle
3. Paraphrase the importance of stating features, advantages and benefits of the products to the customers in closing the sales
4. List the techniques that help in closing a sale
5. Outline the aspects of merchandising that need to be applied at the retailer / wholesaler / stockist points
6. Explain the principles of FIFO, Stock Rotation, Inventory Management and Visual Merchandising that need to be followed at retail outlets
7. List the contents of merchandising kit
8. Define the role of POP material and merchandising kit in creating visibility of SKUs
9. Explain the importance of acquiring the prime space and high visibility for the products on the retailer's shelf
10. Outline the process of secondary order collection and processing it through the distributor
11. Explain the policies for grievance redressal for retailers
12. State the importance of monitoring the usage of trade finds and budgets

### Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

### Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

## Say

- “Let’s embark on a journey to understand elements of the sales process and order processing, along with the stages of the sales cycle. We’ll discuss the importance of communicating product features, advantages, and benefits, closing techniques, merchandising at retail points, and principles like FIFO and inventory management. Additionally, we’ll cover the role of POP materials, acquiring prime shelf space, secondary order collection, grievance redressal, and monitoring trade funds usage.”
- Let us study in detail.”

## Explain

- Explain the following topics:
  - o Elements of Sales Process and Order Processing - Refer to PH Fig.3.1 and Fig.3.2
  - o Stages of Sales Cycle - Refer to PH Fig.3.3
  - o Importance of Stating Features, Advantages and Benefits of Products to Customers in Closing the Sales
    - o What is FABing? and Why FABing is Crucial in FMCG Sales
    - o Key Components of FABing and FABing Techniques for FMCG Junior Supervisor (Sales)
    - o Overcoming Challenges in FABing
  - o Techniques that Help in Closing a Sale- Refer to PH Table.3.1
  - o Aspects of Merchandising Applied at Retailer/Wholesaler/Stockist Points- Refer to PH Table.3.2
  - o Principles of FIFO, Stock Rotation, Inventory Management and Visual Merchandising Followed at Retail Outlets

## Do

- Conduct an activity to help participants understand the different stages of the sales cycle and how each stage contributes to closing a successful sale.

## Activity

<b>Objective</b>	The purpose of this activity is to help participants understand the different stages of the sales cycle and how each stage contributes to closing a successful sale.
<b>Materials required</b>	<ul style="list-style-type: none"> <li>• Presentation slides outlining the stages of the sales cycle (Lead Generation, Qualification, Proposal, Negotiation, Closing, Follow-up)</li> <li>• Whiteboard or flip chart</li> <li>• Markers</li> </ul>



<b>Steps/procedure</b>	<ol style="list-style-type: none"> <li>1. Start by introducing the concept of the sales cycle and its importance in the sales process.</li> <li>2. Present slides explaining each stage of the sales cycle: <ul style="list-style-type: none"> <li>• Lead Generation: Identifying potential customers</li> <li>• Qualification: Determining if the lead is a good fit</li> <li>• Proposal: Offering a solution to the customer's needs</li> <li>• Negotiation: Discussing terms and handling objections</li> <li>• Closing: Finalizing the sale</li> <li>• Follow-up: Ensuring customer satisfaction and building loyalty</li> </ul> </li> <li>3. Break participants into small groups and assign each group a specific stage of the sales cycle.</li> <li>4. Ask each group to create a scenario based on their assigned stage, demonstrating how they would approach a customer.</li> <li>5. Have each group present their scenario and explain how they would move the customer through the sales cycle.</li> <li>6. Facilitate a group discussion on the importance of each stage and how they work together to close a sale.</li> <li>7. Summarize the key takeaways: Understanding the stages of the sales cycle and how to effectively guide customers through each step.</li> </ol>
<b>Conclusion / What has been achieved</b>	This activity will help participants gain a clear understanding of the stages of the sales cycle and the strategies involved in effectively managing each stage to close a sale successfully.

### Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

### Ask

- What is the first step in the sales process?
- How is Presentation and Demonstration handled in FMCG sales?
- What are the components of FABing?
- How does referral close work in sales?
- Why is training important for retailers, wholesalers, and stockists?

### Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## Elaborate

- Elaborate on the following topics:
  - o Contents of Merchandising Kit – Refer to PH Fig.3.4
  - o Role of POP Material and Merchandising Kit in Creating Visibility of SKUs – Refer to PH Table.3.3
  - o Importance of Acquiring Prime Space and High Visibility for Products on Retailer’s Shelf- Refer to PH Table.3.4 and Table.3.5
  - o Process of Secondary Order Collection and Processing Through the Distributor- Refer to PH Table.3.6 and Table.3.7
  - o Policies for Grievance Redressal for Retailers– Refer to PH Table.3.8
  - o Importance of Monitoring the Usage of Trade Finds and Budgets– Refer to PH Table.3.9 and Table.3.10

## Say

- “Let us now engage in an activity to highlight the significance of monitoring trade funds and budgets to ensure financial control, optimize resource allocation, and achieve business goals effectively.”

## Activity

<b>Objective</b>	The purpose of this activity is to highlight the significance of monitoring trade funds and budgets to ensure financial control, optimize resource allocation, and achieve business goals effectively.
<b>Materials required</b>	<ul style="list-style-type: none"> <li>• Presentation slides explaining the importance of trade funds and budget monitoring</li> <li>• Case study examples of businesses facing financial challenges due to poor budget monitoring</li> <li>• Whiteboard or flip chart</li> <li>• Markers</li> </ul>
<b>Steps/procedure</b>	<ol style="list-style-type: none"> <li>1. Introduce the topic by explaining what trade funds and budgets are and why it’s essential to monitor them regularly.</li> <li>2. Present slides covering the importance of budget tracking, including:           <ul style="list-style-type: none"> <li>• Financial control: Helps ensure funds are allocated appropriately.</li> <li>• Resource optimization: Maximizes the effective use of funds.</li> <li>• Achieving goals: Allows businesses to stay on track to meet objectives.</li> <li>• Preventing overspending: Helps avoid unnecessary expenses.</li> </ul> </li> <li>3. Share real-world case studies or examples where improper budget management led to financial issues.</li> <li>4. Divide participants into small groups and ask each group to create a simple budget plan for a hypothetical business. Instruct each group to outline how they would monitor trade funds and adjust their budget plan to ensure financial goals are met.</li> <li>5. Have each group present their budget plan and monitoring strategy.</li> <li>6. Facilitate a group discussion on best practices for monitoring budgets effectively and avoiding common mistakes.</li> <li>7. Summarize the key takeaways: Regular monitoring of trade funds and budgets is crucial to maintaining financial health and achieving business success.</li> </ol>

**Conclusion / What has been achieved**

This activity will help participants understand the importance of monitoring trade funds and budgets to optimize financial performance, prevent financial mismanagement, and achieve business objectives effectively.

**Tips** 

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

**Ask** 

- Define merchandising kit.
- Can you list three examples of POP materials in a merchandising kit?
- How do floor stickers assist in product promotion?
- Why is monitoring trade funds and budgets important in FMCG?
- What are the key responsibilities of an FMCG Junior Supervisor (Sales)?

**Notes for Facilitation** 

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

**Summarize** 

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

## Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 3.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
  - **Multiple-choice questions.**
    1. To build a pipeline of potential prospects such as retailers, wholesalers, and distributors
    2. Benefits – The real-world value the product offers to the customer
    3. Urgency Close
    4. First In, First Out
    5. Eye-level shelves accessible to adult consumers
  - **Answer the following questions.**
    1. **List the elements of the sales process and order processing.**  
Hint: Refer to PH section 3.1.1
    2. **Explain the stages of the sales cycle.**  
Hint: Refer to PH section 3.1.2
    3. **What is FABing?**  
Hint: Refer to PH section 3.1.3
    4. **Explain the techniques that help in closing a sale.**  
Hint: Refer to PH section 3.1.4
    5. **What is stock rotation?**  
Hint: Refer to PH section 3.1.6



<https://youtu.be/RAj94EUmm6g?si=KMRMTW8oJw-PaCcxE>

FIFO (First In, First Out)



[https://youtu.be/\\_UqZL9ccsLU?si=nHnHlLg3Seb9Ux5j](https://youtu.be/_UqZL9ccsLU?si=nHnHlLg3Seb9Ux5j)

Techniques that Help in Closing a Sale



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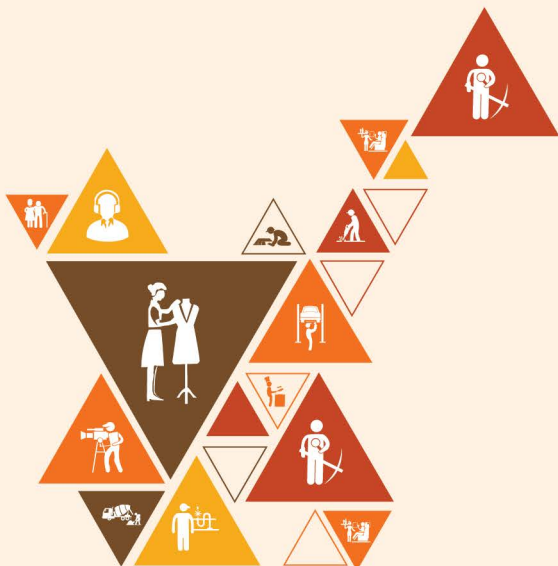
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Transforming the skill landscape



## 4. Train and coach the distributor salespeople

Unit 4.1: Mentor Distributor Salespeople



RAS/N0606

## Key Learning Outcomes



**At the end of this module, the trainee will be able to:**

1. Apply appropriate techniques to impart training to Distributor sales teams
2. Demonstrate how to coach and provide feedback to the distributor sales teams
3. Explain the impact of training and coaching on the achievement of sales plan

## Unit 4.1 Mentor Distributor Salespeople

### Unit Objectives

**At the end of this unit, the trainee will be able to:**

1. List the elements on which the distributor sales teams need to be trained
2. Explain the importance of training and coaching the distributor sales teams to achieve the targets
3. Explain the impact of competition products and trade schemes in achieving the secondary sales targets
4. Outline the techniques of training on merchandising, usage of POP material and Visual merchandising
5. Describe the practices followed to manage training program efficiently
6. List the steps of imparting coaching and feedback to the distributor salespeople

### Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

### Do

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.

### Say

- “In today’s session, we will discuss the key elements on which distributor sales teams need training, the importance of coaching to achieve targets, and the impact of competition products and trade schemes on secondary sales. We’ll also cover training techniques on merchandising and visual merchandising, managing training programs efficiently, and providing coaching and feedback to distributor salespeople.”

## Explain

- Explain the following topics:
  - o Elements to Train Distributor Sales Teams - Refer to PH Fig.4.1
  - o Importance of Training and Coaching Distributor Sales Teams to Achieve Targets
  - o Impact of Competition Products and Trade Schemes in Achieving Secondary Sales Targets– Refer to PH Table.4.1
  - o Techniques of Training in Merchandising, Usage of POP Material and Visual Merchandising- Refer to PH Fig.4.2
  - o Practices Followed to Manage Training Programs Efficiently
  - o Steps to Impart Coaching and Feedback to Distributor Salespeople- Refer to PH Fig.4.3

## Say

- “Let us now engage in an activity to emphasize the importance of training and coaching distributor sales teams in achieving sales targets, improving performance, and enhancing overall business success.”

## Activity

<b>Objective</b>	The purpose of this activity is to emphasize the importance of training and coaching distributor sales teams in achieving sales targets, improving performance, and enhancing overall business success.
<b>Materials required</b>	<ul style="list-style-type: none"> <li>• Presentation slides outlining the benefits of training and coaching sales teams</li> <li>• Real-world examples of successful distributor training programs</li> <li>• Whiteboard or flip chart</li> <li>• Markers</li> </ul>
<b>Steps/procedure</b>	<ol style="list-style-type: none"> <li>1. Introduce the topic by explaining the role of distributor sales teams in achieving sales targets and the impact of training and coaching on their performance.</li> <li>2. Present slides outlining the benefits of training and coaching, including:           <ul style="list-style-type: none"> <li>• Improved skills and knowledge: Helps teams better understand products and selling techniques.</li> <li>• Enhanced motivation: Boosts team morale and commitment to targets.</li> <li>• Better customer interaction: Leads to more effective communication and closing rates.</li> <li>• Increased sales performance: Directly impacts achieving sales targets.</li> </ul> </li> <li>3. Share case studies or examples of companies that successfully trained their distributor teams and achieved remarkable sales outcomes.</li> <li>4. Divide participants into small groups and provide them with a scenario where a distributor sales team is underperforming.</li> <li>5. Ask each group to develop a training and coaching plan aimed at improving the team’s performance and achieving sales targets.</li> <li>6. Have each group present their plan, focusing on key training areas such as product knowledge, sales strategies, and motivation techniques.</li> <li>7. Facilitate a group discussion on the best practices for coaching and training distributor sales teams.</li> <li>8. Summarize the key takeaways: Proper training and coaching are critical in equipping sales teams to achieve their targets, improve performance, and drive business growth.</li> </ol>



**Conclusion / What has been achieved**

This activity will help participants recognize the importance of investing in the training and coaching of distributor sales teams to ensure they are equipped with the necessary skills and knowledge to meet and exceed sales targets.

**Tips** 

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

**Ask** 

- Why is product knowledge important for distributor sales teams?
- How is the impact of a training program documented?
- What practices contribute to the smooth execution of training programs?
- Why is training on market trends important for sales teams?

**Notes for Facilitation** 

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

**Summarize** 

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

## Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 4.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
  - **Multiple-choice questions.**
    1. Handling objections and closing sales effectively
    2. By refining sales techniques like building rapport, objection handling, and closing sales
    3. They provide retailers with more options, making it challenging to secure orders
    4. By offering foundational knowledge about merchandising principles
    5. Gaining practical experience in real retail environments
  - **Answer the following questions.**
    1. **List the elements to train distributor sales teams.**  
Hint: Refer to PH section 4.1.1
    2. **Explain the importance of training and coaching distributor sales teams to achieve targets.**  
Hint: Refer to PH section 4.1.2
    3. **Explain the impact of competition products and trade schemes in achieving secondary sales targets.**  
Hint: Refer to PH section 4.1.3
    4. **List the techniques of training in merchandising, usage of pop material and visual merchandising.**  
Hint: Refer to PH section 4.1.4
    5. **List the practices followed to manage training programs efficiently.**  
Hint: Refer to PH section 4.1.5



[https://youtu.be/P51Fi02SzPU?si=nY1wif4Ss\\_XVeYdj](https://youtu.be/P51Fi02SzPU?si=nY1wif4Ss_XVeYdj)

Importance of Training and Coaching Distributor Sales  
Teams to Achieve Targets



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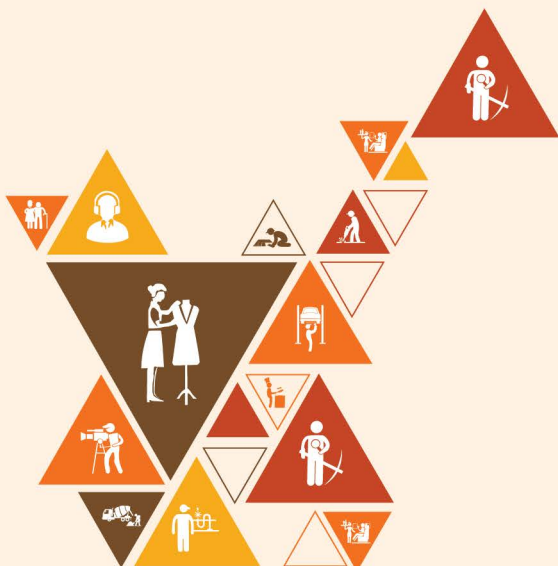


## 5. Provide service to distributors in managing sales operations

Unit 5.1 Distributor Sales and Operations Management

Unit 5.2 Distributor Financial Management

Unit 5.3 Distributor Performance and Knowledge Enhancement



RAS/N0607

## Key Learning Outcomes



**At the end of this module, the trainee will be able to:**

1. Demonstrate the process of primary order fulfillment
2. Evaluate distributor's performance and prepare action plans for future
3. Prepare a reconciliation report of receivables and payables from and to the distributor.
4. Explain the outcomes that can be achieved by managing the operations at the distributor point

## Unit 5.1 Distributor Sales and Operations Management

### Unit Objectives

**At the end of this unit, the trainee will be able to:**

1. Explain the importance of primary sales plan and its relevance to the distributor
2. List the steps of primary order fulfillment
3. Recall the logistics and infrastructure requirements to fulfill the primary orders raised by the distributors
4. Summarize the infrastructure and resources that need to be maintained by the distributor to ensure seamless operations
5. Outline the process followed to replace the damaged goods

### Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

### Do

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.

### Say

- “Let us gain knowledge and learn about the importance of the primary sales plan and its relevance to distributors, followed by the steps of primary order fulfillment. We’ll discuss the logistics and infrastructure requirements for fulfilling orders, resources needed by distributors for smooth operations, and the process of replacing damaged goods.”
- “In the FMCG (Fast Moving Consumer Goods) sector, the primary sales plan refers to the sales strategy designed for transferring goods from the company to its distributors.”

## Explain

- Explain the following topics:
  - o Importance of Primary Sales Plan and Its Relevance to Distributor-Refer to PH Table.5.1 and Table.5.2
  - o Role of the FMCG Junior Supervisor (Sales) in Primary Sales Planning-Refer to PH Table.5.3
  - o Benefits of a Robust Primary Sales Plan and Practical Example of Primary Sales Plan in Action-Refer to PH Table.5.4 and Table.5.5
  - o Challenges in Primary Sales Planning-Refer to PH Table.5.6
  - o Steps for Primary Order Fulfillment - Refer to PH Table.5.7
    - o Role of an FMCG Junior Supervisor (Sales) in Primary Order Fulfillment
  - o Logistics and Infrastructure Requirements to Fulfill Primary Orders Raised by Distributors- Refer to PH Table.5.8
    - o Role of FMCG Junior Supervisor (Sales) in Logistics and Infrastructure and Importance of Robust Logistics and Infrastructure

## Do

- Conduct an activity to help participants understand the key responsibilities and skills required for an FMCG Junior Supervisor (Sales) in managing primary order fulfillment, ensuring smooth operations and custom.

## Activity

<b>Objective</b>	The purpose of this activity is to help participants understand the key responsibilities and skills required for an FMCG Junior Supervisor (Sales) in managing primary order fulfillment, ensuring smooth operations and custom.
<b>Materials required</b>	<ul style="list-style-type: none"> <li>• Presentation slides explaining the role of an FMCG Junior Supervisor in primary order fulfillment</li> <li>• Scenario cards for role-playing activities</li> <li>• Whiteboard or flip chart</li> <li>• Markers</li> </ul>
<b>Steps/procedure</b>	<ol style="list-style-type: none"> <li>1. Begin by introducing the role of a Junior Supervisor (Sales) in the FMCG industry, with a focus on primary order fulfillment.</li> <li>2. Present slides outlining the responsibilities of the Junior Supervisor, such as:           <ul style="list-style-type: none"> <li>• Order management: Ensuring timely and accurate processing of customer orders.</li> <li>• Inventory control: Monitoring stock levels and coordinating with warehouses.</li> <li>• Team coordination: Overseeing the sales team to meet fulfillment goals.</li> <li>• Customer communication: Ensuring customer satisfaction through efficient order fulfillment.</li> </ul> </li> <li>3. Share real-world examples or case studies that demonstrate the importance of order fulfillment in FMCG sales.</li> <li>4. Divide participants into small groups and assign each group a scenario related to primary order fulfillment, such as dealing with delays, stock-outs, or order discrepancies.</li> </ol>

5. Ask each group to role-play how a Junior Supervisor would handle their assigned scenario, focusing on problem-solving and communication skills.
6. Have each group present their role-play and discuss the solutions they provided for order fulfillment challenges.
7. Facilitate a group discussion on the skills and strategies necessary for effective order fulfillment in the FMCG industry.
8. Summarize the key takeaways: The Junior Supervisor plays a crucial role in ensuring smooth order fulfillment by managing inventory, leading the team, and maintaining customer satisfaction.

**Conclusion / What has been achieved**

This activity will help participants understand the critical role of an FMCG Junior Supervisor in managing primary order fulfillment, developing skills in problem-solving, coordination, and customer relationship management.

**Tips** 

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

**Ask** 

- Why is a primary sales plan important in FMCG?
- Why are robust logistics and infrastructure important for primary order fulfillment?
- What logistics and infrastructure requirements are needed to fulfill primary orders?
- How does a primary sales plan support secondary sales?

**Notes for Facilitation** 

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

**Elaborate** 

- Elaborate on the following topics:
  - o Infrastructure and Resources to be Maintained by Distributors to Ensure Seamless Operations
  - o Process to Replace Damaged Goods

## Ask

- How does the company evaluate the damage claim?
- What is the process to replace damaged goods?
- What are the critical infrastructure and resources a distributor must maintain?

## Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.



