



**RASCI**  
Retailers Association's  
Skill Council of India

# Participant Handbook

Sector  
**Retail**

Sub-Sector  
**E-commerce**

Occupation  
**Sales Operations**

Reference ID: **RAS/Q0301, Version 4.0**  
**NSQF level 4**



**Merchant  
Relationship Executive**

**This book is sponsored by**

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703-704 Sagar Tech Plaza - A, Andheri-Kurla Road,  
Sakinaka Junction, Sakinaka, Andheri (E), Mumbai-400 072

Phone: +91-22-40058210-5

Email: [info@rasci.in](mailto:info@rasci.in)

Website: [www.rasci.in](http://www.rasci.in)

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“ Skilling is building a better India.  
If we have to move India towards  
development then Skill Development  
should be our mission. ”



## Certificate

### COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

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for

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The preparation of this handbook 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 participant handbook is dedicated to the aspiring youth, who desire to achieve special skills that will be a lifelong asset for their future endeavours.

## About this book

This participant handbook has been designed to enable training for the specific Qualification Pack (QP). Each National Occupational Standard (NOS) has been covered across units. The key learning objectives for the specific NOS mark the beginning of the units for that NOS. The symbols used in this book have been described below.

The role of a Merchant Relationship Executive acts as a bridge between the e-commerce marketplace and the seller fraternity. He/she is responsible for profiling, interacting and acquiring new sellers in the market and thereafter, onboarding them to the e-commerce marketplace. In addition, he/she is also responsible for managing the already onboarded/existing sellers through query resolution and/or any other issues they may face.

- **Knowledge and Understanding:** Adequate operational knowledge and understanding to perform the required task
- **Performance Criteria:** Achieve the required skills via hands-on training and complete the necessary operations within the specified standards
- **Professional Skills:** Ability to make operational decisions related to the area of work

The handbook incorporates the well-defined responsibilities of an Merchant Relationship Executive

## Symbols Used



Key Learning Outcomes



Unit Objectives



Exercise



Tips



Notes



Activity



Summary




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# 1. Introduction to the Retail Sector



Unit 1.1 - Retailing Sector in India

Unit 1.2 - Roles and Responsibilities of Merchant Relationship Executive



## 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.

### 1.1.1 Introduction to the Retail Sector

Retail is a term derived from the French word 'Retaillier,' which means 'to cut, divide into pieces, and sell in small quantities to customers. Simply put, retail involves the sale of goods or commodities in small quantities to end consumers. Retailing, on the other hand, is the process that facilitates the movement of products or services from manufacturers to end consumers through various channels such as brick-and-mortar stores, online marketplaces, or direct-to-consumer sales.

A retailer, therefore, can be defined as an individual or an establishment that sells products or services to end consumers through various retail channels. Retailers play a crucial role in the retail ecosystem as they serve as the last link in the supply chain, ensuring that products and services reach their intended customers.

Retail has undergone significant changes over the years, driven by technological advancements, consumer behaviour, and increasing competition. Retailers are now adopting new strategies and technologies to provide personalized and seamless customer experiences across all channels.

#### Indian Retail Market

One of the fastest-growing sectors in India is retail, which also has a large impact on employment and GDP. This industry has witnessed major changes throughout the years as a result of shifting customer behaviour, technological advances, and increasing competition.

According to a report published by the India Brand Equity Foundation (IBEF), by 2026 the Indian retail market is expected to be worth USD 1.75 trillion and grow at a Compound Annual Growth Rate (CAGR) of 10.5%. Organise retail is expected to grow at a CAGR of 25%, reaching USD 260 billion by 2026, according to the research. Based on projections, growth will be boosted by factors like increasing urbanisation, rising disposable income, and changing consumer tastes.

One of the significant changes in the retail industry is the increased usage of e-commerce; a Redseer analysis projects that the Indian e-commerce market would reach USD 111 billion by 2024, expanding at a CAGR of 28%. In India, e-commerce has reportedly grown more quickly as a result of the pandemic, with consumers increasingly turning to online shopping for basic needs.

focusing on the customer experience more is another retail trend. Retailers are currently integrating modern technologies like artificial intelligence and machine learning to offer customers personalised and seamless experiences across all channels. An improved customer experience will result in higher spending from 56% of Indian consumers, according to an EY India poll.

However, India's retail industry also faces a number of difficulties. The necessity for adequate infrastructure is one of the major issues. India ranks 63rd on the Logistics Performance Index, according to a new World Bank report, highlighting the need for better infrastructure to support the expansion of the retail sector.

The complex regulatory environment is another challenge. Retailers in India struggle to function effectively because they must adhere to more than 40 government and state legislation, according to a Deloitte analysis.

Despite these obstacles, India's retail industry offers promising growth prospects. The expansion of organised retail is expected to be driven by rapid urbanisation and rising middle-class disposable income. Furthermore, it is anticipated that government initiatives like the National Retail Policy and Digital India will further strengthen the sector.

### 1.1.2 Evolution of E-Commerce in India

In the early 2000s, e-commerce has advanced significantly and is today a fast expanding industry. This expansion has been caused by the growing smartphone market as well as the growing internet infrastructure. Initially e-commerce in India was dominated by few competitors that targeted to certain markets, like Rediff Shopping, India Plaza, and Fabmart. These websites sold primarily consumer goods like music, books, and other items. Low credit card penetration, a lack of consumer trust, and inadequate internet connectivity were some of the difficulties they experienced. When eBay, Amazon, and Flipkart entered the Indian e-commerce market in the middle of the 2000s, it completely changed the face of the industry. They offered a greater variety of goods, such as apparel, electronics, and household appliances and included new features like cash on delivery to solve consumer trust issues.

