



**Skill India**  
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सत्यमेव जयते  
GOVERNMENT OF INDIA  
MINISTRY OF SKILL DEVELOPMENT  
& ENTREPRENEURSHIP



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**RASCI**

Retailers Association's  
Skill Council of India

# Facilitator Guide



Sector  
Retail

Sub-Sector  
E-commerce

Occupation  
Sales Operations

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NSQF level: 4

Merchant  
Relationship  
Executive

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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

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The preparation of this guide 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 the industry's 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 (FG) for Merchant Relationship Executive is primarily designed to facilitate skill development and training of people, who want to become professional Seller Activation Executives in various retail stores. The facilitator guide is aligned to the Qualification Pack (QP) and the National Occupational Standards (NOS) as drafted by the Retailers Association's Skill Council of India (RASCI) and ratified by National Skill Development Corporation (NSDC).

It includes the following National Occupational Standards (NOSs)-

1. RAS/N0301: Conduct profiling and acquisition of sellers based on business requirement
2. RAS/N0302: Update the sellers on product promotions and orient them on operating the technology platform
3. RAS/N0303: Execute daily operational activities to enhance business and improve seller satisfaction
4. RAS/N0304: Build relationships with new sellers and strengthen relationships with existing sellers
5. RAS/N0305: Study the market and competition to improve business performance
6. RAS/N0306: Maintain good interpersonal relationships with all stakeholders
7. RAS/N0307: Comply to grooming, health and hygiene requirements of the organization
8. RAS/N0314: Use AI to onboard and manage sellers on the e-commerce platform
9. DGT/VSQ/N0102: Employability Skills (60 Hrs.)

Post this training, the participants will be able to perform tasks as professional Merchant Relationship Executive. We hope that this Facilitator Guide provides a sound learning support to our young friends to build a lucrative career in the Retail Skill Sector of our country.

## Symbols Used



Ask



Explain



Elaborate



Notes



Objectives



Do



Demonstrate



Activity



Team Activity



Facilitation Notes



Practical



Say



Resources



Example



Summary



Role Play




Learning Outcomes

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	<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	
		
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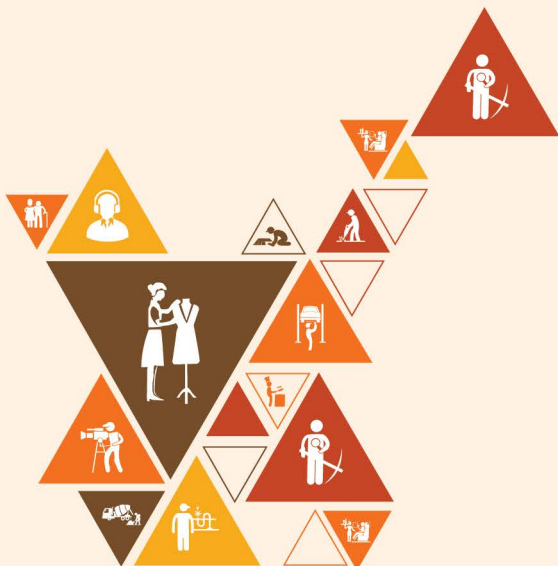
Transforming the skill landscape



# 1. Introduction to the Retail Sector

Unit 1.1 - Retailing Sector in India

Unit 1.2 - Roles and Responsibilities of Seller Activation Executive



Bridge Module

## Key Learning Outcomes



By the end of this module, the participants will be able to:

1. Outline the evolution of retail in India
2. Illustrate the growth of e-commerce in India
3. Discuss the role of popular e-commerce websites in promoting e-commerce businesses in India

## Unit 1.1: Retailing Sector in India

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Outline the current scenario of the retail sector in India.
2. List the factors that lead to the growth of e-commerce in India.
3. Explain how popular e-commerce websites promote e-commerce businesses.

### Resources to be Used

Participant handbook, Projector, Laptop/Computer with the internet, White Board, Flip Chart, Markers, PowerPoint presentation on Retailing Sector in India, Images and videos related to Retailing Sector in India.

### Say

Good morning, participants and a very warm welcome to this training program on “Seller Activation Executive”.

### Do

- Thank all the participants for joining and being a part of this training program
- Introduce yourself briefly to the participants, your name and background, and your role in the training program
- Tell them that you will put them at ease by playing a game. This game is meant to break the ice between everyone and get the trainees interested in the class.
- Explain the game rules you will play as an “Ice Breaker.”

### Activity

1. **Activity Name:** Name Game (Ice Breaker)
2. **Objective:** This activity is focused on breaking the ice between the participants so that they can come up confidently in putting forward their opinion
3. **Type of activity:** Group activity
4. **Resources:** Participant Handbook, Pen, Notebook, Writing Pad, etc.
5. **Duration of the activity:** 60 minutes
6. **Instructions:**
  - Arrange the class in a semi-circle/circle
  - Say your name aloud and start playing the game with your name.

- Say, “Now, each of you shall continue with the game with your names till the last person in the circle/ semi-circle participates”.
- Listen to and watch the trainees while they play the game.
- Ask questions and clarify if you cannot understand or hear a trainee.
- Discourage any queries related to one’s financial status, gender orientation or religious bias during the game
- Try recognising each trainee by their name because it is not recommended for a trainer to ask the name of a trainee during every interaction

**7. Outcome:** This activity has focused on breaking the ice between the participants so that they can come up confidently, putting forward their opinion.

## Ask

Ask the participants the following questions:

- What do you understand by the term “retail sector”? Share your thoughts.
- Have you ever made a purchase online? If yes, why do you choose online shopping over traditional retail?
- Can you name some popular e-commerce websites in India? What makes them successful?

## Elaborate

- Introduction to the Retail Sector
- Evolution of E-Commerce in India
- Basics of E-Commerce Marketplace
- Role of E-Commerce Websites in Promoting E-Commerce Businesses

## Activity

- 1. Activity Name:** “Creating an E-Commerce Business Profile”
- 2. Objective:** To understand the key elements of an e-commerce business profile and develop effective strategies for promoting online businesses.
- 3. Resources:** Handouts with sample e-commerce business profiles, markers, flipcharts or whiteboards.
- 4. Time Duration:** 20 minutes
- 5. Instructions:**
  - Divide participants into small groups.
  - Provide each group with a sample e-commerce business profile handout.
  - Instruct participants to review the profile and identify its key components, such as product descriptions, pricing, customer reviews, and marketing strategies.
  - Ask each group to create their own e-commerce business profile on the flipchart or whiteboard, incorporating the key elements they identified.
  - After completing their profiles, ask each group to present and explain their profile to the rest of the participants.



- Facilitate a discussion on the different strategies employed by each group and encourage participants to provide feedback and suggestions.
- 6. **Outcome:** Participants will gain practical experience in developing an e-commerce business profile and learn effective strategies for promoting online businesses.

## Notes for Facilitation

- Create a positive and inclusive learning environment where all participants feel valued and encouraged to share their thoughts and experiences.
- Foster active participation by using open-ended questions, allowing sufficient wait time for responses, and actively listening to participants' contributions.
- Encourage peer-to-peer learning and collaboration by facilitating group discussions and small group activities.
- Provide real-life examples and case studies specific to the Indian retailing sector to make the content relatable and relevant.
- Emphasise the practical application of concepts by relating them to participants' own experiences or encouraging them to think about how the knowledge gained can be applied in their work or daily lives.

## Unit 1.2: Roles and Responsibilities of Seller Activation Executive

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Describe the job role of a Seller Activation Executive.
2. Recall the challenges faced by Seller Activation Executives.
3. Illustrate the career progression of a Seller Activation Executive.

### Resources to be Used

Participant handbook, Projector, Laptop/Computer with the internet, White Board, Flip Chart, Markers, PowerPoint presentation on Roles and Responsibilities of Seller Activation Executive, Images and videos related to Roles and Responsibilities of Seller Activation Executive.

### Say

- Welcome to the session on “Roles and Responsibilities of Seller Activation Executive.” In this class, we will explore the key responsibilities and challenges faced by Seller Activation Executives and their career progression within the organisation.
- Feel free to ask questions, share your insights, and participate actively throughout this session. It will help us create an engaging and interactive learning environment.

### Do

- Present the PowerPoint slides, discussing each topic in detail and encouraging participants to ask questions or share relevant experiences.
- Use real-life examples and case studies to illustrate the roles and responsibilities of Seller Activation Executives.
- Facilitate group discussions to encourage participants to share their insights, challenges, and strategies related to seller activation.
- Conduct the activity mentioned below (or any other suitable activity) to reinforce learning and practical application of the concepts.
- Summarise the main points covered in the session, address any remaining questions, and provide additional resources for further exploration.

### Ask

- What do you think a Seller Activation Executive does? Share your initial thoughts.
- What are some key responsibilities that you think Seller Activation Executives handle?

## Elaborate

- Who is a Seller Activation Executive?
- Roles and Responsibilities of Seller Activation Executives
- Challenges Faced by Seller Activation Executives
- Career Progression of a Seller Activation Executive

## Demonstrate

Demonstration effective communication and negotiation skills by role-playing a scenario where a Seller Activation Executive is interacting with a hesitant seller.

## Activity

1. **Activity Name:** “Case Study Analysis: Overcoming Seller Activation Challenges”
2. **Objective:** To analyse real-life case studies and develop strategies for overcoming challenges faced by Seller Activation Executives.
3. **Resources:** Handouts with case studies, markers, flipchart or whiteboard.
4. **Time Duration:** 30 minutes
5. **Instructions:**
  - Divide participants into small groups.
  - Provide each group with a case study handout highlighting a specific challenge faced by a Seller Activation Executive.
  - Instruct groups to read and analyse the case study, identifying the main challenge, underlying factors, and possible solutions.
  - Ask each group to present their findings and recommended strategies to the rest of the participants.
  - Facilitate a discussion on the different approaches suggested by each group, encouraging participants to provide feedback and additional insights.
6. **Outcome:** Participants will gain practical experience in analysing and addressing challenges faced by Seller Activation Executives and develop strategies for effective problem-solving.

## Notes for Facilitation

- Encourage participants to actively engage in discussions, share their experiences, and ask questions throughout the session. Validate their contributions and create a safe space for open dialogue.
- Use real-life case studies and examples to make the content relatable and practical.
- Encourage participants to analyse and apply their knowledge to solve challenges faced by Seller Activation Executives.
- Foster collaboration and peer-to-peer learning by incorporating group activities, discussions, and sharing of best practices.
- Emphasise the practical aspects of the roles and responsibilities of Seller Activation Executives.

## Answers to Exercises for PHB

### Multiple Choice Questions:

1. a. Increasing adoption of e-commerce
2. a. Adequate infrastructure
3. b. One-stop-shop for various items
4. d. Vertical marketplace
5. d. All of the above

### Descriptive Questions:

1. Unit 1.1 Retailing Sector in India  
Topic: 1.1.1 Introduction to the Retail Sector
2. Unit 1.1 Retailing Sector in India  
Topic: 1.1.1 Introduction to the Retail Sector
3. Unit 1.1 Retailing Sector in India  
Topic: 1.1.1 Introduction to the Retail Sector
4. Unit 1.1 Retailing Sector in India  
Topic: 1.1.3 Basics of E-Commerce Marketplace
5. Unit 1.1 Retailing Sector in India  
Topic: 1.1.4 Role of E-Commerce Websites in Promoting E-Commerce Businesses

Scan the QR codes or click on the link to watch the related videos



[https://www.youtube.com/  
watch?v=LTMurItLEQc](https://www.youtube.com/watch?v=LTMurItLEQc)

Importance of e-commerce in  
India



[https://www.youtube.com/  
watch?v=nMSJYD9AL5g](https://www.youtube.com/watch?v=nMSJYD9AL5g)

5 future e-commerce Trends In  
India



[https://www.youtube.com/  
watch?v=v7yux4PEfBE](https://www.youtube.com/watch?v=v7yux4PEfBE)

What is E-commerce



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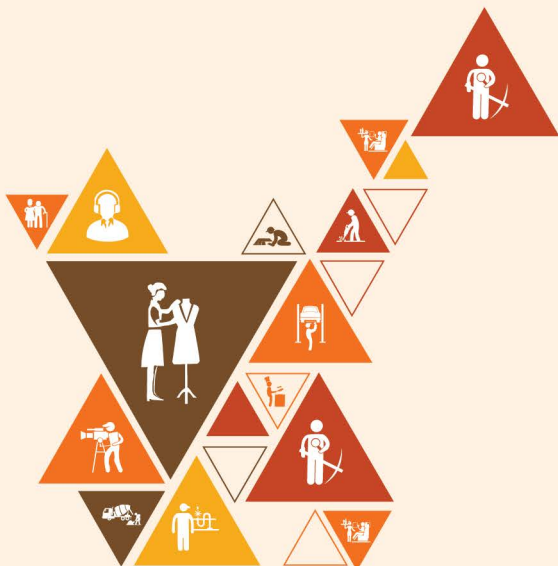


## 2. Conduct Profiling and Acquisition of Sellers based on Business Requirement

Unit 2.1 - Pitching Business Proposition to Sellers

Unit 2.2 - Seller Registration and Documentation Process

Unit 2.3 - New and Improved Selling Tactics



RAS/N0301

## Key Learning Outcomes



By the end of this module, the participants will be able to:

1. Examine the marketplace to identify potential & new sellers.
2. Discuss different tactics used for pitching business propositions to sellers.
3. Describe the steps involved in the process of registering sellers on the e-commerce portal.
4. Verify the completion of the on-time documentation process and its accuracy.
5. Select new and improved selling tactics with an eye on market trends.

## Unit 2.1: Pitching Business Proposition to Sellers

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Analyse the market to identify potential new sellers for an e-commerce marketplace.
2. Classify prospective sellers based on their product offerings in the marketplace.
3. Set measurable targets to approach, educate and register new sellers for the e-commerce platform.
4. Evaluate and effectively communicate the advantages and benefits of selling on the online platform to prospective sellers.
5. Discuss the importance of integrating an offer proposition that aligns with the needs and interests of potential sellers.
6. Create comprehensive and relevant proposals that include all necessary details for conducting business on the e-commerce platform.

### Resources to be Used

Participant handbook, Projector, Laptop/Computer with the internet, White Board, Flip Chart, Markers, PowerPoint presentation on Pitching Business propositions to Sellers, etc.

### Say

- Good morning trainees. In today's session, We will learn how to effectively approach, educate, and register new sellers by creating compelling business propositions.
- Throughout this session, actively engage in discussions, ask questions, and participate in activities to enhance your understanding and practical application of the concepts.

### Do

- Begin by introducing yourself and explaining the session objectives and agenda.
- Present the PowerPoint slides, covering each topic in detail and encouraging participants to ask questions or share relevant experiences.
- Use real-life examples and case studies to illustrate effective approaches, customer value propositions, and comprehensive proposals.
- Facilitate group discussions to encourage participants to share their insights, challenges, and strategies related to pitching business propositions to sellers.
- Conduct the activity mentioned below (or any other suitable activity) to reinforce learning and practical application of the concepts.
- Summarise the main points covered in the session, address any remaining questions, and provide additional resources for further exploration.

## Ask



What challenges do you think sellers might face when considering new business propositions?

## Elaborate



- **Understanding the Market Structure:** Analysing the dynamics of the target market, identifying competitors, and understanding customer needs and preferences.
- **Market Analysis:** Conducting market research to gather insights on market trends, demand, and competition. Utilising data to identify opportunities and challenges.
- **Seller Categorisation:** Segmenting sellers based on criteria such as product offerings, target customers, location, and business size. Tailoring propositions based on seller categories.
- **Customer Value Propositions:** Creating unique selling propositions that highlight the benefits and value sellers can derive from partnering with the business. Aligning the proposition with seller needs and goals.
- **Setting Targets to Identify and Register Sellers:** Defining specific goals and targets for seller acquisition. Developing strategies to reach out to potential sellers and convert them into registered sellers.
- **Approaching, Educating, and Registering New Sellers:** Effective techniques for initiating contact, educating sellers about the business proposition, addressing their concerns, and guiding them through the registration process.
- **Advantages of Selling on an Online Platform:** Exploring the benefits of selling on an online platform, such as increased visibility, access to a larger customer base, streamlined operations, and marketing support.
- **Match Offer Proposition with Prospective Sellers:** Analysing seller profiles and needs to tailor the business proposition and address their specific pain points and motivations.
- **Construct Comprehensive and Relevant Proposals:** Structuring proposals that clearly communicate the value proposition, benefits, terms, and conditions, including supporting data, testimonials, and success stories.

## Activity



1. **Activity Name:** “Pitching Your Business Proposition”
2. **Objective:** To practice and refine the skills of pitching a business proposition to sellers.
3. **Resources:** Handouts with sample business propositions and pitch templates, flipchart or whiteboard with markers, timer or stopwatch
4. **Time Duration:** 30 minutes
5. **Instructions:**
  - Divide participants into pairs or small groups.
  - Provide each group with a sample business proposition or ask them to create their own based on their business or industry.
  - Instruct participants to prepare a pitch for their business proposition following the given pitch template or structure.
  - Set a time limit for the pitch, such as 5 minutes per group.
  - Each group will take turns pitching their business proposition to the rest of the participants.
  - After each pitch, allow time for feedback and constructive suggestions from other participants.



- Encourage participants to focus on elements like clarity, compelling value proposition, addressing seller needs, and effective communication.
  - Facilitate a discussion at the end of the activity to reflect on the pitches and discuss key learnings and best practices for effective pitching.
6. **Outcome:** Participants will have practised and refined their pitching skills, gained feedback from their peers, and learned effective strategies for presenting a business proposition to sellers.