## Unit 5.2 Distributor Financial Management

### Unit Objectives

**At the end of this unit, the trainee will be able to:**

1. State the best practices followed to collect and remit the payments from the distributors to the company and vice versa
2. Describe the situations under which the payments would be due to the distributors
3. Describe the importance of reconciling the distributor accounts and settling the dues
4. Define the terms credit limits, credit eligibility, and credit ageing
5. State the importance of evaluating credit ageing for a distributor
6. List the standard policies for providing credit to the distributor and collection of payments against the credits provided

### Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

### Do

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.

### Say

- “In today’s session, let’s explore the best practices for collecting and remitting payments between distributors and the company, as well as the situations when payments are due to distributors. We’ll also discuss the importance of reconciling distributor accounts, understanding credit terms like credit limits, eligibility, and ageing, and evaluating credit ageing for distributors. Finally, we’ll outline the standard policies for providing credit and collecting payments.”

## Explain

- Explain the following topics:
  - Best Practices to Collect and Remit Payments from Distributors to the Company and Vice Versa – Refer to PH Fig.5.2
  - Situations Where Payments Would Be Due to Distributors
  - Importance of Reconciling Distributor Accounts and Settling Their Dues - Refer to PH Table.5.9 -PH Table.5.11
    - Challenges in Reconciliation and Dues Settlement and Role of FMCG Junior Supervisor (Sales) in Reconciliation and Dues Settlement - Refer to PH Table.5.11 and 5.12
    - Benefits of Effective Reconciliation and Dues Settlement
  - Credit Limits, Credit Eligibility and Credit Ageing – Refer to PH Table.5.14

## Do

- To conduct an activity to help participants understand the importance of effective reconciliation and dues settlement in maintaining healthy financial management, improving cash flow, and building strong business relationships.

## Activity

<b>Objective</b>	The purpose of this activity is to help participants understand the importance of effective reconciliation and dues settlement in maintaining healthy financial management, improving cash flow, and building strong business relationships.
<b>Materials required</b>	<ul style="list-style-type: none"> <li>• Presentation slides explaining reconciliation and dues settlement processes</li> <li>• Examples of real-life reconciliation issues faced by businesses</li> <li>• Whiteboard or flip chart</li> <li>• Markers</li> </ul>
<b>Steps/procedure</b>	<ol style="list-style-type: none"> <li>1. Introduce the topic by explaining what reconciliation and dues settlement mean and why they are important for businesses.</li> <li>2. Present slides covering the benefits of effective reconciliation, such as:           <ul style="list-style-type: none"> <li>• Accurate financial reporting: Ensures financial statements reflect true business performance.</li> <li>• Improved cash flow management: Helps track outstanding dues and payments, preventing cash flow issues.</li> <li>• Enhanced vendor relationships: Resolves disputes quickly and ensures smooth dealings with suppliers.</li> <li>• Prevention of financial discrepancies: Identifies errors or fraud early, reducing financial risks.</li> </ul> </li> <li>3. Share real-world examples of businesses that have benefitted from proper reconciliation and timely dues settlement.</li> <li>4. Divide participants into small groups and give each group a scenario involving overdue payments or discrepancies in financial records.</li> <li>5. Ask each group to identify the steps they would take to resolve the issue and settle the dues effectively.</li> </ol>

	<ol style="list-style-type: none"> <li>6. Have each group present their action plan and discuss their approach to resolving reconciliation issues.</li> <li>7. Facilitate a discussion on best practices for managing reconciliation and dues settlement to maintain healthy financial practices.</li> <li>8. Summarize the key takeaways: Effective reconciliation and timely dues settlement are essential for maintaining accurate financial records, ensuring business liquidity, and fostering strong vendor and customer relationships.</li> </ol>
<b>Conclusion / What has been achieved</b>	This activity will help participants recognize the importance of effective reconciliation and dues settlement in financial management, equipping them with the skills needed to address discrepancies, improve cash flow, and build long-term business relationships.

### Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

### Ask

- Why should companies encourage digital payment modes?
- When do payments become due to distributors for trade scheme claims?
- How does timely dues settlement affect distributor liquidity?
- How does reconciliation benefit FMCG companies?
- Why is issue resolution essential in reconciliation?

### Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

### Elaborate

- Elaborate on the following topics:
  - o Importance of Evaluating Credit Ageing for A Distributor – Refer to PH Fig.5.3
  - o Standard Policies for Providing Credit to Distributor and Collection of Payments Against the Credits Provided – Refer to PH Table.5.15

## Ask

- How does monitoring credit ageing help with cash flow management?
- What is the purpose of Documentation and Record-Keeping?
- Define bad debt provision.
- What role does credit ageing play in risk mitigation?

## Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

## Unit 5.3 Distributor Performance and Knowledge Enhancement

### Unit Objectives

**At the end of this unit, the trainee will be able to:**

1. Outline the Escalation matrix and the process for resolution of distributor problems
2. Recall the terms/parameters on which the performance of the distributor is evaluated
3. Explain the need for a distributor to possess knowledge of the company & competition product portfolios
4. Explain the need for the Junior Supervisor (Sales) to know the trade schemes, promotional strategies, rewards & recognitions, and incentive schemes of the principal company and the competition

### Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

### Do

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.

### Say

- “Let’s discuss the escalation matrix and the process for resolving distributor problems, followed by the key performance parameters used to evaluate distributor performance. We’ll also explore the importance of distributors knowing the company’s and competitors’ product portfolios, and why Junior Supervisors (Sales) need to be familiar with trade schemes, promotional strategies, rewards, recognitions, and incentive schemes.”

## Explain

- Explain the following topics:
  - o Escalation Matrix and Process for Resolution of Distributor Problems- Refer to PH Table.5.16 and PH Table.5.17
  - o Common Issues Faced by Distributors and Resolutions and Importance of a Well-Defined Escalation Matrix- Refer to PH Table.5.18
  - o Terms/Parameters on Which Performance of Distributors is Evaluated- Refer to PH Fig.5.4
  - o Role of the FMCG Junior Supervisor (Sales) in Distributor Performance Evaluation and Importance of Evaluating Distributor Performance
  - o Need for a Distributor to Possess Knowledge of The Company and Competition Product Portfolios – Refer to PH Table.5.19
    - o Benefits of Knowledge– Refer to PH Table.5.20
    - o Role of FMCG Junior Supervisors (Sales) – Refer to PH Table.5.21
    - o Challenges and Solutions
  - o Need for Junior Supervisor (Sales) to know Trade Schemes, Promotional Strategies, Rewards and Recognitions and Incentive Schemes of the Principal Company and Competition- Refer to PH Fig.5.5

## Do

- To conduct an activity to help participants understand the key responsibilities, skills, and challenges faced by FMCG Junior Supervisors (Sales) in driving sales, managing teams, and ensuring smooth operations.

## Activity

<b>Objective</b>	The purpose of this activity is to help participants understand the key responsibilities, skills, and challenges faced by FMCG Junior Supervisors (Sales) in driving sales, managing teams, and ensuring smooth operations.
<b>Materials required</b>	<ul style="list-style-type: none"> <li>• Presentation slides outlining the role and key responsibilities of a Junior Supervisor (Sales) in FMCG</li> <li>• Role-play scenario cards for practice</li> <li>• Whiteboard or flip chart</li> <li>• Markers</li> </ul>
<b>Steps/procedure</b>	<ol style="list-style-type: none"> <li>1. Begin by introducing the role of a Junior Supervisor (Sales) in the FMCG sector, focusing on their importance in driving sales and managing teams.</li> <li>2. Present slides outlining the primary responsibilities, such as:           <ul style="list-style-type: none"> <li>• Sales team management: Overseeing and motivating sales teams to meet targets.</li> <li>• Customer relationship management: Ensuring strong relationships with customers to drive sales growth.</li> <li>• Inventory management: Monitoring stock levels and ensuring timely restocking.</li> <li>• Sales reporting: Analyzing sales data and providing insights to management.</li> <li>• Training and development: Coaching team members on effective sales techniques and product knowledge.</li> </ul> </li> </ol>

3. Share real-world examples or case studies of successful Junior Supervisors in the FMCG industry.
4. Divide participants into small groups and provide each group with a scenario where the Junior Supervisor has to handle a sales challenge (e.g., team under-performance, customer complaints, inventory shortages).
5. Ask each group to role-play the Junior Supervisor handling the scenario, demonstrating their leadership, problem-solving, and communication skills.
6. Have each group present their role-play and discuss the solutions they provided.
7. Facilitate a discussion on the critical skills required to be an effective Junior Supervisor in FMCG sales.
8. Summarize the key takeaways: Junior Supervisors in FMCG play a critical role in managing teams, driving sales, handling customer relationships, and ensuring operational efficiency.

**Conclusion / What has been achieved**

This activity will help participants gain a deeper understanding of the responsibilities and challenges faced by FMCG Junior Supervisors (Sales), providing practical insights into how to excel in this role and contribute to the overall success of the organization.

### Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

### Ask

- How is the effectiveness of the resolution confirmed?
- What role does a well-defined escalation matrix play in distributor satisfaction?
- Why is proactive market adaptation important for distributors?
- What is the purpose of an escalation matrix?
- What is the role of the Regional Sales Manager (RSM)?

### Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

## Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 5.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
  - **Multiple choice questions:**
    1. To outline sales targets, product distribution strategies, and timelines for primary sales
    2. High-quality packaging materials
    3. To prevent spoilage and ensure product quality by applying FIFO (First In, First Out)
    4. By tracking stock levels in real-time, managing orders, and streamlining the supply chain process
    5. To keep distributors informed about the progress of their issues and expected timelines
  - **Answer the following questions:**
    1. **List the parameters on which performance of distributors is evaluated.**  
Hint: Refer to PH section 5.3.2
    2. **List the Steps for primary order fulfillment.**  
Hint: Refer to PH section 5.1.2
    3. **What are the logistics and infrastructure requirements to fulfill primary orders raised by distributors?**  
Hint: Refer to PH section 5.1.3
    4. **List the infrastructure and resources to be maintained by distributors to ensure seamless operations.**  
Hint: Refer to PH section 5.1.4
    5. **What are the best practices to collect and remit payments from distributors to the company and vice versa?**  
Hint: Refer to PH section 5.2.1





<https://youtu.be/rP-wGiXsebo?si=qZIYSKnYE4HLPdKD>

Importance of Primary Sales Plan and Its Relevance to  
Distributor



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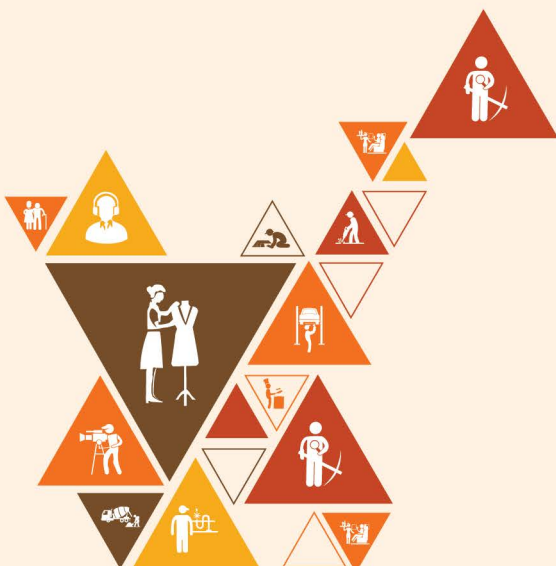
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Transforming the skill landscape



## 6. Supervise merchandising and manpower at modern trade outlets

Unit 6.1 Monitor Merchandising and Manpower Planning Activities in Modern Trade Outlets



RAS/N0608

## Key Learning Outcomes



**At the end of this module, the trainee will be able to:**

1. Demonstrate the process of implementing and evaluating merchandising plans in modern trade
2. Preparing a sample roaster & work schedule to align manpower as per plan
3. Evaluate performance of the in-store merchandising team
4. Explain the aspects of merchandising and manpower planning activities within the modern trade outlets

## Unit 6.1 Monitor Merchandising and Manpower Planning Activities in Modern Trade Outlets

### Unit Objectives

**At the end of this unit, the trainee will be able to:**

1. Explain the importance of using permanent journey plan (PJP) while visiting the modern trade outlets.
2. State the importance of assortment plan / planogram and pricing strategy followed for modern trade outlets
3. List the standard practices followed in merchandising, Stock Rotation, Inventory Management and Visual Merchandising with respect to modern trade
4. Recall the parameters on which the merchandising and Visual Merchandising is evaluated.
5. Identify the areas in the modern trade outlets that can provide high visibility to the products
6. Describe the roles and responsibilities of merchandisers and in-store promoters
7. Summarize the performance measurement parameters used to assess the performance of merchandisers and in-store promoters
8. Explain the importance of coaching and mentoring the team
9. Explain the need to prepare daily roasters and work schedules to supervise in-store merchandising and sales team

### Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

### Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

### Say

- “Let’s delve into the importance of using a permanent journey plan (PJP) when visiting modern trade outlets and discuss the significance of assortment plans, planograms, and pricing strategies. We’ll also cover best practices for merchandising, stock rotation, inventory management, and visual merchandising in modern trade. Additionally, we’ll examine key performance parameters for evaluating merchandising efforts, the roles of merchandisers and in-store promoters, and the importance of coaching, mentoring, and preparing daily schedules for the team.”

## Explain

- Explain the following topics:
  - o Importance of Using a Permanent Journey Plan (PIP) While Visiting Modern Trade Outlets– Refer to PH Table.6.1
  - o Importance of Assortment Plan/Planogram and Pricing Strategy
    - o Role of Sales Supervisor in Implementing an Assortment Plan and Key Outcomes of the FMCG Sales Supervisor’s Role- Refer to PH Fig.6.1
    - o Planogram, Importance of Planogram, Role of FMCG Sales Supervisor in Planogram Execution, and Key Outcomes of Planogram Implementation- Refer to PH Fig.6.2
    - o Pricing Strategy and Importance of Pricing Strategy- Refer to PH Fig.6.3
  - o Standard Practices Followed in Modern Trade for Merchandising, Stock Rotation, Inventory Management and Visual Merchandising- Refer to PH Fig.6.4- Fig.6.6

## Do

- To conduct an activity to help participants understand how assortment planning, planograms, and pricing strategies contribute to better product visibility, customer satisfaction, and sales performance.

## Activity

<b>Objective</b>	The purpose of this activity is to help participants understand how assortment planning, planograms, and pricing strategies contribute to better product visibility, customer satisfaction, and sales performance.
<b>Materials required</b>	<ul style="list-style-type: none"> <li>• Sample planograms</li> <li>• Product assortment charts</li> <li>• Presentation slides on pricing strategies</li> <li>• Role-play scenario cards</li> <li>• Whiteboard or flip chart</li> <li>• Markers</li> </ul>
<b>Steps/procedure</b>	<ol style="list-style-type: none"> <li>1. Begin by explaining the concept of assortment planning and planograms, highlighting their importance in retail or FMCG industries.</li> <li>2. Present slides covering key aspects:           <ul style="list-style-type: none"> <li>• Assortment Plan: Ensuring the right mix of products to meet customer demands and maximize shelf space.</li> <li>• Planogram: Visual layouts that help in effective product placement to improve visibility and sales.</li> <li>• Pricing Strategy: Techniques like competitive pricing, discounts, and psychological pricing to attract customers and increase sales.</li> </ul> </li> <li>3. Share examples of successful assortment and planogram implementation that led to improved sales.</li> <li>4. Divide participants into small groups and assign each group a scenario (e.g., launching a new product, seasonal sales, or improving underperforming product categories).</li> <li>5. Ask each group to design a simple assortment plan and create a basic planogram for their assigned scenario.</li> </ol>

	<ol style="list-style-type: none"> <li>6. Have participants consider a pricing strategy for the products in their plan, justifying their choice.</li> <li>7. Let each group present their assortment plan, planogram, and pricing strategy to the class.</li> <li>8. Facilitate a discussion on how well the plans address customer needs, product visibility, and sales objectives.</li> <li>9. Summarize the importance of integrating assortment planning, planograms, and pricing strategies for business success.</li> </ol>
<b>Conclusion / What has been achieved</b>	This activity will help participants understand the role of assortment planning, planograms, and pricing strategies in optimizing product placement, meeting customer expectations, and boosting sales performance.

### Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

### Ask

- How do modern retail outlets enhance efficiency?
- Why is an assortment plan essential for modern trade outlets?
- What is the FMCG Sales Supervisor's role in planogram execution?
- Define Planogram.

### Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## Elaborate

- Elaborate on the following topics:
  - Parameters for Evaluating Merchandising and Visual Merchandising - Refer to PH Fig.6.7 and Fig.6.8
  - Areas in Modern Trade Outlets that Provide High Visibility to Products - Refer to PH Table.6.2
  - Roles and Responsibilities of Merchandisers and In-store Promoters
    - Differences Between Merchandisers and In-Store Promoters- Refer to PH Table.6.3
  - Performance Measurement Parameters to Assess Performance of Merchandisers and In-store Promoters-Refer to PH Fig.6.8 and Fig.6.9
  - Importance of Coaching and Mentoring the Team- Refer to PH Table.6.4
  - Need to Prepare Daily Roasters and Work Schedules to Supervise In-Store Merchandising and Sales Team-Refer to PH Fig.6.11

## Say

- “Let us proceed with an activity to help participants understand the distinct roles and responsibilities of merchandisers and in-store promoters in enhancing product visibility, driving sales, and ensuring customer satisfaction.”

## Activity

<b>Objective</b>	The purpose of this activity is to help participants understand the distinct roles and responsibilities of merchandisers and in-store promoters in enhancing product visibility, driving sales, and ensuring customer satisfaction.
<b>Materials required</b>	<ul style="list-style-type: none"> <li>• Presentation slides explaining the roles of merchandisers and in-store promoters</li> <li>• Scenario cards for role-playing activities</li> <li>• Whiteboard or flip chart</li> <li>• Markers</li> </ul>
<b>Steps/procedure</b>	<ol style="list-style-type: none"> <li>1. Start by introducing the terms “merchandiser” and “in-store promoter,” explaining their importance in the retail and FMCG industry.</li> <li>2. Present slides outlining their roles and responsibilities:           <ul style="list-style-type: none"> <li>• Merchandisers: Ensuring proper product placement, maintaining stock levels, setting up promotional displays, analyzing sales trends.</li> <li>• In-store Promoters: Engaging with customers, providing product information, encouraging sales, offering promotions, and collecting customer feedback.</li> </ul> </li> <li>3. Share examples of how merchandisers and in-store promoters contribute to sales growth and customer experience.</li> <li>4. Divide participants into two groups: Group A will represent merchandisers, and Group B will represent in-store promoters.</li> <li>5. Provide each group with a scenario (e.g., low sales of a new product, a high-demand promotion, or an out-of-stock situation).</li> </ol>

	<ol style="list-style-type: none"> <li>6. Ask Group A to create a plan as merchandisers for addressing product visibility and stock issues.</li> <li>7. Ask Group B to prepare a role-play as in-store promoters to actively engage customers and drive product interest.</li> <li>8. Have each group present their approach and discuss the challenges and benefits of their roles.</li> <li>9. Facilitate a discussion on how these roles complement each other to achieve business goals.</li> <li>10. Summarize key takeaways: Merchandisers ensure the product is visible and accessible, while in-store promoters focus on engaging customers and boosting sales.</li> </ol>
<b>Conclusion / What has been achieved</b>	This activity will help participants understand the critical roles of merchandisers and in-store promoters in driving sales and ensuring customer satisfaction through effective product presentation and customer engagement.

### Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

### Ask

- How do merchandisers and in-store promoters differ in their roles?
- What role does a junior supervisor play in coaching the team?
- Why is product grouping beneficial?
- What does shelf utilization evaluate?

### Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.



## Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

## Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 6.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
  - **Multiple choice questions:**
    1. To ensure systematic coverage of all retail outlets within the assigned territory
    2. Selecting products based on customer preferences, market trends, and sales potential
    3. To visually represent the placement of products on shelves to maximize visibility and sales
    4. To ensure that the price is set to maximize sales and profitability while staying competitive
    5. To display and promote products in a way that attracts customers and boosts sales
  - **Answer the following questions:**
    1. **What is meant by PJP?**  
Hint: Refer to PH section 6.1.1
    2. **Explain the importance of the Assortment Plan/Planogram and Pricing Strategy.**  
Hint: Refer to PH section 6.1.2
    3. **What are the standard practices followed in modern trade for merchandising, stock rotation, inventory management, and visual merchandising?**  
Hint: Refer to PH section 6.1.3
    4. **What are the roles and responsibilities of merchandisers and in-store promoters?**  
Hint: Refer to PH section 6.1.6
    5. **List the parameters for evaluating merchandising and visual merchandising.**  
Hint: Refer to PH section 6.1.7



<https://youtu.be/8aXBdf8fYp4?si=FH2xPSBXXXHsldgp>

Importance of Using a Permanent Journey Plan (PJP)  
While Visiting Modern Trade Outlets



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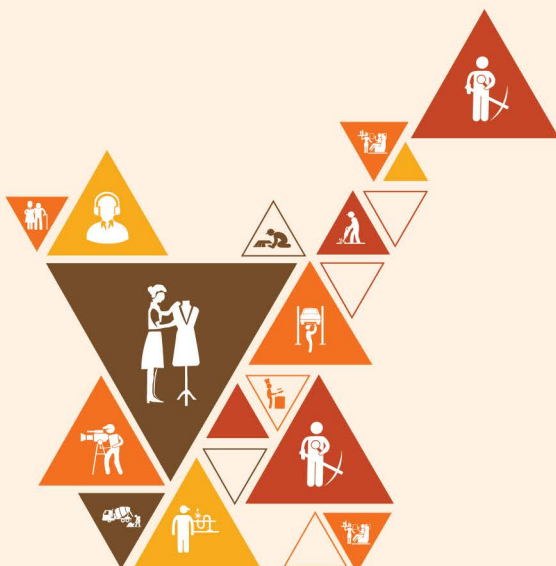
Transforming the skill landscape



## 7. Ensure Offtakes from retail outlets leading to secondary sales achievement

Unit 7.1 Sales Strategies and Performance Optimization

Unit 7.2 Reporting, Collaboration, and Self-Review



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## Key Learning Outcomes



**At the end of this module, the trainee will be able to:**

1. Dramatize the process of negotiating with modern retailers to acquire prominent shelf space
2. Demonstrate the ways in which promotional schemes can be implemented
3. Evaluate performance of promotions
4. Prepare performance reports and communicate to the management
5. Explain the activities that need to be carried out to achieve the offtake targets

## Unit 7.1 Promoting Offtakes in Retail to Achieve Secondary Sales Targets

### Unit Objectives

**At the end of this unit, the trainee will be able to:**

1. Explain the importance of achieving offtake targets
2. Outline the need to acquire dominant shelf space at the store
3. Describe the steps of retail sales cycle applicable to modern trade outlets
4. List the sales closing techniques used in retail sales cycle
5. Describe the role of sales promotional schemes in achieving off take targets
6. State the impact of not evaluating the performance of the promotional schemes
7. Explain the techniques of collecting information on the performance of competition products and promotions

### Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

### Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

### Say

- “ Let’s discuss the importance of achieving offtake targets and the need to acquire dominant shelf space in stores. We’ll cover the steps of the retail sales cycle for modern trade outlets, sales closing techniques, and the role of sales promotional schemes in reaching offtake targets. Additionally, we’ll explore the impact of not evaluating promotional scheme performance and techniques for gathering information on competition products and promotions.”

## Explain

- Explain the following topics:
  - o Importance of Achieving Offtake Targets – Refer to PH Fig.7.1
  - o Need to Acquire Dominant Shelf Space at Stores - Refer to PH Fig.7.2
  - o Steps for Retail Sales Cycle Applicable to Modern Trade Outlets - Refer to PH Fig.7.3
  - o Sales Closing Techniques Used in Retail Sales Cycle – Refer to PH Table.7.1
    - o Tips for Implementing Sales Closing Techniques
  - o Role of Sales Promotional Schemes in Achieving Off-Take Targets– Refer to PH Table.7.2
    - o Types of Promotional Schemes in FMCG for Modern Retail Outlets– Refer to PH Table.7.3

## Do

- To conduct an activity to help participants understand effective sales closing techniques and learn how to apply them to improve sales outcomes and customer satisfaction.

## Activity

<b>Objective</b>	The purpose of this activity is to help participants understand effective sales closing techniques and learn how to apply them to improve sales outcomes and customer satisfaction.
<b>Materials required</b>	<ul style="list-style-type: none"> <li>• Presentation slides on various sales closing techniques</li> <li>• Role-play scenario cards</li> <li>• Whiteboard or flip chart</li> <li>• Markers</li> </ul>
<b>Steps/procedure</b>	<ol style="list-style-type: none"> <li>1. Start by introducing the concept of “sales closing” and its importance in converting prospects into customers.</li> <li>2. Present slides covering various sales closing techniques such as:           <ul style="list-style-type: none"> <li>• Assumptive Close: Actively assuming the prospect is ready to buy and proceeding with next steps.</li> <li>• Urgency Close: Creating a sense of urgency with limited-time offers or availability.</li> <li>• Summary Close: Summarizing the benefits of the product and the buyer’s needs before asking for the sale.</li> <li>• Alternative Close: Giving the prospect a choice between two options, both of which lead to a sale.</li> <li>• Direct Close: Asking directly for the sale in a confident manner.</li> </ul> </li> <li>3. Share real-world examples of successful sales closes using these techniques.</li> <li>4. Divide participants into pairs and assign each pair a scenario (e.g., a hesitant customer, a price-sensitive prospect, or a client interested in multiple products).</li> <li>5. Ask each pair to role-play the scenario, practicing one of the sales closing techniques discussed.</li> <li>6. Encourage each pair to apply the technique they feel best suits their situation.</li> <li>7. After role-plays, have participants share their experiences and discuss what worked well or could be improved.</li> </ol>

	<p>8. Facilitate a group discussion on the importance of choosing the right closing technique based on the customer's behavior and needs.</p> <p>9. Summarize the key takeaways: Closing techniques are essential tools in sales that, when used effectively, increase conversion rates and customer satisfaction.</p>
<b>Conclusion / What has been achieved</b>	This activity will help participants understand and practice effective sales closing techniques, equipping them with the skills to confidently close sales and enhance their customer relationships.

### Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

### Ask

- Why is market research crucial in retail sales?
- How does dominant shelf space improve sales performance?
- What is the connection between offtake targets and secondary sales?
- How do offtake targets build consumer loyalty?
- Why is stock replenishment essential?

### Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

### Elaborate

- Elaborate on the following topics:
  - o Impact of Not Evaluating Performance of Promotional Schemes
  - o Techniques of Collecting Information on the Performance of Competition Products and Promotions - Refer to PH Table.7.4

## Ask

- What is the purpose of benchmarking in competitor analysis?
- Why is targeting specific customer segments important in promotions?
- How do ineffective promotions impact customer engagement?

## Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

## Unit 7.2 Reporting, Collaboration, and Self-Review

### Unit Objectives

**At the end of this unit, the trainee will be able to:**

1. State the importance of building a good rapport with the category teams and the store managers of the modern trade organization
2. List the types of reports that need to be received from the merchandising and in-store promotion teams
3. List the types of reports that need to be prepared with respect to performance at the modern trade outlets
4. Outline the points to be discussed during the review of self-performance with the supervisor/manager on an ongoing basis

### Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

### Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

### Say

- “Let’s explore the importance of building a good rapport with category teams and store managers in modern trade organizations. We’ll also discuss the types of reports to be received from merchandising and in-store promotion teams, as well as those prepared to evaluate performance at modern trade outlets. Finally, we’ll outline key points to discuss during self-performance reviews with supervisors or managers.”



## Explain

- Explain the following topics:
  - o Importance of Building a Good Rapport with Category Teams and Store Managers of Modern Trade Organisations – Refer to PH Fig.7.4
  - o Types of Reports to be Received from Merchandising and In-Store Promotion Teams- Refer to PH Table.7.5 and Table.7.6
    - o Key Differences and Why These Reports Are Essential
  - o Types of Reports to be Prepared for Performance at Modern Trade Outlets- Refer to PH Table.7.7
  - o Points to be Discussed During Review of Self-Performance with Supervisor/Manager on an Ongoing Basis- Refer to PH Table.7.8
    - o Why These Discussions Are Important
    - o When and Where to Discuss

## Do

- To conduct an activity to help participants understand the significance of building strong, collaborative relationships with category teams and store managers in modern trade organizations for enhanced sales and business success.

## Activity

<b>Objective</b>	The purpose of this activity is to help participants understand the significance of building strong, collaborative relationships with category teams and store managers in modern trade organizations for enhanced sales and business success.
<b>Materials required</b>	<ul style="list-style-type: none"> <li>• Presentation slides on the role of category teams and store managers in modern trade organizations</li> <li>• Scenario cards for role-play activities</li> <li>• Whiteboard or flip chart</li> <li>• Markers</li> </ul>
<b>Steps/procedure</b>	<ol style="list-style-type: none"> <li>1. Begin by explaining the importance of category teams and store managers in modern trade organizations. Highlight how these individuals directly impact sales and customer experience.</li> <li>2. Present slides on how building rapport with them helps with:           <ul style="list-style-type: none"> <li>• Effective product placement: Understanding the store's needs and preferences for stock visibility.</li> <li>• Better collaboration: Facilitating smoother communication on promotions, stock levels, and sales goals.</li> <li>• Customer insights: Gathering feedback from the store team to enhance product offerings and strategies.</li> <li>• Problem-solving: Addressing issues like stockouts or customer complaints through cooperative efforts.</li> </ul> </li> <li>3. Share examples of successful partnerships between sales teams and category/store managers, showing the positive impact on sales.</li> <li>4. Divide participants into small groups, assigning each group a scenario where they need to collaborate with a category team or store manager (e.g., launching a new product, managing stock shortages, or creating a promotional campaign).</li> </ol>

	<ol style="list-style-type: none"> <li>5. Ask each group to role-play how they would initiate and maintain good rapport with the category team/store manager in their assigned scenario.</li> <li>6. After role-plays, have each group discuss their approach and share key strategies for relationship building.</li> <li>7. Facilitate a class-wide discussion on best practices for building long-term, productive relationships with these key stakeholders.</li> <li>8. Summarize the importance of strong collaboration with category teams and store managers to drive sales, improve customer satisfaction, and achieve business goals.</li> </ol>
<b>Conclusion / What has been achieved</b>	This activity will help participants recognize the value of building and maintaining good rapport with category teams and store managers, fostering better collaboration, and ultimately improving sales performance and customer satisfaction in modern trade environments.

### Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

### Ask

- Why is building a strong rapport with category teams and store managers important?
- How does regular communication with category teams benefit inventory management?
- What is the value of sharing success stories and best practices?
- How does the Team Performance Report help in modern trade outlets?
- Why are reports essential for FMCG Sales Supervisors?

### Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

## Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 7.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
  - **Multiple choice questions:**
    1. The sales goals for products purchased by end consumers
    2. Ensures steady revenue generation for retail outlets
    3. Inventory obsolescence
    4. Trial Close
    5. Suggesting complementary products to enhance the purchase
  - **Answer the following questions:**
    1. **Why is achieving offtake targets crucial for business growth in retail?**  
Hint: Refer to PH section 7.1.1
    2. **How do closing techniques vary based on the customer's buying behavior?**  
Hint: Refer to PH section 7.1.4
    3. **What are the key types of reports that need to be prepared for monitoring sales performance in modern trade outlets?**  
Hint: Refer to PH section 7.2.3
    4. **Why is it important to have regular check-ins with supervisors or managers to review sales performance?**  
Hint: Refer to PH section 7.2.4
    5. **What are the benefits of implementing limited-time promotional offers to boost sales?**  
Hint: Refer to PH section 7.1.5



[https://youtu.be/\\_UqZL9ccsLU?si=2FatO9VFjG-S1im0W](https://youtu.be/_UqZL9ccsLU?si=2FatO9VFjG-S1im0W)

Sales Closing Techniques Used in Retail Sales Cycle



<https://youtu.be/96v8vjlL4Ok?si=39iB7mt7A90WKCg9>

Role of Sales Promotional Schemes in Achieving Off-Take Targets



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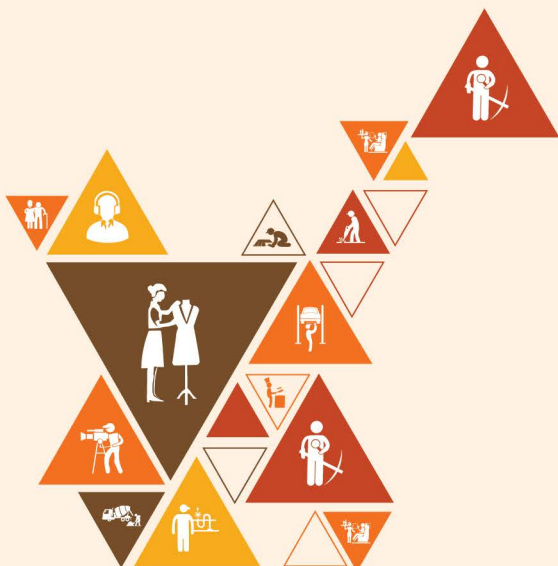
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## 8. Implement sales promotion campaigns

Unit 8.1 Planning and Implementing Promotional Campaigns

Unit 8.2 Evaluating and Enhancing Promotional Campaigns



RAS/N0609

## Key Learning Outcomes



**At the end of this module, the trainee will be able to:**

1. Demonstrate ways in which products can be promoted to customers in a promotional campaign
2. Evaluate the effectiveness of promotions and report the results of the campaign
3. Explain the significance of organizing promotional campaigns to boost sales of the products

## Unit 8.1 Planning and Implementing Promotional Campaigns

### Unit Objectives

**At the end of this unit, the trainee will be able to:**

1. Identify potential opportunities to launch promotional campaigns
2. List the tools, equipment and resources required to launch a promotional campaign
3. List the merchandising and the visual merchandising guidelines that needs to be followed while implementing a promotional campaign
4. List the health and safety guidelines with respect to setting up product displays and Kiosks in a promotional campaign
5. Describe the role of each stake holder in setting up the promotional campaign

### Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

### Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

### Say

- “In today’s session, let’s identify potential opportunities to launch promotional campaigns and explore the tools, equipment, and resources required for their execution. We’ll discuss merchandising and visual merchandising guidelines to follow during campaigns, as well as the health and safety considerations for setting up product displays and kiosks. Lastly, we’ll describe the role of each stakeholder in setting up a successful promotional campaign.”

## Explain

- Explain the following topics:
  - o Potential Opportunities to Launch Promotional Campaigns -Refer to PH Fig.8.1
  - o Tools, Equipment, and Resources Required to Launch Promotional Campaigns – Refer to PH Table.8.1
  - o Merchandising and Visual Merchandising Guidelines to Implement Promotional Campaigns – Refer to PH Table.8.2 and Table.8.3
  - o Health and Safety Guidelines to Set Up Product Displays and Kiosks in Promotional Campaigns– Refer to PH Table.8.4
  - o Role of Stakeholders in Setting Up Promotional Campaigns-Refer to PH Fig.8.2

## Do

- To conduct an activity to help participants understand the key roles and contributions of various stakeholders in setting up a successful promotional campaign.

## Activity

<b>Objective</b>	The purpose of this activity is to help participants understand the key roles and contributions of various stakeholders in setting up a successful promotional campaign.
<b>Materials required</b>	<ul style="list-style-type: none"> <li>• Presentation slides explaining the roles of stakeholders in promotional campaigns</li> <li>• Scenario cards for role-playing activities</li> <li>• Whiteboard or flip chart</li> <li>• Markers</li> </ul>
<b>Steps/procedure</b>	<ol style="list-style-type: none"> <li>1. Start by explaining the concept of a promotional campaign and why it requires input from various stakeholders to be successful.</li> <li>2. Present slides covering the key stakeholders involved in setting up a promotional campaign, such as:           <ul style="list-style-type: none"> <li>• Marketing Team: Develops the campaign’s strategy, message, and creative assets.</li> <li>• Sales Team: Provides insights into customer needs and supports execution at the store level.</li> <li>• Product Team: Ensures product availability and alignment with campaign goals.</li> <li>• Finance Team: Approves budget and ensures financial feasibility.</li> <li>• Retailers/Store Managers: Ensure product visibility and effective execution at the retail level.</li> <li>• Customers: Their feedback and behavior are central to designing targeted promotions.</li> </ul> </li> <li>3. Share real-world examples where successful stakeholder collaboration resulted in effective promotional campaigns.</li> <li>4. Divide participants into small groups and assign each group a scenario (e.g., launching a new product, seasonal discounts, or a limited-time offer).</li> <li>5. Ask each group to discuss and identify the roles and contributions of different stakeholders in the assigned scenario.</li> </ol>



6. Encourage participants to brainstorm and present how these stakeholders can collaborate to create a successful promotional campaign.
7. After group presentations, facilitate a discussion on how each stakeholder's contribution helps achieve the campaign's objectives.
8. Summarize key takeaways: A successful promotional campaign requires active participation from various stakeholders to ensure strategic alignment, resource allocation, and effective execution.

**Conclusion / What has been achieved**

This activity will help participants understand the importance of each stakeholder in setting up and executing a successful promotional campaign, and how collaboration between stakeholders drives the success of marketing initiatives.

## Tips



- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## Ask



- Why is CRM software important in promotional campaigns?
- How does signage contribute to promotional campaigns?
- What role does the supply chain and logistics team play in promotional campaigns?
- Why is fire safety important in setting up promotional displays?
- What are the tools and resources required to launch promotional campaigns?

## Notes for Facilitation



- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## Summarize



- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

## Unit 8.2 Evaluating and Enhancing Promotional Campaigns

### Unit Objectives

**At the end of this unit, the trainee will be able to:**

1. Explain how promotions can lead to future sales
2. Explain how seasonal trends affect sales of the products
3. Explain the impact of customer buying behavior on the success of a promotional campaign
4. List the parameters used to evaluate the success of a promotional campaign
5. Explain the importance of evaluating and reporting the effectiveness of the promotional campaign

### Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

### Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

### Say

- “ Let’s explore how promotions can drive future sales and the influence of seasonal trends on product sales. We’ll also discuss the impact of customer buying behavior on the success of a promotional campaign, the key parameters used to evaluate its success, and the importance of assessing and reporting the campaign’s effectiveness.”

## Explain

- Explain the following topics:
  - o Impact of Promotions on Future Sales-Refer to PH Fig.8.3
  - o Effect of Seasonal Trends on Sales of Products
    - o Types of Seasonal Trends in India and Impact of Seasonal Trends on Sales- Refer to PH Table.8.5
    - o Impact on Inventory and Supply Chain
  - o Impact of Customer Buying Behaviour on Success of Promotional Campaigns
  - o Parameters Used to Evaluate the Success of Promotional Campaigns – Refer to PH Fig.8.5
  - o Importance to Evaluate and Report the Effectiveness of Promotional Campaigns

## Do

- To conduct an activity to help participants understand the different types of seasonal trends in India and how these trends impact consumer behavior, product demand, and sales strategies.

## Activity

<b>Objective</b>	The purpose of this activity is to help participants understand the different types of seasonal trends in India and how these trends impact consumer behavior, product demand, and sales strategies.
<b>Materials required</b>	<ul style="list-style-type: none"> <li>• Presentation slides on seasonal trends in India</li> <li>• Market research reports or case studies</li> <li>• Scenario cards for role-play activities</li> <li>• Whiteboard or flip chart</li> <li>• Markers</li> </ul>
<b>Steps/procedure</b>	<ol style="list-style-type: none"> <li>1. Start by introducing the concept of seasonal trends and how they vary across different regions of India based on climate, festivals, and cultural practices.</li> <li>2. Present slides on the different types of seasonal trends in India, including:           <ul style="list-style-type: none"> <li>• Festive Seasons: Such as Diwali, Eid, Christmas, and Durga Puja, which drive increased consumer spending on gifts, apparel, food, and electronics.</li> <li>• Weather-Driven Trends: Including the monsoon season (demand for rain-wear, umbrellas, and cool drinks), summer (demand for air conditioners, ice creams, and light clothing), and winter (demand for woolens, heaters, and hot beverages).</li> <li>• Agricultural Seasons: Impacting demand for agricultural products, such as the harvest season influencing the demand for grains and related goods.</li> <li>• School and College Seasons: Affecting the demand for stationery, books, and back-to-school clothing.</li> </ul> </li> <li>3. Share case studies of brands that successfully capitalized on these seasonal trends to boost sales and engagement.</li> <li>4. Divide participants into small groups and assign each group a seasonal trend to explore (e.g., Diwali, summer, or agricultural harvest season).</li> <li>5. Ask each group to brainstorm how businesses can tailor their product offerings, marketing campaigns, and sales strategies to align with their assigned seasonal trend.</li> </ol>

	<ol style="list-style-type: none"> <li>6. Have each group present their ideas on how to effectively target consumers during their assigned season.</li> <li>7. After the presentations, facilitate a class discussion on the importance of understanding and planning for seasonal trends in India to maximize business success.</li> <li>8. Summarize key takeaways: Recognizing and adapting to seasonal trends helps businesses meet consumer demand, optimize inventory, and craft effective marketing strategies.</li> </ol>
<b>Conclusion / What has been achieved</b>	This activity will help participants understand the impact of seasonal trends on product demand and sales strategies, enabling them to adapt their business models to better serve consumer needs during specific seasons.

### Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

### Ask

- How do sales promotions impact future sales?
- What are event-driven seasonal trends in India?
- Why is timing important in promotional campaigns?
- How does engagement help evaluate a promotional campaign?
- What is the significance of website traffic in evaluating campaigns?

### Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

### Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

## Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 8.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
  - **Multiple choice questions:**
    1. Short-term incentives to boost sales
    2. Buy One Get One Free offer during Diwali
    3. Attraction of both new and existing customers
    4. Summer
    5. Raincoats, umbrellas, and waterproof footwear
  - **Answer the following questions:**
    1. **What role do seasonal trends play in planning product inventories and sales strategies?**  
Hint: Refer to PH section 8.2.2
    2. **How can businesses ensure compliance with health and safety regulations for promotional displays?**  
Hint: Refer to PH section 8.1.4
    3. **Why is it important to analyze return on investment (ROI) when assessing promotional effectiveness?**  
Hint: Refer to PH section 8.2.4
    4. **How can over-reliance on promotions negatively impact future sales and profitability?**  
Hint: Refer to PH section 8.2.1
    5. **What role does impulse buying play in the success of promotional activities?**  
Hint: Refer to PH section 8.2.3



[https://youtu.be/WpUAN9IsXPI?si=iMca2qsmPy59-\\_R-](https://youtu.be/WpUAN9IsXPI?si=iMca2qsmPy59-_R-)

Parameters Used to Evaluate the Success of Promotional Campaigns



<https://youtu.be/AjxVqbyUDo8?si=YvIUD14jQJa2IM-9>

Tools, Equipment, and Resources Required to Launch Promotional Campaigns





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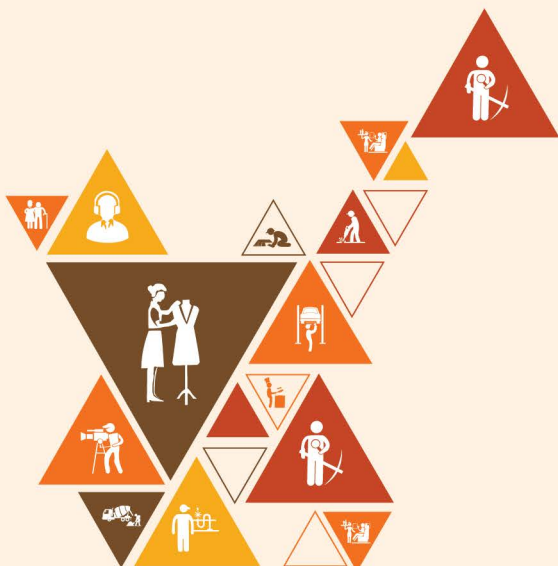


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# 9. Manage waste

Unit 9.1 Waste Management



RAS/N0609

## Key Learning Outcomes



**At the end of this module, the trainee will be able to:**

1. Demonstrate the process to ensure disposal of waste in a safe and correct manner
2. State the statutory guidelines with respect to waste disposal



## Unit 9.1 Waste Management

### Unit Objectives

**At the end of this unit, the trainee will be able to:**

1. Explain why waste must be handled and disposed correctly
2. List the statutory guidelines for disposing the waste and recyclable waste in a safe manner
3. Explain the safe practices followed in disposing off different types of wastes

### Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

### Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

### Say

- “Let’s dive into the importance of handling and disposing of waste correctly, along with the statutory guidelines for safely managing waste and recyclable materials. We’ll also explore the safe practices to follow when disposing of different types of waste to ensure both safety and environmental responsibility.”
- “Proper handling and disposal of waste in retail are essential for maintaining a clean, safe, and compliant environment. It helps prevent health hazards, ensures product quality, and reduces the environmental impact.”

## Explain

- Explain the following topics:
  - o Importance of Proper Handling and Disposal of Waste – Refer to PH Table.9.1
  - o Statutory Guidelines for Disposing Waste and Recyclable Waste in a Safe Manner
  - o Safe Practices to Dispose of Different Types of Wastes – Refer to PH Table.9.2

## Do

- To conduct an activity to help participants understand the importance of safe waste disposal practices and how to manage different types of waste responsibly to protect health and the environment.

## Activity

<b>Objective</b>	The purpose of this activity is to help participants understand the importance of safe waste disposal practices and how to manage different types of waste responsibly to protect health and the environment.
<b>Materials required</b>	<ul style="list-style-type: none"> <li>• Presentation slides on types of waste and safe disposal methods</li> <li>• Handouts with waste management guidelines</li> <li>• Waste sorting cards</li> <li>• Whiteboard or flip chart</li> <li>• Markers</li> </ul>
<b>Steps/procedure</b>	<ol style="list-style-type: none"> <li>1. Begin by explaining the different types of waste generated in daily life, including:           <ul style="list-style-type: none"> <li>• Biodegradable Waste: Kitchen waste, garden waste.</li> <li>• Non-biodegradable Waste: Plastics, metals, and glass.</li> <li>• Hazardous Waste: E-waste, batteries, medical waste.</li> <li>• Recyclable Waste: Paper, plastics, glass bottles.</li> </ul> </li> <li>2. Present slides that cover safe disposal practices for each type of waste, such as:           <ul style="list-style-type: none"> <li>• Biodegradable Waste: Composting or using a waste digester.</li> <li>• Non-biodegradable Waste: Recycling and proper segregation.</li> <li>• Hazardous Waste: Safe collection and disposal in specialized centers or following government guidelines.</li> <li>• Recyclable Waste: Sorting and recycling according to local waste management policies.</li> </ul> </li> <li>3. Share real-world examples of successful waste management practices and their positive environmental impact.</li> <li>4. Divide participants into small groups and distribute waste sorting cards to each group (e.g., cards with images of different waste items). Ask each group to categorize the items into the correct waste type.</li> <li>5. Have each group discuss and identify the best disposal method for each type of waste.</li> <li>6. After the activity, facilitate a discussion on the importance of waste segregation at the source and its role in reducing environmental impact.</li> <li>7. Summarize the key takeaways: Proper waste management and disposal help prevent contamination of natural resources, improve recycling efficiency, and protect public health</li> </ol>

**Conclusion / What has been achieved**

This activity will help participants recognize the different types of waste and understand safe disposal methods to manage waste effectively, contributing to cleaner and safer environments.

**Tips**

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

**Ask**

- Why is proper waste management essential in retail?
- How should waste be transported and disposed of in retail?
- What penalties apply for non-compliance with waste management regulations?
- How should biomedical waste be disposed of in retail?
- What must be done to dispose of e-waste in retail?

**Notes for Facilitation**

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

**Summarize**

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

## Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 9.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
  - **Multiple choice questions:**
    1. Maintaining a clean and compliant environment
    2. Avoiding the attraction of pests
    3. Promoting recycling and composting
    4. It protects the retailer from legal issues and fines
    5. Food scraps
  - **Answer the following questions:**
    1. **How does improper waste disposal impact the environment and public health?**  
Hint: Refer to PH section 9.1.1
    2. **Name any two Non-Biodegradable Waste.**  
Hint: Refer to PH section 9.1.3
    3. **What statutory guidelines govern the disposal of waste and recyclable materials?**  
Hint: Refer to PH section 9.1.2
    4. **Name any three Plastic Waste.**  
Hint: Refer to PH section 9.1.3
    5. **What are the recommended safe practices for disposing of hazardous waste?**  
Hint: Refer to PH section 9.1.3



[https://youtu.be/jVi7YJtr6\\_I?si=UPaXWeieDqFN-QSON](https://youtu.be/jVi7YJtr6_I?si=UPaXWeieDqFN-QSON)

Safe Practices to Dispose of Different Types of Wastes



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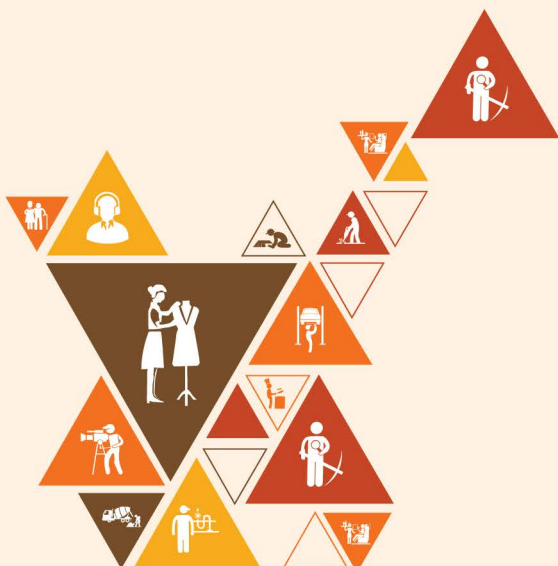
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# 10. Build and retain sales relationship with customers

Unit 10.1 Establishing and Maintaining Sales Relationships with Customers

Unit 10.2 Effective Communication and Strategic Customer Management



RAS/N0610

## Key Learning Outcomes



**At the end of this module, the trainee will be able to:**

1. Explain the techniques to propose win – win sales propositions to the customers
2. Explain the need to build and retain good sales relationships with the customers

## Unit 10.1 Establishing and Maintaining Sales Relationships with Customers

### Unit Objectives

**At the end of this unit, the trainee will be able to:**

1. Explain the importance of building rapport with the customers
2. List ways to give customers a positive impression of self and the organisation
3. Identify the customers with whom the organisation should be building long term and profitable relationship
4. List the interpersonal skills required to establish relationships and build rapport with customers
5. Outline the need to assess the risk and potential benefits of the relationship

### Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

### Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

### Say

- “Let’s delve into the key strategies for building strong customer relationships. We will discuss the importance of rapport, ways to leave a positive impression, identifying valuable long-term connections, essential interpersonal skills, and assessing the risks and benefits of each relationship for sustained success.”
- “Let us study in detail.”

## Explain

- Explain the following topics:
  - o Importance of Building Rapport with Customers
  - o Ways to Give Customers a Positive Impression of Self and the Organisation – Refer to PH Table.10.1
  - o Types of Customers with Whom Organisations Should Build Long-term and Profitable Relationships – Refer to PH Table.10.2
  - o Interpersonal Skills Required to Establish Relationships and Build Rapport with Customers - Refer to PH Fig.10.1
  - o Need to Assess Risks and Potential Benefits of Relationships

## Do

- Conduct a class activity to help participants understand key interpersonal skills that enhance customer relationships and build strong rapport for long-term business success.

## Activity

<b>Objective</b>	The purpose of this activity is to help participants understand key interpersonal skills that enhance customer relationships and build strong rapport for long-term business success.
<b>Materials required</b>	<ul style="list-style-type: none"> <li>• Presentation slides on interpersonal skills</li> <li>• Handouts with role-play scenarios</li> <li>• Markers and whiteboard or flip chart</li> </ul>
<b>Steps/procedure</b>	<ol style="list-style-type: none"> <li>1. Begin by discussing the importance of interpersonal skills in customer interactions and relationship building.</li> <li>2. Present key interpersonal skills such as:           <ul style="list-style-type: none"> <li>• Active Listening: Paying close attention to customers' needs and responding appropriately.</li> <li>• Empathy: Understanding and addressing customer concerns genuinely.</li> <li>• Effective Communication: Using clear and positive language.</li> <li>• Problem-Solving: Addressing customer issues efficiently.</li> <li>• Patience &amp; Adaptability: Handling different types of customers calmly and professionally.</li> </ul> </li> <li>3. Share real-life examples of successful customer interactions using these skills.</li> <li>4. Divide participants into small groups and assign each group a role-play scenario (e.g., handling an angry customer, assisting an indecisive buyer, or greeting a first-time visitor).</li> <li>5. Each group will act out the scenario while applying interpersonal skills to resolve the situation positively.</li> <li>6. After each role-play, discuss what worked well and areas for improvement.</li> <li>7. Summarize key takeaways: Strong interpersonal skills help build trust, improve customer loyalty, and enhance overall business reputation.</li> </ol>



**Conclusion / What has been achieved**

This activity helps participants practical knowledge of essential interpersonal skills needed to establish relationships and build rapport with customers, leading to better customer satisfaction and retention.

**Tips**

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

**Ask**

- How does rapport contribute to customer trust and loyalty?
- Why is consistency in service crucial?
- How do frequent shoppers benefit a business?
- How does a positive attitude impact customer rapport?
- Why is identifying long-term value important in retail?

**Notes for Facilitation**

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

**Summarize**

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

## Unit 10.2 Effective Communication and Strategic Customer Management

### Unit Objectives

**At the end of this unit, the trainee will be able to:**

1. Explain the importance of communicating with key customers effectively in order to develop trust, commitment and co-operation
2. Explain the importance of negotiating effectively with customers to establish a mutually beneficial financial outcome from the relationship
3. Recall the concepts of up-selling, cross-selling & selling add-ons and when it is appropriate to do this
4. Outline the importance of a Customer Relationship Management (CRM) tool

### Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

### Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

### Say

- Start the class by saying, “This unit will help you understand the effective communication and negotiation techniques to build trust and cooperation with key customers. We’ll also discuss up-selling, cross-selling, add-ons, and the role of CRM tools in fostering strong, mutually beneficial relationships.”
- “Let’s explore the topic in detail.”

## Explain

- Explain the following topics:
  - o Importance of Communicating with Key Customers Effectively to Develop Trust, Commitment and Co-operation
  - o Importance of Communicating with Key Customers Effectively to Develop Trust, Commitment and Co-operation
  - o Concepts of Up-selling, Cross-selling and Selling Add-ons and Appropriate Situations to Carryout Them
  - o Importance of Customer Relationship Management (CRM) Tool

## Do

- Conduct an activity to help participants understand the significance of CRM tools in managing customer interactions, improving sales, and enhancing customer satisfaction.

## Activity

<b>Objective</b>	The purpose of this activity is to help participants understand the significance of CRM tools in managing customer interactions, improving sales, and enhancing customer satisfaction.
<b>Materials required</b>	<ul style="list-style-type: none"> <li>• Presentation slides on CRM benefits and features</li> <li>• Case study or success story</li> <li>• Handouts with CRM tool examples and their uses</li> <li>• Whiteboard and markers</li> </ul>
<b>Steps/procedure</b>	<ol style="list-style-type: none"> <li>1. Introduce the concept of CRM and its role in managing customer relationships effectively.</li> <li>2. Explain key benefits of using a CRM tool:           <ul style="list-style-type: none"> <li>• Customer Data Management: Centralized database for tracking customer interactions.</li> <li>• Improved Customer Service: Personalized interactions based on past history.</li> <li>• Sales and Marketing Optimization: Tracking leads and automating campaigns.</li> <li>• Data-Driven Decision Making: Generating insights and reports for business growth.</li> </ul> </li> <li>3. Present a case study of a company that improved its business using a CRM tool.</li> <li>4. Divide participants into small groups and provide each group with a scenario (e.g., handling a customer complaint, following up with a potential lead, or tracking customer purchase history).</li> <li>5. Ask each group to discuss how a CRM tool could help in the given scenario and list potential benefits.</li> <li>6. Groups will present their findings to the class.</li> <li>7. Summarize the session by highlighting how CRM tools contribute to better customer engagement, sales growth, and business efficiency.</li> </ol>
<b>Conclusion / What has been achieved</b>	This activity helps participants understand the importance of CRM tools in managing customer relationships, improving service quality, and driving business success.

## Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## Ask

- How does CRM streamline the sales process?
- When are add-ons best suggested?
- Define cross-selling.
- What opportunities does negotiation create beyond immediate sales?
- How does clear communication benefit customer relationships?

## Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

## Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 10.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
  - **Multiple choice questions:**
    1. Enhanced customer loyalty and trust
    2. Customers trust the retailer and communicate their issues calmly
    3. Increased ability to upsell and cross-sell
    4. It ensures customers feel valued and are less likely to switch to competitors
    5. Offering personalized assistance and listening actively to customers
  - **Answer the following questions:**
    1. **How does rapport-building enhance the overall customer experience and satisfaction?**  
Hint: Refer to PH section 10.1.1
    2. **What are some strategies to present a professional and approachable image to customers?**  
Hint: Refer to PH section 10.1.2
    3. **Why is it important to balance risk and reward when investing in customer relationships?**  
Hint: Refer to PH section 10.1.5
    4. **What is the difference between up-selling, cross-selling, and selling add-ons?**  
Hint: Refer to PH section 10.2.3
    5. **How can a CRM tool help businesses manage customer relationships effectively?**  
Hint: Refer to PH section 10.2.4



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Interpersonal Skills Required to Establish Relationships and Build Rapport with Customers



[https://youtu.be/H6htt\\_I2Ddk?si=9-0C7V55DBNWlwfb](https://youtu.be/H6htt_I2Ddk?si=9-0C7V55DBNWlwfb)

Importance of Customer Relationship Management (CRM) Tool





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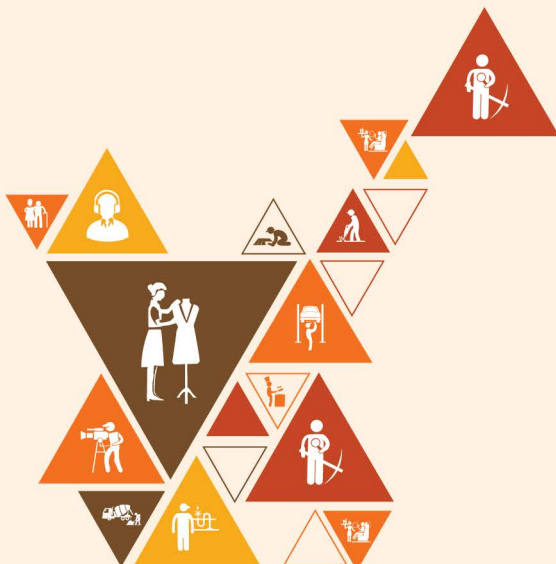
Transforming the skill landscape



# 11. Plan and acquire infrastructure for market expansion

Unit 11.1 Infrastructure Strategy for Expanding Market Expansion

Unit 11.2 Evaluating and Appointing New Distributors



RAS/N0611

## Key Learning Outcomes



**At the end of this module, the trainee will be able to:**

1. Demonstrate the process of analyzing the gap in market coverage and mitigating it
2. Demonstrate the process of evaluating and appointing new distributors
3. Explain the need for market expansion on the revenue goals of the organisation



## Unit 11.1 Infrastructure Strategy for Expanding Market Expansion

### Unit Objectives

**At the end of this unit, the trainee will be able to:**

1. Explain the importance of effective market coverage
2. List the challenges that can be posed by the competition with respect to market coverage
3. List the measures that can be taken to mitigate the challenges from the competition
4. Outline the importance of periodically mapping the current market coverage within the assigned geographical territory
5. Recall the factors that need to be considered while analyzing the capability of current distributor to cover the current and the additional market area

### Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

### Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

### Say

- “In today’s session, we will explore the significance of effective market coverage, the challenges posed by competition, and strategies to overcome them.”
- “We’ll also discuss the importance of mapping market coverage, along with key factors for assessing a distributor’s capability to expand into new areas.”

## Explain

- Explain the following topics:
  - o Importance of Effective Market Coverage - Refer to PH Fig.11.1
  - o Challenges Posed by Competition Related to Market Coverage- Refer to PH Table.11.1
  - o Measures to be Taken to Mitigate Challenges from Competition - Refer to PH Fig.11.2
  - o Importance of Periodically Mapping Current Market Coverage Within Assigned Geographical Territory
  - o Factors to Consider While Analyzing Capabilities of Current Distributor to Cover Current and Additional Market Areas- Refer to PH Table.11.2

## Do

- Conduct an activity to help participants understand how effective market coverage ensures better product availability, increases sales, and strengthens brand presence.

## Activity

<b>Objective</b>	The purpose of this activity is to help participants understand how effective market coverage ensures better product availability, increases sales, and strengthens brand presence.
<b>Materials required</b>	<ul style="list-style-type: none"> <li>• Presentation slides on market coverage strategies</li> <li>• Handouts with case studies and distribution models</li> <li>• Whiteboard and markers</li> </ul>
<b>Steps/procedure</b>	<ol style="list-style-type: none"> <li>1. Introduce the concept of market coverage and its role in sales and distribution.</li> <li>2. Explain different market coverage strategies:           <ul style="list-style-type: none"> <li>• Intensive Coverage: Making products available in as many outlets as possible (e.g., FMCG products).</li> <li>• Selective Coverage: Distributing products through a limited number of outlets (e.g., premium electronics).</li> <li>• Exclusive Coverage: Selling products through a single or very few specialized retailers (e.g., luxury brands).</li> </ul> </li> <li>3. Present real-life examples of businesses using these strategies successfully.</li> <li>4. Divide participants into small groups and provide each with a business scenario (e.g., launching a new beverage, expanding a cosmetic brand, or selling high-end watches).</li> <li>5. Ask each group to choose the best market coverage strategy for their scenario and justify their choice.</li> <li>6. Groups will present their findings to the class.</li> <li>7. Summarize key takeaways: Effective market coverage ensures better product reach, maximizes sales opportunities, and improves customer accessibility.</li> </ol>
<b>Conclusion / What has been achieved</b>	This activity helps participants understand the importance of choosing the right market coverage strategy to optimize sales, distribution, and brand presence.

## Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## Ask

- Why is effective market coverage crucial in the retail and FMCG sector?
- How does compliance with legal requirements impact market coverage?
- Why is reviewing a distributor's existing performance important?
- Why is strengthening the distribution network vital?
- How does effective market coverage address diverse consumer needs?

## Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

## Unit 11.2 Evaluating and Appointing New Distributors

### Unit Objectives

**At the end of this unit, the trainee will be able to:**

1. Describe the standard guidelines that are followed for selection and appointment of new distributors
2. List the infrastructure that a distributor needs to possess to distribute goods
3. State the importance of inducting the new distributor and the distributor sales team

### Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

### Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

### Say

- “Let us gain knowledge and learn about the standard guidelines for selecting and appointing new distributors, the essential infrastructure required for distribution, and the importance of onboarding both the distributor and their sales team for effective market operations.”
- “Selecting and appointing a new distributor is a critical decision for any retail business, as it directly impacts market coverage, customer satisfaction, and overall sales performance.”