The Indian government's 2010 guidelines on foreign direct investment (FDI) in e-commerce, international businesses were able to participate in Indian e-commerce firms, leading to sizeable investments in firms like Snapdeal and Myntra. 2014 saw the launch of the telecom business Reliance Jio.

Increased adoption of smartphones and the internet, which resulted in a major growth in e-commerce activity, in India. The introduction of innovative features and programmes by market leaders like Amazon, Flipkart, and Reliance Retail in recent years has increased consumer loyalty and adoption. Examples include Amazon's Prime programme, Flipkart's Plus programme, and Reliance Retail's omni-channel services.

### 1.1.3 Basics of E-Commerce Marketplace

E-commerce marketplaces are platforms where independent contractors can list and conduct business with customers. These online marketplaces offer consumers a central spot to find things from multiple sellers, frequently with an extensive variety of goods in various categories.

The flexibility that e-commerce platforms provide to customers is one of their key advantages. Customers don't need to visit several websites to find what they're looking for because they can search for products within a single marketplace that covers multiple categories. Additionally, markets frequently provide tools like product comparisons, user ratings, and reviews to help customers in making wise purchases.

E-commerce platforms can give businesses access to a large customer base and a well-established platform for selling goods. Several marketplaces offer additional services like order fulfilment, payment processing, and customer service, which can make it simpler for sellers to manage their businesses. E-commerce marketplaces come in several forms. Some are horizontal, which means they offer a wide range of items across various categories, while others are vertical, which means they specialise on a particular product area or industry.





Fig. 1.1.1: Structure of an E-Commerce Marketplace

There are different types of e-commerce marketplaces. Some are vertical, meaning they specialize in a specific product category or industry, while others are horizontal, meaning they offer a wide range of products across multiple categories.

**Vertical marketplaces** specialize in a specific product category or industry and typically have a narrower focus than horizontal marketplaces. These marketplaces cater to a specific niche or audience, which allows them to provide a more targeted shopping experience for buyers. Examples of vertical marketplaces include NYKAA (Beauty & Personal care), Car Trade Tech (Automobile), Pepper fry & Urban Ladder (furniture and home decor), and TATA 1mg (online Pharmacy).

**Horizontal marketplaces**, on the other hand, offer a wide range of products across multiple categories. They often have a broader customer base and provide a one-stop-shop for buyers looking for various items. Examples of horizontal marketplaces include Amazon, eBay, and Flipkart.

In addition to these, the **hybrid marketplaces** combine elements of both vertical and horizontal marketplaces. For example, Etsy is primarily a vertical marketplace for handmade and vintage goods, but it also includes a wide range of categories such as jewellery, clothing, and home decor.

It's important to remember that some e-commerce marketplaces are also called "peer-to-peer" (P2P). In these types of marketplaces, people can directly purchase and sell goods to one another without the help of a central marketplace operator. P2P markets include websites like Craigslist and Facebook Marketplace.

## 1.1.4 Role of E-Commerce Websites in Promoting E-Commerce Businesses

Popular e-commerce websites in India have been helpful in boosting e-commerce companies by launching innovative features and programmes to increase competition and sales. Access to advanced technological tools that support firms in streamlining processes, maximising resources, and making informed decisions is a big benefit of selling on these platforms. For instance, inventory management solutions help organisations effectively monitor their supply levels and prevent stock shortages. While analytics tools offer useful insights into sales and customer behaviour, enabling organisations to make data-driven decisions, customer relationship management technologies assist firms in engaging with their consumers and fostering long-lasting connections.

Popular e-commerce sites also have built logistics networks that allow companies to deliver goods to clients fast and effectively, in addition to technological capabilities.

These logistics networks consist of fulfilment centres, delivery partners, and warehouses. By utilising these networks, companies can make sure that their items are delivered to clients quickly and effectively, increasing customer satisfaction.

Furthermore, well-known e-commerce sites have begun offering promotions that give clients special advantages. For instance, customers of Amazon Prime and Flipkart Plus receive fast, free shipping as well as early access to promotions. These initiatives improve the shopping experience for customers and motivate them to make more regular purchases on these platforms, increasing revenue for businesses.



*Fig. 1.1.2: Popular E-Commerce Platforms in India*

Another program that popular e-commerce websites have introduced is the seller rewards program. Under this program, businesses are rewarded for their sales performance, customer ratings, and adherence to quality standards. These rewards may include lower commission rates, access to exclusive training and resources, and promotional opportunities. By incentivizing businesses to perform better, these programs help improve the quality of products and services offered on these websites, enhancing customer trust and satisfaction.

The future of e-commerce in India looks bright, with increasing internet penetration and smartphone adoption likely to drive further growth in the sector.

## UNIT 1.2: Roles and Responsibilities of Merchant Relationship Executive

### Unit Objectives

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

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

### 1.2.1 Who is a Merchant Relationship Executive?

A Merchant Relationship Executive plays a crucial role in the e-commerce industry by serving as a liaison between the marketplace platform and potential sellers. They are responsible for identifying, profiling, acquiring new sellers, and managing the existing ones. By streamlining the onboarding process and resolving any queries or issues, the Merchant Relationship Executive helps to accelerate growth and gain a competitive edge in the market.

The ability to onboard many sellers in a short time is a significant advantage for e-commerce companies, and dedicated Merchant Relationship Executives make it possible. Their contribution to recruiting new sellers, activating them on the platform, and providing ongoing support is vital to the success of the company. As the e-commerce landscape continues to evolve, having a strong Seller Activation team becomes increasingly important for companies looking to succeed in the market.

Creating a thriving marketplace environment with a robust seller community is essential for the success of an e-commerce platform. This is where the Merchant Relationship Executive comes in, cultivating strong relationships with sellers and ensuring a diverse selection of high-quality products. The Merchant Relationship Executive is responsible for activating sellers and maintaining a healthy and productive relationship with them, which can lead to long-term success for the e-commerce platform.