## Notes for Facilitation

- Encourage participants to be specific, concise, and persuasive in their pitches.
- Emphasise the importance of understanding the needs and preferences of sellers when tailoring the pitch.
- Provide guidance on effective communication techniques, such as using storytelling, data, or testimonials to support the proposition.
- Foster a supportive and constructive feedback environment, encouraging participants to offer suggestions for improvement.
- Remind participants to focus on the value and benefits their business proposition offers to sellers.

## Unit 2.2: Seller Registration and Documentation Process

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Identify prospective sellers for the organisation.
2. Evaluate and classify the critical components of the seller registration process.
3. Follow the documentation process and registration requirements in compliance with company standards.
4. Compile a list of essential information to be communicated to the sellers.
5. Explain the documentation requirement and registration process to the seller for undertaking business.
6. Evaluate and monitor the documentation process for its accuracy and timely completion.

### Resources to be Used

Participant handbook, Projector, Laptop/Computer with the internet, White Board, Flip Chart, Markers, PowerPoint presentation on Seller Registration and Documentation Process, Images and videos related to Seller Registration and Documentation Process.

### Say

- In this session, we will explore the essential steps and elements involved in registering sellers and completing the necessary documentation.
- Throughout this session, feel free to ask questions and actively participate. Your engagement will enrich the learning experience for everyone and enable us to address specific challenges or concerns you may have.
- Our goal is to provide you with practical insights and guidelines that will enable you to effectively guide sellers through the registration and documentation process, ensuring compliance and a seamless onboarding experience.

### Do

- Begin by providing an overview of the session's objectives and agenda.
- Present the PowerPoint slides, covering each topic in detail, and encourage participants to ask questions or seek clarification at any point.
- Use real-life examples and case studies to illustrate key concepts and provide context for better understanding.
- Facilitate group discussions and activities to encourage participants to share their experiences, challenges, and best practices related to seller registration and documentation.

- Conduct the activity mentioned below (or any other suitable activity) to reinforce learning and practice the skills covered in the session.
- Summarise the main points covered in the session, highlight key takeaways, and provide additional resources for further exploration.

## Ask

What common challenges might you encounter during the seller registration and documentation process?

## Elaborate

- Identifying Prospective Sellers
- Elements of Seller Registration Process
- Documentation Process for Registration
- Key information to be conveyed to the Sellers
- Guiding Sellers through the Registration Process
- Documents Required for the Registration Process
- Completion of Seller Registration

## Activity

1. **Activity Name:** Registration Documentation Simulation
2. **Objective:** To simulate the process of seller registration documentation and familiarise participants with the required documents and steps.
3. **Resources:** Sample registration forms and documentation checklist, Role-play materials (e.g., name tags, scenario cards), timer or stopwatch
4. **Time Duration:** 30 minutes
5. **Instructions:**
  - Divide participants into pairs or small groups.
  - Assign each group a role, either as a prospective seller or a registration executive.
  - Provide the prospective sellers with a scenario and the necessary documentation checklist.
  - Instruct the registration executives to guide the prospective sellers through the registration process, ensuring they have the correct documents and filling out the registration forms.
  - Set a time limit for the activity, such as 15 minutes for preparation and 15 minutes for the role-play.
  - Encourage participants to take on the roles and act out the process realistically.
  - After the role-play, facilitate a debriefing session where participants can discuss their experiences, challenges faced, and lessons learned.
  - Summarise the key points and address any questions or concerns that arise.
6. **Outcome:** Participants will gain hands-on experience in the seller registration and documentation process, understand the required documents, and improve their ability to guide sellers through the registration process.

## Notes for Facilitation

- Ensure that participants clearly understand the registration process and the required documentation.
- Provide guidance on effective communication and customer service skills during the role-play activity.
- Encourage participants to actively engage in the role-play and take on the perspectives of both the sellers and the registration executives.
- Offer feedback and suggestions for improvement after the role-play, focusing on accuracy, completeness of documentation, and professionalism.
- Emphasise the importance of providing clear instructions and guidance to sellers during registration, ensuring a smooth and efficient experience.

## Unit 2.3: New and Improved Selling Tactics

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Compare and contrast international operating standards to improve business practices.
2. Evaluate success stories of comparative organisations to identify best practices and areas for improvement.
3. Enhance business development, selling, negotiation, and customer service skills through continuous learning and self-improvement.
4. Analyse and apply updated technology platform enhancements through regular attendance of training programs.

### Resources to be Used

Participant handbook, Projector, Laptop/Computer with the internet, White Board, Flip Chart, Markers, PowerPoint presentation on Selling Tactics, Images and videos related to Selling Tactics.

### Say

- Good morning. Today, we will explore new and improved selling tactics that can help enhance your business operations and skills.
- Throughout this session, we will discuss international operating standards, comparative analysis, continuous learning, and the importance of technology training programs in improving your selling strategies.

### Do

- Begin the session by introducing the topics and explaining their relevance to the participants' businesses.
- Present each topic's key points and concepts using visual aids, examples, and real-life case studies.
- Encourage active participation and discussion among participants by asking questions, inviting their insights, and sharing their experiences.
- Conduct interactive activities and demonstrations to reinforce the learning objectives.
- Summarise the main takeaways from each topic and facilitate a wrap-up discussion to address any remaining questions or concerns.

### Ask

What do you understand by selling tactics?

## Elaborate

- **International Operating Standards for Benchmarking:** Learn how to measure your business performance against international standards to identify areas for improvement and enhance overall operations.
- **Improving Business Operations through Comparative Analysis:** Understand the importance of comparative analysis in identifying best practices, learning from competitors, and implementing strategies to improve business operations.
- **Continuous Learning and Self-Improvement:** Explore the benefits of continuous learning, embracing new ideas, and staying updated with industry trends to remain competitive in the market.
- **Enhancing Business Skills through Technology Training Programs:** Discover how technology training programs can equip you with the necessary skills to leverage digital tools, platforms, and resources to enhance your selling tactics.

## Activity

1. **Activity Name:** Best Practices Sharing
2. **Objective:** To encourage participants to share their best practices and learn from each other's experiences.
3. **Resources:** Flipchart or whiteboard with markers, sticky notes or index cards
4. **Time Duration:** 20 minutes
5. **Instructions:**
  - Divide participants into small groups.
  - Provide each group with a set of sticky notes or index cards.
  - Instruct participants to write down their best practices or strategies related to improving selling tactics, one practice per sticky note or card.
  - Ask each group to share their best practices by sticking the notes on the flipchart or whiteboard, categorising them if desired.
  - Facilitate a discussion where participants can elaborate on their best practices, ask questions, and offer suggestions.
  - Encourage participants to take notes and identify practices they find valuable or can implement in their own businesses.
  - Summarise the key takeaways and discuss the overall benefits of sharing best practices and learning from others.
6. **Outcome:** Participants will gain insights into various effective selling tactics and have an opportunity to learn from their peers' experiences and best practices.

## Notes for Facilitation

- Foster an open and supportive learning environment, encouraging active participation and respect for diverse perspectives.
- Facilitate group discussions by asking open-ended questions and allowing participants to share their insights and experiences.
- Provide relevant examples and case studies to illustrate the concepts and make them more relatable to participants' businesses.
- Emphasise the importance of continuous learning and adapting strategies to changing market dynamics.

## Answers to Exercises for PHB

### Multiple Choice Questions:

1. c. Identifying seller profiles
2. d. Ensuring regulatory compliance
3. a. To encourage sellers to join the platform
4. a. By attending training programs
5. d. To understand the needs and requirements of sellers

### Descriptive Questions:

1. Unit 2.1 Pitching Business Proposition to Sellers  
Topic: 2.1.1. Understanding the Market Structure
2. Unit 2.2 Seller Registration and Documentation Process  
Topic: 2.2.2 Elements of Seller Registration Process
3. Unit 2.3 New and Improved Selling Tactics  
Topic: 2.3.3 Continuous Learning and Self-Improvement
4. Unit 2.2 Seller Registration and Documentation Process  
Topic: 2.2.2 Elements of Seller Registration Process
5. Unit 2.2 Seller Registration and Documentation Process  
Topic: 2.2.3 Documentation Process for Registration

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<https://www.youtube.com/watch?v=42rcxtABq8o>

3 Steps to Craft Your Unique Value Proposition







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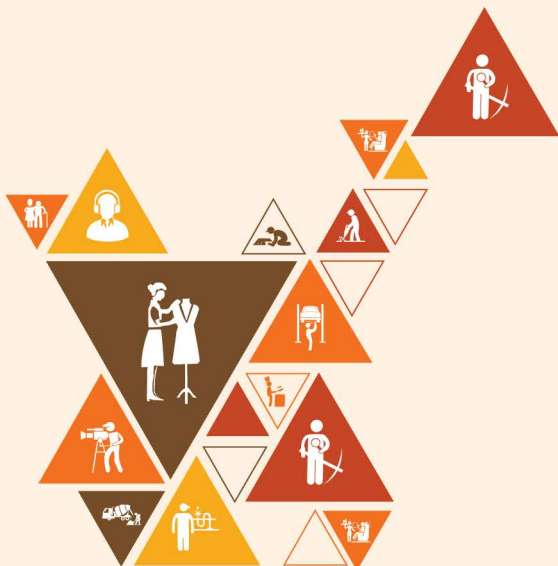
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## 3. Update the Sellers on Product Promotions and Orient them on Operating the Technology Platform

Unit 3.1 - Training and Support for Sellers on Online Portals

Unit 3.2 - Optimising Seller Performance and Promotions



RAS/N0302

## Key Learning Outcomes



By the end of this module, the participants will be able to:

1. Demonstrate orienting the sellers on operating the technology platform/portal.
2. Demonstration how to assist sellers in order processing, packaging, and shipping procedures.
3. Evaluate and update sellers on promotions to enhance their selling strategies.
4. Analyse the advantages and benefits of promotions and business opportunities to determine their effectiveness.

## Unit 3.1: Training and Support for Sellers on Online Portals

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Identify and comprehend the essential components of the online portal.
2. Demonstrate to the seller the process of operating the portal's operation and seller panel through orientation and training.
3. Apply appropriate techniques to troubleshoot simple problems faced by sellers while using the technology platform.
4. Show how to help and direct sellers in uploading new products on the platform.
5. Organise and manage seller activities related to order processing, packaging, and shipping through assistance and guidance.

### Resources to be Used

Participant handbook, Projector, Laptop/Computer with the internet, White Board, Flip Chart, Markers, PowerPoint presentation on Training and Support for Sellers on Online Portals, Images and videos related to Training and Support for Sellers on Online Portals.

### Say

- Good morning trainees. Today, we will be diving into the world of e-commerce portals and how to provide training and support to sellers.
- Feel free to ask questions, share your experiences, and participate in the activities throughout this class. Your active engagement will enhance your learning experience.

### Do

- Begin the session by sharing the agenda and learning objectives.
- Present the topics individually, using the provided resources and facilitating discussions to encourage participation.
- Conduct relevant activities and demonstrations to reinforce learning.
- Encourage trainees to take notes and ask questions throughout the session.
- Summarise the key points covered and address any remaining questions.

### Ask

Have you ever purchased products on an e-commerce portal? If so, did you face any challenges?

## Elaborate

- Understanding an E-Commerce Portal
- Training Sellers on Portal Operations
- Troubleshoot Common Issues on the Technology Platform
- Assisting Sellers with Uploading New Products
- Assisting Sellers with Order Processing, Packaging, and Shipping

## Activity

1. **Activity Name:** Listing Optimisation Workshop
2. **Objective:** Enhance sellers' skills in optimising their product listings for better visibility and sales.
3. **Resources:** Sample product listings, laptops with internet access, and presentation slides on listing optimisation techniques.
4. **Time Duration:** 30 minutes
5. **Instructions:**
  - Divide trainees into small groups.
  - Provide each group with a sample product listing.
  - Instruct them to review the listing and identify areas for improvement in terms of product title, description, images, and keywords.
  - Give each group access to laptops and guide them to research and apply listing optimisation techniques.
  - Encourage discussion and collaboration within the groups.
  - After 20 minutes, ask each group to present their optimised listing and explain the changes they made.
  - Facilitate a group discussion to highlight the effective strategies used and provide additional tips for listing optimisation.
6. **Outcome:** Trainees will gain practical experience in optimising product listings, enabling them to assist sellers in improving their online visibility and sales.

## Notes for Facilitation

- Emphasise the importance of sellers understanding the portal's navigation, interface, and available tools.
- Highlight the benefits of utilising different features, such as customer reviews, product recommendations, and promotional campaigns.
- Emphasise the importance of providing clear instructions and step-by-step guidance during training sessions.
- Encourage trainees to share their tips and best practices for onboarding and effectively training sellers.
- Share troubleshooting resources, such as FAQ documents or online support channels, to which trainees can refer sellers when encountering issues.

## Unit 3.2: Optimising Seller Performance and Promotions

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Evaluate promotions and communicate the benefits that sellers can receive from them.
2. Assess that the sellers receive all agreed-upon advantages and benefits according to the contract.
3. Discuss the importance of keeping self-updated about upcoming promotions and technological advancements.
4. Provide assistance to the sellers in planning their work based on business information received.
5. Develop strategies to guide new sellers in growing their business online.
6. Design promotional offers for high-end brands and bulk offers for small brands.

### Resources to be Used

Participant handbook, Projector, Laptop/Computer with the internet, White Board, Flip Chart, Markers, PowerPoint presentation on Optimising Seller Performance and Promotions, Images and videos related to Optimizing Seller Performance and Promotions.

### Say

- Good morning. Today, we will focus on optimising seller performance and promotions.
- Throughout this session, we will explore strategies and techniques to help sellers maximise their benefits and enhance their overall performance on online platforms.
- This class aims to provide you with valuable insights and practical tools to guide sellers in planning, evaluating promotions, and growing their businesses effectively.

### Do

- Begin the session by sharing the agenda and learning objectives.
- Present the topics one by one, utilising the provided resources and facilitating discussions to encourage participation.
- Conduct activities, case studies, and group exercises to reinforce learning and allow for the practical application of concepts.
- Encourage trainees to take notes, ask questions, and share their experiences throughout the session.

### Ask

Can you name some common challenges that sellers typically face when planning and executing promotional strategies?

## Elaborate

- Evaluating Promotions for Seller Benefits
- Evaluating Promotional Effectiveness and Seller Performance
- Assess Seller Benefits and Contract Compliance
- Staying Up-to-Date as Seller Activation Executive
- Assisting Sellers in Planning Based on Business Information
- Guiding New Sellers in Growing their Business Online
- Designing Promotional Offers for Different Types of Brands

## Demonstrate

Provide a demonstration or case study analysis showcasing the evaluation of a promotion's effectiveness and its impact on seller performance metrics.

## Activity

1. **Activity Name:** Promotion Planning Exercise
2. **Objective:** Develop a promotion plan for a specific seller to enhance their business growth.
3. **Resources:** Business planning templates, market research data, laptops with internet access.
4. **Time Duration:** 45 minutes
5. **Instructions:**
  - Divide trainees into small groups.
  - Assign each group a specific seller profile (e.g., small boutique clothing brand, electronics retailer, home decor seller).
  - Provide each group with relevant market research data and business planning templates.
  - Instruct the groups to develop a comprehensive promotion plan tailored to the assigned seller, considering factors such as target audience, product assortment, and competitive landscape.
  - Encourage the use of creative promotion strategies, considering both online and offline channels.
  - Allocate time for group discussions, idea sharing, and refining the promotion plan.
  - Ask each group to present their promotion plan, highlighting key strategies, expected outcomes, and the rationale behind their decisions.
  - Facilitate a group discussion to analyse the different approaches, share insights, and provide feedback on the presented promotion plans.
6. **Outcome:** Trainees will gain practical experience in developing effective promotion plans, enabling them to guide sellers in optimising their promotional strategies for business growth.

## Notes for Facilitation

- Encourage active participation and create a collaborative learning environment.
- Foster open discussions and promote knowledge sharing among trainees.
- Highlight the importance of aligning promotions with seller objectives and target audience.

- Encourage trainees to explore competitive strategies, emerging trends, and customer behavior patterns to provide value-added guidance to sellers.
- Share success stories of sellers who have experienced significant growth and provide practical tips for achieving similar results.
- Highlight the importance of ongoing support and mentorship for new sellers as they navigate the online marketplace.