## Explain

- Explain the following topics:
  - o Standard Guidelines for Selection and Appointment of New Distributors
    - o Role of FMCG Sales Supervisor in Distributor Selection- Refer to PH Table.11.3
  - o Infrastructure that a Distributor Needs to Possess to Distribute Goods - Refer to PH Fig.11.3
  - o Importance of Inducting New Distributors and Distributor Sales Team

## Do

- Conduct an activity to help participants understand the key factors and guidelines for selecting and appointing distributors to ensure efficient product distribution and market growth.

## Activity

<b>Objective</b>	The purpose of this activity is to help participants understand the key factors and guidelines for selecting and appointing distributors to ensure efficient product distribution and market growth.
<b>Materials required</b>	<ul style="list-style-type: none"> <li>• Presentation slides on distributor selection criteria</li> <li>• Case studies of successful distributor appointments</li> <li>• Handouts with key selection guidelines</li> <li>• Whiteboard and markers</li> </ul>
<b>Steps/procedure</b>	<ol style="list-style-type: none"> <li>1. Introduce the role of distributors in the supply chain and their impact on sales and market expansion.</li> <li>2. Explain key selection criteria for distributors:           <ul style="list-style-type: none"> <li>• Financial Stability: Ensuring the distributor has sufficient funds to manage inventory and operations.</li> <li>• Market Knowledge: Understanding the local market and customer demand.</li> <li>• Infrastructure &amp; Logistics: Availability of warehouses, transport facilities, and supply chain capabilities.</li> <li>• Reputation &amp; Experience: Assessing past performance and credibility in the industry.</li> <li>• Commitment to Brand Growth: Willingness to invest in marketing and sales efforts.</li> </ul> </li> <li>3. Present a case study of a company that successfully appointed a distributor based on these criteria.</li> <li>4. Divide participants into small groups and provide each with a scenario (e.g., selecting a distributor for an FMCG product, electronics, or pharmaceutical goods).</li> <li>5. Ask each group to evaluate and select a distributor based on given criteria and justify their decision.</li> <li>6. Groups will present their findings to the class.</li> <li>7. Summarize key takeaways: Following standard guidelines for distributor selection ensures smooth operations, market penetration, and long-term business success.</li> </ol>
<b>Conclusion / What has been achieved</b>	This activity helps participants understand the importance of selecting the right distributors based on financial, logistical, and market factors to ensure effective business growth.

## Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## Ask

- What geographical aspect should be defined when selecting a distributor?
- Why is it important to induct a new distributor and their sales team?
- What should a FMCG Sales Supervisor assess regarding a distributor's infrastructure?
- Why is training the distributor's sales team essential?

## Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

## Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 11.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
  - **Multiple choice questions:**
    1. Increases sales opportunities
    2. Differentiating products and services in a crowded market
    3. To attract customers while maintaining profitability
    4. Identifies gaps and opportunities for expansion into untapped markets
    5. Storage capacity and warehousing facilities

- **Answer the following questions:**

- 1. Explain the importance of effective market coverage.**

Hint: Refer to PH section 11.1.1

- 2. List the challenges posed by competition related to market coverage.**

Hint: Refer to PH section 11.1.2

- 3. What are the measures to be taken to mitigate challenges from competition?**

Hint: Refer to PH section 11.1.3

- 4. List the factors to consider while analyzing the capabilities of the current distributor to cover current and additional market areas.**

Hint: Refer to PH section 11.1.5

- 5. What are the standard guidelines for the selection and appointment of new distributors?**

Hint: Refer to PH section 11.2.1



[https://youtu.be/E6sOoHy7ydM?si=uZ\\_2DCun9CwlnsR3](https://youtu.be/E6sOoHy7ydM?si=uZ_2DCun9CwlnsR3)

Importance of Effective Market Coverage







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Transforming the skill landscape

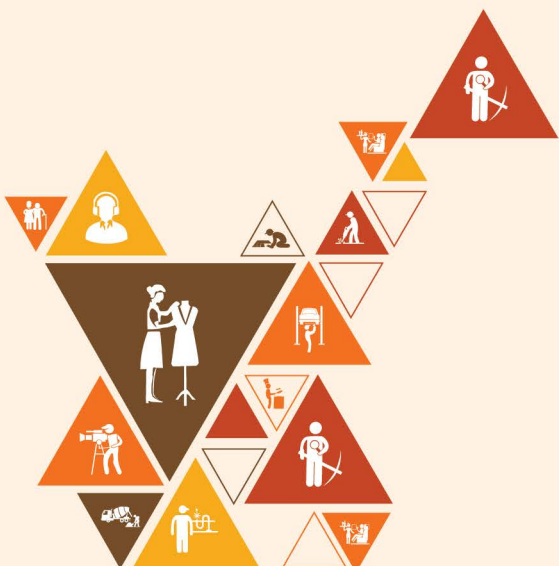


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# 12. Prepare reports and review performance

Unit 12.1 Sales Performance Review and Report Preparation



RAS/N0612

## Key Learning Outcomes



**At the end of this module, the trainee will be able to:**

1. Prepare reports and reviewing sales performance of the territory
2. Explain the importance of furnishing performance reports to the management

## Unit 12.1 Sales Performance Review and Report Preparation

### Unit Objectives

**At the end of this unit, the trainee will be able to:**

1. Outline sample organisation structure and reporting hierarchy
2. Explain the importance of reporting and reviewing the performance of the stakeholders in the assigned sales territory
3. Recall the different types of reports that need to be furnished
4. Identify the parameters that need to be included in different types of reports
5. State the factors that need to be discussed in the review meetings with distributors and modern retailers
6. List the factors that need to be discussed while reviewing self-performance with the supervisor
7. Explain the importance of collating information on performance of the competition products and marketing strategies
8. List the methods used to collect the competition information

### Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

### Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

### Say

- “Let’s embark on a journey to discuss the organizational structure and reporting hierarchy, the importance of performance reviews, and the various reports required. We will also discuss key parameters for these reports, the topics to cover in review meetings with distributors and retailers, and methods to gather competitive performance and marketing data.”

## Explain

- Explain the following topics:
  - o Sample Organisation Structure and Reporting Hierarchy
  - o Importance of Reporting and Reviewing Performance of Stakeholders in Assigned Sales Territories
  - o Various Types of Reports to be Furnished – Refer to PH Table.12.1
  - o Parameters to be Included in Various Types of Reports
  - o Factors to be Discussed in Review Meetings with Distributors and Modern Retailers- Refer to PH Table 12.2
    - o Why These Discussions Are Important
    - o Best Practices for Conducting Review Meetings

## Do

- Conduct an activity to help participants understand the different types of reports required in business operations, their purpose, and their significance in decision-making.

## Activity

<b>Objective</b>	The purpose of this activity is to help participants understand the different types of reports required in business operations, their purpose, and their significance in decision-making.
<b>Materials required</b>	<ul style="list-style-type: none"> <li>• Presentation slides on types of business reports</li> <li>• Sample reports (Sales, Inventory, Financial, etc.)</li> <li>• Handouts listing key report components</li> <li>• Whiteboard and markers</li> </ul>
<b>Steps/procedure</b>	<ol style="list-style-type: none"> <li>1. Introduce the concept of business reports and their role in tracking performance and making informed decisions.</li> <li>2. Explain the key types of reports commonly used in business:           <ul style="list-style-type: none"> <li>• Sales Reports: Track revenue, sales volume, and market trends.</li> <li>• Inventory Reports: Monitor stock levels, demand, and supply chain efficiency.</li> <li>• Financial Reports: Include profit &amp; loss statements, balance sheets, and expense summaries.</li> <li>• Customer Feedback Reports: Analyze customer satisfaction, complaints, and improvement areas.</li> <li>• Market Analysis Reports: Evaluate market conditions, competition, and growth opportunities.</li> <li>• Employee Performance Reports: Assess workforce productivity and training needs.</li> </ul> </li> <li>3. Present examples of these reports and discuss their significance.</li> <li>4. Divide participants into small groups and assign each a specific report type.</li> <li>5. Ask each group to outline the key components of their assigned report and discuss its importance.</li> <li>6. Groups will present their findings to the class.</li> <li>7. Summarize key takeaways: Regular and accurate reporting is essential for tracking performance, making strategic decisions, and improving overall business efficiency.</li> </ol>

<b>Conclusion / What has been achieved</b>	This activity will help participants understand the importance of different business reports and how they contribute to organizational success and data-driven decision-making.
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## Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## Ask

- What are the key focus areas of an FMCG principal company's structure?
- What is the purpose of a Shrinkage Report?
- Why are performance reviews crucial in retail sales?
- What is the responsibility of an Area Sales Manager (ASM)?
- How does an Employee Turnover Rate Report help a company?

## Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## Elaborate

- Elaborate on the following topics:
  - o Factors to be Discussed While Reviewing Self-performance with Supervisor- Refer to PH Table.12.3
  - o Importance of Collating Information on the Performance of Competition Products and Marketing Strategies
  - o Methods to Collect Competition Information- Refer to PH Fig.12.1

## Ask

- What factors are discussed during a self-performance review?
- How are objectives accomplished evaluated?
- What leadership skills are considered?
- How do online reviews and forums help in competitor analysis?

## Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

## Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 12.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
  - **Multiple choice questions:**
    1. To ensure sales targets and business objectives are met
    2. It helps identify areas of improvement and highlights top performers
    3. Daily Sales Report
    4. Slow-Moving Products Report
    5. Total Sales Amount
  - **Answer the following questions:**
    1. **Explain the importance of reporting and reviewing the performance of stakeholders in assigned sales territories.**  
Hint: Refer to PH section 12.1.2
    2. **List various types of reports to be furnished in the retail sector.**  
Hint: Refer to PH section 12.1.3
    3. **What are the parameters to be included in various types of reports?**  
Hint: Refer to PH section 12.1.4

**4. List the factors to be discussed in review meetings with distributors and modern retailers.**

Hint: Refer to PH section 12.1.6

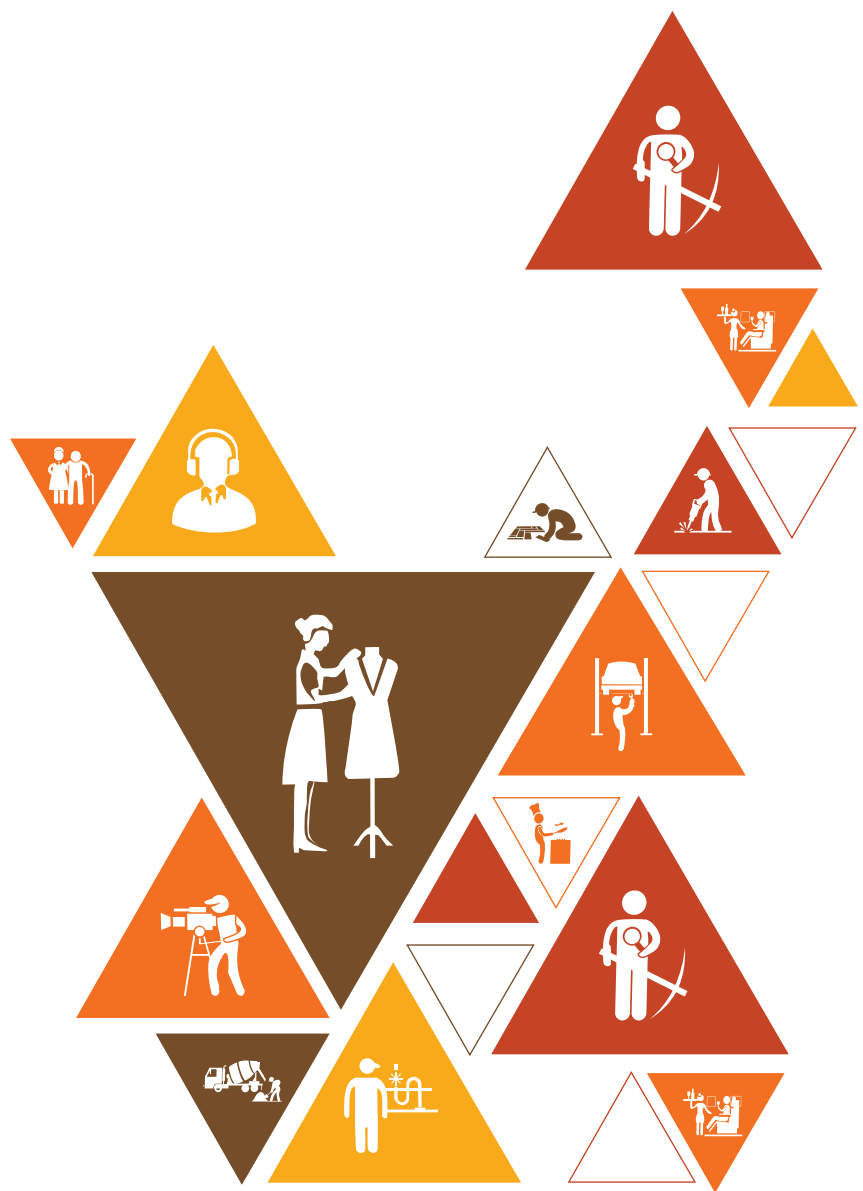
**5. What are the methods to collect competition information?**

Hint: Refer to PH section 12.1.8



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Methods to Collect Competition Information







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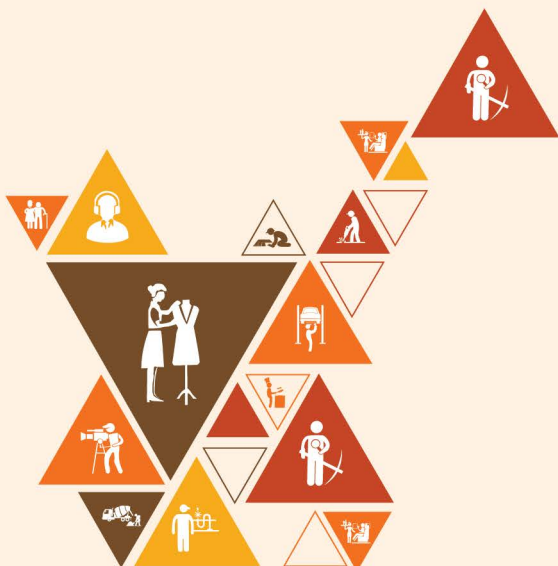
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## 13. Working in a Team

Unit 13.1 Teamwork

Unit 13.2 Improving Own Work Performance

Unit 13.3 Discrimination and Harassment at Workplace



RAS/N0138-V2

## Key Learning Outcomes



**At the end of this module, the trainee will be able to:**

1. Identify how to support the team at work
2. Describe how to recognise discrimination, bullying and harassment in own work place
3. Describe the factors that help to improve own work performance in a retail team

## Unit 13.1 Teamwork

### Unit Objectives

**At the end of this unit, the trainee will be able to:**

1. Describe the benefits of team work
2. Describe the consequences of poor team work

### Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

### Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

### Say

- “Let’s explore the impact of teamwork, highlighting its benefits in achieving goals efficiently and the consequences of poor collaboration on productivity and success.”

### Explain

- Explain the following topics:
  - o Benefits of Teamwork – Refer to PH Fig.13.1
  - o Consequences of Poor Teamwork - Refer to PH Fig.13.2

### Do

- Conduct an activity to help participants understand the negative impact of poor teamwork on productivity, workplace relationships, and overall business success

## Activity

<b>Objective</b>	The purpose of this activity is to help participants understand the negative impact of poor teamwork on productivity, workplace relationships, and overall business success.
<b>Materials required</b>	<ul style="list-style-type: none"> <li>• Presentation slides on teamwork importance and consequences of poor teamwork</li> <li>• Case studies of teamwork failures</li> <li>• Handouts listing key teamwork principles</li> <li>• Whiteboard and markers</li> </ul>
<b>Steps/procedure</b>	<ol style="list-style-type: none"> <li>1. Introduce the concept of teamwork and its role in achieving business goals.</li> <li>2. Discuss key consequences of poor teamwork:             <ul style="list-style-type: none"> <li>• Reduced Productivity: Inefficient collaboration leads to missed deadlines and low output.</li> <li>• Increased Conflicts: Miscommunication and lack of cooperation cause workplace tensions.</li> <li>• Low Employee Morale: A lack of support and trust among team members results in demotivation.</li> <li>• Poor Customer Service: Ineffective teamwork can lead to delays, errors, and customer dissatisfaction.</li> <li>• Higher Employee Turnover: Employees may leave due to frustration and lack of cooperation.</li> </ul> </li> <li>3. Present real-life examples or case studies where poor teamwork led to business failure or inefficiencies.</li> <li>4. Divide participants into small groups and provide a hypothetical scenario where poor teamwork impacts business operations (e.g., missed project deadlines, customer complaints, internal conflicts).</li> <li>5. Ask each group to identify the issues in the scenario and suggest ways to improve teamwork.</li> <li>6. Groups will present their findings to the class.</li> <li>7. Summarize key takeaways: Effective teamwork enhances efficiency, strengthens workplace relationships, and drives business success.</li> </ol>
<b>Conclusion / What has been achieved</b>	This activity will help participants recognize the critical role of teamwork in maintaining a productive and positive work environment and learn ways to prevent teamwork failures.

## Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## Ask

- Why is teamwork essential in the retail sector?
- What are the key benefits of teamwork?
- What are the key consequences of ineffective teamwork?

## Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

## Unit 13.2 Improving Own Work Performance

### Unit Objectives

**At the end of this unit, the trainee will be able to:**

1. State the impact of being presentable and maintaining hygiene at work
2. Outline the methods to resolve conflicts with colleagues in a polite and constructive way
3. List the actions that need to be taken, if the conflicts with colleagues cannot be resolved
4. State the procedures for safeguarding own and others' health and safety while at work
5. Explain the importance of being an effective learner at work
6. State the importance of identifying training needs for self
7. Explain the importance of asking for feedback on own work performance
8. Outline the process to evaluate own performance
9. List the steps of escalation to the supervisor

### Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

### Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

### Say

- “Let’s discuss the importance of being presentable and maintaining hygiene at work, resolving conflicts constructively, safeguarding health and safety, and continuously improving through feedback and self-evaluation. We’ll also cover the process of identifying training needs and escalating issues to the supervisor.”

## Explain

- Explain the following topics:
  - o Impact of Being Presentable and Maintaining Hygiene at Work– Refer to PH Table.13.1
  - o Procedures to Safeguard the Health and Safety of Self and Others While at Work- Refer to PH Table 13.2
  - o Importance of Being an Effective Learner at Work
  - o Importance of Identifying Training Needs for Self - Refer to PH Fig.13.3
  - o Importance of Asking for Feedback on Own Work Performance

## Do

- Conduct an activity to educate participants on essential workplace safety procedures to protect themselves and others from potential hazards.

## Activity

<b>Objective</b>	The purpose of this activity is to educate participants on essential workplace safety procedures to protect themselves and others from potential hazards.
<b>Materials required</b>	<ul style="list-style-type: none"> <li>• Presentation slides on workplace safety measures</li> <li>• Safety posters and handouts</li> <li>• Case studies on workplace accidents</li> <li>• Whiteboard and markers</li> </ul>
<b>Steps/procedure</b>	<ol style="list-style-type: none"> <li>1. Introduce the importance of workplace health and safety and the role of employees in maintaining a safe environment.</li> <li>2. Discuss key safety procedures, including:           <ul style="list-style-type: none"> <li>• Personal Protective Equipment (PPE): Importance of wearing gloves, masks, helmets, etc.</li> <li>• Workplace Hazard Identification: Recognizing potential risks like slippery floors, electrical hazards, and improper lifting techniques.</li> <li>• Emergency Procedures: Fire drills, first aid, and reporting unsafe conditions.</li> <li>• Proper Ergonomics: Correct posture, workstation setup, and lifting techniques to avoid injuries.</li> <li>• Cleanliness and Hygiene: Keeping work areas clean to prevent accidents and health risks.</li> </ul> </li> <li>3. Present real-life examples of workplace accidents and discuss how they could have been prevented.</li> <li>4. Divide participants into small groups and assign each a workplace safety scenario.</li> <li>5. Ask each group to identify potential hazards and propose safety measures to prevent accidents.</li> <li>6. Groups will present their solutions to the class.</li> <li>7. Summarize key takeaways: Following safety procedures reduces workplace accidents, enhances productivity, and ensures a healthy working environment.</li> </ol>
<b>Conclusion / What has been achieved</b>	This activity will help participants understand the importance of workplace safety, learn how to identify risks, and apply preventive measures to safeguard themselves and others.

## Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## Ask

- How does maintaining hygiene enhance a professional image?
- Why do motivated employees perform better?
- What is the impact of regular feedback on performance?
- How can workplace hazards be identified?
- Why is PPE important in the workplace?

## Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## Elaborate

- Elaborate on the following topics:
  - o Process to Evaluate Own Performance - Refer to PH Fig.13.4
  - o Methods to Resolve Conflicts with Colleagues in a Polite and Constructive Way- Refer to PH Fig.13.5
  - o Actions to be Taken When Conflicts with Colleagues Cannot be Resolved - Refer to PH Fig.13.6
  - o Steps of Escalation to the Supervisor

## Ask

- Why is evaluating one's own performance important for a Junior Supervisor (Sales)?
- How can professionalism be maintained during conflicts?
- When is the best time to escalate an issue?
- Why should a Junior Supervisor participate in performance review meetings?



## Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

## Unit 13.3 Discrimination and Harassment at Workplace

### Unit Objectives

**At the end of this unit, the trainee will be able to:**

1. Summarise the employee rights and obligations in an organisation
2. State the procedures for dealing with discrimination, bullying and harassment
3. Explain the guidelines / best practices followed while working with colleagues of different genders and disability

### Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

### Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

### Say

- “Let’s explore employee rights and obligations within an organization, procedures for handling discrimination, bullying, and harassment, and best practices for working effectively with colleagues of diverse genders and abilities.”

### Explain

- Explain the following topics:
  - o Employee Rights and Obligations in an Organisation – Refer to PH Fig. 13.7 and Fig.13.8
  - o Procedures for Dealing with Discrimination, Bullying and Harassment- Refer to PH Fig.13.9
  - o Guidelines/Best Practices Followed While Working with Colleagues of Different Genders and Disability
    - o Best Practices for Working with Colleagues of Different Genders- Refer to PH Fig.13.10
    - o Best Practices for Working with Colleagues with Disabilities- Refer to PH Fig.13.11
    - o Building a Culture of Collaboration and Respect

## Do



- Conduct an activity to help participants understand how to effectively collaborate with colleagues with disabilities, ensuring an inclusive and supportive workplace environment.

## Activity



<b>Objective</b>	The purpose of this activity is to help participants understand how to effectively collaborate with colleagues with disabilities, ensuring an inclusive and supportive workplace environment.
<b>Materials required</b>	<ul style="list-style-type: none"> <li>• Presentation slides on disability awareness and workplace inclusion</li> <li>• Handouts with best practices for supporting colleagues with disabilities</li> <li>• Whiteboard and markers</li> </ul>
<b>Steps/procedure</b>	<ol style="list-style-type: none"> <li>1. Introduce the importance of inclusivity and the benefits of creating a supportive environment for colleagues with disabilities.</li> <li>2. Discuss key best practices for working with colleagues with disabilities: <ul style="list-style-type: none"> <li>• Effective Communication: Use clear, respectful language and adapt communication methods (e.g., sign language, written instructions) as needed.</li> <li>• Provide Reasonable Accommodations: Make necessary adjustments, such as wheelchair access, flexible hours, or assistive technologies.</li> <li>• Foster an Inclusive Culture: Encourage team collaboration and make sure everyone feels valued, regardless of their disability.</li> <li>• Respect Personal Space and Preferences: Be mindful of physical or sensory limitations and ask how best to assist without assuming needs.</li> <li>• Promote Equal Opportunities: Ensure equal access to training, promotions, and professional development.</li> </ul> </li> <li>3. Present case studies or real-life examples of successful workplace inclusion and accommodations.</li> <li>4. Divide participants into small groups and provide them with a scenario where they need to support a colleague with a disability (e.g., assisting a person with a visual impairment or a mobility issue).</li> <li>5. Ask each group to discuss how they would approach the situation and suggest best practices for making the workplace more inclusive.</li> <li>6. Groups will present their ideas to the class.</li> <li>7. Summarize key takeaways: A respectful and inclusive workplace leads to improved collaboration, greater job satisfaction, and better team performance.</li> </ol>
<b>Conclusion / What has been achieved</b>	This activity will help participants learn how to create a more inclusive workplace by respecting and supporting colleagues with disabilities, promoting equality, and fostering cooperation.

## Tips



- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

## Ask

- Define fair compensation.
- What is bullying in the workplace?
- Why is follow-up important after resolving a complaint?
- How can equal opportunities be ensured in the workplace?
- How should colleagues with disabilities be treated in the workplace?

## Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

## Summarize

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

## Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 13.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
  - **Multiple choice questions:**
    1. It creates a positive impression and encourages repeat business
    2. It reduces workplace complaints and contributes to a harmonious environment
    3. By regularly inspecting customer areas and removing potential risks
    4. A fair and non-discriminatory environment
    5. Treating someone unfairly because of their gender or race
  - **Answer the following questions:**
    1. **Explain the benefits of teamwork.**  
Hint: Refer to PH section 13.1.1
    2. **List the procedures to safeguard the health and safety of self and others while at work.**  
Hint: Refer to PH section 13.2.2
    3. **Explain the importance of being an effective learner at work.**  
Hint: Refer to PH section 13.2.3

**4. What are the actions to be taken when conflicts with colleagues cannot be resolved?**

Hint: Refer to PH section 13.2.8

**5. List procedures for dealing with discrimination, bullying, and harassment.**

Hint: Refer to PH section 13.3.2



<https://youtu.be/DLkFEHSyXmw?si=cDBUsoMxQT-MwwVdV>

Benefits of Teamwork





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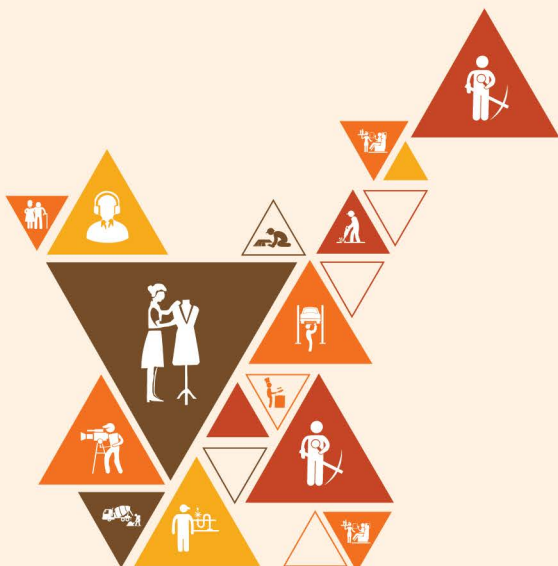
Transforming the skill landscape



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## 14. Employability Skills



(DGT/VSQ/N0102)

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Transforming the skill landscape

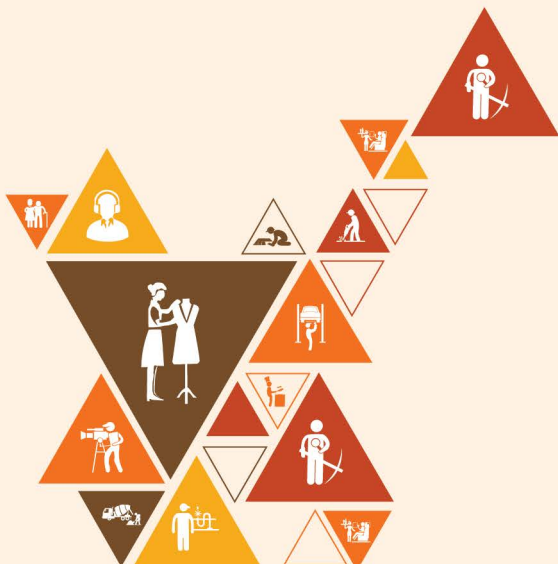


## 15. Annexures

Annexure I: Training Delivery Plan

Annexure II: Assessment Criteria

Annexure III: QR Code (s)



## Annexure I

### Training Delivery Plan

Training Delivery Plan			
<b>Program Name:</b>	Junior Supervisor (Sales)		
<b>Qualification Pack Name &amp; Ref. ID</b>	RAS/Q0605		
<b>Version No.</b>	2.0	<b>Version Update Date</b>	30/4/2024
<b>Pre-requisites to Training (if any)</b>	No licensing or statutory approvals required for the training		
<b>Training Outcomes</b>	<p><b>By the end of this program, the participants will be able to:</b></p> <ol style="list-style-type: none"> <li>1. Lead and guide the distributor sales team to acquire secondary sales orders</li> <li>2. Manage trade operations at the distributor point</li> <li>3. Manage modern trade efficiently</li> <li>4. Increase sales volume through promotional activities</li> <li>5. Build and retain effective sales relationships with the customers</li> <li>6. Plan and acquire infrastructure to expand the market coverage</li> <li>7. Prepare and submit performance reports to the management</li> <li>8. Work effectively in the organisation</li> <li>9. Employability Skills</li> </ol>		

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
1.	<b>Introduction to FMCG Retail Sector</b>	FMCG Retail Sector	<ul style="list-style-type: none"> <li>Describe the key factors that led to growth of the FMCG sector</li> <li>Define Sales and Marketing</li> </ul>	Bridge Module (Self Learning)	Additional Learning	Additional Learning	0 Theory 00:00 Practical 00:00
		Sales and Marketing Careers in FMCG Industry	<ul style="list-style-type: none"> <li>List the career prospects in sales and marketing</li> <li>Illustrate a sample organisation structure of the FMCG company</li> <li>Describe the role and responsibilities of the entities that are part of the FMCG sales &amp; distribution network</li> <li>Summarize the structure of the supply chain system of a typical FMCG sales and distribution network</li> </ul>				Additional Learning
2.	<b>Supervise the work of the distributor</b>	Monitor Activities of Distributor Salespeople	<ul style="list-style-type: none"> <li>Define sales territory</li> <li>List the elements that constitute a sales territory</li> <li>Explain the importance of creating a sales plan</li> </ul>	RAS/ NO606	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Template for planning – daily / weekly / monthly target, sample territory map, sample beat & route plan, sample permanent journey plan (PJP), Formulae list for calculation of productivity measures, case studies for evaluation of productivity, gate meeting checklist, outlet acquisition checklist, sample planogram for A,B, C category outlets, sample daily sales report of the distributor salesman, Handheld order booking software loaded on a Smart phone	5 Theory 03 : 00 Practical 02 : 00
		Monitor Activities of Distributor Salespeople (Contd..)	<ul style="list-style-type: none"> <li>Summarize the role of a Route Plan, Beat Plan and Permanent Journey Plan (PJP) in achieving the sales target</li> <li>Recall the role of different channel partners in achieving the sales targets</li> <li>Outline the escalation matrix that needs to be followed by a distributor salesperson</li> </ul>				5 Theory 03 : 00 Practical 02 : 00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Monitor Activities of Distributor Salespeople (Contd..)	<ul style="list-style-type: none"> <li>Explain the importance of knowing the product portfolio / product mix of the organisation</li> <li>List the parameters used to categorize the different types of retail outlets</li> <li>Explain the importance of productivity measures used to monitor growth / achievements of sales</li> </ul>		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion		4 Theory 02 : 00 Practical 02 : 00
		Monitor Activities of Distributor Salespeople (Contd..)	<ul style="list-style-type: none"> <li>List the best practices followed with respect to meeting etiquette, grooming and self-presentation</li> <li>Describe the functions of the tools / equipment, software, types of reports used during sales operations</li> </ul>		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion		4 Theory 02 : 00 Practical 02 : 00
3.	<b>Supervise merchandising activities in general trade retail outlets</b>	Monitor Merchandising Activities in Trade Retail Outlets	<ul style="list-style-type: none"> <li>Recall the elements of the sales process and order processing</li> <li>List the stages of the sales cycle</li> <li>Paraphrase the importance of stating features, advantages and benefits of the products to the customers in closing the sales</li> </ul>	RAS/ N0606	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Sample Product collaterals, sample A, B, C category wise planogram, VM design brief, Handheld order booking software loaded on a smart phone,	6 Theory 03 : 00 Practical 03 : 00
		Monitor Merchandising Activities in Trade Retail Outlets (Contd..)	<ul style="list-style-type: none"> <li>List the techniques that help in closing a sale</li> <li>Outline the aspects of merchandising that need to be applied at the retailer / wholesaler / stockist points</li> <li>Explain the principles of FIFO, Stock Rotation, Inventory Management and Visual Merchandising that need to be followed at retail outlets</li> </ul>		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	template for recording current stocks on hand at retailer / stockist / wholesale points, sample trade scheme flyers, dummy FMCG products as in the planogram,	6 Theory 03 : 00 Practical 03 : 00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Monitor Merchandising Activities in Trade Retail Outlets (Contd..)	<ul style="list-style-type: none"> <li>List the contents of merchandising kit</li> <li>Define the role of POP material and merchandising kit in creating visibility of SKUs</li> <li>Explain the importance of acquiring the prime space and high visibility for the products on the retailer's shelf</li> </ul>		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	gondola (shelf used to display products in a modern retail store or supermarket) with endcap , danglers of sale offers, flyers / posters of the products, calculator, sample case study with trade scheme details with checklist to evaluate results, stock rotation checklist	4 Theory 02 : 00 Practical 02 : 00
		Monitor Merchandising Activities in Trade Retail Outlets (Contd..)	<ul style="list-style-type: none"> <li>Outline the process of secondary order collection and processing it through the distributor</li> <li>Explain the policies for grievance redressal for retailers</li> <li>State the importance of monitoring the usage of trade finds and budgets</li> </ul>		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion		4 Theory 02 : 00 Practical 02 : 00
4.	<b>Train and coach the distributor salespeople</b>	Mentor Distributor Salespeople	<ul style="list-style-type: none"> <li>List the elements on which the distributor sales teams need to be trained</li> <li>Explain the importance of training and coaching the distributor sales teams to achieve the targets</li> </ul>	RAS/ N0606	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Template for planning – daily / weekly / monthly target, sample territory map, sample beat & route plan, sample permanent journey plan (PJP), Formulae list for calculation of productivity measures, case studies for evaluation of productivity, gate meeting checklist, outlet acquisition checklist, sample planogram for A,B, C category outlets, sample daily sales report of the distributor salesman, Handheld order booking software loaded on a Smart phone	5 Theory 03 : 00 Practical 02 : 00
		Mentor Distributor Salespeople (Contd..)	<ul style="list-style-type: none"> <li>Explain the impact of competition products and trade schemes in achieving the secondary sales targets</li> <li>Outline the techniques of training on merchandising, usage of POP material and Visual merchandising</li> </ul>		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion		5 Theory 03 : 00 Practical 02 : 00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Mentor Distributor Salespeople (Contd..)	<ul style="list-style-type: none"> <li>Describe the practices followed to manage training program efficiently</li> </ul>		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion		4 Theory 02 : 00 Practical 02 : 00
		Mentor Distributor Salespeople (Contd..)	<ul style="list-style-type: none"> <li>List the steps of imparting coaching and feedback to the distributor salespeople</li> </ul>		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion		4 Theory 02 : 00 Practical 02 : 00
5.	<b>Provide service to distributors in managing sales operations</b>	Distributor Sales and Operations Management	<ul style="list-style-type: none"> <li>Explain the importance of primary sales plan and its relevance to the distributor</li> <li>List the steps of primary order fulfillment</li> <li>Recall the logistics and infrastructure requirements to fulfill the primary orders raised by the distributors</li> </ul>	RAS/ N0607	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Hand held device / smart phone with software for primary order booking, credit ageing report template, sample reconciliation report template, checklist to monitor /assess trade operations of the distributor, email / letter communication templates, Case study briefs on – primary order booking, sales plan & sales reports of distributor, receivables and payables, rewards and recognition	7 Theory 03:00 Practical 04:00
		Distributor Sales and Operations Management (Contd..)					6 Theory 02 : 00 Practical 04 : 00
		Distributor Sales and Operations Management (Contd..)	<ul style="list-style-type: none"> <li>Summarize the infrastructure and resources that need to be maintained by the distributor to ensure seamless operations</li> </ul>				7 Theory 03 : 00 Practical 04 : 00
		Distributor Sales and Operations Management (Contd..)	<ul style="list-style-type: none"> <li>Outline the process followed to replace the damaged goods</li> </ul>				6 Theory 02 : 00 Practical 04 : 00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Distributor Financial Management	<ul style="list-style-type: none"> <li>State the best practices followed to collect and remit the payments from the distributors to the company and vice versa</li> <li>Describe the situations under which the payments would be due to the distributors</li> </ul>	RAS/N0607			7 Theory 03 : 00 Practical 04 : 00
		Distributor Financial Management (Contd..)	<ul style="list-style-type: none"> <li>Describe the importance of reconciling the distributor accounts and settling the dues</li> <li>Define the terms credit limits, credit eligibility, and credit ageing</li> <li>State the importance of evaluating credit ageing for a distributor</li> <li>List the standard policies for providing credit to the distributor and collection of payments against the credits provided</li> </ul>				6 Theory 02 : 00 Practical 04 : 00
		Distributor Performance and Knowledge Enhancement	<ul style="list-style-type: none"> <li>Outline the Escalation matrix and the process for resolution of distributor problems</li> <li>Recall the terms/parameters on which the performance of the distributor is evaluated</li> </ul>				7 Theory 03:00 Practical 04:00
		Distributor Performance and Knowledge Enhancement (Contd..)	<ul style="list-style-type: none"> <li>Explain the need for a distributor to possess knowledge of the company &amp; competition product portfolios</li> <li>Explain the need for the</li> </ul>				4 Theory 02 : 00 Practical 02 : 00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
6.	<b>Supervise merchandising and manpower at modern trade outlets</b>	Monitor Merchandising and Manpower Planning Activities in Modern Trade Outlets	<ul style="list-style-type: none"> <li>Explain the importance of using permanent journey plan (PJP) while visiting the modern trade outlets.</li> <li>State the importance of assortment plan / planogram and pricing strategy followed for modern trade outlets</li> </ul>	RAS/ N0608	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Dummy FMCG products as in the planogram, gondola (shelf used to display products in a modern retail store or supermarket) with endcap danglers of sale offers, flyers of the products, calculator, template for roaster, sample planogram, VM design brief. Case studies with Visuals on Merchandising plan, VM plan, assortment plan, promotions and pricing strategy. performance measurement parameters to evaluate performance of merchandisers and in-store promoters, Sample check list to evaluate compliance to merchandising and VM plan	7 Theory 03 : 00 Practical 04 : 00
		Monitor Merchandising and Manpower Planning Activities in Modern Trade Outlets (Contd..)	<ul style="list-style-type: none"> <li>List the standard practices followed in merchandising, Stock Rotation, Inventory Management and Visual Merchandising with respect to modern trade</li> </ul>		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion		7 Theory 03 : 00 Practical 04 : 00
		Monitor Merchandising and Manpower Planning Activities in Modern Trade Outlets (Contd..)	<ul style="list-style-type: none"> <li>Recall the parameters on which the merchandising and Visual Merchandising is evaluated</li> <li>Identify the areas in the modern trade outlets that can provide high visibility to the products</li> <li>Describe the roles and responsibilities of merchandisers and in-store promoters</li> <li>Summarize the performance measurement parameters used to assess the performance of merchandisers and in-store promoters</li> </ul>		6 Theory 02 : 00 Practical 04 : 00		
		Monitor Merchandising and Manpower Planning Activities in Modern Trade Outlets (Contd..)	<ul style="list-style-type: none"> <li>Explain the importance of coaching and mentoring the team</li> <li>Explain the need to prepare daily roasters and work schedules to supervise in-store merchandising and sales team</li> </ul>	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	5 Theory 02 : 00 Practical 03 : 00		