Thus the role of a Merchant Relationship Executive is crucial in building and maintaining the seller base, which is the lifeblood of the e-commerce business. By effectively managing seller relationships and constantly acquiring new ones, a strong Seller Activation team can help to create a sustainable and prosperous e-commerce marketplace.

### 1.2.2 Roles and Responsibilities of Merchant Relationship Executive

A Merchant Relationship Executive interacts with shortlisted profiles, accumulates fresh sellers in the market, and introduces them to the e-commerce market. This individual acts as a connection between the e-commerce market and the sellers. Some of the key tasks that a Merchant Relationship Executive performs are as follows:

- **Seller Acquisition:** The Merchant Relationship Executive is responsible for identifying potential sellers and reaching out to them via phone, email, or other communication channels. They must be able to communicate the benefits of the platform, build a rapport with the seller and convince them to register with the platform.

- **Seller Onboarding:** Once a seller shows interest in joining the platform, the Merchant Relationship Executive is responsible for assisting the seller with the registration process, including account setup, product listings, and payment gateway integration. They should provide assistance and guide the seller through the entire process to make it as smooth as possible.
- **Seller Training and Support:** The Merchant Relationship Executive should be able to give sellers the knowledge, direction, and tools they need to improve their listings, increase sales, and maintain up a healthy performance. In order to ensure the seller's satisfaction with the platform, they should also be able to respond to any concerns or questions they may have.
- **Seller Performance Monitoring:** The Merchant Relationship Executive should be able to monitor seller performance, identify areas of improvement, and provide recommendations to sellers to enhance their performance. They should use various tools and metrics to track seller performance, such as product reviews, ratings, and order fulfillment time.
- **Seller Engagement and Retention:** The Merchant Relationship Executive should proactively engage with sellers to create strong relationships and identify opportunities for growth. They should work towards enhancing seller engagement and retention on the platform, provide value to sellers, and address any concerns in a timely manner.
- **Collaboration with Internal Teams:** The Merchant Relationship Executive should work closely with internal teams, such as marketing, product, and operations, to drive seller acquisition and retention. They should also share feedback and insights from the seller community with other teams to help improve the overall platform experience.
- **Market Research:** The Merchant Relationship Executive should conduct market research to stay up-to-date with industry trends and competitor activities. They should be able to identify potential opportunities or risks and take appropriate actions to mitigate them.

The Merchant Relationship Executive should have strong interpersonal skills, service orientation, and be mentally balanced to motivate themselves and deal with unexpected situations. They should be able to communicate effectively, build strong relationships with sellers, and work collaboratively with internal teams. Additionally, they should be able to adapt to changes and stay motivated in a fast-paced and dynamic environment.

### 1.2.3 Challenges Faced by Merchant Relationship Executive

Merchant Relationship Executives play a crucial role in building and managing relationships with sellers on e-commerce platforms. While the job may sound simple, it comes with a host of challenges.

One of the biggest challenges Merchant Relationship Executives faces is managing many sellers at once. They have to keep track of each seller's performance, sales, and customer feedback. They also have to ensure that sellers are adhering to the platform's policies and guidelines, which can be time-consuming and challenging.

Another challenge is dealing with seller complaints and grievances. Sellers may have issues with their accounts, product listings, or payments, and it's up to the Merchant Relationship Executives to resolve them. They need to have excellent communication and problem-solving skills to ensure that sellers are satisfied and their issues are resolved quickly.

Merchant Relationship Executives must also stay updated with changes in the e-commerce industry, such as new policies, regulations, and technologies. This can be challenging as the industry constantly evolves, and SAEs must adapt quickly to ensure that sellers are not left behind.

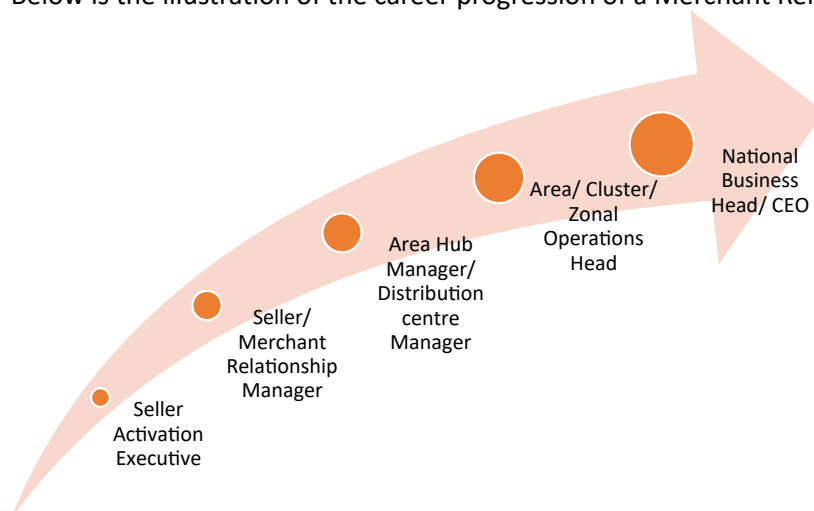
Additionally, Merchant Relationship Executive have to work under pressure to meet targets and deadlines. They need to ensure that sellers are active on the platform, increasing sales and revenue and meeting their own targets. This can be stressful and require strong time management and organizational skills.

A Merchant Relationship Executive's role is demanding but highly rewarding. To succeed in this role, Merchant Relationship Executive need to be highly organized, have excellent communication and

## 1.2.4 Career Progression of a Merchant Relationship Executive

The career progression of a Merchant Relationship Executive can vary, but there are many opportunities for advancement within the e-commerce industry. A combination of experience, skills, and performance can help an individual progress to more senior roles with greater responsibilities and higher pay.