## Answers to Exercises for PHB

### Multiple Choice Questions:

1. b. By providing business information and support
2. c. To increase sales for sellers
3. c. Both A and B
4. a. It helps to increase sales of high-end brands
5. c. Both A and B

### Descriptive Questions:

1. Unit 3.1. Training and Support for Sellers on Online Portals  
Topic 3.1.3 Troubleshoot Common Issues on the Technology Platform
2. Unit 3.2. Optimising Seller Performance and Promotions  
Topic 3.2.3 Assess Seller Benefits and Contract Compliance
3. Unit 3.2. Optimising Seller Performance and Promotions  
Topic 3.2.4 Staying Up-to-Date as Seller Activation Executive
4. Unit 3.2. Optimising Seller Performance and Promotions  
Topic 3.2.1 Evaluating Promotions for Seller Benefits
5. Unit 3.1. Training and Support for Sellers on Online Portals  
Topic 3.1.1. Understanding an E-Commerce Portal

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Top Five Ecommerce Platform



<https://www.youtube.com/watch?v=7doYx22Skyg>

How to find buyers for Export



[https://www.youtube.com/watch?v=PEB\\_gEM1s9k](https://www.youtube.com/watch?v=PEB_gEM1s9k)

GEM portal training for seller and buyer





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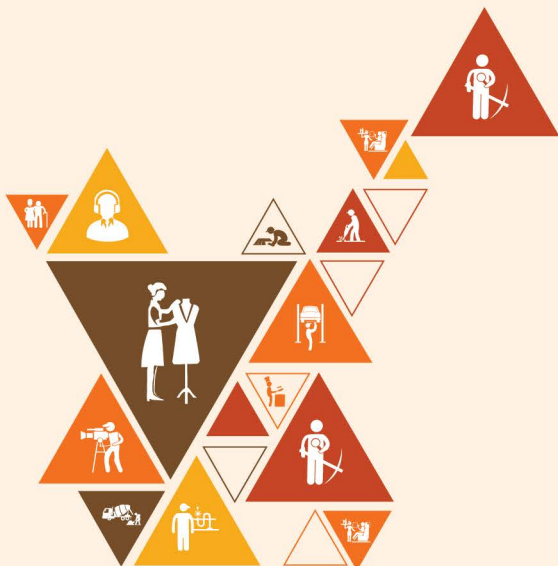
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# 4. Execute Daily Operational Activities to Enhance Business Performance and Improve Seller Satisfaction

Unit 4.1 - Daily Operational Activities of a Seller Activation Executive



RAS/N0303

## Key Learning Outcomes



By the end of this module, the participants will be able to:

1. Demonstration proficiency in tracking seller listings on the e-commerce portal to ensure accuracy and completeness.
2. Apply effective communication skills and training techniques to deliver clear and concise information to sellers regarding processes, guidelines, and panels.
3. Use problem-solving skills to address seller queries and concerns, providing timely and satisfactory resolutions.
4. Achieve targets for seller registration by implementing effective strategies for seller acquisition and retention.
5. Use data analysis skills to collect, collate, and share seller feedback with management, providing insights for continuous improvement.

## Unit 4.1: Daily Operational Activities of a Seller Activation Executive

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain the process for tracking seller listings on the e-commerce portal.
2. Develop and deliver comprehensive training to targeted sellers on e-commerce portal processes, guidelines, and panels.
3. Demonstrate effective communication skills to address seller queries and resolve concerns/issues.
4. Apply effective monitoring and targeting strategies to achieve seller registration targets.
5. Role-play to collect, analyse and communicate seller feedback to the management team for continuous improvement.
6. Use Management Information Systems (MIS) reporting tools to gather and analyse data on seller performance and make informed decisions.
7. Plan and execute webinars and exhibitions to engage and educate sellers on new technologies and business practices.
8. Discuss efficient and effective ways to handle the payment cycle for sellers to guarantee prompt and accurate payments.

### Resources to be Used

Participant handbook, Projector, Laptop/Computer with the internet, White Board, Flip Chart, Markers, PowerPoint presentation on the Daily Operational Activities of a Seller Activation Executive, Images and videos related to the Daily Operational Activities of a Seller Activation Executive.

### Say

- Good morning trainees. Today, we will dive into the daily operational activities of a Seller Activation Executive.
- This class aims to provide you with a comprehensive understanding of the responsibilities and strategies involved in effectively managing sellers on an e-commerce portal.
- Throughout this session, we will explore key areas such as tracking seller listings, providing comprehensive training, addressing queries and concerns, managing targets, reporting, seller engagement, and payment cycle management.

### Do

- Begin the session by sharing the agenda and learning objectives.
- Present the topics individually, utilising the provided resources and facilitating discussions to encourage participation.

- Incorporate real-life examples and case studies to illustrate practical applications of the concepts.
- Conduct activities, role-plays, or group discussions to allow trainees to apply their knowledge and share experiences related to the topics.

## Ask

What daily activities do you think a Seller Activation Executive perform?

## Elaborate

- Daily Activities of Seller Activation Executive
- Tracking Seller Listings on the E-Commerce Portal
- Effective Strategies for Providing Comprehensive Seller Training
- Addressing Seller Queries and Concerns
- Monitor and Achieve Targets in Terms of Seller Registration
- Collecting and Sharing Seller Feedback with Management
- Management Information Systems (MIS) Reporting
- Engaging and Educating Sellers through Webinars and Exhibitions
- Managing Payment Cycle for Sellers
- Role of Seller Activation Executives in Seller Engagement

## Demonstrate

Provide a demonstration or role-play showcasing effective handling of seller queries and concerns, demonstrating active listening and problem-solving skills, and providing satisfactory resolutions.

## Activity

1. **Activity Name:** Case Study Analysis
2. **Objective:** Analyse and discuss real-life case studies to apply knowledge of the daily operational activities of a Seller Activation Executive.
3. **Resources:** Case studies or scenarios related to seller activation and management.
4. **Time Duration:** 30 minutes
5. **Instructions:**
  - Divide trainees into small groups.
  - Distribute the case studies or scenarios to each group.
  - Instruct each group to analyse the given case study and discuss the appropriate actions and strategies a Seller Activation Executive should take.
  - Allocate 20 minutes for group discussions.
  - Ask each group to present their analysis and recommendations.

- Facilitate a group discussion to compare and contrast different approaches and highlight key learnings from each case study.
  - Summarise the key takeaways from the activity.
- 6. Outcome:** Trainees will gain practical experience in applying their knowledge of the daily operational activities of a Seller Activation Executive to real-life scenarios, enhancing their problem-solving and decision-making skills in managing sellers effectively.

## Notes for Facilitation

- Encourage active participation and create a collaborative learning environment.
- Foster open discussions and promote knowledge sharing among trainees.
- Emphasise the importance of tailoring training programs to sellers' needs and skill levels.
- Discuss the use of various training formats, such as webinars, workshops, or online tutorials, to accommodate different learning preferences.
- Encourage trainees to brainstorm ideas for webinar topics or exhibition themes that would be relevant and valuable to sellers.
- Discuss the procedures and systems in place for managing the payment cycle, including verification, reconciliation, and resolution of payment-related issues.

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<https://www.youtube.com/watch?v=afp9hr4ltH0>

How to Speak and Sell to Anyone

## Answers to Exercises for PHB

### Multiple Choice Questions:

1. c. Maintaining healthy relationships with sellers
2. c. Analysing the competition
3. d. A visual representation of data that provides a quick overview of key performance indicators (KPIs)
4. b. A virtual seminar that allows people to participate in educational sessions from the comfort of their own homes or offices
5. c. To provide sellers with updates, best practices, and strategies to improve their sales performance

### Descriptive Questions:

1. Unit 4.1. Daily Operational Activities of a Seller Activation Executive  
Topic 4.1.2 Tracking Seller Listings on the E-Commerce Portal
2. Unit 4.1. Daily Operational Activities of a Seller Activation Executive  
Topic 4.1.7 Management Information Systems (MIS) Reporting
3. Unit 4.1. Daily Operational Activities of a Seller Activation Executive  
Topic 4.1.7 Management Information Systems (MIS) Reporting
4. Unit 4.1. Daily Operational Activities of a Seller Activation Executive  
Topic 4.1.8 Engaging and Educating Sellers through Webinars and Exhibitions
5. Unit 4.1. Daily Operational Activities of a Seller Activation Executive  
Topic 4.1.2 Tracking Seller Listings on the E-Commerce Portal

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<https://www.youtube.com/watch?v=afp9hr4ltH0>

How to Speak and Sell to Anyone



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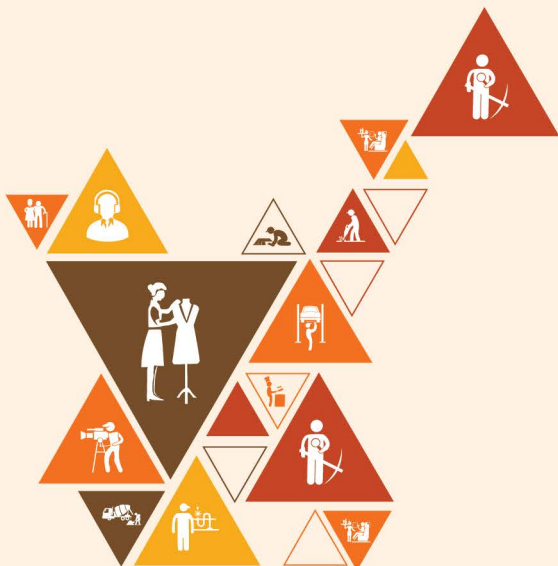
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# 5. Build Relationships with New Sellers and Strengthen Relationships with Existing Sellers

Unit 5.1 - Seller Onboarding and Relationship Management

Unit 5.2 - Post Sales Services for Existing Sellers



RAS/N0304

## Key Learning Outcomes



By the end of this module, the participants will be able to:

1. Explain the significance of smooth and error-free processing of seller registration documents to ensure efficient onboarding of new sellers.
2. Develop strategies for effective induction of new sellers to the organisation, including creating an induction program that covers the program's what, how, and why.
3. Recognise the importance of identifying the list of existing sellers who have come from different mediums and developing strategies to engage and retain them.
4. Explain the significance of providing post-sales services to existing sellers to ensure their satisfaction and loyalty to the organisation.



## Unit 5.1: Seller Onboarding and Relationship Management

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Demonstrate the complete process of registration to onboarding by giving a complete handover of the seller to the account manager.
2. Explain the importance of giving a smooth and complete handover of the seller to the accounts manager.
3. Discuss the impact of building healthy relationships between sellers and account managers.
4. Outline the best practices for managing the seller registration and onboarding process.
5. Evaluate the effectiveness of seller registration and onboarding processes in ensuring a positive seller experience.
6. Verify the induction Material is complete in all aspects
7. Describe the value of gathering feedback on the induction materials and incorporating it into them.
8. Demonstrate the process of training and orientating the sellers about the processes, guidelines, and panels.

### Resources to be Used

Participant handbook, Projector, Laptop/Computer with the internet, White Board, Flip Chart, Markers, PowerPoint presentation on Seller Onboarding and Relationship Management, Images and videos related to Seller Onboarding and Relationship Management.

### Say

- Good morning. This session will explore the complete process of seller onboarding and how to effectively manage relationships with sellers.
- We will discuss the importance of completing the onboarding process error-free, building strong relationships between sellers and account managers, and the impact of effective onboarding on the overall seller experience.

### Do

- Start the session by sharing the seller onboarding and relationship management presentation slides.
- Encourage active participation and discussion among the trainees throughout the session.
- Use real-life examples, case studies, and scenarios to illustrate the concepts and promote practical application.
- Conduct activities and exercises to reinforce learning objectives and encourage trainees to think critically about the topics.
- Facilitate group discussions and encourage trainees to share their experiences, challenges, and success stories related to seller onboarding and relationship management.

## Ask



How can building strong relationships with sellers benefit both the seller and the business?

## Elaborate



- Complete the Process for the Handover of Sellers to Account Managers
- Importance of Completing the Process in an Error-Free Manner
- Building Relationships between Sellers and Account Managers
- Best Practices for Managing Seller Registration and Onboarding Process
- Impact of Effective Seller Registration and Onboarding Processes on Seller Experience
- Induction of New Sellers
- Importance of Feedback in Improving Seller Onboarding Experience
- Process of Training and Orientating the Sellers

## Activity



1. **Activity Name:** Role-Play - Building Relationships
2. **Objective:** To practice relationship-building skills between sellers and account managers.
3. **Resources:** Flipchart or whiteboard, markers.
4. **Time Duration:** 30 minutes
5. **Instructions:**
  - Divide the trainees into pairs, with one person as a seller and the other as an account manager.
  - Provide a scenario where a seller faces a challenge, such as low sales or difficulty understanding platform features.
  - Instruct the pairs to engage in a role-play activity where the account manager uses effective communication and relationship-building techniques to address the seller's concerns and offer support.
  - Allow each pair to role-play for a few minutes, and then encourage group discussion by asking the observers to provide feedback and suggestions for improvement.
  - Rotate roles and repeat the activity with a different scenario, allowing all trainees to participate and practice their relationship-building skills.
6. **Outcome:** Trainees will enhance their understanding and practical application of relationship-building strategies by actively engaging in role-playing exercises.

## Field Visit



1. **Objective:** Provide trainees practical exposure to seller onboarding and relationship management processes.
2. **Resources:** Access to the seller onboarding team, account managers, and seller registration systems.
3. **Time Duration:** Half-day

**4. Instructions:**

- Arrange a visit to the seller onboarding team and coordinate with account managers to facilitate the field visit.
- Divide trainees into small groups and assign each group to observe different stages of the seller onboarding process.
- Instruct the groups to interact with the team members and ask questions to understand the challenges, strategies, and best practices related to seller onboarding and relationship management.
- After the field visit, reconvene as a whole group and allow each group to share their observations, insights, and key learnings.
- Facilitate a discussion to reflect on the field visit experience and connect it with the concepts discussed in the session.

**5. Outcome:** Trainees will gain practical exposure to seller onboarding and relationship management processes, enabling them to apply their knowledge effectively in their roles as Seller Activation Executives.

**Notes for Facilitation**

- Create a positive and inclusive learning environment that encourages open discussion and participation.
- Foster active listening and respect for diverse perspectives.
- Encourage participants to reflect on their experiences and relate them to the discussed topics.
- Emphasise the importance of clear communication and active listening skills in relationship management.
- Highlight the significance of empathy and understanding the seller's needs and motivations.
- Discuss the role of regular feedback and continuous improvement in the onboarding process.

## Unit 5.2: Post Sales Services for Existing Sellers

### Unit Objectives

By the end of this unit, the participants will be able to:

1. List the existing sellers who have come from different mediums.
2. Verify the background of the seller's account.
3. Evaluate seller queries and concerns to identify and resolve issues, if any.
4. Discuss ways to help manage and grow sellers' businesses.

### Resources to be Used

Participant handbook, Projector, Laptop/Computer with the internet, White Board, Flip Chart, Markers, PowerPoint presentation on Post Sales Services for Existing Sellers, Images and videos related to Post Sales Services for Existing Sellers.

### Say

- Good morning trainees. This session will explore the essential aspects of post-sales services for existing sellers.
- We will discuss listing existing sellers, conducting background verifications, addressing seller queries and concerns, and assisting in managing and growing their businesses.
- The goal is to ensure a positive and fruitful experience for our sellers. Let's begin!
- We encourage active participation, sharing experiences, and asking questions throughout the session. Your insights and contributions will enrich our learning journey.

### Do

- Begin the session by introducing the topics to cover and providing an overview of the agenda.
- Share the presentation slides on post-sales services for existing sellers, using them as a visual aid to guide the discussion.
- Encourage trainees to ask questions and share their own experiences related to each topic to foster engagement and active learning.
- Use case studies or scenarios to illustrate real-life situations and encourage critical thinking and problem-solving skills.
- Conduct activities that allow trainees to apply the concepts learned, such as role-playing exercises or group discussions, to explore different approaches to addressing seller queries or assisting sellers in business growth.

## Ask

Why is it important to conduct background verifications of seller accounts?

## Elaborate

- Listing Existing Sellers
- The background verification process of the Seller's Account
- Importance of Addressing Seller Queries and Resolving Concerns
- Help to Manage and Grow the Seller's Business

## Activity

1. **Activity Name:** Role-Play - Addressing Seller Concerns
2. **Objective:** To practice effective communication and problem-solving skills when addressing seller concerns.
3. **Resources:** Sample seller queries and concerns, flipchart or whiteboard, markers.
4. **Time Duration:** 30 minutes
5. **Instructions:**
  - Divide the trainees into pairs, with one person as a seller and the other as a post-sales service representative.
  - Provide each pair with a sample seller query or concern.
  - Instruct the pairs to engage in a role-play activity where the post-sales service representative responds to the seller's query or concern with empathy, clear communication, and effective problem-solving techniques.
  - Allow each pair to role-play for a few minutes, and then encourage group discussion by asking the observers to provide feedback and suggestions for improvement.
  - Rotate roles and repeat the activity with a different query or concern, allowing all trainees to participate and practice their communication and problem-solving skills.
6. **Outcome:** Trainees will enhance their ability to address seller concerns effectively by actively engaging in role-playing exercises.

## Notes for Facilitation

- Create a positive and inclusive learning environment that encourages open discussion and participation.
- Foster active listening and respect for diverse perspectives.
- Emphasise the importance of empathy and active listening when addressing seller queries and concerns.
- Discuss the value of prompt and accurate communication in post-sales services.
- Highlight the significance of providing actionable solutions and options to sellers to help them overcome challenges and achieve their business goals.

## Answers to Exercises for PHB

### Multiple Choice Questions:

1. b. Building healthy relationships between seller and account manager
2. a. Completing the registration to onboarding process accurately
3. b. To improve seller satisfaction and maintain healthy relationships
4. f. To reduce errors and improve efficiency
5. b. To improve seller satisfaction and maintain healthy relationships

### Descriptive Questions:

1. Unit 5.1. Seller Onboarding and Relationship Management  
Topic 5.1.3 Building Relationships between Sellers and Account Managers
2. Unit 5.1. Seller Onboarding and Relationship Management  
Topic 5.1.2 Importance of Completing the Process in an Error-Free Manner
3. Unit 5.2 Post Sales Services for Existing Sellers  
Topic 5.2.3 Importance of Addressing Seller Queries and Resolving Concerns
4. Unit 5.2 Post Sales Services for Existing Sellers  
Topic 5.2.1 Listing Existing Sellers
5. Unit 5.2 Post Sales Services for Existing Sellers  
Topic 5.2.1 Listing Existing Sellers

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How To Build Professional Relationships At Work



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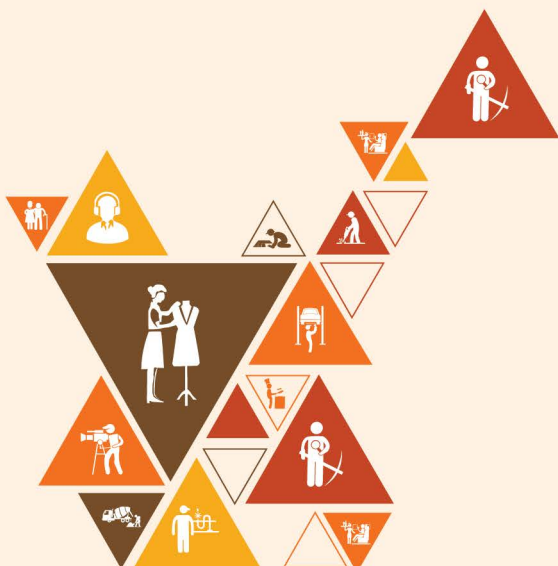
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# 6. Study the Market and Competition to Improve Business Performance

Unit 6.1 - Analysing Competitor's Services

Unit 6.2 - Strategies for Business Performance Improvement



RAS/N0305

## Key Learning Outcomes



By the end of this module, the participants will be able to:

1. Conduct a market study on services being offered by competitors.
2. Demonstrate the process to collect and feed data on market and competition information to improve business performance.
3. Showcase how to collaborate with the marketing team to develop fresh strategies for acquiring and keeping vendors.