S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
7.	<b>Ensure Offtakes from retail outlets leading to secondary sales achievement</b>	Promoting Offtakes in Retail to Achieve Secondary Sales Targets	<ul style="list-style-type: none"> <li>Explain the importance of achieving offtake targets</li> <li>Outline the need to acquire dominant shelf space at the store</li> <li>Describe the steps of retail sales cycle applicable to modern trade outlets</li> <li>List the sales closing techniques used in retail sales cycle</li> </ul>	RAS/ N0608	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Dummy FMCG products as in the planogram, gondola (shelf used to display products in a modern retail store or supermarket) with endcap, danglers of sale offers, flyers of the products,	7 Theory 03 : 00 Practical 04 : 00
		Promoting Offtakes in Retail to Achieve Secondary Sales Targets (Contd..)	<ul style="list-style-type: none"> <li>Describe the role of sales promotional schemes in achieving off take targets</li> <li>State the impact of not evaluating the performance of the promotional schemes</li> <li>Explain the techniques of collecting information on the performance of competition products and promotions</li> </ul>		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	calculator, checklist for team reviews, merchandise and VM tools for setting up promotion within the store, sample outlet wise offtake plans for every SKU (Stock Keeping Unit) based on the offtake target, sample checklists to evaluate team reports, sample team reports, templates of self-reporting Case study briefs for - plan for a sales promotion scheme, calculation of conversion ratio, sales promotion plan, SKU wise competition product performance versus self-product performance, sample report on damages and returns	7 Theory 03 : 00 Practical 04 : 00
		Reporting, Collaboration, and Self-Review	<ul style="list-style-type: none"> <li>State the importance of building a good rapport with the category teams and the store managers of the modern trade organization</li> <li>List the types of reports that need to be received from the merchandising and in-store promotion teams</li> </ul>		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion		6 Theory 02 : 00 Practical 04 : 00
		Reporting, Collaboration, and Self-Review (Contd..)	<ul style="list-style-type: none"> <li>List the types of reports that need to be prepared with respect to performance at the modern trade outlets</li> <li>Outline the points to be discussed during the review of self-performance with the supervisor/ manager on an ongoing basis</li> </ul>		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion		5 Theory 02 : 00 Practical 03 : 00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
8.	<b>Implement sales promotion activities</b>	Planning and Implementing Promotional Campaigns	<ul style="list-style-type: none"> <li>Identify potential opportunities to launch promotional campaigns</li> <li>List the tools, equipment and resources required to launch a promotional campaign</li> </ul>	RAS/N0609	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Case studies on promotional plan with the themes for VM consisting of Sample VM – design brief, schematic diagrams with themes of promotional campaign, dummy products, sample - planogram, product catalogues, brochures, danglers & flyers, Case studies depicting wide-ranging results of the effectiveness of the promotional campaign, checklist to evaluate performance of promotion, sample case study with the performance results of the promotion	4 Theory 02 : 00 Practical 02 : 00
		Planning and Implementing Promotional Campaigns (Contd..)	<ul style="list-style-type: none"> <li>List the merchandising and the visual merchandising guidelines that needs to be followed while implementing a promotional campaign</li> <li>List the health and safety guidelines with respect to setting up product displays and Kiosks in a promotional campaign</li> <li>Describe the role of each stake holder in setting up the promotional campaign</li> </ul>				2 Theory 01 : 00 Practical 01 : 00
		Evaluating and Enhancing Promotional Campaigns	<ul style="list-style-type: none"> <li>Explain how promotions can lead to future sales.</li> <li>Explain how seasonal trends affect sales of the products.</li> <li>Explain the impact of customer buying behavior on the success of a promotional campaign.</li> </ul>	RAS/N0609			3 Theory 01 : 00 Practical 02 : 00
		Evaluating and Enhancing Promotional Campaigns (Contd..)	<ul style="list-style-type: none"> <li>List the parameters used to evaluate the success of a promotional campaign.</li> <li>Explain the importance of evaluating and reporting the effectiveness of the promotional campaign</li> </ul>				2 Theory 01 : 00 Practical 01 : 00
9.	<b>Manage waste</b>	Waste Management	<ul style="list-style-type: none"> <li>Explain why waste must be handled and disposed correctly</li> <li>List the statutory guidelines for disposing the waste and recyclable waste in a safe manner</li> </ul>	RAS/N0609	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Sample disposable food waste (wet & dry), sample recyclable packaging waste, sample disposable packaging waste, dry and wet waste dumping and moving equipment	4 Theory 02 : 00 Practical 02 : 00
		Waste Management (Contd..)					4 Theory 02 : 00 Practical 02 : 00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Waste Management (Contd..)	<ul style="list-style-type: none"> <li>Explain the safe practices followed in disposing off different types of wastes</li> </ul>	RAS/N0609			3 Theory 01 : 00 Practical 02 : 00
10.	<b>Build and retain sales relationship with customers</b>	Establishing and Maintaining Sales Relationships with Customers	<ul style="list-style-type: none"> <li>Explain the importance of building rapport with the customers</li> <li>List ways to give customers a positive impression of self and the organisation</li> </ul>	RAS/N0610	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Sample catalogues of product portfolio, sample detailers of trade schemes, Case Studies & role play briefs pertaining to – Courtesy calls with key accounts, Sales call with key accounts, sales call with grieved customer accounts & angry customers, sales call with service problems such as – undercutting, delayed claim settlements, delayed replacements, delayed delivery, proposition to promote newly launched product with trade schemes	7 Theory 03 : 00 Practical 04 : 00
		Establishing and Maintaining Sales Relationships with Customers (Contd..)	<ul style="list-style-type: none"> <li>Identify the customers with whom the organisation should be building long term and profitable relationship</li> </ul>				7 Theory 03 : 00 Practical 04 : 00
		Establishing and Maintaining Sales Relationships with Customers (Contd..)	<ul style="list-style-type: none"> <li>List the interpersonal skills required to establish relationships and build rapport with customers</li> <li>Outline the need to assess the risk and potential benefits of the relationship</li> </ul>				7 Theory 03 : 00 Practical 04 : 00
		Establishing and Maintaining Sales Relationships with Customers (Contd..)					7 Theory 03 : 00 Practical 04 : 00
		Effective Communication and Strategic Customer Management	<ul style="list-style-type: none"> <li>Explain the importance of communicating with key customers effectively in order to develop trust, commitment and co-operation</li> <li>Explain the importance of negotiating effectively with customers to establish a mutually beneficial financial outcome from the relationship</li> </ul>	RAS/N0610			7 Theory 03 : 00 Practical 04 : 00
		Effective Communication and Strategic Customer Management (Contd..)					7 Theory 03 : 00 Practical 04 : 00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Effective Communication and Strategic Customer Management (Contd..)	<ul style="list-style-type: none"> <li>Recall the concepts of up-selling, cross-selling &amp; selling add-ons and when it is appropriate to do this</li> <li>Outline the importance of a Customer Relationship Management (CRM) tool</li> </ul>				6 Theory 02 : 00 Practical 04 : 00
		Effective Communication and Strategic Customer Management (Contd..)					4 Theory 02 : 00 Practical 02 : 00
11.	<b>Plan and acquire infrastructure for market expansion</b>	Infrastructure Strategy for Expanding Market Expansion	<ul style="list-style-type: none"> <li>Explain the importance of effective market coverage</li> <li>List the challenges that can be posed by the competition with respect to market coverage</li> <li>List the measures that can be taken to mitigate the challenges from the competition</li> <li>Outline the importance of periodically mapping the current market coverage within the assigned geographical territory</li> <li>Recall the factors that need to be considered while analyzing the capability of current distributor to cover the current and the additional market area</li> </ul>	RAS/ N0611	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Sample catalogues of product portfolio, sample detailers of trade schemes, Case Studies & role play briefs pertaining to – Courtesy calls with key accounts, Sales call with key accounts, sales call with grievated customer accounts & angry customers, sales call with service problems such as – undercutting, delayed claim settlements, delayed replacements, delayed delivery, proposition to promote newly launched product with trade schemes	7 Theory 03 : 00 Practical 04 : 00
		Infrastructure Strategy for Expanding Market Expansion (Contd..)					7 Theory 03 : 00 Practical 04 : 00
		Infrastructure Strategy for Expanding Market Expansion (Contd..)					7 Theory 03 : 00 Practical 04 : 00
		Infrastructure Strategy for Expanding Market Expansion (Contd..)					7 Theory 03 : 00 Practical 04 : 00
		Evaluating and Appointing New Distributors					7 Theory 03 : 00 Practical 04 : 00
		Evaluating and Appointing New Distributors (Contd..)	7 Theory 03 : 00 Practical 04 : 00				

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Evaluating and Appointing New Distributors (Contd..)	<ul style="list-style-type: none"> <li>State the importance of inducting the new distributor and the distributor sales team</li> </ul>				6 Theory 02 : 00 Practical 04 : 00
		Evaluating and Appointing New Distributors (Contd..)		4 Theory 02 : 00 Practical 02 : 00			
12.	Prepare reports and review performance	Sales Performance Review and Report Preparation	<ul style="list-style-type: none"> <li>Outline sample organisation structure and reporting hierarchy</li> <li>Explain the importance of reporting and reviewing the performance of the stakeholders in the assigned sales territory</li> <li>Recall the different types of reports that need to be furnished</li> </ul>	RAS/ N0612	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Sample catalogues of product portfolio, sample detailers of trade schemes, Case Studies & role play briefs pertaining to – Courtesy calls with key accounts, Sales call with key accounts, sales call with grievied customer accounts & angry customers, sales call with service problems such as – undercutting, delayed claim settlements, delayed replacements, delayed delivery, proposition to promote newly launched product with trade schemes	8 Theory 04 : 00 Practical 04 : 00
		Sales Performance Review and Report Preparation (Contd..)					8 Theory 04 : 00 Practical 04 : 00
		Sales Performance Review and Report Preparation (Contd..)					7 Theory 03 : 00 Practical 04 : 00
		Sales Performance Review and Report Preparation (Contd..)					7 Theory 03 : 00 Practical 04 : 00
		Sales Performance Review and Report Preparation (Contd..)	<ul style="list-style-type: none"> <li>Identify the parameters that need to be included in different types of reports</li> <li>State the factors that need to be discussed in the review meetings with distributors and modern retailers</li> <li>List the factors that need to be discussed while reviewing self-performance with the supervisor</li> </ul>	RAS/ N0612	7 Theory 03 : 00 Practical 04 : 00		
		Sales Performance Review and Report Preparation (Contd..)			7 Theory 03 : 00 Practical 04 : 00		

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Sales Performance Review and Report Preparation (Contd..)	<ul style="list-style-type: none"> <li>Explain the importance of collating information on performance of the competition products and marketing strategies</li> <li>List the methods used to collect the competition information</li> </ul>				6 Theory 02 : 00 Practical 04 : 00
13.	Working in a Team	Teamwork	<ul style="list-style-type: none"> <li>Describe the benefits of team work</li> <li>Describe the consequences of poor team work</li> </ul>	RAS/ N0138-V2	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Sample case studies and role play briefs - cases pertaining to conflicts within team, cases pertaining to need for interpersonal coordination	8 Theory 04 : 00 Practical 04 : 00
		Improving Own Work Performance	<ul style="list-style-type: none"> <li>State the impact of being presentable and maintaining hygiene at work</li> <li>Outline the methods to resolve conflicts with colleagues in a polite and constructive way</li> <li>List the actions that need to be taken, if the conflicts with colleagues cannot be resolved</li> <li>State the procedures for safeguarding own and others' health and safety while at work</li> <li>Explain the importance of being an effective learner at work</li> </ul>		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion		7 Theory 03 : 00 Practical 04 : 00
		Improving Own Work Performance (Contd..)	<ul style="list-style-type: none"> <li>State the importance of identifying training needs for self</li> <li>Explain the importance of asking for feedback on own work performance</li> <li>Outline the process to evaluate own performance</li> <li>List the steps of escalation to the supervisor</li> </ul>		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion		7 Theory 03 : 00 Practical 04 : 00

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Discrimination and Harassment at Workplace	<ul style="list-style-type: none"> <li>Summarise the employee rights and obligations in an organisation</li> <li>State the procedures for dealing with discrimination, bullying and harassment</li> <li>Explain the guidelines / best practices followed while working with colleagues of different genders and disability</li> </ul>		Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion		6 Theory 03 : 00 Practical 03 : 00
14.	Employability Skills	Introduction to Employability Skills	<ol style="list-style-type: none"> <li>Discuss the Employability Skills required for jobs in various industries.</li> <li>List different learning and employability related GOI and private portals and their usage.</li> </ol>	DGT/ VSQ/ N0102	Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	T: 1.5 P: 0
		Constitutional values - Citizenship	<ol style="list-style-type: none"> <li>Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen.</li> <li>Show how to practice different environmentally sustainable practices.</li> </ol>		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	T: 1.5 P: 0
		Becoming a Professional in the 21st Century	<ol style="list-style-type: none"> <li>Discuss importance of relevant 21st century skills.</li> <li>Exhibit 21st century skills like Self-Awareness, Behavior Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn etc. in personal or professional life.</li> <li>Describe the benefits of continuous learning.</li> </ol>		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	T: 2.5 P: 0

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Basic English Skills	<ol style="list-style-type: none"> <li>Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone.</li> <li>Read and understand text written in basic English.</li> <li>Write a short note/ paragraph / letter/e -mail using correct basic English.</li> </ol>		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	T: 10 P: 0
		Career Development & Goal Setting	<ol style="list-style-type: none"> <li>Create a career development plan with well-defined short- and long-term goals.</li> </ol>		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	T: 2 P: 0
		Communication Skills	<ol style="list-style-type: none"> <li>Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette.</li> <li>Explain the importance of active listening for effective communication.</li> <li>Discuss the significance of working collaboratively with others in a team.</li> </ol>		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	T: 5 P: 0
		Diversity & Inclusion	<ol style="list-style-type: none"> <li>Demonstrate how to behave, communicate, and conduct appropriately with all genders and PwD.</li> <li>Discuss the significance of escalating sexual harassment issues as per POSH act.</li> </ol>		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	T: 2.5 P: 0



S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Financial and Legal Literacy	<ol style="list-style-type: none"> <li>1. Outline the importance of selecting the right financial institution, product, and service.</li> <li>2. Demonstrate how to carry out offline and online financial transactions, safely and securely.</li> <li>3. List the common components of salary and compute income, expenditure, taxes, investments etc.</li> <li>4. Discuss the legal rights, laws, and aids.</li> </ol>		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	T: 5 P: 0
		Essential Digital Skills	<ol style="list-style-type: none"> <li>1. Describe the role of digital technology in today's life.</li> <li>2. Demonstrate how to operate digital devices and use the associated applications and features, safely and securely.</li> <li>3. Discuss the significance of displaying responsible online behavior while browsing, using various social media platforms, e-mails, etc., safely and securely.</li> <li>4. Create sample word documents, excel sheets and presentations using basic features.</li> <li>5. Utilize virtual collaboration tools to work effectively.</li> </ol>		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	T: 10 P: 0
		Entrepreneurship	<ol style="list-style-type: none"> <li>1. Explain the types of entrepreneurship and enterprises.</li> <li>2. Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan.</li> <li>3. Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement.</li> <li>4. Create a sample business plan, for the selected business opportunity.</li> </ol>		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	T: 7 P: 0

S. No	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Customer Service	<ol style="list-style-type: none"> <li>1. Describe the significance of analyzing different types and needs of customers.</li> <li>2. Explain the significance of identifying customer needs and responding to them in a professional manner.</li> <li>3. Discuss the significance of maintaining hygiene and dressing appropriately.</li> </ol>		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	T: 5 P: 0
		Getting Ready for Apprenticeship & Jobs	<ol style="list-style-type: none"> <li>1. Create a professional Curriculum Vitae (CV).</li> <li>2. Use various offline and online job search sources such as employment exchanges, recruitment agencies, and job portals respectively.</li> <li>3. Discuss the significance of maintaining hygiene and confidence during an interview.</li> <li>4. Perform a mock interview.</li> <li>5. List the steps for searching and registering for apprenticeship opportunities.</li> </ol>		Interactive Lecture in the Class, Activity	Participant handbook, Projector, Whiteboard, Marker, Duster, Audio Visual aide, Computer with Internet	T: 8 P: 0
<b>Total (In Hours)</b>						<b>Theory</b>	<b>183</b>
						<b>Practical</b>	<b>237</b>
						<b>On the Job Training</b>	<b>60</b>
						<b>*Grand Total (in Hours)</b>	<b>TH+ PR+OJT+ES 480 hours</b>

## Annexure II

### Assessment Criteria

#### CRITERIA FOR ASSESSMENT OF TRAINEES

Assessment Criteria for Retail Cashier	
Job Role	Junior Supervisor (Sales)
Qualification Pack	RAS/Q0605, V2.0
Sector Skill Council	Retailers Association's Skill Council of India

S. No.	Guidelines for Assessment
1.	Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council
2.	Each Element/ Performance Criteria (PC) will be assigned marks proportional to its importance in NOS.
3.	SSC will lay down proportion of marks for Theory and Skills Practical for each Element/ PC.
4.	Individual NCVET recognised assessment agencies will prepare the theory and practical question papers.
5.	The assessments will be conducted by individual NCVET recognised assessment agencies as per the SOP.
6.	Every learner/ candidate appearing for the assessment must possess the OJT completion certificate from the employer to undertake the assessments under this qualification.
7.	The assessment for the theory and practical will be conducted online on a digital assessment platform with comprehensive auditable trails.
8.	Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/ option NOS/set of NOS.
9.	To pass the Qualification Pack assessment, every trainee should score a minimum of 70% aggregate passing percentage recommended at QP Level.
10.	In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.
11.	For detailed guidelines SOP on assessments can be referred to on the RASCI website.

Assessment outcomes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>RAS/N0606:</b> <b>Facilitate acquisition of secondary sales orders</b>	<b>Supervise market work of distributor salespeople</b>	<b>30</b>	<b>30</b>	-	-
	PC1. Create distributor wise target plan for the assigned territory based on opportunity & potential	2	2	-	-
	PC2. Facilitate the creation of an efficient route /and beat plan for distributor salespeople	2	2	-	-
	PC3. Guide Distributor Salespeople in creating route wise & beat wise periodic sales targets	2	2	-	-
	PC4. Create a monthly Permanent Journey Plan (PJP) for self to visit the territory based on priorities	2	2	-	-
	PC5. Ensure adherence to PJP, beat plans and thus optimal coverage of outlets using ABC category prioritization matrix for self and Distributor salespeople	2	2	-	-

Assessment outcomes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC6. Ensure that the distributor sales-people increase the market-share through increasing the coverage, number of outlets and the availability of the products therein	1	1	-	-
	PC7. Conduct Gate meetings, ensure objectives are communicated and reviewed with the Distributor Salespeople at appropriate intervals	1	1	-	-
	PC8. Provide action plan to the distributor salespeople to achieve sales targets	1	1	-	-
	PC9. Visit key accounts and the territory as per the beat plan and follow the steps of the sales call	2	2	-	-
	PC10. Plan and monitor growth by Range Selling, ECO (effective coverage outlets), TLS (Total lines sold) ND (Numeric Distribution) SAH (Share among Handlers)	2	2	-	-
	PC11. Monitor the usage of POP (Point of Purchase material) and other merchandising material and ensure visibility and availability of the SKUs at the retail outlets	1	1	-	-

Assessment outcomes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC12. Check & ensure proper pass-through of company supported trade & consumer offers	2	2	-	-
	PC13. Carry Merchandising kit and product sample to ensure demonstration and placement of the focus product	1	1	-	-
	PC14. Organise the display of products at the outlets as per the Visual Merchandising guidelines of the organisation to ensure high visibility for the brand and the products	2	2	-	-
	PC15. Ensure FIFO at the distributor point and freshness of stock in the market	2	2	-	-
	PC16. Ensure Hygiene and prevent returns by rotating stocks using FIFO concept for SKUs at retailer's location	1	1	-	-
	PC17. Book personal orders for the products at retailer's location	2	2	-	-
	PC18. Plan & monitor effective use of trade funds / budgets allocated to the territory	2	2	-	-
	<b>Train and coach the distributor salespeople</b>	<b>20</b>	<b>20</b>	-	-

Assessment outcomes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC19. Train the distributor salespeople on the products and offerings of the company	2	2	-	-
	PC20. Provide up-to-date knowledge on channel wise, category wise, outlet type wise schemes	2	2	-	-
	PC21. Coach the team on effective usage of merchandising and POP materials at retail outlets	2	2	-	-
	PC22. Train the distributor salespeople on the techniques to achieve productivity targets	3	3	-	-
	PC23. Provide training on the techniques and steps to make an effective sales call	3	3	-	-
	PC24. Benchmark own products and sales strategies with that of competitor's and coach the team to counter the challenges from the competition	4	4	-	-
	PC25. Work along and coach the distributor salespeople on the job by sharing constructive feedback and action plans	4	4	-	-
	<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

Assessment outcomes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>RAS/N0607: Manage operations at distributor point</b>	<b>Manage operations at distribution point</b>	<b>50</b>	<b>50</b>	-	-
	PC1. Procure orders from distributor in line with secondary sales achievements to meet the primary sales targets of the territory	3	3	-	-
	PC2. Follow-up with the distributor to ensure in time delivery of the order, review cancellations / part – deliveries and returns	3	3	-	-
	PC3. Facilitate order fulfillment by the company	2	2	-	-
	PC4. Reconcile the receivables and payments of the distributors towards the company	3	3	-	-
	PC5. Collect payments against the orders from the distributor as per organisation policy	3	3	-	-
	PC6. Facilitate timely payouts to distributors from the company on their receivables	3	3	-	-



Assessment outcomes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC7. Monitor ROI of the distributor, provide plans to achieve the ROI objectives	3	3	-	-
	PC8. Resolve the grievances of the distributor related to payments, processes and service related matters	3	3	-	-
	PC9. Update and train distributors on new product launches to leverage them best in their markets	3	3	-	-
	PC10. Encourage distributors to maintain sufficient stocks of entire range of products	3	3	-	-
	PC11. Ensure accurate and timely settlement of financial claims for the distributors	3	3	-	-
	PC12. Ensure allocation of promotional stocks in adequate quantities	3	3	-	-
	PC13. Design incentive schemes for distributor salesmen and ensure timely and accurate disbursement	3	3	-	-
	PC14. Ensure that the distributor is aware of the escalation matrix of the company	2	2	-	-

Assessment outcomes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC15. Monitor distributor performance on market coverage and ensure effective market coverage	3	3	-	-
	PC16. Ensure that the distributor maintains required infrastructure for smooth operations in the territory	3	3	-	-
	PC17. Facilitate rewards to the distributors as per the reward and recognition policies of the company	2	2	-	-
	PC18. Monitor the credit limits of the distributor and ensure that the credit ageing of the distributor is within the prescribed limits	2	2	-	-
	<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-
<b>RAS/N0608: Manage modern trade</b>	<b>Achieve offtake targets at the retail outlets</b>	<b>50</b>	<b>50</b>	-	-
	PC1. Visit modern retail stores as per the PJP and beat plan	3	3	-	-
	PC2. Liaise with merchandising team, category management team, store managers, department managers to implement sales and marketing strategies of the brand(s)	4	4	-	-