Below is the illustration of the career progression of a Merchant Relationship Executive



*Fig. 1.2.1: Career Progression of a Merchant Relationship Executive*

## Summary

- The retail sector is an important component of the Indian economy, providing employment and contributing to GDP.
- The retail sector in India has evolved over the years from traditional mom-and-pop stores to modern retail formats like supermarkets and malls.
- The e-commerce industry in India has seen tremendous growth over the last decade, with increasing internet penetration and smartphone usage.
- E-commerce expansion in India has been fueled by factors such as ease, affordability, and access to a broader selection of products.
- Major e-commerce platforms like Amazon, Flipkart, and Snapdeal have played a key role in increasing the adoption of e-commerce in India.
- The job role of a Merchant Relationship Executive involves acquiring new sellers for an e-commerce marketplace and managing existing ones.
- The responsibilities of a Merchant Relationship Executive include profiling and onboarding new sellers, managing seller queries, and ensuring seller satisfaction.
- Career progression for a Merchant Relationship Executive can include senior roles in seller activation, category management, business development, or e-commerce management.

## Exercise

### Multiple-choice Questions:

1. What is one of the significant trends in the Indian retail sector?
  - a. Increasing adoption of e-commerce
  - b. Decreasing focus on customer experience
  - c. Decreasing urbanization
  - d. None of the above
2. What is one of the significant challenges faced by the Indian retail sector?
  - a. Adequate infrastructure
  - b. Decreasing disposable income of the middle class
  - c. Simple regulatory environment
  - d. None of the above
3. What is the benefit of e-commerce marketplaces for buyers?
  - a. Access to advanced technological tools
  - b. One-stop-shop for various items
  - c. Direct purchase and sale of goods
  - d. Ability to manage stock levels efficiently
4. Which type of marketplace specializes in a specific product category or industry?
  - a. Horizontal marketplace
  - b. Hybrid marketplace
  - c. Peer-to-peer marketplace
  - d. Vertical marketplace

5. Which of the following is the responsibility of a Merchant Relationship Executive?
- a. Seller Acquisition
  - b. Seller Onboarding
  - c. Seller Performance Monitoring
  - d. All of the above

**Descriptive Questions:**

1. What are the causes driving the growth of the retail industry in India?
2. How has the COVID-19 pandemic affected the Indian retail sector, and what are the major changes and trends that have emerged as a result of the pandemic?
3. What are the challenges that retailers face in complying with the complex regulatory environment in India?
4. What are some examples of e-commerce marketplaces in India, and what innovative features and programs do they offer to aid in sales growth and competition?
5. How do e-commerce marketplaces help businesses streamline their operations, optimize resources, and make data-driven decisions?





## 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



## 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. Analyze 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.

### 2.1.1 Understanding the Market Structure

Market structure refers to the characteristics and organization of a market, including the number and size of firms, the level of competition, and the degree of product differentiation.

There are four main types of market structures:

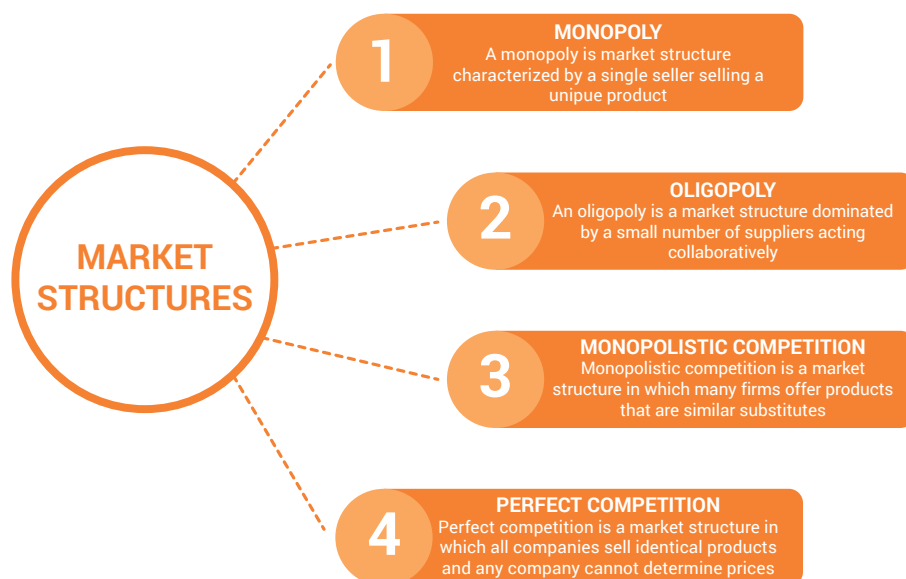


Fig. 2.1.1: Types of Market Structures

- 1. Perfect Competition:** In a perfect competition market, numerous small firms sell identical products or services. No single firm has the power to influence the market price, and entry and exit barriers are low.

Examples: Farmers Market.

Features include:

Identical products

Large number of buyers and sellers

Zero barriers to entry and exit

No market power

Price takers

2. **Monopolistic Competition:** In monopolistic competition, many firms sell similar but not identical products. Each firm has some control over the price, but there are still low barriers to entry and exit.

Examples: Grocery stores, restaurants and Clothing stores.

Features include:

Differentiated products

Large number of buyers and sellers

Low barriers to entry and exit

Some market power

Price setters within limits

3. **Oligopoly:** In an oligopoly market, a small number of firms dominate, with each firm having a significant market share. Entry and exit barriers are high, and firms may collude to fix prices.

Example: Coffee Shops retail (Starbucks), Airlines.

Features include:

Homogeneous or differentiated products

Small number of large firms

High barriers to entry and exit

Significant market power

Interdependence between firms

4. **Monopoly:** In a monopoly market, a single seller or producer of a product or service has no close substitutes. Entry barriers are very high, and the firm controls the price.