## Unit 6.1: Analysing Competitor's Services

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain the importance of studying competitor services and their work in the area of seller activation.
2. Discuss how to seek information about the market share, sales, and revenue figures of competitors.
3. Analyse and assess competitors' strengths and weaknesses in the area of seller activation.
4. Create a plan for seeking information on any new strategies or service offerings provided by competitors.
5. Use critical thinking skills to determine the potential impact of competitors' offerings on the company's seller activation efforts.

### Resources to be Used

Participant handbook, Projector, Laptop/Computer with the internet, White Board, Flip Chart, Markers, PowerPoint presentation on Analysing Competitor's Services, Images and videos related to Analyzing Competitor's Services.

### Say

- Good morning trainees. Today, we will explore the importance of studying competitor services, seeking performance information, evaluating strengths and weaknesses, and analysing new strategies and service offerings provided by competitors.
- Understanding our competitors and their offerings is crucial for staying competitive in the market and identifying opportunities for improvement and differentiation.

### Do

- Start the session by sharing the agenda and objectives of the class.
- Engage the participants in discussions and encourage active participation throughout the session.
- Use visual aids, such as the whiteboard or flip chart, to illustrate key concepts and frameworks related to competitor analysis.
- Provide handouts or worksheets on competitor analysis frameworks or templates for participants to use during the activities.

### Ask

Why is it important to conduct background verifications of seller accounts?

## Elaborate

- **Studying Competitor Services:** Understanding the range of services offered by competitors and how they position themselves in the market.
- **Seeking Competitor Performance Information:** Gathering data on competitor sales, market share, customer satisfaction, and other relevant performance metrics.
- **Evaluating Competitor Strengths and Weaknesses:** Identifying what competitors excel at and where they may have weaknesses or vulnerabilities.
- **Analysing New Strategies/Service Offerings:** Examining competitors' new initiatives, innovative services, or changes in their business models to gain insights and inspiration for our own business strategy.

## Activity

- 1. Activity Name:** Competitive Analysis Worksheet
- 2. Objective:** To practice analysing competitors' services and to identify their strengths and weaknesses.
- 3. Resources:** Competitor analysis worksheet, internet access
- 4. Time Duration:** 30 minutes
- 5. Instructions:**
  - Divide participants into small groups.
  - Distribute the competitor analysis worksheet and explain the instructions.
  - Instruct participants to choose a competitor and analyse their services using the provided framework.
  - Encourage participants to research and gather information online to complete the worksheet.
  - Allocate time for group discussions and sharing of findings.
  - Ask each group to present their analysis and insights to the whole class.
- 6. Outcome:** Participants will gain practical experience in conducting competitor analysis and learn from different perspectives shared by other groups.

## Notes for Facilitation

- Encourage active participation and create a safe learning environment.
- Keep the session interactive and engaging through discussions, activities, and real-world examples.
- Monitor time management to ensure all topics are covered within the allocated time.
- Emphasise the importance of ethical practices when gathering competitor information.
- Discuss the significance of continuous competitor monitoring to stay updated with industry trends and changes.
- Highlight the need to adapt and adjust our own strategies based on competitor analysis to maintain a competitive edge.

## Unit 6.2: Strategies for Business Performance Improvement

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Identify the offers/schemes that work based on competitor studies.
2. Identify potential live sellers on other websites and effectively communicate the platform's value proposition.
3. Create new seller acquisition and maintenance schemes in collaboration with the marketing team.
4. Show how to collect and analyse seller feedback to provide valuable insights to reporting managers and business partners.

### Resources to be Used

Participant handbook, Projector, Laptop/Computer with the internet, White Board, Flip Chart, Markers, PowerPoint presentation on Strategies for Business Performance Improvement, Images and videos related to Strategies for Business Performance Improvement.

### Say

- Good morning trainees. Today, we will explore the importance of identifying successful offers through competitor analysis, converting potential live sellers, developing seller acquisition and maintenance schemes, and collecting and analysing seller feedback for improved business performance.
- By implementing effective strategies, we can enhance our business performance, attract more sellers, and improve overall customer satisfaction.

### Do

- Begin the session by sharing the agenda and learning objectives with the participants.
- Encourage active participation and open discussions throughout the session to facilitate learning and idea sharing.
- Use visual aids like the whiteboard or flip chart to illustrate key concepts and frameworks related to the discussed topics.
- Provide handouts or worksheets on competitor analysis frameworks and seller feedback collection methods for participants to refer to during activities.

### Ask

What strategies can be used to convert potential live sellers into active sellers?

## Elaborate

- **Identifying Successful Offers through Competitor Analysis:** Understanding competitor offerings, pricing strategies, and customer preferences to identify successful offers for our own business.
- **Identifying and Converting Potential Live Sellers:** Recognising potential sellers and implementing strategies to convert them into active sellers on our platform.
- **Developing Seller Acquisition and Maintenance Schemes with the Marketing Team:** Collaborating with the marketing team to create effective schemes and campaigns to attract new sellers and maintain existing ones.
- **Collecting and Analysing Seller Feedback for Improved Business Performance:** Establishing feedback mechanisms to collect insights from sellers, analysing feedback data, and implementing necessary improvements.

## Activity

1. **Activity Name:** Seller Feedback Analysis
2. **Objective:** To practice collecting and analysing seller feedback for business performance improvement.
3. **Resources:** Seller feedback forms, feedback analysis worksheet, markers
4. **Time Duration:** 45 minutes
5. **Instructions:**
  - Divide participants into small groups.
  - Distribute seller feedback forms and feedback analysis worksheets to each group.
  - Instruct participants to review the provided feedback forms and identify common themes or areas of improvement.
  - Guide participants to record their findings and insights on the feedback analysis worksheets.
  - Allocate time for group discussions and encourage participants to share their observations and recommendations.
  - Ask each group to present their analysis and proposed actions to the whole class.
6. **Outcome:** Participants will gain hands-on experience in collecting and analysing seller feedback, and they will develop insights and actionable recommendations to improve business performance.

## Notes for Facilitation

- Foster a supportive and inclusive learning environment.
- Encourage active participation and respectful discussions among participants.
- Manage time effectively to cover all topics within the session duration.
- Highlight the importance of staying updated on competitor offerings and market trends to identify successful offers.
- Emphasise the need for personalised approaches when converting potential sellers into active sellers.
- Discuss the benefits of collaboration between the business and marketing teams to develop effective seller acquisition and maintenance schemes.

## Answers to Exercises for PHB

### Multiple Choice Questions:

1. a. It helps in developing effective strategies to attract and retain sellers.
2. d. All of the above.
3. d. All of the above.
4. d. All of the above.
5. c. It helps in developing a unique selling proposition that sets one apart from competitors.

### Descriptive Questions:

1. Unit 6.2 Strategies for Business Performance Improvement  
Topic 6.2.1 Identifying Successful Offers through Competitor Analysis
2. Unit 6.2 Strategies for Business Performance Improvement  
Topic 6.2.3 Developing Seller Acquisition and Maintenance Schemes with the Marketing Team
3. Unit 6.2 Strategies for Business Performance Improvement  
Topic 6.2.3 Developing Seller Acquisition and Maintenance Schemes with the Marketing Team
4. Unit 6.1 Analysing Competitor's Services  
Topic 6.1.2 Seeking Competitor Performance Information
5. Unit 6.1 Analysing Competitor's Services  
Topic 6.2.1 Identifying Successful Offers through Competitor Analysis

Scan the QR codes or click on the link to watch the related videos



<https://www.youtube.com/watch?v=dHGOiFWAIL4>

How to Identify Your Business's Strengths and Weaknesses





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Transforming the skill landscape

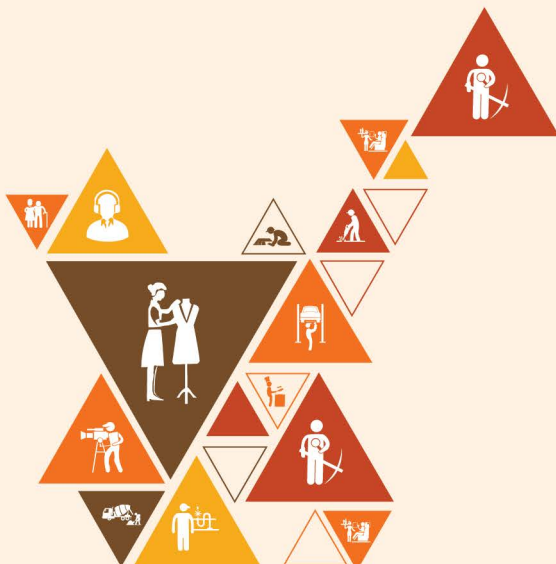


# 7. Maintain Good Interpersonal Relationships with all Stakeholders

Unit 7.1 - Developing Customer-Centric Sales/Acquisition Strategies

Unit 7.2 - Build and Manage Network with Sellers

Unit 7.3 - Mastering Interpersonal Communication and Conflict Resolution



RAS/N0306

## Key Learning Outcomes



By the end of this module, the participants will be able to:

1. Discuss the importance of understanding internal and external customers.
2. Discuss the importance of developing sales/acquisition techniques.
3. Explain the need for building and managing a network with sellers.
4. List the essential factors for effective interpersonal communication.
5. Discuss the guidelines to handle conflicts smoothly.



## Unit 7.1: Developing Customer-Centric Sales/Acquisition Strategies

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Distinguish between internal and external customers.
2. Discuss the importance of understanding expectations as per relationship with individual/group.
3. Explain the importance of the selling/activation function in business-to-business processes.
4. State the importance of attending training programs when required.
5. Role-play a situation to seek feedback and guidance from an immediate manager or team members to improve activation capabilities.

### Resources to be Used

Participant handbook, Projector, Laptop/Computer with the internet, White Board, Flip Chart, Markers, PowerPoint presentation on Developing Customer-Centric Sales/Acquisition Strategies, Images and videos related to Developing Customer-Centric Sales/Acquisition Strategies.

### Say

- Welcome, everyone! Today, we will be exploring the topic of developing customer-centric sales/acquisition strategies.
- We will engage in interactive discussions, activities, and exercises throughout this session to ensure an effective learning experience. Feel free to ask questions and share your insights.

### Do

- Begin the session by briefly introducing the topics to be covered: internal and external customers, the selling/activation function in B2B processes, the importance of training programs, and seeking feedback and guidance from managers or team members.
- Present the key concepts and discuss each topic in detail, providing examples and real-life scenarios to illustrate their relevance and application.
- Encourage participants to share their experiences and perspectives, fostering a collaborative learning environment.
- Conduct activities and exercises that allow participants to apply the concepts learned and practice customer-centric strategies.

## Ask

How can a customer-centric approach improve overall business performance and customer satisfaction?

## Elaborate

- Internal and External Customers
- Selling/Activation Function in B2B Processes
- Importance of Attending Training Programs
- Seeking Feedback and Guidance from the Immediate Manager or Team Members

## Activity

1. **Activity Name:** “Customer Persona Creation”
2. **Objective:** To develop customer personas and identify their specific needs and preferences.
3. **Resources:** Handouts or worksheets with customer persona templates, and writing materials.
4. **Time Duration:** 30 minutes
5. **Instructions:**
  - Divide participants into small groups.
  - Provide each group with a customer persona template and instruct them to create a fictional customer profile based on a specific industry or target market.
  - Ask groups to brainstorm and fill in details such as demographics, goals, challenges, preferences, and pain points of their customer persona.
  - Once the personas are created, ask each group to present their customer persona to the rest of the participants, explaining how they would tailor their sales/acquisition strategies to meet their customer’s needs.
  - Facilitate a group discussion on commonalities and differences among the personas, highlighting the importance of customisation and customer-centric approaches.
6. **Outcome:** Participants gain practical experience in creating customer personas and understanding the significance of customer-focused strategies.

## Notes for Facilitation

- Foster open dialogue and respect diverse perspectives.
- Keep the session interactive and engaging through discussions, activities, and real-life examples.
- Provide clear instructions and manage time effectively.
- Be prepared to answer questions and provide additional resources as needed.
- Emphasise the importance of empathy and understanding customer pain points in order to offer tailored solutions.
- Highlight the value of ongoing training and continuous learning to stay updated on industry trends and customer preferences.
- Encourage participants to actively seek feedback from their immediate managers or team members and apply it to improve their sales/acquisition strategies.

## Unit 7.2: Build and Manage Network with Sellers

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Identify various ways to build a network of sellers through various sources as per company policy.
2. Discuss the need to manage a network of sellers by being in continuous contact with them.
3. Discuss the significance of establishing trust and confidence with sellers by communicating their needs, expectations, and shareable information with them.

### Resources to be Used

Participant handbook, Projector, Laptop/Computer with the internet, White Board, Flip Chart, Markers, PowerPoint presentation on Build and Managing Networks with Sellers, Images and videos related to Build and Manage Networks with Sellers.

### Say

- Good morning everyone! Today, we will delve into the topic of building and managing a network of sellers.
- We will engage in interactive discussions, activities, and exercises throughout this session to ensure an effective learning experience. Feel free to ask questions and share your insights.

### Do

- Begin the session by briefly introducing the topics to be covered: building a network of sellers, maintaining active contact, and establishing trust and confidence.
- Present the key concepts and discuss each topic in detail, providing examples and real-life scenarios to illustrate their relevance and application.
- Encourage participants to share their own experiences and perspectives, fostering a collaborative learning environment.
- Conduct activities and exercises that allow participants to practice building and managing seller networks, such as role-playing scenarios or group discussions.

### Ask

Why is it important to build a network of sellers in business?

## Elaborate



- Building a Network of Sellers
- Importance of Maintaining Active Contact with Network of Sellers
- Establish Trust and Confidence with Sellers

## Activity



1. **Activity Name:** “Relationship Building Scenarios”
2. **Objective:** To practice relationship-building skills with sellers.
3. **Resources:** Handouts with different seller scenarios and writing materials.
4. **Time Duration:** 30 minutes
5. **Instructions:**
  - Divide participants into pairs or small groups.
  - Provide each group with a seller scenario handout.
  - Instruct participants to read the scenario and discuss within their group how they would approach building a relationship with the seller in that situation.
  - Encourage participants to brainstorm strategies, communication techniques, and actions to establish trust and maintain active contact.
  - After the discussion, ask each group to share their ideas and strategies with the rest of the participants.
  - Facilitate a group discussion on common approaches, challenges, and best practices for building and managing seller relationships.
6. **Outcome:** Participants gain practical experience in applying relationship-building skills to seller scenarios and understand the importance of trust and active communication.

## Notes for Facilitation



- Encourage active participation and create a safe learning environment for sharing ideas.
- Foster open dialogue and respect diverse perspectives.
- Discussions, activities, and real-life examples keep the session interactive and engaging.
- Discuss the benefits of maintaining open lines of communication and providing support to sellers in their business endeavours.
- Highlight the role of trust and confidence in creating a strong network of sellers and fostering collaboration

## Unit 7.3: Mastering Interpersonal Communication and Conflict Resolution

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Discuss the importance of treating all stakeholders with respect and dignity.
2. Explain how to resolve conflicts amicably within the policy frame
3. Demonstration the process to concisely and accurately record details of the conflict and report to the concerned authority.

### Resources to be Used

Participant handbook, Projector, Laptop/Computer with the internet, White Board, Flip Chart, Markers, PowerPoint presentation on Mastering Interpersonal Communication and Conflict Resolution, Images and videos related to Mastering Interpersonal Communication and Conflict Resolution.

### Say

- Today, we will explore the crucial skills of mastering interpersonal communication and conflict resolution.
- Throughout this session, we will learn effective communication techniques, understand the importance of treating stakeholders with respect and dignity, explore the significance of communicating with sellers, and develop strategies for handling interpersonal conflicts.
- Engage actively in the session by participating in discussions, sharing your experiences, and practising the skills we learn. Feel free to ask questions and seek clarification whenever needed.

### Do

- Begin the session by introducing the topics to be covered: interpersonal communication, treating stakeholders with respect and dignity, the importance of communicating with sellers, and handling interpersonal conflicts.
- Present the key concepts and principles related to each topic, providing examples and real-life scenarios to illustrate their practical application.
- Facilitate interactive discussions, encouraging participants to share their own experiences and insights on effective communication and conflict resolution.
- Conduct activities and role-playing exercises to allow participants to practice interpersonal communication skills and conflict-resolution strategies.