Assessment outcomes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC3. Negotiate, acquire and control dominant shelf space at the retail stores	4	4	-	-
	PC4. Translate planogram objectives into store-level implementation	3	3	-	-
	PC5. Appoint, train & coach and review In-Store Promoters, Merchandisers	3	3	-	-
	PC6. Equip team with right capabilities, skills, resources and information to deliver business objectives	3	3	-	-
	PC7. Plan work schedule for In-Store Promoters, Merchandisers	2	2	-	-
	PC8. Maintain rosters of In-Store Promoters, Merchandisers on a daily basis	1	1	-	-
	PC9. Supervise the team to ensure availability of the products on the shelf	2	2	-	-
	PC10. Build brand image and visibility in the store by ensuring the implementation of merchandising at POS and high traffic locations at the stores	3	3	-	-

Assessment outcomes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC11. Monitor conversion ratios at the store and take corrective action to optimize conversions	4	4	-	-
	PC12. Supervise the team to adhere to the store policies and guidelines	1	1	-	-
	PC13. Implement Schemes & Promotional Activities (Marketing & Sales)	2	2	-	-
	PC14. Track performance of Schemes & Promotional activities and take corrective actions if required	2	2	-	-
	PC15. Assist the supervisor to forecast Brand and SKU wise Sales	3	3	-	-
	PC16. Review and interpret the competition after in-depth analysis of market information	3	3	-	-
	PC17. Provide proper and immediate feedback to supervisor for appropriate and timely action to mitigate challenges from competition	3	3	-	-
	PC18. Report outlet wise expenses towards damages, trade schemes, promotional expenses and visibility expenses	2	2	-	-

Assessment outcomes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC19. Facilitate settlement of financial claims of the retail outlets	2	2	-	-
	<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-
<b>RAS/N0609: Implement sales promotion activities</b>	<b>Implement sales promotion campaign</b>	<b>40</b>	<b>40</b>	-	-
	PC1. Identify key locations and or retail outlets to set up the promotions	4	4	-	-
	PC2. Ensure the promotions of the brand and products are set-up at the designated location	4	4	-	-
	PC3. Communicate sales promotions objectives to the distribution team and other stakeholders	4	4	-	-
	PC4. Explain merchandising themes and plots to the team setting up the displays	2	2	-	-
	PC5. Communicate the sales promotion incentive and response mechanisms to the stakeholders	3	3	-	-
	PC6. Identify the resources required to implement the agreed sales promotion	3	3	-	-

Assessment outcomes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC7. Organise to roll-out of the sales promotion and make adjustments within the limits of own authority to make it a success	4	4	-	-
	PC8. Monitor the sales promotion activities by tracking the sales performance indicators identified for the promotion	4	4	-	-
	PC9. Evaluate and report the results of the promotion to the supervisor	4	4	-	-
	PC10. Propagate the company's trade schemes among the retailers	3	3	-	-
	PC11. Educate retailers on the portfolio of the products carried by the organisation	3	3	-	-
	PC12. Answer customer's / distributor's / retailer's / sales team queries regarding the implemented scheme	2	2	-	-
	<b>Manage waste</b>	<b>10</b>	<b>10</b>	-	-
	PC13. Follow company procedures in preparing waste for disposal	2	2	-	-
	PC14. Organise disposal of waste in ways that are safe and hygienic and that meet legal and company requirements for recycling	2	2	-	-

Assessment outcomes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC15. Follow company procedures for re-usable and recyclable waste materials	2	2	-	-
	PC16. Follow company procedures to recycle unwanted packaging materials	2	2	-	-
	PC17. Dispose of food waste in line with company and legal food safety requirements	2	2	-	-
	<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-
<b>RAS/N0610: Build and retain effective sales relationships with customers</b>	<b>Build and retain sales relationship with customers</b>	<b>50</b>	<b>50</b>	-	-
	PC1. Identify customers with whom to build effective sales relationships and prioritise an outreach	5	5	-	-
	PC2. Establish existing and potential customer needs and expectations and balance them with the organisation's sales strategy	5	5	-	-
	PC3. Develop a customer relationship plan and Agree with the customer the basis on which the relationship should operate and be maintained	5	5	-	-
	PC4. Ensure that the product/service offer is clearly defined in terms of customer needs and expectations	5	5	-	-

Assessment outcomes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC5. Negotiate with the customers a range of mutually beneficial sales solutions identify opportunities to develop the relationship with the customer	5	5	-	-
	PC6. Identify and follow up appropriate opportunities for up-selling, cross-selling and selling add-ons	5	5	-	-
	PC7. Seek and collect customer feedback about the organisation's provision of products and/or services	5	5	-	-
	PC8. Use feedback to ensure that the quality and consistency of service is being maintained	5	5	-	-
	PC9. Deal with customer complaints or problems; provide suitable sales solutions; and ensure regular feedback is given to the sales team on the status of the relationship	5	5	-	-
	PC10. Monitor and evaluate the relationship on a regular basis	5	5	-	-
	<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-
<b>RAS/N0611: Expand market coverage</b>	<b>Plan and acquire infrastructure</b>	<b>50</b>	<b>50</b>	-	-
	PC1. Map the current market coverage with the universe of the market	3	3	-	-



Assessment out-comes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC2. Assess gap versus opportunity for current brands/ SKUs by benchmarking with competition/ comparable brands	6	6	-	-
	PC3. Enhance the coverage of outlets by increasing the number of category wise outlets	3	3	-	-
	PC4. Identify if the current distributor & infrastructure can cover the additional outlets	6	6	-	-
	PC5. Evaluate distributors based on the criteria defined by the organisation	6	6	-	-
	PC6. Facilitate the appointment of distributors for the territory as per the opportunity	5	5	-	-
	PC7. Facilitate procurement of resources and infrastructure for the distributor to function	5	5	-	-
	PC8. Facilitate distributors with guidelines and specifications to appoint eligible distributor salespeople	6	6	-	-
	PC9. Facilitate Induction training to the distributor salespeople	5	5	-	-
	PC10. Supervise the deployment of distributor sales force into the market in line with expansion plans	5	5	-	-
	<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

Assessment out-comes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>RAS/N0612: Furnish reports</b>	<b>Prepare reports and review performance</b>	<b>50</b>	<b>50</b>	-	-
	PC1. Fill up the sales data in the handheld provided or in the Daily Sales Report (DSR) template	6	6	-	-
	PC2. Furnish daily, weekly and monthly reports to the supervisor	6	6	-	-
	PC3. Review modern trade outlet wise, store promoter wise monthly performance	6	6	-	-
	PC4. Review distributor wise outlet wise monthly performance	6	6	-	-
	PC5. Report performance to the supervisor with action plans for improvements	8	8	-	-
	PC6. Collate information on the performance of competitor products and schemes	6	6	-	-
	PC7. Report the performance of competition products and schemes to the supervisor in comparison to the organisation's	6	6	-	-
	PC8. Review own performance with the supervisor and agree on improvement measures	6	6	-	-
	<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

Assessment outcomes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>RAS/N0138-V2: To work effectively in an organisation</b>	<b>Support effective team working</b>	<b>15</b>	<b>15</b>	-	-
	PC1. share work fairly with colleagues, taking account of own and others preferences, skills and time available	2	2	-	-
	PC2. make realistic commitments to colleagues and do what has been promised	2	2	-	-
	PC3. let colleagues know promptly if he/she will not be able to do what has been promised and suggest suitable alternatives	2	2	-	-
	PC4. encourage and support colleagues when working conditions are difficult	2	2	-	-
	PC5. encourage colleagues who are finding it difficult to work together to treat each other fairly, politely and with respect	2	2	-	-
	PC6. follow the companys health and safety procedures while working	1	1	-	-
	PC7. adapt appropriate behaviour and communication standards with colleagues and customers of different Gender	1	1	-	-
	PC8. adapt behaviour that is appropriate with customers, colleagues and stakeholders with disability	1	1	-	-

Assessment outcomes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC9. select the most appropriate method of communication to suit the gender, age and culture of the colleague or customer	1	1	-	-
	PC10. respond to people with disabilities in a manner that upholds their self-respect	1	1	-	-
	<b>Help plan and organise own learning</b>	<b>12.5</b>	<b>12.5</b>	-	-
	PC11. discuss and agree with the right people goals that are relevant, realistic and clear	2.5	2.5	-	-
	PC12. identify the knowledge and skills needed to achieve his/her goals	2.5	2.5	-	-
	PC13. agree action points and deadlines that are realistic, taking account of past learning experiences and the time and resources available for learning	2.5	2.5	-	-
	PC14. regularly check his/her progress and, when necessary, change the way of working	2.5	2.5	-	-
	PC15. ask for feedback on his/her progress from those in a position to give it, and use their feedback to improve his/her performance	2.5	2.5	-	-
	<b>Help others learn</b>	<b>22.5</b>	<b>22.5</b>	-	-

Assessment outcomes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC16. encourage colleagues to ask him/her for work-related information or advice that he/she is likely to be able to provide	2.5	2.5	-	-
	PC17. notice when colleagues are having difficulty performing tasks at which you are competent, and tactfully offer advice	2.5	2.5	-	-
	PC18. give clear, accurate and relevant information and advice relating to tasks and procedures	5	5	-	-
	PC19. explain and demonstrate procedures clearly, accurately and in a logical sequence	2.5	2.5	-	-
	PC20. encourage colleagues to ask questions if they dont understand the information and advice given to them	2.5	2.5	-	-
	PC21. give colleagues opportunities to practice new skills, and give constructive feedback	2.5	2.5	-	-
	PC22. check that health, safety and security are not compromised when helping others to learn	2	2	-	-
	PC23. provide equal learning opportunities to colleagues across different genders	2	2	-	-
	PC24. adapt appropriate style and techniques of training while delivering training and coaching to people with disability	1	1	-	-
	<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

Assessment outcomes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>DGT/VSQ/N0102: Employability Skills (60 Hours)</b>	<b>Introduction to Employability Skills</b>	<b>1</b>	<b>1</b>	-	-
	PC1. identify employability skills required for jobs in various industries	-	-	-	-
	PC2. identify and explore learning and employability portals	-	-	-	-
	<b>Constitutional values – Citizenship</b>	<b>1</b>	<b>1</b>	-	-
	PC3. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.	-	-	-	-
	PC4. follow environmentally sustainable practices	-	-	-	-
	<b>Becoming a Professional in the 21st Century</b>	<b>2</b>	<b>4</b>	-	-
	PC5. recognize the significance of 21st Century Skills for employment	-	-	-	-
	PC6. practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life	-	-	-	-
<b>Basic English Skills</b>	<b>2</b>	<b>3</b>	-	-	

Assessment outcomes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC7. use basic English for everyday conversation in different contexts, in person and over the telephone	-	-	-	-
	PC8. read and understand routine information, notes, instructions, mails, letters etc. written in English	-	-	-	-
	PC9. write short messages, notes, letters, e-mails etc. in English	-	-	-	-
	<b>Career Development &amp; Goal Setting</b>	<b>1</b>	<b>2</b>	-	-
	PC10. understand the difference between job and career	-	-	-	-
	PC11. prepare a career development plan with short- and long-term goals, based on aptitude	-	-	-	-
	<b>Communication Skills</b>	<b>2</b>	<b>2</b>	-	-
	PC12. follow verbal and non-verbal communication etiquette and active listening techniques in various settings	-	-	-	-
	PC13. work collaboratively with others in a team	-	-	-	-
	<b>Diversity &amp; Inclusion</b>	<b>1</b>	<b>2</b>	-	-
	PC14. communicate and behave appropriately with all genders and PwD	-	-	-	-
	PC15. escalate any issues related to sexual harassment at workplace according to POSH Act	-	-	-	-
	<b>Financial and Legal Literacy</b>	<b>2</b>	<b>3</b>	-	-


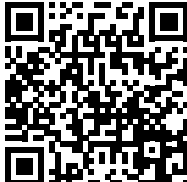



Assessment outcomes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC16. select financial institutions, products and services as per requirement	-	-	-	-
	PC17. carry out offline and online financial transactions, safely and securely	-	-	-	-
	PC18. identify common components of salary and compute income, expenses, taxes, investments etc	-	-	-	-
	PC19. identify relevant rights and laws and use legal aids to fight against legal exploitation	-	-	-	-
	<b>Essential Digital Skills</b>	<b>3</b>	<b>4</b>	-	-
	PC20. operate digital devices and carry out basic internet operations securely and safely	-	-	-	-
	PC21. use e- mail and social media platforms and virtual collaboration tools to work effectively	-	-	-	-
	PC22. use basic features of word processor, spreadsheets, and presentations	-	-	-	-
	<b>Entrepreneurship</b>	<b>2</b>	<b>3</b>	-	-
	PC23. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research	-	-	-	-
	PC24. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	-	-	-
	PC25. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity	-	-	-	-
	<b>Customer Service</b>	<b>1</b>	<b>2</b>	-	-








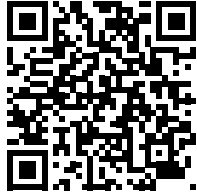




Assessment outcomes	Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	PC26. identify different types of customers	-	-	-	-
	PC27. identify and respond to customer requests and needs in a professional manner.	-	-	-	-
	PC28. follow appropriate hygiene and grooming standards	-	-	-	-
	<b>Getting ready for apprenticeship &amp; Jobs</b>	<b>2</b>	<b>3</b>	-	-
	PC29. create a professional Curriculum vitae (Résumé)	-	-	-	-
	PC30. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively	-	-	-	-
	PC31. apply to identified job openings using offline/online methods as per requirement	-	-	-	-
	PC32. answer questions politely, with clarity and confidence, during recruitment and selection	-	-	-	-
	PC33. identify apprenticeship opportunities and register for it as per guidelines and requirements	-	-	-	-
	<b>NOS Total</b>	<b>20</b>	<b>30</b>	-	-


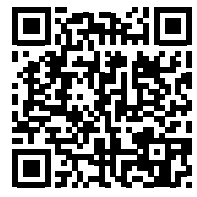



## Annexure III

## QR Code (s)

Module No.	Unit No.	Topic Name	Page No.	Link for QR Code (s)	QR code (s)
1. Introduction to FMCG Retail Sector	Unit 1.1: FMCG Retail Sector	Structure of Supply Chain System in FMCG Sales and Distribution Network	10	<a href="https://www.youtube.com/watch?v=SdR5yxR-8w_A">https://www.youtube.com/watch?v=SdR5yxR-8w_A</a>	
	Unit 1.2: Sales and Marketing Careers in FMCG Industry	Career Prospects in Sales and Marketing	10	<a href="https://www.youtube.com/watch?v=BNSImObMPVA">https://www.youtube.com/watch?v=BNSImObMPVA</a>	
2. Supervise the work of the distributor salespeople	Unit 2.1: Monitor Activities of Distributor Salespeople	Sales Territory and Elements of Sales Territory	19	<a href="https://www.youtube.com/watch?v=QrWR-Rw_OsFI">https://www.youtube.com/watch?v=QrWR-Rw_OsFI</a>	
		Functions of Tools/Equipment, Software, Types of Reports Used in Sales Operations	19	<a href="https://www.youtube.com/watch?v=2KTK8W-MRFpE">https://www.youtube.com/watch?v=2KTK8W-MRFpE</a>	
		Role of Various Channel Partners in Achieving Sales Targets	19	<a href="https://www.youtube.com/watch?v=lt2xazbQ-JDc">https://www.youtube.com/watch?v=lt2xazbQ-JDc</a>	

Module No.	Unit No.	Topic Name	Page No.	Link for QR Code (s)	QR code (s)
3. Supervise merchandising activities in general trade retail outlets	Unit 3.1: Monitor Merchandising Activities in Trade Retail Outlets	FIFO (First In, First Out)	27	<a href="https://youtu.be/RAj94EUmm6g?si=KMRMTW8oJwPaCcxE">https://youtu.be/RAj94EUmm6g?si=KMRMTW8oJwPaCcxE</a>	
		Techniques that Help in Closing a Sale	27	<a href="https://youtu.be/_UqZL-9ccsLU?si=nHnHlLg3Seb9Ux5j">https://youtu.be/_UqZL-9ccsLU?si=nHnHlLg3Seb9Ux5j</a>	
4. Train and coach the distributor salespeople	Unit 4.1: Mentor Distributor Salespeople	Importance of Training and Coaching Distributor Sales Teams to Achieve Targets	33	<a href="https://youtu.be/P51Fi02SzPU?si=nY1wif4Ss_XVeYdj">https://youtu.be/P51Fi02SzPU?si=nY1wif4Ss_XVeYdj</a>	
5. Provide service to distributors in managing sales operations	Unit 5.1 Distributor Sales and Operations Management	Importance of Primary Sales Plan and Its Relevance to Distributor	48	<a href="https://youtu.be/rP-wGiXsebo?si=qZIYSKnYE4HLPdKD">https://youtu.be/rP-wGiXsebo?si=qZIYSKnYE4HLPdKD</a>	
6. Supervise merchandising and manpower at modern trade outlets	Unit 6.1 Monitor Merchandising and Manpower Planning Activities in Modern Trade Outlets	Importance of Using a Permanent Journey Plan (PJP) While Visiting Modern Trade Outlets	56	<a href="https://youtu.be/8aXBdf8fYp4?si=FH2xPSBXXXHslidgp">https://youtu.be/8aXBdf8fYp4?si=FH2xPSBXXXHslidgp</a>	

Module No.	Unit No.	Topic Name	Page No.	Link for QR Code (s)	QR code (s)
7. Ensure Offtakes from retail outlets leading to secondary sales achievement	Unit 7.1 Sales Strategies and Performance Optimization	Sales Closing Techniques Used in Retail Sales Cycle	67	<a href="https://youtu.be/_UqZL-9ccsLU?si=2FatO9VFjGS1im0W">https://youtu.be/_UqZL-9ccsLU?si=2FatO9VFjGS1im0W</a>	
	Unit 7.2 Reporting, Collaboration, and Self-Review	Role of Sales Promotional Schemes in Achieving Off-Take Targets	67	<a href="https://youtu.be/96v-8vjhL4Ok?si=39iB7mt7A90WKCg9">https://youtu.be/96v-8vjhL4Ok?si=39iB7mt7A90WKCg9</a>	
8. Implement sales promotion campaigns	Unit 8.1 Planning and Implementing Promotional Campaigns	Parameters Used to Evaluate the Success of Promotional Campaigns	76	<a href="https://youtu.be/WpUAN9IsXPI?si=iMCA2qsmPy59-_R-">https://youtu.be/WpUAN9IsXPI?si=iMCA2qsmPy59-_R-</a>	
	Unit 8.2 Evaluating and Enhancing Promotional Campaigns	Tools, Equipment, and Resources Required to Launch Promotional Campaigns	76	<a href="https://youtu.be/Ajx-VqbyUDo8?si=YvIUD14jQJa2IM-9">https://youtu.be/Ajx-VqbyUDo8?si=YvIUD14jQJa2IM-9</a>	
9. Manage waste	Unit 9.1 Waste Management	Safe Practices to Dispose of Different Types of Wastes	83	<a href="https://youtu.be/jVi7Y-Jtr6_l?si=UPaXWeieDqFNQSON">https://youtu.be/jVi7Y-Jtr6_l?si=UPaXWeieDqFNQSON</a>	

Module No.	Unit No.	Topic Name	Page No.	Link for QR Code (s)	QR code (s)
10. Build and retain sales relationship with customers	Unit 10.1 Establishing and Maintaining Sales Relationships with Customers	Interpersonal Skills Required to Establish Relationships and Build Rapport with Customers	92	<a href="https://youtu.be/w39IG_SK_cE?si=Ur3FP1qVX2g_yTU-">https://youtu.be/w39IG_SK_cE?si=Ur3FP1qVX2g_yTU-</a>	
	Unit 10.2 Effective Communication and Strategic Customer Management	Importance of Customer Relationship Management (CRM) Tool	92	<a href="https://youtu.be/H6httl2Ddk?si=9-0C7V55DBN-Wlwfb">https://youtu.be/H6httl2Ddk?si=9-0C7V55DBN-Wlwfb</a>	
11. Plan and acquire infrastructure for market expansion	Unit 11.1 Infrastructure Strategy for Expanding Market Expansion	Importance of Effective Market Coverage	102	<a href="https://youtu.be/E6s-OoHy7ydM?si=uZ_2DCun9CwlnsR3">https://youtu.be/E6s-OoHy7ydM?si=uZ_2DCun9CwlnsR3</a>	
12. Prepare reports and review performance	Unit 12.1 Sales Performance Review and Report Preparation	Methods to Collect Competition Information	110	<a href="https://youtu.be/xaleoPtHnuY?si=XtEdGps06Koh0uQu">https://youtu.be/xaleoPtHnuY?si=XtEdGps06Koh0uQu</a>	
13. Working in a Team	Unit 13.1 Teamwork	Benefits of Teamwork	124	<a href="https://youtu.be/DLkFEHSyXmw?si=cDBUsomxQTMwwVdV">https://youtu.be/DLkFEHSyXmw?si=cDBUsomxQTMwwVdV</a>	

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