Examples: Microsoft and Windows, DeBeers diamond and Coca-cola.

Features include:

Unique product

Single seller or producer

Extremely high barriers to entry and exit

Maximum market power

Price makers

## 2.1.2 Market Analysis

As a Merchant Relationship Executive, analyzing the market to identify potential new sellers for an e-commerce marketplace involves a strategic approach to identifying potential sellers who best fit the platform.

The steps involved in this process are:

1. **Define the target market:** First, identify the target market for the e-commerce marketplace. This could be based on product category, location, or any other criteria that are relevant to the platform. For example, if the e-commerce platform specializes in fashion and accessories, the target market could be fashion designers, boutique owners, or small businesses in the fashion industry.
2. **Conduct market research:** Once the target market is defined, conduct market research to identify potential sellers who fit the target market criteria. This can involve researching industry associations, trade shows, social media groups, or other online platforms to identify potential sellers. For example, attending a fashion trade show and meeting with designers or boutique owners can help identify potential sellers.
3. **Analyze competitor activities:** Analyze the activities of competitors in the market. This can help identify potential sellers who may be dissatisfied with their current platforms or want to expand their reach. For example, if a competitor platform is closing down or experiencing issues, it presents an opportunity to reach out to their sellers and offer them an alternative platform. For example, attending networking events or reaching out to contacts in the fashion industry can help identify potential sellers.
4. **Leverage network:** Leverage personal and professional networks to identify potential sellers who may fit the e-commerce platform well.
5. **Collect data:** Collect data on potential sellers, such as their product offerings, target market, and selling channels. This information will be useful in identifying sellers who are a good fit for the e-commerce platform.
6. **Qualify sellers:** Once potential sellers are identified, qualify them based on the platform's criteria. This can include factors such as product quality, price points, and shipping capabilities. For example, a platform may require that sellers offer high-quality products with competitive pricing and fast shipping.
7. **Contact and onboard sellers:** Finally, contact qualified sellers and onboard them to the e-commerce platform. This involves educating them about the platform, setting up their accounts, and providing training and support to ensure a smooth onboarding process. For example, providing resources and

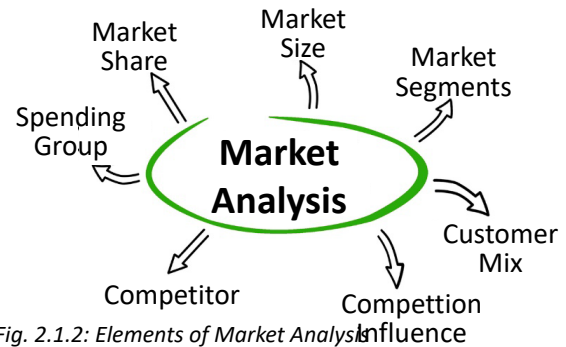


Fig. 2.1.2: Elements of Market Analysis

## 2.1.3 Seller Categorization

One of the main duties of a Merchant Relationship Executive is to classify potential sellers according to the market-available products. This is crucial to ensuring that the e-commerce site can draw a diverse range of sellers who can provide customers with a wide selection of products.

### Categories of prospective sellers based on their product offerings:



Fig. 2.1.3: Categories of Sellers

It is important to categorize sellers based on their product offerings as it helps in identifying the target audience and developing suitable marketing strategies. For example, if the e-commerce platform is targeting customers interested in niche products, it would be beneficial to onboard more niche product sellers. Similarly, if the platform is targeting customers who prefer branded products, then it would be beneficial to onboard more branded product sellers.

It takes a systematic process to evaluate potential sellers and understand their offerings in order to categorise them based on the products they offer in the market.

The steps listed below can be performed by a Merchant Relationship Executive to group the potential sellers according to their product offerings:

- Step 1.** Define the product categories in the marketplace. This could be based on the type of products being sold, such as electronics, apparel, or beauty products.
- Step 2.** Conduct market research to identify potential sellers who fit into the defined product categories. This can involve researching industry associations, trade shows, social media groups, or other online platforms.
- Step 3.** Once potential sellers are identified, analyze their product offerings to categorize them into the defined product categories. This involves looking at the types of products they offer and how they fit into the marketplace's product categories.
- Step 4.** Evaluate the quality of the products being offered by the prospective sellers. This involves looking at the materials used, the production process, and any certifications or quality standards that are in place.
- Step 5.** Assess the pricing strategy of the prospective sellers to determine if their products are competitive within the marketplace. This involves looking at the price points of similar products offered by competitors in the marketplace.
- Step 6.** Evaluate the shipping capabilities of the prospective sellers to determine if they can meet the marketplace's shipping requirements. This involves looking at the shipping methods they offer, their delivery times, and their ability to handle returns and exchanges.
- Step 7.** Once the above steps are completed, categorize the prospective sellers into the defined product categories. This helps to create a better understanding of the marketplace and allows for easier management of sellers based on their products.

## 2.1.4 Customer Value Propositions

Customer Value Proposition (CVP) refers to the unique benefits and values that a company promises to deliver to its customers. It is a statement or a message that communicates the specific value a customer can expect to receive from a product or service. A strong CVP helps a company differentiate itself from its competitors and attract and retain customers.

To create a strong CVP, companies need to understand their target customers' needs, wants, and preferences. They must identify what benefits and values their products or services can offer to fulfil those needs and desires.

The following are the key elements that make up a strong CVP:

- **Unique Selling Proposition (USP):** This is a feature or benefit that makes a product or service stand out from its competitors. It can be a physical attribute, a unique feature, or a value-added service that no other company offers.
- **Customer Benefits:** The CVP should highlight the benefits the customer will receive from the product or service. These can include increased efficiency, cost savings, enhanced performance, better quality, or improved convenience.
- **Emotional Appeal:** Emotional appeal can help businesses connect with their clients on a deeper level. This can be accomplished by appealing to the emotions of their clients, such as their desire for security, comfort, or status.
- **Proof Points:** Companies must provide proof that they can deliver on their promises. This can include customer testimonials, product reviews, awards, or certifications.