## Ask



- Why is effective interpersonal communication important in a professional setting?
- What challenges might one face when communicating with sellers, and how can one overcome them?

## Elaborate



- Interpersonal Communication
- Treating Stakeholders with Respect and Dignity
- Importance of Communicating with Sellers
- Handling Interpersonal Conflicts/Disputes

## Demonstrate



Conduct role-playing scenarios or use video demonstrations to illustrate effective interpersonal communication techniques and conflict-resolution strategies. Demonstrate active listening, assertiveness, and problem-solving approaches in various professional scenarios.

## Activity



1. **Activity Name:** “Conflict Resolution Role-Play”
2. **Objective:** To practice conflict resolution skills in a realistic scenario.
3. **Resources:** Role-play scenario handouts, and writing materials.
4. **Time Duration:** 30 minutes
5. **Instructions:**
  - Divide participants into pairs or small groups.
  - Provide each group with a conflict resolution role-play scenario.
  - Instruct participants to take turns playing the roles and resolving the conflict using effective communication and conflict resolution techniques.
  - Encourage participants to actively listen, empathise, and find mutually beneficial solutions.
  - After each role-play, facilitate a group discussion to reflect on the approaches used, strengths, and areas for improvement.
  - Summarise the key lessons learned from the activity and discuss strategies for applying conflict resolution skills in real-life situations.
6. **Outcome:** Participants gain practical experience in applying conflict resolution skills, enhance their interpersonal communication abilities, and understand the importance of finding mutually beneficial resolutions.

## Notes for Facilitation



- Create a safe and inclusive learning environment.
- Encourage active participation and open dialogue.
- Highlight the importance of empathy and understanding in effective communication and conflict resolution.
- Emphasise the value of maintaining professionalism and respect when dealing with stakeholders.
- Discuss common challenges in communicating with sellers and provide strategies to overcome them.

## Answers to Exercises for PHB

### Multiple Choice Questions:

1. c. Both internal and external customers
2. c. Significant role
3. c. Following company policy
4. b. Follow company policy/procedures
5. d. Highly important

### Descriptive Questions:

6. Unit 7.1 Developing Customer-Centric Sales/Acquisition Strategies  
Topic 7.1.1 Internal and External Customers
7. Unit 7.3 Mastering Interpersonal Communication and Conflict Resolution  
Topic 7.3.1 Interpersonal Communication
8. Unit 7.2 Build and Manage Network with Sellers  
Topic 7.2.3 Establish Trust and Confidence with Sellers
9. Unit 7.1 Developing Customer-Centric Sales/Acquisition Strategies  
Topic 7.1.4 Seeking Feedback and Guidance from Immediate Manager or Team Members
10. Unit 7.3 Mastering Interpersonal Communication and Conflict Resolution  
Topic 7.3.5 Handling Interpersonal Conflict/Disputes





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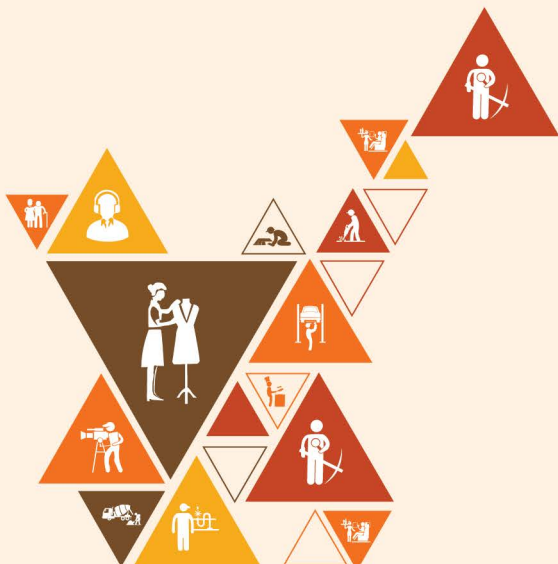
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# 8. Comply to Grooming, Health and Hygiene Requirements of the Organization

Unit 8.1 - Personal Hygiene and Grooming

Unit 8.2 - Precautionary Health Measures at Workplace



RAS/N0307

## Key Learning Outcomes



By the end of this module, the participants will be able to:

1. Discuss the importance of maintaining personal hygiene at the workplace.
2. Discuss personal grooming guidelines for the workplace.
3. Explain the need for taking precautionary health measures.

## Unit 8.1: Personal Hygiene and Grooming

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Discuss the importance of maintaining personal hygiene at the workplace.
2. Discuss the importance of grooming at the workplace.
3. Explain the important basic etiquette required to be followed at the workplace.
4. Discuss the need to conform to grooming norms as per company policies.

### Resources to be Used

Participant handbook, Projector, Laptop/Computer with the internet, White Board, Flip Chart, Markers, PowerPoint presentation on Personal Hygiene and Grooming, Images and videos related to Personal Hygiene and Grooming.

### Say

- Good morning trainees. Today, we will be discussing the important topics of personal hygiene and grooming.
- Maintaining good personal hygiene and grooming habits promotes a positive image and contributes to overall well-being.

### Do

- Start the session by introducing the topics of personal hygiene and grooming.
- Use presentation slides to cover each topic, providing key information and guidelines.
- Encourage participation and discussion among participants to share personal experiences and insights.
- Conduct interactive activities and demonstrations to reinforce learning and practical application.
- Address any questions or concerns raised by participants throughout the session.
- Summarise the main points and key takeaways from the session.

### Ask

- What do you understand by the term 'personal hygiene'?
- Why is it important to maintain good personal hygiene and grooming practices in the workplace?
- Can you share any personal experiences or tips related to personal hygiene and grooming that you find effective?

## Elaborate

- **Personal Hygiene:** Understanding the importance of cleanliness, proper handwashing, oral care, body odour control, and maintaining a clean and healthy environment.
- **Personal Hygiene Practices:** Exploring daily routines for personal hygiene, including bathing, hair care, nail care, skin care, and dressing appropriately.
- **Promoting Good Personal Hygiene Habits among Employees:** Highlighting the role of individuals and organisations in promoting and maintaining good personal hygiene practices in the workplace.
- **Grooming:** Discuss the significance of grooming in presenting a professional and well-groomed appearance, including proper attire, grooming for different occasions, and grooming etiquette.
- **Identifying Products that Aid in Improving Personal Hygiene:** Introducing various personal hygiene products and their benefits, such as soaps, shampoos, toothpaste, and deodorants.
- **Conforming to Grooming Norms as per Company Policies:** Understanding and adhering to grooming standards set by the company, including dress codes, grooming guidelines, and professional appearance expectations.

## Activity

1. **Activity Name:** Mirror Reflection
2. **Objective:** Encourage self-assessment of personal grooming and hygiene habits.
3. **Resources:** Mirrors
4. **Time Duration:** 10 minutes
5. **Instructions:**
  - Distribute mirrors to each participant.
  - Instruct participants to take a few minutes to look at themselves in the mirror and reflect on their personal grooming and hygiene.
  - Encourage participants to consider areas they feel confident about and areas they may want to improve.
  - Facilitate a brief discussion where participants can share their observations and insights.
6. **Outcome:** Participants gain self-awareness regarding their personal grooming and hygiene habits and identify areas for improvement.

## Notes for Facilitation

- Create a comfortable and open learning environment to encourage participation and discussion.
- Respect cultural differences and sensitivities when discussing personal hygiene and grooming practices.
- Emphasise the connection between personal hygiene/grooming and professional image.
- Be sensitive to individual privacy and confidentiality during discussions and activities.
- Provide practical tips and suggestions for incorporating good personal hygiene and grooming practices into daily routines.

## Unit 8.2: Precautionary Health Measures at Workplace

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain the significance of taking precautionary health measures
2. Explain the importance of reporting personal health issues and ensure not to go to work to avoid transmitting them to others.
3. Explain the importance of having a general sense of hygiene and appreciation for cleanliness for the benefit of self and the customers or local community.

### Resources to be Used

Participant handbook, Projector, Laptop/Computer with the internet, White Board, Flip Chart, Markers, PowerPoint presentation on Precautionary Health Measures at Workplace, Images and videos related to Precautionary Health Measures at Workplace.

### Say

- Good morning trainees. Today, we will discuss the importance of workplace precautionary health measures.
- Creating a healthy and safe work environment is essential for the well-being of all employees. Let's explore the topics of reporting personal health issues, preventive health check-ups, and maintaining a general sense of hygiene together.

### Do

- Begin the session by introducing the topics of preventive health measures at the workplace.
- Use presentation slides to cover each topic, providing key information and guidelines.
- Encourage active participation and discussion among participants to share personal experiences and insights.
- Facilitate interactive activities and case studies to enhance understanding and application of the concepts.
- Address any questions or concerns raised by participants throughout the session.
- Summarise the main points and key takeaways from the session.

### Ask

Why is it important to report personal health issues to your supervisor or HR department?

## Elaborate

- **Reporting Personal Health Issues at Workplace:** Emphasise the significance of promptly reporting health concerns or symptoms to relevant authorities to ensure appropriate actions are taken, such as providing necessary support or implementing preventive measures.
- **Importance of Preventive Health Check-Ups:** Discuss the benefits of regular health check-ups in detecting potential health risks early, promoting preventive care, and ensuring overall well-being.
- **General Sense of Hygiene and Appreciation for Cleanliness:** Highlight the importance of maintaining a clean and hygienic workplace environment through practices like hand hygiene, proper waste disposal, and regular cleaning to minimise the risk of illness and promote a healthy atmosphere.

## Demonstrate

Demonstrate proper hand hygiene techniques, such as handwashing or using hand sanitisers, emphasising the importance of cleanliness and hygiene in preventing the spread of germs.

## Activity

1. **Activity Name:** Case Study Discussion
2. **Objective:** Apply precautionary health measures in real-life workplace scenarios.
3. **Resources:** Case studies or scenarios related to workplace health
4. **Time Duration:** 20 minutes
5. **Instructions:**
  - Divide participants into small groups.
  - Provide each group with a case study or scenario related to workplace health and precautionary measures.
  - Instruct groups to discuss and analyse the situation, identifying the appropriate precautionary measures to be taken.
  - After the discussion, have each group present their findings and recommendations to the whole class.
  - Facilitate a group discussion to compare approaches and discuss the effectiveness of different precautionary measures.
6. **Outcome:** Participants gain a practical understanding of applying precautionary health measures in various workplace situations and develop problem-solving skills in promoting workplace health.

## Notes for Facilitation

- Create a safe, non-judgmental environment to encourage open discussions about personal health issues.
- Respect confidentiality and privacy when discussing personal health matters.
- Incorporate relevant company policies and guidelines into the discussion to ensure alignment with organisational expectations.

- Provide practical tips and suggestions for maintaining good hygiene and promoting preventive health measures in the workplace.
- Encourage participants to take personal responsibility for their health and well-being while supporting a culture of care and consideration for colleagues.

## Answers to Exercises for PHB

### Multiple Choice Questions:

1. c. 20 seconds
2. c. Skipping meals
3. b. To prevent bad breath
4. a. To detect potential health problems in their early stages
5. d. All of the above

### Descriptive Questions:

1. Unit 8.1 Personal Hygiene and Grooming  
Topic 8.1.1 Personal Hygiene
2. Unit 8.1 Personal Hygiene and Grooming  
Topic 8.1.2 Personal Hygiene Practices
3. Unit 8.2 Precautionary Health Measures at Workplace  
Topic 8.2.1 Reporting Personal Health Issues at Workplace
4. Unit 8.1 Personal Hygiene and Grooming  
Topic 8.1.3 Promoting Good Personal Hygiene Habits among Employees
5. Unit 8.2 Precautionary Health Measures at Workplace  
Topic 8.2.2 Importance of Preventive Health Check-Ups

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<https://www.youtube.com/watch?v=2WqGHc6ny6g>

Hygiene Definition & Meaning





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Transforming the skill landscape

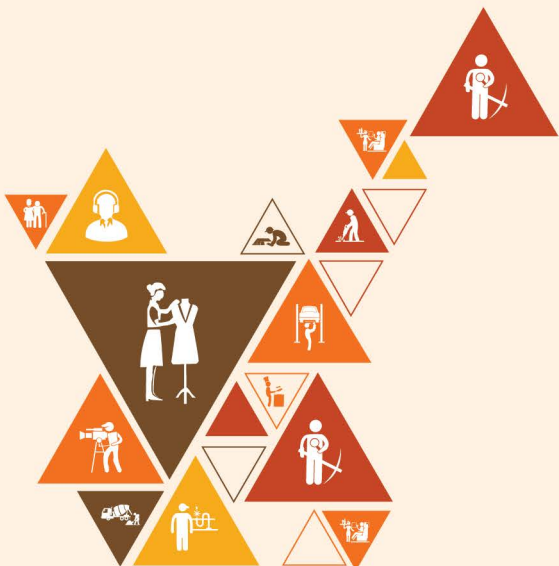


## 9. Use AI to onboard and manage sellers on the e-commerce platform

Unit 9.1 Principles and Role of AI & IoT in Seller Onboarding and Relationship Management

Unit 9.2 AI Tools and IoT Applications for Seller Onboarding

Unit 9.3 AI and IoT for Personalised Training and Performance Tracking



RAS/N0314

## Key Learning Outcomes

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

1. Explain the principles and the role of AI & IOT in onboarding and managing the relationship with sellers
2. Use AI tools and IOT to onboard sellers on the e-commerce platforms
3. Show how AI and IOT aids personalised training and tracking performance of the sellers

## Unit 9.1 Principles and Role of AI & IoT in Seller Onboarding and Relationship Management

### Unit Objectives

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

1. Explain the principles of AI-driven automation for document verification and data entry
2. Explain the concepts of predictive analytics and its relevance to seller success
3. Discuss the role of IoT devices for real-time tracking of seller performance metrics
4. Explain the role of IoT devices in monitoring and tracking policy compliance

### Resources to be Used

- Whiteboard and markers, projector and screen for visual aids, flipcharts, participant handbook, pen and writing pad, laptop, laser pointer, AI-driven software demo tools, and the Internet access for online resources.

### Say

- “Hello everyone! I hope you’re doing well today. In today’s session, we will dive into the principles of AI-driven automation for document verification and data entry.
- By the end of this session, we’ll have a clear understanding of how AI can streamline these processes.
- We will also cover predictive analytics and its impact on seller success, the role of IoT devices for real-time tracking of seller performance, and how IoT helps monitor policy compliance.
- What we learn today will provide valuable insights into improving efficiency and compliance in business operations.”

### Do

- Begin by introducing the main topics: AI and IoT in e-commerce, AI-based document verification, predictive analytics, IoT for real-time seller tracking, and monitoring policy compliance.
- Discuss each topic in detail, highlighting real-world applications and benefits.
- Engage participants with examples and encourage interactive discussions to deepen understanding.

## Explain



- Explain the following topics-
  - o Overview of AI and IoT Technologies in E-Commerce
  - o Key Principles of AI-driven Document Verification and Data Entry
  - o Benefits of AI-driven Document Verification and Data Entry
  - o Concepts of Predictive Analytics and Its Relevance to Seller Success
  - o Role of IoT Devices for Real-Time Tracking of Seller Performance Metrics
  - o Role of IoT Devices in Monitoring and Tracking Policy Compliance

## Ask



- How has AI revolutionized customer support in e-commerce?
- What role does AI play in personalized product recommendations?
- Why is it important for a Merchant Relationship Executive to understand AI and IoT?
- Define predictive analytics.
- How do IoT systems assist with real-time alerts?

## Activity



1. **Activity Name:** Performance Metrics Tracker
2. **Objective of the activity:** To understand how IoT devices help track seller performance metrics in real time.
3. Type of Activity: Group
4. **Resources:** Laptops/tablets, chart paper, markers, sticky notes, sample IoT dashboard images (if available).
5. **Time Duration:** 10-15 minutes
6. **Instructions:**
  - Divide participants into small groups of 4-5 members.
  - Assign each group the role of an e-commerce seller using IoT devices for performance tracking (e.g., delivery time, order accuracy, customer satisfaction).
  - Provide groups with examples of IoT devices or dashboards used for real-time tracking (e.g., smart sensors, analytics dashboards).
  - Ask groups to list key seller metrics that IoT devices can track and how this helps improve performance.
  - Each group creates a simple chart with three sections: Metrics Tracked, IoT Device Used, and Benefits.
  - Groups briefly present their findings (1-2 minutes each).
7. **Outcome:** Participants learn how IoT devices can track real-time performance metrics and contribute to improving seller performance and efficiency.

## Notes for Facilitation

- Encourage active participation and share insights on IoT's role in tracking seller performance metrics.
- Use real-life examples to demonstrate real-time data collection and analysis.
- Highlight how IoT improves efficiency, transparency, and decision-making for sellers.

## Summarize

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

## Unit 9.2 AI Tools and IoT Applications for Seller Onboarding

### Unit Objectives

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

1. Explain the characteristics and role of AI tools in analysing communication data to strengthen relationships with sellers
2. Explain the role of AI-powered surveys and feedback mechanisms that adapt to seller interactions

### Resources to be Used

- Whiteboard and markers, projector and screen for visual aids, flipcharts, participant handbook, pen and writing pad, laptop, laser pointer, AI-driven software demo tools, and the Internet access for online resources.

### Say

- Good morning everyone! In today's session, we'll dive into the role of AI tools in analyzing communication data to improve relationships with sellers.
- We'll also discuss the role of AI-powered surveys and feedback systems that adapt to seller interactions.
- Let's explore these concepts in more detail."

### Do

- Introduce the session by covering AI tools' role in analyzing communication data and enhancing seller relationships.
- Discuss AI-powered surveys and feedback mechanisms, highlighting their ability to adapt to seller interactions and improve engagement.
- Engage participants through real-life examples and activities, promoting collaboration and practical application.