The four layers that make up a CVP are:

1. **Target Market:** The first layer of a CVP is identifying the target market. This involves identifying the specific group of customers that the company is trying to serve. By understanding the target market, the company can create a more personalized and relevant CVP.
2. **Product Position:** The second layer of a CVP is determining the product's position in the market. This involves identifying the product's key strengths and weaknesses, as well as understanding how it compares to competing products. By understanding the product's position in the market, the company can create a CVP that effectively differentiates the product from its competitors.
3. **Product Design Attributes:** The third layer of a CVP is identifying the product design attributes. This involves understanding the specific features and benefits that the product offers. By identifying the key features and benefits, the company can create a CVP that effectively communicates the product's unique value proposition.
4. **Customer Experience:** The fourth layer of a CVP is the customer experience along the customer journey. This involves understanding how the customer experiences the product from initial awareness to post-purchase. By understanding the customer journey, the company can create a CVP that addresses the customer's needs at each stage of the journey and provides a seamless and positive experience.

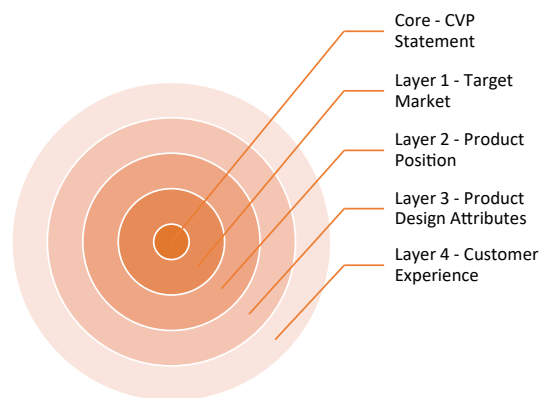


Fig. 2.1.4: Layers of CVP

### Different Types Of Customer Value Propositions

There are different types of CVPs, including:

- **Cost-Based Value Proposition:** This type of CVP emphasizes the cost savings that a customer will receive by using the product or service. For example, Amazon Prime's CVP is based on cost savings, as customers who subscribe to the service receive free shipping, access to streaming services, and other benefits.
- **Product-Based Value Proposition:** This type of CVP emphasizes the unique features and benefits of the product or service. For example, Apple's CVP is based on the unique features of its products, such as design, user experience, and performance.
- **Service-Based Value Proposition:** This type of CVP emphasizes the quality and level of service that a customer will receive by using the product or service. For example, Ritz-Carlton's CVP is based on providing exceptional customer service and creating a luxurious experience for its guests.
- **Experience-Based Value Proposition:** This type of CVP emphasizes the unique experience that a customer will receive by using the product or service. For example, Disney's CVP is based on providing a magical experience for its guests with attractions, characters, and entertainment.
- **Outcome-Based Value Proposition:** This type of CVP emphasizes the outcomes or results that a customer will achieve by using the product or service. For example, Fitbit's CVP is based on helping customers achieve their fitness goals by providing activity tracking and analysis.

### How to Identify your Target Customers Based on the Customer Value Proposition (CVP)?



Fig. 2.1.5: Identifying Target Customer Base on CBP



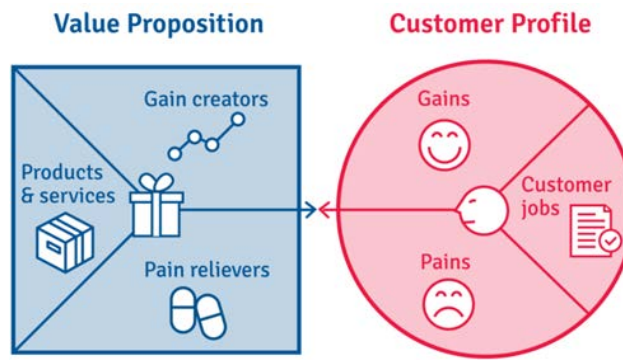


Fig. 2.1.6: Value Proposition Canvas

## 2.1.5 Setting Targets to Identify and Register Sellers

Measurable targets are important to track and improve progress towards achieving desired goals when approaching, educating, and registering new sellers for an e-commerce platform. Here are some steps to develop measurable targets:

1. **Define target metrics:** Identify the metrics that will be used to measure success, such as the number of new sellers registered, revenue generated from new sellers, or percentage of sellers who complete the onboarding process.
2. **Set specific goals:** Set specific goals for each metric to achieve. For instance, registering 50 new sellers per month or generating ₹ 10,000 in revenue from new sellers within the first quarter.
3. **Analyse the target market:** Conduct market research to identify potential sellers who fit the target market criteria. Based on the market analysis, determine the number of new sellers needed to achieve the desired growth targets for the e-commerce platform.
4. **Set targets for approaching sellers:** Set targets for the number of sellers to approach daily or weekly. For instance, the target could be to approach 10 new sellers daily.
5. **Set targets for educating sellers:** Set targets for the number of sellers to educate about the benefits of the e-commerce platform. For example, the target could be to educate 5 new sellers every day.
6. **Set targets for registering new sellers:** Set targets for the number of new sellers to register on the e-commerce platform. For example, the target could be to register 3 new sellers every week.
7. **Monitor progress:** Regularly monitor progress towards achieving measurable targets and adjust the approach if necessary.

For instance, if the target is to register 3 new sellers every week, a Merchant Relationship Executive can set a target of approaching 10 new sellers every day, educating 5 new sellers every day, and converting at least 3 of them into registered sellers every week. By regularly monitoring progress towards these targets, the Executive can identify areas of improvement and adjust their approach to meet the desired goals.

## 2.1.6 Approaching, Educating, and Registering New Sellers

As a Merchant Relationship Executive, there are several key steps to effectively approach and onboard new sellers onto an e-commerce platform:

- **Personalized approach:** To approach new sellers, it's essential to tailor the outreach to their specific needs. Conduct research on the seller's business to understand their pain points, product offerings,

and target audience. Based on this information, the approach should focus on how the e-commerce platform can help the seller address these pain points and grow their business.

- **Education:** Provide resources to educate new sellers about the benefits of selling on the e-commerce platform. These resources should be easy to understand and relevant to the seller's needs. Additionally, be available to answer any questions or concerns the seller may have during the education process.
- **Clear registration process:** Provide clear and simple instructions on how to sign up for the platform. This can include providing a registration link or guiding the seller through the registration process step-by-step. Provide assistance in completing the registration process, such as filling in the necessary forms or uploading product information.
- **Onboarding support:** Follow up with new sellers after registration to ensure they have a positive onboarding experience. Provide additional training or resources, answer any questions, and provide support during the initial sales period.
- **Continual Optimization:** To enhance outcomes, continuously monitor and improve the approach, education, and registration process. Analyse data like the quantity of newly registered sellers, the time it takes to onboard a new seller, and the percentage of newly registered merchants that remain active. Adjust the approach and process as needed to improve results based on these metrics. Make sure the e-commerce platform's offerings are relevant and attractive to new sellers by staying updated about the latest trends and changes in this industry.

## 2.1.7 Advantages of Selling on an Online Platform

The advantages and benefits of selling on the online platform are as follows:

### Wider Customer Base

- Online platforms provide access to a larger customer base, including customers who are not geographically located near the seller's physical store.

### Lower Overhead Costs

- Selling on online platforms often involves lower overhead costs compared to selling in a physical store. This is because there is no need to pay rent, utilities, and other expenses associated with operating a physical store.

### Simplified Payment and Shipping Processes

- Online platforms provide a simplified payment and shipping process, which is more convenient for both the seller and the customer.

### Data Driven Insights

- Online platforms offer access to valuable data-driven insights that can help sellers make informed decisions about their business.

### Increased Sales

- Selling on online platforms can result in increased sales, as sellers are able to reach a larger customer base and offer their products 24/7.

Fig. 2.1.7: Benefits of Selling on an Online Platform

### Communicating the Benefits to the Potential Sellers

To attract and keep new sellers, it's crucial for Merchant Relationship Executives to successfully explain the advantages and benefits of selling online. Effectively communicating the advantages and benefits of selling on the online platform requires a personalized and informative approach that addresses each seller's unique needs and concerns.

As a Merchant Relationship Executive, there are several steps you can take to effectively communicate the benefits of selling online to potential sellers:

**Step 1. Understand the needs of the seller:** The first step is to ask targeted questions during the approach or registration process to understand the seller's needs. This will allow you to tailor your messaging and highlight the most relevant benefits.

**Step 2. Highlight the benefits:** Once you have identified the seller's needs, highlight the benefits of selling on the online platform that will address their specific concerns. For example, if they are looking to expand their customer base, highlight the platform's wider reach and larger audience.

**Step 3. Use data and case studies:** Sharing success stories from other sellers who have had success on the platform or sharing data on how the platform has increased sales and revenue for other sellers in the same industry can effectively communicate the benefits of selling on the online platform.

**Step 4. Address concerns and objections:** Prospective sellers may have concerns or objections about selling on the online platform, such as concerns about fees or the complexity of the registration process. It's important to address these concerns transparently and informally, providing clear information on the registration process and fees and offering solutions to any concerns they may have.

**Step 5. Provide resources:** Providing training guides, webinars, or online resources can be an effective way to further educate prospective sellers about the benefits of selling on the online platform. These resources should be easily accessible and cover topics such as how to create an effective online store, how to optimize product listings, and how to manage sales and inventory.

**Step 6. Follow up:** Following up with prospective sellers after initial communication can effectively address any remaining concerns or questions they may have. It also shows that you are invested in their success and are available to provide ongoing support. Follow-up should be timely and personalized, focusing on addressing any remaining concerns and providing additional resources or support as needed.

Here are some additional tips to make your communication more effective:

- **Use a conversational tone:** Avoid using jargon or technical language that might confuse the seller. Instead, use a conversational tone and explain things in a simple and straightforward manner.
- **Use visuals:** Visual aids such as videos or infographics can effectively communicate complex information. They can help the seller understand the benefits of selling on the online platform more easily and quickly.
- **Address potential roadblocks:** Before a seller commits to selling on the online platform, they may have concerns or objections. It's important to anticipate these potential roadblocks and address them in advance. For example, if the seller is concerned about the level of competition on the platform, explain how the platform's search algorithms work and how they can optimize their product listings to stand out.
- **Show the big picture:** Explain how selling on the online platform can fit into the seller's overall business strategy. For example, if the seller is looking to expand their business, explain how the platform's larger customer base can help them achieve this goal.
- **Use social proof:** Testimonials from other sellers or consumers who have had success on the platform can be an effective method to highlight the benefits of selling online. This can aid in the seller's trust and reputation.

## 2.1.8 Match Offer Proposition with Prospective Sellers

As a Merchant Relationship Executive, matching the offer proposition with prospective sellers involves the following steps:

1. Market research, surveys, and feedback from existing sellers are used to research and understand the demands and pain points of prospective sellers.