### Elaborate

- Elaborate the following topics:
  - o Characteristics and Role of AI Tools In Analysing Communication Data to Strengthen Relationships with Sellers
    - o Role of AI tools for Strengthening Relationships with Sellers
    - o Examples of AI Tools Used in Seller Communication Analysis
  - o Role Of AI-Powered Surveys and Feedback Mechanisms That Adapt to Seller Interactions

## Ask

- How do AI tools help in analyzing communication data with sellers?
- What is the role of Natural Language Processing (NLP) in AI tools?
- How does AI personalize communication with sellers?
- What is dynamic questioning based on seller interactions?

## Notes for Facilitation

- Examine participants about their expectations from this program.
- Inquire about participants if they have any doubts. Then, encourage them to ask questions.
- Answer their queries.

## Activity

1. **Activity Name:** AI-Driven Seller Engagement
2. **Objective of the activity:** To explore the role of AI tools in strengthening relationships with sellers.
3. **Type of Activity:** Group
4. **Resources:** Laptops/Tablets, AI tool demos, flipchart, markers, sticky notes.
5. **Time Duration:** 10-15 minutes
6. **Instructions:**
  - Divide participants into small groups.
  - Each group will choose an AI tool (e.g., chatbots, data analytics, CRM automation) used for seller engagement.
  - Groups research how their selected tool enhances seller relationships and share their findings with the group.
  - Discuss how AI tools can improve communication, feedback, and trust between sellers and businesses.
  - Each group will present a visual summary on a flipchart.
7. **Outcome:** Participants will understand how AI tools can enhance the relationship with sellers by improving communication, responsiveness, and trust.

## Notes for Facilitation

- Encourage collaboration and active discussions within groups.
- Promote critical thinking on how AI tools improve seller relationships.
- Support participants in exploring real-world examples of AI tools in seller engagement.
- Highlight the importance of communication, feedback, and trust in AI-driven interactions.
- Ensure each group shares key insights with a clear visual summary on the flipchart.

## Summarize



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



## Unit 9.3 AI and IoT for Personalised Training and Performance Tracking

### Unit Objectives

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

1. Describe the machine learning techniques that can be applied for tailoring training materials based on individual seller needs
2. Explain the importance of personalized training programs for sellers

### Resources to be Used

- Whiteboard and markers, projector and screen for visual aids, flipcharts, participant handbook, pen and writing pad, laptop, laser pointer, AI-driven software demo tools, and the Internet access for online resources.

### Say

- In today's session, we will explore the machine learning techniques that can be used to customize training materials according to individual seller needs.
- We will also discuss the importance of tailoring training to enhance seller performance.

### Do

- Start by discussing machine learning techniques used to customize training materials based on individual seller needs.
- Highlight the significance of personalized training programs in enhancing seller performance and engagement.
- Use examples to demonstrate how these techniques can optimize training for each seller's unique requirements.

## Explain



- Explain the following topics-
  - Machine Learning Techniques for Tailoring Training Materials Based on Individual Seller Needs
  - Importance of Personalized Training Programs for Sellers

## Ask



- What is the role of machine learning (ML) in personalizing training materials for sellers?
- How can regression models help in seller training?
- Why is personalized training important for sellers?
- How can gamification and learning analytics optimize training for sellers?
- What role does deep learning play in personalized seller content creation?

## Activity



1. **Activity Name:** Personalized Training with Machine Learning
2. **Objective of the activity:** To understand how machine learning techniques can tailor training materials to meet individual seller needs.
3. **Type of Activity:** Group
4. **Resources:** Laptops/Tablets, sample datasets, flipchart, markers, sticky notes.
5. **Time Duration:** 10-15 minutes
6. **Instructions:**
  - Divide participants into small groups.
  - Provide each group with a dataset representing sellers with varying performance levels or learning preferences.
  - Groups will brainstorm how machine learning algorithms (like clustering or recommendation systems) could be used to analyze the data and recommend personalized training materials for each seller.
  - Create a visual flowchart or diagram to illustrate how these machine learning techniques would work in practice.
  - Present the ideas and discuss how personalized training can improve seller performance and engagement.
7. **Outcome:** Participants will gain insights into how machine learning can enhance training efficiency by customizing learning experiences to the unique needs of individual sellers.

## Notes for Facilitation

- Encourage group collaboration and brainstorming on using machine learning for personalized training.
- Guide participants in exploring practical applications of clustering and recommendation systems.
- Emphasize the value of tailoring training to meet diverse seller needs for enhanced engagement and performance.
- Support participants in creating clear flowcharts to visualize the process of personalized training.
- Foster a discussion on the potential impact of machine learning on seller development and business success.

## Summarize

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

## Answers to Exercises for PHB

### Multiple Choice Questions:

- B. Optical Character Recognition (OCR)
- B. By predicting demand trends
- C. Churn risk
- D. Chatbots
- B. To recommend training materials based on similar seller preferences

### Descriptive Questions:

1. Unit 9.1 Principles and Role of AI & IoT in Seller Onboarding and Relationship Management  
9.1.3 Benefits of AI-driven Document Verification and Data Entry
2. Unit 9.1 Principles and Role of AI & IoT in Seller Onboarding and Relationship Management  
9.1.6 Role of IoT Devices in Monitoring and Tracking Policy Compliance
3. Unit 9.2 AI Tools and IoT Applications for Seller Onboarding  
9.2.1 Characteristics and Role of AI Tools In Analysing Communication Data to Strengthen Relationships with Sellers
4. Unit 9.2 AI Tools and IoT Applications for Seller Onboarding  
9.2.1 Characteristics and Role of AI Tools In Analysing Communication Data to Strengthen Relationships with Sellers
5. Unit 9.3 AI and IoT for Personalised Training and Performance Tracking  
9.3.1 Machine Learning Techniques for Tailoring Training Materials Based on Individual Seller Needs



<https://www.youtube.com/watch?v=-Y-jCpPCFHA>

AI in Retail | Artificial Intelligence in Retail Industry |  
Future of AI in Retail



<https://www.youtube.com/watch?v=u-THOQB3rBI>

Artificial Intelligence in Retail - Examples of Retail AI in  
Application



**Skill India**  
कौशल भारत - कुशल भारत



सत्यमेव जयते  
GOVERNMENT OF INDIA  
MINISTRY OF SKILL DEVELOPMENT  
& ENTREPRENEURSHIP



N · S · D · C  
National  
Skill Development  
Corporation

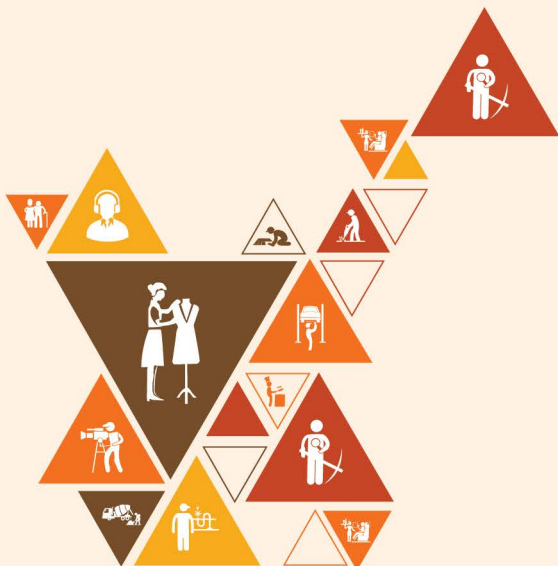
Transforming the skill landscape



**RASCI**

Retailers Association's  
Skill Council of India

## 10. Employability Skills



DGT/VSQ/N0102

Employability Skills is available at the following location



<https://www.skillindiadigital.gov.in/content/list>

Employability Skills



**Skill India**  
कौशल भारत - कुशल भारत



सत्यमेव जयते  
GOVERNMENT OF INDIA  
MINISTRY OF SKILL DEVELOPMENT  
& ENTREPRENEURSHIP



N · S · D · C  
National  
Skill Development  
Corporation

Transforming the skill landscape

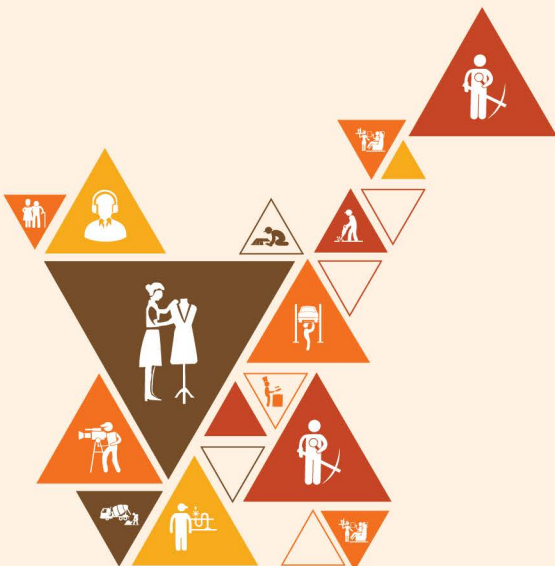


## 11. Annexures

Annexure I: Training Delivery Plan

Annexure II: Assessment Criteria

Annexure III: List of QR Codes Used in PHB



## Annexure I

### Training Delivery Plan

Training Delivery Plan			
<b>Program Name:</b>	Merchant Relationship Executive		
<b>Qualification Pack Name &amp; Ref. ID</b>	Merchant Relationship Executive RAS/Q0301		
<b>Version No.</b>	4.0	<b>Version Update Date</b>	30/04/24
<b>Pre-requisites to Training (if any)</b>	NA		
<b>Training Outcomes</b>	<p>By the end of this program, the participants will be able to:</p> <ol style="list-style-type: none"> <li>1. Conduct profiling and acquisition of sellers based on business requirement</li> <li>2. Update the sellers on product promotions and orient them on operating the technology platform</li> <li>3. Execute daily operational activities to enhance business and improve seller satisfaction</li> <li>4. Build relationships with new sellers and strengthen relationships with existing sellers</li> <li>5. Study the market and competition to improve business performance</li> <li>6. Maintain good interpersonal relationships with all stakeholders</li> <li>7. Comply to grooming, health and hygiene requirements of the organization</li> <li>8. Use AI to onboard and manage sellers on the e-commerce platform</li> <li>9. Employability Skills</li> </ol>		



SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
1.	<b>Introduction to Retail</b>	<b>Retailing Sector in India</b>	<ul style="list-style-type: none"> <li>Outline the current scenario of the retail sector in India.</li> <li>List the factors that lead to the growth of e-commerce in India.</li> <li>Explain how popular e-commerce websites promote e-commerce businesses</li> </ul>	Bridge Module	Self study	Participants Handbook	0 Theory 00:00 Practical 00:00
		<b>Roles and Responsibilities of Merchant Relationship Executive</b>	<ul style="list-style-type: none"> <li>Describe the job role of a Merchant relationship Executive</li> <li>Recall the challenges faced by Merchant Relationship Executive</li> <li>Illustrate the career progression of a Merchant Relationship Executive</li> </ul>				
2.	<b>Conduct Profiling and Acquisition of Sellers based on Business Requirement</b>	<b>Pitching Business Proposition to Sellers</b>	<ul style="list-style-type: none"> <li>Analyze the market to identify potential new sellers for an e-commerce marketplace.</li> <li>Classify prospective sellers based on their product offerings in the marketplace.</li> <li>Set measurable targets to approach, educate and register new sellers for the e-commerce platform.</li> </ul>	RAS/ N0301	Classroom lecture/ PowerPoint Presentation/ Question & Answer/ Group Discussion	Hi-speed internet connection, Computer/ Laptop/ Tab/ Smart phone with built in camera and softwares: MS office, Ecommerce Website with Registration form (Online)	8 Theory 04:00 Practical 04:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>Pitching Business Proposition to Sellers (Contd...)</b>	<ul style="list-style-type: none"> <li>Evaluate and effectively communicate the advantages and benefits of selling on the online platform</li> <li>to prospective sellers.</li> <li>Discuss the importance of integrating an offer proposition that aligns with the needs and interests of potential sellers.</li> </ul>				8 Theory 04:00 Practical 04:00
		<b>Pitching Business Proposition to Sellers (Contd...)</b>	<ul style="list-style-type: none"> <li>Create comprehensive and relevant proposals that include all necessary details for conducting business on the e-commerce platform.</li> </ul>				2 Theory 00:00 Practical 02:00
		<b>Seller Registration and Documentation Process</b>	<ul style="list-style-type: none"> <li>Identify prospective sellers for the organization.</li> <li>Evaluate and classify the critical components of the seller registration process.</li> <li>Follow the documentation process and registration requirements in compliance with company standards.</li> </ul>	RAS/ N0301			8 Theory 03:00 Practical 05:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>Seller Registration and Documentation Process (Contd...)</b>	<ul style="list-style-type: none"> <li>• Compile a list of essential information to be communicated to the sellers.</li> <li>• Explain the documentation requirement and registration process to the seller for undertaking business.</li> <li>• Evaluate and monitor the documentation process for its accuracy and timely completion.</li> </ul>	RAS/ N0301			8 Theory 03:00 Practical 05:00
		<b>New and Improved Selling Tactics</b>	<ul style="list-style-type: none"> <li>• Compare and contrast international operating standards to improve business practices.</li> <li>• Evaluate success stories of comparative organizations to identify best practices and areas for improvement.</li> </ul>	RAS/ N0301			8 Theory 03:00 Practical 05:00
		<b>New and Improved Selling Tactics (Contd..)</b>	<ul style="list-style-type: none"> <li>• Enhance business development, selling, negotiation, and customer service skills through continuous learning and self-improvement.</li> <li>• Analyze and apply updated technology platform enhancements through regular attendance of training programs.</li> </ul>	RAS/ N0301			8 Theory 03:00 Practical 05:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)	
3.	<b>Update the Sellers on Product Promotions and Orient them on Operating the Technology Platform</b>	<b>Training and Support for Sellers on Online Portals</b>	<ul style="list-style-type: none"> <li>Identify and comprehend the essential components of the online portal.</li> <li>Demonstrate to the seller the process of operating the portal's operation and seller panel through orientation and training.</li> </ul>	RAS/N0302	Classroom lecture/ PowerPoint Presentation/ Question & Answer/ Group Discussion	Hi-speed internet connection, Computer/ Laptop/ Tab/ Smart phone with built in camera and softwares: MS office, Ecommerce Website with Registration form (Online)	8 Theory 04:00 Practical 04:00	
		<b>Training and Support for Sellers on Online Portals (Contd...)</b>					2 Theory 00:00 Practical 02:00	
		<b>Training and Support for Sellers on Online Portals (Contd...)</b>		<ul style="list-style-type: none"> <li>Apply appropriate techniques to troubleshoot simple problems faced by sellers while using the technology platform.</li> <li>Show how to help and direct sellers in uploading new products on the platform.</li> </ul>			RAS/N0302	8 Theory 04:00 Practical 04:00
		<b>Training and Support for Sellers on Online Portals (Contd...)</b>						<ul style="list-style-type: none"> <li>Organize and manage seller activities related to order processing, packaging, and shipping through assistance and guidance</li> </ul>
		<b>Optimizing Seller Performance and Promotions</b>	<ul style="list-style-type: none"> <li>Evaluate promotions and communicate the benefits that sellers can receive from them.</li> <li>Assess that the sellers receive all agreed-upon advantages and benefits according to the contract.</li> </ul>	RAS/N0302			8 Theory 03:00 Practical 05:00	

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>Optimizing Seller Performance and Promotions (Contd...)</b>	<ul style="list-style-type: none"> <li>Discuss the importance of keeping self-updated about upcoming promotions and technological advancements.</li> <li>Provide assistance to the sellers in planning their work based on business information received.</li> </ul>	RAS/N0302			8 Theory 03:00 Practical 05:00
		<b>Optimizing Seller Performance and Promotions (Contd...)</b>	<ul style="list-style-type: none"> <li>Develop strategies to guide new sellers in growing their business online.</li> <li>Design promotional offers for high-end brands and bulk offers for small brands.</li> </ul>	RAS/N0302			8 Theory 03:00 Practical 05:00
4.	<b>Execute Daily Operational Activities to Enhance Business Performance and Improve Seller Satisfaction</b>	<b>Daily Operational Activities of a Seller Activation Executive Daily Operational Activities of a Seller Activation Executive (Contd..)</b>	<ul style="list-style-type: none"> <li>Explain the process for tracking seller listings on the e-commerce portal.</li> <li>Develop and deliver comprehensive training to targeted sellers on e-commerce portal processes, guidelines, and panels.</li> </ul>	RAS/N0303	Classroom lecture/ PowerPoint Presentation/ Question & Answer/ Group Discussion	Hi-speed internet connection, Computer/ Laptop/ Tab/ Smart phone with built in camera and softwares: MS office, Ecommerce Website with Registration form (Online)	8 Theory 04:00 Practical 04:00
		<b>Daily Operational Activities of a Seller Activation Executive (Contd..)</b>	<ul style="list-style-type: none"> <li>Demonstrate effective communication skills to address seller queries and resolve concerns/issues.</li> <li>Apply effective monitoring and targeting strategies to achieve seller registration targets.</li> </ul>	RAS/N0303			8 Theory 03:00 Practical 05:00
		<b>Daily Operational Activities of a Seller Activation Executive (Contd..)</b>					8 Theory 03:00 Practical 05:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>Daily Operational Activities of a Seller Activation Executive (Contd..)</b>	<ul style="list-style-type: none"> <li>• Role-play to collect, analyse and communicate seller feedback to the management team for continuous improvement.</li> <li>• Use Management Information Systems (MIS) reporting tools to gather and analyse data on seller performance and make informed decisions.</li> </ul>	RAS/N0303	Classroom lecture/ PowerPoint Presentation/ Question & Answer/ Group Discussion	Hi-speed internet connection, Computer/ Laptop/ Tab/ Smart phone with built in camera and softwares: MS office, Ecommerce Website with Registration form (Online)	8 Theory 03:00 Practical 05:00
	<b>Daily Operational Activities of a Seller Activation Executive (Contd..)</b>	2 Theory 00:00 Practical 02:00					
	<b>Daily Operational Activities of a Seller Activation Executive (Contd..)</b>	RAS/N0303		8 Theory 03:00 Practical 05:00			
5.	<b>Build Relationships with New Sellers and Strengthen Relationships with Existing Sellers</b>	<b>Seller Onboarding and Relationship Management Executive</b>	<ul style="list-style-type: none"> <li>• Demonstrate the complete process of registration to onboarding by giving a complete handover of the seller to the account manager.</li> <li>• Explain the importance of giving a smooth and complete handover of the seller to the accounts manager.</li> </ul>	RAS/N0304	Classroom lecture/ PowerPoint Presentation/ Question & Answer/ Group Discussion	Hi-speed internet connection, Computer/ Laptop/ Tab/ Smart phone with built in camera and software: MS office, Ecommerce Website with Registration form (Online)	8 Theory 04:00 Practical 04:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>Seller Onboarding and Relationship Management Executive (Contd...)</b>	<ul style="list-style-type: none"> <li>Discuss the impact of building healthy relationships between sellers and account managers.</li> <li>Outline the best practices for managing the seller registration and onboarding process.</li> </ul>	RAS/ N0304			8 Theory 04:00 Practical 04:00
		<b>Seller Onboarding and Relationship Management Executive (Contd...)</b>	<ul style="list-style-type: none"> <li>Evaluate the effectiveness of seller registration and onboarding processes in ensuring a positive seller experience.</li> <li>Verify the induction Material is complete in all aspects</li> </ul>	RAS/ N0304			8 Theory 03:00 Practical 05:00
		<b>Seller Onboarding and Relationship Management Executive (Contd...)</b>	<ul style="list-style-type: none"> <li>Describe the value of gathering feedback on the induction materials and incorporating it into them.</li> <li>Demonstrate the process of training and orientating the sellers about the processes, guidelines, and panels</li> </ul>	RAS/ N0304			8 Theory 03:00 Practical 05:00
		<b>Post Sales Services for Existing Sellers Executive</b>	<ul style="list-style-type: none"> <li>List the existing sellers who have come from different mediums.</li> <li>Verify the background of the seller's account.</li> </ul>	RAS/ N0304			8 Theory 03:00 Practical 05:00
		<b>Post Sales Services for Existing Sellers Executive (Contd....)</b>					2 Theory 00:00 Practical 02:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>Post Sales Services for Existing Sellers Executive (Contd....)</b>	<ul style="list-style-type: none"> <li>Evaluate seller queries and concerns to identify and resolve issues, if any.</li> <li>Discuss ways to help manage and grow sellers' businesses.</li> </ul>	RAS/ N0304			8 Theory 03:00 Practical 05:00
6.	<b>Study the Market and Competition to Improve Business Performance</b>	<b>Analysing Competitor's Services</b>	<ul style="list-style-type: none"> <li>Explain the importance of studying competitor services and their work in the area of seller activation.</li> <li>Discuss how to seek information about the market share, sales, and revenue figures of competitors.</li> <li>Analyse and assess competitors' strengths and weaknesses in the area of seller activation</li> </ul>	RAS/ N0305	Classroom lecture/ PowerPoint Presentation/ Question & Answer/ Group Discussion	Hi-speed internet connection, Computer/ Laptop/ Tab/ Smart phone with built in camera and softwares: MS office, Ecommerce Website with Registration form (Online)	7 Theory 03:00 Practical 04:00
		<b>Analysing Competitor's Services (Contd...)</b>	<ul style="list-style-type: none"> <li>Create a plan for seeking information on any new strategies or service offerings provided by competitors.</li> <li>Use critical thinking skills to determine the potential impact of competitors' offerings on the company's seller activation efforts.</li> </ul>	RAS/ N0305			7 Theory 03:00 Practical 04:00



SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>Strategies for Business Performance Improvement</b>	<ul style="list-style-type: none"> <li>Identify the offers/schemes that work based on competitor studies.</li> <li>Identify potential live sellers on other websites and effectively communicate the platform's value proposition.</li> </ul>	RAS/ N0305			4 Theory 02:00 Practical 02:00
		<b>Strategies for Business Performance Improvement (Contd...)</b>	<ul style="list-style-type: none"> <li>Create new seller acquisition and maintenance schemes in collaboration with the marketing team.</li> <li>Show how to collect and analyse seller feedback to provide reporting managers and business partners valuable insights.</li> </ul>	RAS/ N0305			4 Theory 02:00 Practical 02:00
7.	<b>Maintain Good Interpersonal Relationships with all Stakeholders</b>	<b>Developing Customer-Centric Sales/Acquisition Strategies</b>	<ul style="list-style-type: none"> <li>Distinguish between internal and external customers.</li> <li>Discuss the importance of understanding expectations as per relationship with individual/group.</li> <li>Explain the importance of the selling/activation function in business-to-business processes.</li> </ul>	RAS/ N0306	Classroom lecture/ PowerPoint Presentation/ Question & Answer/ Group Discussion	Hi-speed internet connection, Computer/ Laptop/ Tab/ Smart phone with built in camera and softwares: MS office, Ecommerce Website with Registration form (Online)	7 Theory 03:00 Practical 04:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>Developing Customer-Centric Sales/Acquisition Strategies (Contd..)</b>	<ul style="list-style-type: none"> <li>State the importance of attending training programs when required.</li> <li>Role-play a situation to seek feedback and guidance from an immediate manager or team members</li> <li>to improve activation capabilities.</li> </ul>	RAS/ N0306			4 Theory 02:00 Practical 02:00
		<b>Build and Manage Network with Sellers</b>	<ul style="list-style-type: none"> <li>Identify various ways to build a network of sellers through various sources as per company policy.</li> <li>Discuss the need to manage a network of sellers by being in continuous contact with them.</li> <li>Discuss the significance of establishing trust and confidence with sellers by communicating their needs, expectations, and shareable information with them.</li> </ul>	RAS/ N0306			7 Theory 03:00 Practical 04:00
		<b>Mastering Interpersonal Communication and Conflict Resolution</b>	<ul style="list-style-type: none"> <li>Discuss the importance of treating all stakeholders with respect and dignity.</li> <li>Explain how to resolve conflicts amicably within the policy frame</li> <li>Demonstrate the process to concisely and accurately record details of the conflict and report to the concerned authority.</li> </ul>	RAS/ N0306			8 Theory 04:00 Practical 04:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
8.	<b>Comply to Grooming, Health and Hygiene Requirments of the Organization</b>	<b>Personal Hygiene and Grooming</b>	<ul style="list-style-type: none"> <li>Discuss the importance of maintaining personal hygiene at the workplace.</li> <li>Discuss the importance of grooming at the workplace.</li> </ul>	RAS/ N0307	Classroom lecture/ PowerPoint Presentation/ Question & Answer/ Group Discussion	Hi-speed internet connection, Computer/ Laptop/ Tab/ Smart phone with built in camera and softwares: MS office, Ecommerce Website with Registra- tion form (Online)	8 Theory 04:00 Practical 04:00
		<b>Personal Hygiene and Grooming (Contd..)</b>	<ul style="list-style-type: none"> <li>Explain the important basic etiquette required to be followed at the workplace.</li> <li>Discuss the need to conform to grooming norms as per company policies</li> </ul>				7 Theory 02:00 Practical 05:00
		<b>Precaution-ary Health Measures at Workplace</b>	<ul style="list-style-type: none"> <li>Explain the significance of taking precautionary health measures.</li> </ul>	RAS/ N0307			6 Theory 02:00 Practical 04:00
		<b>Precaution-ary Health Measures at Workplace (Contd...)</b>	<ul style="list-style-type: none"> <li>Explain the importance of reporting personal health issues and ensure not to go to work to avoid transmitting them to others.</li> <li>Explain the importance of having a general sense of hygiene and appreciation for cleanliness for the benefit of self and the customers or local community</li> </ul>	RAS/ N0307			7 Theory 02:00 Practical 05:00

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
9.	Use AI to onboard and manage sellers on the e-commerce Platform	Principles and Role of AI & IoT in Seller Onboarding and Relationship Management	<ul style="list-style-type: none"> <li>Explain the principles of AI-driven automation for document verification and data entry</li> <li>Explain the concepts of predictive analytics and its relevance to seller success</li> </ul>	RAS/N03014	Classroom lecture/ PowerPoint Presentation/ Question & Answer/ Group Discussion	Hi-speed internet connection, Computer/ Laptop/Tab/ Smart phone with built in camera and software MS office & Ecommerce Website with Registration form (Online)	8 Theory 03:00 Practical 05:00
		Principles and Role of AI & IoT in Seller Onboarding and Relationship Management (Contd...)	<ul style="list-style-type: none"> <li>Discuss the role of IoT devices for real-time tracking of seller performance metrics</li> <li>Explain the role of IoT devices in monitoring and tracking policy compliance</li> </ul>				8 Theory 03:00 Practical 05:00
		AI Tools and IoT Applications for Seller Onboarding	<ul style="list-style-type: none"> <li>Explain the characteristics and role of AI tools in analysing communication data to strengthen relationships with sellers</li> </ul>	RAS/N0314	Classroom lecture/ PowerPoint Presentation/ Question & Answer/ Group Discussion	Hi-speed internet connection, Computer/ Laptop/Tab/ Smart phone with built in camera and software - MS office & Ecommerce Website with Registration form (Online)	8 Theory 03:00 Practical 05:00
		AI Tools and IoT Applications for Seller Onboarding (Contd...)					8 Theory 03:00 Practical 05:00
		AI Tools and IoT Applications for Seller Onboarding (Contd..)	<ul style="list-style-type: none"> <li>Explain the role of AI-powered surveys and feedback mechanisms that adapt to seller interactions</li> <li>Describe the machine learning techniques that can be applied for tailoring training materials based on individual seller needs</li> </ul>			8 Theory 03:00 Practical 05:00	
		AI and IoT for Personalised Training and Performance Tracking			8 Theory 03:00 Practical 05:00		

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>AI and IoT for Personalised Training and Performance Tracking (Contd..)</b>	<ul style="list-style-type: none"> <li>Explain the importance of personalized training programs for sellers</li> </ul>				6 Theory 02:00 Practical 04:00
10.	Employability Skills	<b>Introduction to Employability Skills</b>	<ul 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> </ul>	DGT/ VSQ/ N0102	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Lap-top/ Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards, Display Racks - Gondola / Shelves, Display/ Boards/ Standees for product categories and offers(- Different Types), Calculator, Stock Amirah, Sale (POS) ( Computer, Cash drawer, Receipt printer, Barcode scanner, Card swiping machine), Dummy Products (Products with ad – on accessories such as mobile handsets with ear phones etc.)	1.5 Hours
		<b>Constitutional values Citizenship</b>	<ul 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> </ul>	DGT/ VSQ/ N0102			1.5 Hours
							8 Theory 03:00 Practical 05:00
		<b>Becoming a Professional in the 21st Century</b>	<ul style="list-style-type: none"> <li>Discuss importance of relevant 21st century skills.</li> <li>Exhibit 21st century skills like Self-Awareness,</li> </ul>	DGT/ VSQ/ N0102			8 Theory 03:00 Practical 05:00
							2.5 Hours

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
			<ul style="list-style-type: none"> <li>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> </ul>				
		<b>Basic English Skills</b>	<ul 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 interpret text written in basic English</li> <li>Write a short note/ paragraph / letter/e-mail using basic English</li> </ul>	DGT/VSQ/ N0102			10 Hours
				DGT/VSQ/ N0102			2.5 Hours
		<b>Career Development &amp; Goal Setting</b>	<ul style="list-style-type: none"> <li>Create a career development plan with well-defined short- and long-term goals</li> </ul>	DGT/VSQ/ N0102		Point of with barcode, specifications, price tags, VM elements (Mannequins - Full/ Half Bust, Dangers, Wobblers, Hangers, Fixtures, Banners, Posters, POS Display (LED Light	2 Hours
		<b>Communication Skills</b>	<ul style="list-style-type: none"> <li>Demonstrate how to communicate effectively using</li> <li>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> </ul>	DGT/VSQ/ N0102			5 Hours

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>Diversity &amp; Inclusion</b>	<ul style="list-style-type: none"> <li>Demonstrate how to behave, communicate, and conduct oneself appropriately with all genders and PwD</li> <li>Discuss the significance of escalating sexual harassment issues as per POSH act.</li> </ul>	DGT/VSQ/ N0102		box); Signage Board; Offer /Policy Signage), Shopping Basket/ Shopping Cart, Dummy Fire Extinguishers	2.5 Hours
		<b>Financial and Legal Literacy</b>	<ul style="list-style-type: none"> <li>Outline the importance of selecting the right financial institution, product, and service</li> <li>Demonstrate how to carry out offline and online financial transactions, safely and securely</li> <li>List the common components of salary and compute income, expenditure, taxes, investments etc. Discuss the legal rights, laws, and aids</li> </ul>	DGT/VSQ/ N0102			5 Hours
		<b>Essential Digital Skills</b>	<ul style="list-style-type: none"> <li>Describe the role of digital technology in today's life</li> <li>Demonstrate how to operate digital devices and use the associated applications and features, safely and securely</li> <li>Discuss the significance of displaying responsible online behavior while browsing, using various social media platforms, e-mails, etc., safely and securely</li> <li>Create sample word documents, excel sheets and presentations using basic features</li> </ul>	DGT/VSQ/ N0102	Point of with barcode, specifications, price tags, VM elements (Mannequins - Full/ Half Bust, Dangers, Wobblers, Hangers, Fixtures, Banners, Posters, POS Display (LED Light box); Signage Board; Offer /Policy Signage), Shopping Basket/ Shopping Cart, Dummy Fire Extinguishers		10 Hours

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>Entrepreneurship</b>	<ul style="list-style-type: none"> <li>• Explain the types of entrepreneurship and enterprises</li> <li>• Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan</li> <li>• Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement</li> <li>• Create a sample business plan, for the selected business opportunity</li> </ul>	DGT/VSQ/ N0102			7 Hours
		<b>Customer Service</b>	<ul style="list-style-type: none"> <li>• Describe the significance of analyzing different types and needs of customers</li> <li>• Explain the significance of identifying customer needs and responding to them in a professional manner.</li> <li>• Discuss the significance of maintaining hygiene and dressing appropriately</li> </ul>	DGT/VSQ/ N0102		Point of with barcode, specifications, price tags, VM elements (Mannequins - Full/ Half Bust, Danglers, Wobblers, Hangers, Fixtures, Banners, Posters, POS Display (LED Light	5 Hours



SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>Getting Ready for apprenticeship &amp; Jobs</b>	<ul style="list-style-type: none"> <li>• Create a professional Curriculum Vitae (CV)</li> <li>• Use various offline and online job search sources such as</li> <li>• employment exchanges, recruitment agencies, and job portals respectively</li> <li>• Discuss the significance of maintaining hygiene and confidence during an interview Perform a mock interview</li> <li>• List the steps for searching and registering for apprenticeship opportunities</li> </ul>	DGT/VSQ/N0102			8 Hours
<b>Total Duration</b>							Theory 132:00 Practical 198:00
<b>Employability Skill (DGT/VSQ/N0102)</b>							60:00
<b>OJT</b>							60:00
<b>Total Duration</b>							Theory + Practical + OJT + ES = 450:00

## Annexure II

### Assessment Criteria

#### CRITERIA FOR ASSESSMENT OF TRAINEES

Assessment Criteria for Merchant Relationship Executive	
Job Role	Merchant Relationship Executive
Qualification Pack	RAS/Q0301 V4.0
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.	The assessments will be conducted as per the SOP for assessments and AB approved question bank released from time to time.
5.	Every learner/ candidate appearing for the assessment must possess the OJT completion certificate from the employer to undertake the assessments under this qualification.
6.	The assessment for the theory and practical will be conducted online on a digital assessment platform with comprehensive auditable trails.
7.	Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/ option NOS/set of NOS.
8.	To pass the Qualification Pack assessment, every trainee should score a minimum of 70% aggregate passing percentage recommended at QP Level
9.	In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack
10.	For detailed guidelines SOP on assessments can be referred

Assessment Outcomes	Assessment Criteria for Outcomes	Marks Allocation	
		Theory	Skills Practical
<b>RAS/N0301: Conduct profiling and acquisition of sellers based on business requirement</b>	<b>Profiling and identifying sellers</b>	<b>7</b>	<b>7</b>
	PC1. study the market to be able to identify new sellers	3.5	3.5
	PC2. study the prospective seller base based on product categories in the marketplace	3.5	3.5
	<b>Pitching business proposition to sellers</b>	<b>14</b>	<b>14</b>
	PC3. set targets to approach, explain and register sellers	3.5	3.5
	PC4. communicate advantages and benefits about the online platform to sellers	3.5	3.5
	PC5. match offer proposition with prospective clients (sellers)	3.5	3.5
	PC6. create relevant proposals entailing all required details about business	3.5	3.5
	<b>Registration of sellers on the portal and getting the documentation process successfully completed</b>	<b>20.5</b>	<b>20.5</b>
PC7. identify prospective sellers for the organization	3.5	3.5	

	PC8. identify critical elements of seller registration	3.5	3.5
	PC9. follow the process and documentation required for registration as per the company standards	3.5	3.5
	PC10. list down key elements of knowledge to be passed on to the sellers	3.5	3.5
	PC11. explain the documentation requirement and registration process to seller for undertaking business	3.5	3.5
	PC12. ensure accurate and timely completion of documentation process	3	3
	<b>New and improved selling tactics with an eye on market trends</b>	<b>8.5</b>	<b>8.5</b>
	PC13. keep abreast of international operating standards for benchmarking	3	3
	PC14. know about success stories of comparative organizations	3	3
	PC15. work on self to get better at business development, selling skills, negotiation skills and customer service orientation	2.5	2.5
	PC16. attend regular training programs to keep self updated on technology platform enhancements	-	-
	<b>NOS Total</b>	<b>50</b>	<b>50</b>
<b>RAS/N0302: Update the sellers on product promotions and orient them on operating the technology platform</b>	<b>Orienting the sellers on operating the technology platform / portal</b>	<b>21</b>	<b>21</b>
	PC1. know and understand the critical aspects of the online portal	4	4
	PC2. orient and train sellers on the elements of portal operation and seller panel	5	5
	PC3. troubleshoot simple issues that sellers face while operating the technology platform	4	4
	PC4. help and guide seller in uploading new products	4	4
	PC5. assist sellers in order processing, packaging and shipping procedures	4	4
	<b>Evaluating and updating sellers on promotions</b>	<b>29</b>	<b>29</b>
	PC6. keep abreast about existing promotions	4	4
	PC7. evaluate promotions and advise the advantages that sellers can derive from the promotions	5	5
	PC8. ensure seller receives advantages and dues as per contract	4	4
	PC9. update self about upcoming promotions and technology applications	4	4
	PC10. help seller plan his work as per business information received	4	4
	PC11. suggest and guide new sellers about how to grow business online	4	4
	PC12. give promotional offers on high-end brands and bulk offers on small brands	4	4
<b>NOS Total</b>	<b>50</b>	<b>50</b>	
<b>RAS/N0303: Execute daily operational activities to enhance business and improve seller satisfaction</b>	<b>Daily operational activities of a seller activation executive</b>	<b>50</b>	<b>50</b>
	PC1. ensure complete tracking of seller listing on the portal	6	6
	PC2. complete seller training about processes, guidelines and panels to targeted sellers	8	8
	PC3. address seller queries and resolve concerns/issues, if any	6	6
	PC4. monitor and achieve targets in terms of seller registration	6	6
	PC5. collect, collate and share seller feedback with management	6	6
	PC6. use MIS reporting	6	6

	PC7. conduct webinars and exhibitions for sellers	6	6
	PC8. manage the payment cycle for sellers	6	6
	<b>NOS Total</b>	<b>50</b>	<b>50</b>
<b>RAS/N0304: Build relationships with new sellers and strengthen relationships with existing sellers</b>	<b>Daily operational activities of a seller activation executive</b>	<b>50</b>	<b>50</b>
	PC1. ensure complete tracking of seller listing on the portal	6	6
	PC2. complete seller training about processes, guidelines and panels to targeted sellers	8	8
	PC3. address seller queries and resolve concerns/issues, if any	6	6
	PC4. monitor and achieve targets in terms of seller registration	6	6
	PC5. collect, collate and share seller feedback with management	6	6
	PC6. use MIS reporting	6	6
	PC7. conduct webinars and exhibitions for sellers	6	6
	PC8. manage the payment cycle for sellers	6	6
		<b>NOS Total</b>	<b>50</b>
<b>RAS/N0304: Build relationships with new sellers and strengthen relationships with existing sellers</b>	<b>Smooth and error-free processing of seller registration documents</b>	<b>8</b>	<b>8</b>
	PC1. complete all required processes from registration to onboarding to ensure smooth and complete handover of the seller to account manager	4	4
	PC2. help build healthy relationships between seller and account manager	4	4
	<b>Induction of new sellers to the organization</b>	<b>24</b>	<b>24</b>
	PC3. ensure induction material is complete in all respects	4	7
	PC4. take feedback on the material and incorporate the same	4	4
	PC5. train and orient sellers about the processes, guidelines, and panels	4	4
	PC6. address all seller queries and resolving concerns and issues, if any	4	4
	PC7. suggest and guide sellers about how to grow their business online	4	4
	PC8. train sellers on all documentation and reporting processes as per company policy	4	4
	<b>Post sales services for existing sellers in the organization</b>	<b>18</b>	<b>18</b>
	PC9. identify the list of existing sellers who have come from different mediums	4	4
	PC10. understand the background of the seller accounts	3	3
	PC11. understand and interpret seller queries	3	3
	PC12. suggest solutions to address the identified queries	4	4
	PC13. help manage and grow their businesses	4	4
		<b>NOS Total</b>	<b>3</b>
<b>RAS/N0305: Study the market and competition to improve business performance</b>	<b>Study services being offered by competitors</b>	<b>25</b>	<b>25</b>
	PC1. study competitors services and their work in the area of seller activation	7	7
	PC2. seek information about their market share, sales and revenue figures	6	6
	PC3. seek information on their strengths and weaknesses	6	6
	PC4. seek information on any new strategies/service offerings provided by competitors	6	6
	<b>Collect and feed data on market and competition information to improve business performance</b>	<b>25</b>	<b>25</b>
	PC5. identify offers/schemes that work, based on competitor study	7	7
	PC6. work in tandem with marketing team to help create new schemes for acquisition and maintenance of sellers	6	6
	PC7. collect seller feedback and provide valuable inputs to reporting manager/business partners	6	6

	PC8. identify live sellers on other websites and pitch to them	6	6
	<b>NOS Total</b>	<b>50</b>	<b>50</b>
<b>RAS/N0306: Maintain good interpersonal relationships with all stakeholder</b>	<b>Understand internal and external customers</b>	<b>9</b>	<b>9</b>
	PC1. differentiate between external and internal customers	3	3
	PC2. understand expectations as per relationship with individual/group	3	3
	PC3. adopt appropriate medium of communication	3	3
	<b>Develop sales /acquisition techniques</b>	<b>9</b>	<b>9</b>
	PC4. determine importance of selling/activation function in business-to-business processes	3	3
	PC5. actively seek feedback and guidance from immediate manager or team members to improve activation capabilities	3	3
	PC6. attend training programs when required	3	3
	<b>Build and manage network with sellers</b>	<b>12</b>	<b>12</b>
	PC7. build network of sellers through various sources as per company policy	3	3
	PC8. manage network of sellers by being in continuous contact with them	3	3
	PC9. establish trust and confident with sellers by communicating the need, expectations and shareable information with them	3	3
	PC10. ensure minimization of possible losses and risks in relationships	3	3
	<b>Effective interpersonal communication</b>	<b>9</b>	<b>9</b>
	PC11. communicate clearly in local language (where required)	3	3
	PC12. articulate clearly and coherently and respond appropriately	3	3
	PC13. treat all stakeholders with respect and dignity	3	3
	<b>Handle conflicts smoothly</b>	<b>11</b>	<b>11</b>
	PC14. handle interpersonal conflict / disputes according to company policy / procedures	4	4
	PC15. consult supervisor if the seriousness of conflict is beyond scope of responsibility	3	3
PC16. concisely and accurately record details of the conflict and report to concerned authority	4	4	
	<b>NOS Total</b>	<b>50</b>	<b>50</b>
<b>RAS/N0307: Comply to grooming, health and hygiene requirements of the organization</b>	<b>Abide to personal hygiene requirements</b>	<b>3</b>	<b>3</b>
	PC1. ensure personal hygiene while at work	3.5	3.5
	PC2. avoid use of products that affect personal hygiene adversely	3.5	3.5

	PC3. identify hygiene conditions that could impact health	3.5	3.5
	PC4. use products that aid in im ygiene	3.5	3.5
	<b>Grooming as per company policies</b>	<b>18.5</b>	<b>18.5</b>
	PC5. demonstrate awareness of company policies with respect to grooming	3.5	3.5
	PC6. adhere to company policy with respect to personal grooming	4	4
	PC7. identify articles required to conform to grooming norms as per company policies	3.5	3.5
	PC8. highlight absence/damage of articles required to complete grooming as per company policies	3.5	3.5
	PC9. maintain and ensure products provided by organization as per grooming policies	4	4
	<b>Take precautionary health measures</b>	<b>17.5</b>	<b>17.5</b>
	PC10. report on personal health issues related to injury, food, air and infectious diseases	3.5	3.5
	PC11. ensure not to go for work if unwell, to avoid the risk of being spread to other people	3.5	3.5
	PC12. undergo preventive health check-ups at regular intervals	3.5	3.5
	PC13. take prompt treatment from the doctor in case of illness	3.5	3.5
	PC14. have a general sense of hygiene and appreciation for cleanliness for the benefit of self and the customers or local community	3.5	3.5
	<b>NOS Total</b>	<b>50</b>	<b>50</b>
<b>RAS/N0314: Use AI to onboard and manage sellers on the e-commerce platform</b>		<b>50</b>	<b>50</b>
	PC1. Implement AI-driven systems for automating document verification and data entry during the onboarding process.	4	4
	PC2. Use chatbots or virtual assistants to guide sellers through onboarding steps efficiently	4	4
	PC3. Apply knowledge of AI algorithms to analyse historical data and predict seller success on the platform	3	3
	PC4. Use predictive analytics to forecast potential challenges during the activation phase and proactively address them	3	3
	PC5. Utilize AI-driven systems to tailor training materials and support based on individual seller needs and preferences	3	3
	PC6. Apply machine learning to analyse seller behaviour and recommend specific training modules or resources for improved effectiveness	3	3
	PC7. Demonstrate proficiency in integrating IoT devices for real-time tracking of seller performance metrics	4	4
	PC8. Utilize AI algorithms to analyse IoT data and provide actionable insights into areas where sellers can enhance their performance.	3	3
	PC9. Implement AI-powered surveys or feedback mechanisms that adapt based on seller interactions	3	3
	PC10. Apply sentiment analysis on feedback data to identify trends and areas for improvement in the seller activation process	3	3
	PC11. Utilize AI to analyse communication data and identify key touchpoints for effective engagement with sellers	4	4





	PC12. Use AI-driven tools for natural language processing to understand and respond to seller inquiries more effectively.	3	3
	PC13. Apply knowledge of IoT devices to monitor and track compliance with policies, such as tracking goods in the supply chain.	3	3
	PC14. Utilize AI algorithms to analyse data from IoT devices and identify potential compliance issues proactively.	4	4
	PC15. Apply knowledge of IoT sensors in warehouses to optimize inventory management and ensure sellers have necessary stock levels	3	3
	<b>NOS Total</b>	<b>50</b>	<b>50</b>
<b>DGT/VSQ/N0101: Employability Skills (30 Hours)</b>	<b>Introduction to Employability Skills</b>	<b>1</b>	<b>1</b>
	PC1. understand the significance of employability skills in meeting the job requirements	-	-
	<b>Constitutional values – Citizenship</b>	<b>1</b>	<b>1</b>
	PC2. identify constitutional values, civic rights, duties, personal values and ethics and environmentally sustainable practices	-	-
	<b>Becoming a Professional in the 21st Century</b>	<b>1</b>	<b>3</b>
	PC3. explain 21st Century Skills such as Self- Awareness, Behavior Skills, Positive attitude, self-motivation, problem-solving, creative thinking, time management, social and cultural awareness, emotional awareness, continuous learning mindset etc.	-	-
	<b>Basic English Skills</b>	<b>2</b>	<b>3</b>
	PC4. speak with others using some basic English phrases or sentences	-	-
	<b>Communication Skills</b>	<b>1</b>	<b>1</b>
	PC5. follow good manners while communicating with others	-	-
	PC6. work with others in a team	-	-
	<b>Diversity &amp; Inclusion</b>	<b>1</b>	<b>1</b>
	PC7. communicate and behave appropriately with all genders and PwD	-	-
	PC8. report any issues related to sexual harassment	-	-
	<b>Financial and Legal Literacy</b>	<b>3</b>	<b>4</b>
	PC9. use various financial products and services safely and securely	-	-
	PC10. calculate income, expenses, savings etc.	-	-
	PC11. approach the concerned authorities for any exploitation as per legal rights and laws	-	-
	<b>Essential Digital Skills</b>	<b>4</b>	<b>4</b>
	PC12. operate digital devices and use its features and applications securely and safely	-	-
	PC13. use internet and social media platforms securely and safely	-	-
	<b>Entrepreneurship</b>	<b>3</b>	<b>5</b>
	PC14. identify and assess opportunities for potential business	-	-
	PC15. identify sources for arranging money and associated financial and legal challenges	-	-
<b>Customer Service</b>	<b>2</b>	<b>2</b>	






PC16. identify different types of customers	-	-
PC17. identify customer needs and address them appropriately	-	-
PC18. follow appropriate hygiene and grooming standards	-	-
<b>Getting ready for apprenticeship &amp; Jobs</b>	<b>1</b>	<b>3</b>
PC19. create a basic biodata	-	-
PC20. search for suitable jobs and apply	-	-
PC21. identify and register apprenticeship opportunities as per requirement	-	-
<b>NOS Total</b>	<b>20</b>	<b>30</b>







## Annexure III

## List of QR Codes Used in PHB

Module No.	Unit No.	Topic Name	Page No. in PHB	Link for QR Code (s)	QR code (s)
Module 1: Introduction to the Retail Sector	Unit 1.1: Retailing Sector in India	1.1.1 Introduction to the Retail Sector	8	<a href="https://www.youtube.com/watch?v=LTMurtLEQc">https://www.youtube.com/watch?v=LTMurtLEQc</a>	 Importance of e-commerce in India
		1.1.2 Evolution of E-Commerce in India		<a href="https://www.youtube.com/watch?v=nMSJYD9AL5g">https://www.youtube.com/watch?v=nMSJYD9AL5g</a>	 5 future e-commerce Trends In India
		1.1.3 Basics of E-Commerce Marketplace		<a href="https://www.youtube.com/watch?v=v7yux4PEfBE">https://www.youtube.com/watch?v=v7yux4PEfBE</a>	 What is E-commerce
Module 2: Profiling and Acquisition of Sellers	Unit 2.1 Pitching Business Proposition to Sellers	2.1.4 Customer Value Propositions	19	<a href="https://www.youtube.com/watch?v=42rcxtABq8o">https://www.youtube.com/watch?v=42rcxtABq8o</a>	 3 Steps to Craft Your Unique Value Proposition

Module No.	Unit No.	Topic Name	Page No. in PHB	Link for QR Code (s)	QR code (s)
Module 3: Update the Sellers on Product Promotions and Orient them on Operating the Technology Platform	Unit 3.1 Training and Support for Sellers on On-line Portals	3.1.1. Understanding an E-Commerce Portal	28	<a href="https://www.youtube.com/watch?v=najSgZvqx5M">https://www.youtube.com/watch?v=najSgZvqx5M</a>	 Top Five E-commerce Platform
		3.1.5 Assisting Sellers with Order Processing, Packaging, and Shipping		<a href="https://www.youtube.com/watch?v=7doYx22Skyg">https://www.youtube.com/watch?v=7doYx22Skyg</a>	 How to find buyers for Export
		3.1.4 Assisting Sellers with Uploading New Products		<a href="https://www.youtube.com/watch?v=PEB_gEM1s9k">https://www.youtube.com/watch?v=PEB_gEM1s9k</a>	 GEM portal training for seller and buyer
Module 4: Execute Daily Operational Activities	Unit 4.1 Daily Operational Activities of a Seller Activation Executive	4.1.8 Engaging and Educating Sellers through Webinars and Exhibitions	34	<a href="https://www.youtube.com/watch?v=afp9hr4ltH0">https://www.youtube.com/watch?v=afp9hr4ltH0</a>	 How to Speak and Sell to Anyone
Module 5: Build and Strengthen Relationships with New and Existing Sellers	Unit 5.1 Seller Onboarding and Relationship Management	5.1.3 Building Relationships between Sellers and Account Managers	42	<a href="https://www.youtube.com/watch?v=lbqA7zIY988">https://www.youtube.com/watch?v=lbqA7zIY988</a>	 How To Build Professional Relationships At Work

Module No.	Unit No.	Topic Name	Page No. in PHB	Link for QR Code (s)	QR code (s)
Module 6: Market Research and Competitive Analysis	Unit 6.2 Strategies for Business Performance Improvement	6.2.1 Identifying Successful Offers through Competitor Analysis	49	<a href="https://www.youtube.com/watch?v=dHGOiFWAIL4">https://www.youtube.com/watch?v=dHGOiFWAIL4</a>	 How to Identify Your Business's Strengths and Weaknesses
Module 8: Grooming, Health and Hygiene Requirements of the Organization (RAS/N0307)	Unit 8.1 Personal Hygiene and Grooming	8.1.1 Personal Hygiene	68	<a href="https://www.youtube.com/watch?v=2WqGHc6ny6g">https://www.youtube.com/watch?v=2WqGHc6ny6g</a>	 Hygiene Definition & Meaning
Unit 9.1 Principles and Role of AI & IoT in Seller Onboarding and Relationship Management			80	<a href="https://www.youtube.com/watch?v=-Y-jCpPCFHA">https://www.youtube.com/watch?v=-Y-jCpPCFHA</a>	 AI in Retail   Artificial Intelligence in Retail Industry   Future of AI in Retail –
				<a href="https://www.youtube.com/watch?v=u-THOQB3rBI">https://www.youtube.com/watch?v=u-THOQB3rBI</a>	 Artificial Intelligence in Retail - Examples of Retail AI in Application

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