2. Developing an offer proposition that addresses the specific concerns of the prospective sellers. This proposition should be customised for each seller and communicate the value of selling online.
3. Highlighting the most relevant benefits of selling on the platform, such as access to a larger customer base, simplified payment and shipping processes, and lower overhead costs. It should also address any potential concerns they may have, such as fees or the complexity of the registration process.
4. Presenting the proposition clearly and concisely, using language that is easy to understand and relatable to the seller's industry and business. It should include specific details on the platform's features and services that will benefit the seller and any promotional offers or incentives that may be available.
5. Gathering feedback and input from the prospective sellers throughout the process to ensure that the offer is tailored to their specific needs and presented in a way that resonates with them.

For example, if you are working for an online marketplace that primarily sells home decor and furnishings, you would need to conduct research and gather information on the needs and interests of potential sellers in the home decor and furnishings market. Based on your research, you might find that many potential sellers are hesitant to join your platform because they are concerned about the fees and commissions they will have to pay. In this case, you would want to synthesise an offer proposition that addresses this concern and demonstrates the value of selling on your platform despite the fees. You might offer a reduced commission rate for the first few months for new sellers or a tiered commission structure that rewards sellers for higher sales volumes. You could also offer training and educational resources like webinars, video tutorials, and one-on-one coaching to help potential sellers succeed on your platform.

### 2.1.9 Construct Comprehensive and Relevant Proposals

As a Merchant Relationship Executive, constructing a comprehensive and relevant proposal is crucial to help potential sellers understand the requirements, benefits, and advantages of conducting business on the e-commerce platform. To create an effective proposal, it is important to start by understanding the seller's unique needs and goals. This can be achieved by conducting research or asking targeted questions during registration or onboarding.

The proposal should be well-organized and presented in a clear and easy-to-understand format. It should cover all the necessary details for selling on the platform, such as the registration process, product listing requirements, payment and shipping policies, and customer service expectations. The proposal should also highlight the benefits and advantages of selling on the platform, such as access to a larger customer base, simplified payment and shipping processes, and lower overhead costs.

Using data and case studies to demonstrate the platform's success with other sellers can be useful. This helps to persuade potential sellers by providing real-world examples of the platform's effectiveness. Additionally, the proposal should provide information on the resources and support available to the seller, such as training materials, online resources, and customer support contacts.

The proposal should be customized to meet the specific needs and goals of the seller. This may involve tailoring the language and content to fit the seller's industry, product type, or other factors. It's important to clearly outline any fees or costs associated with selling on the platform, such as registration fees, transaction fees, and other costs that the seller may incur.

After presenting the proposal, it's essential to follow up with the seller to answer any questions or concerns they may have. This can help to build trust and ensure that the seller is comfortable with the proposal before moving forward. The follow-up communication should be timely and personalized to provide additional support and assistance to the seller.

## 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 organization.
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.

### 2.2.1 Identifying Prospective Sellers

As a Merchant Relationship Executive, there are several methods to identify prospective sellers for an organization:

1. **Research:** Conducting research on businesses within a particular industry or niche can help identify potential sellers who may be a good fit for the platform. This can involve looking at existing marketplaces, social media platforms, and other online resources to identify businesses that meet the company's criteria.

For example, a Merchant Relationship Executive for an e-commerce platform specialising in handmade and vintage products may research craft fairs, artisan markets, and independent shops selling these types of products to identify potential sellers.

2. **Referrals:** Referrals from existing sellers or other contacts within the industry can be a valuable source of new business. These referrals can be obtained through networking events, industry conferences, or through direct outreach to existing sellers.

For instance, a Merchant Relationship Executive for a digital marketplace specialising in artisanal food products may ask existing sellers to refer other artisans in the same industry who may be interested in joining the platform.

3. **Outreach:** Conducting outreach to businesses that may be a good fit for the platform can effectively identify potential sellers. This can involve reaching out to businesses through email, phone calls, or social media.

For example, a Merchant Relationship Executive for an online fashion marketplace may reach out to independent designers on social media platforms such as Instagram, offering them the opportunity to sell their products on the platform.

4. **Advertising:** Placing targeted ads on online platforms such as Google Ads or social media can help attract potential sellers who are looking for a new sales channel. These ads can be targeted based on factors such as industry, location, and keywords.

For instance, a Merchant Relationship Executive for an e-commerce platform that specializes in handmade products may place targeted ads on Google for keywords such as "handmade jewellery" or "handmade pottery" to attract potential sellers who create these products.

## 2.2.2 Elements of Seller Registration Process

The seller registration process is critical for any individual or business looking to sell products or services on an e-commerce platform. Here are some critical components of the seller registration process:

- **Account Creation:** The first step in the registration process is creating an account with the e-commerce platform. This involves providing basic information about the seller, such as their name, email address, and contact information.
- **Business Information:** One critical component of the seller registration process is providing accurate business information. This includes details such as the legal name of the business, tax ID number, business address, and contact information. Providing accurate and up-to-date information is essential to ensure that the seller is properly registered and can conduct business on the platform.
- **Product Information:** Another critical component of the seller registration process is providing detailed information about the products that will be sold on the platform. This includes information such as product descriptions, pricing, images, and shipping information. Accurate product information is important to ensure that customers clearly understand what they are purchasing and prevent any confusion or disputes.
- **Payment and Shipping:** The registration process may also include setting up payment and shipping methods. This can include choosing payment processing options, setting shipping rates and policies, and determining how returns and refunds will be handled.
- **Compliance Requirements:** The seller must comply with all legal and regulatory requirements, including tax laws, consumer protection laws, and data protection laws.
- **Verification and Approval:** Many e-commerce platforms require sellers to go through a verification and approval process before they can begin selling. This may include providing additional documentation such as business licenses, tax filings, or other legal documents. The platform may also conduct background or credit checks to ensure the seller is in good standing.
- **Training and Support:** Finally, many e-commerce platforms offer training and support to help new sellers get started. This can include access to online resources such as training videos, webinars, forums, and dedicated support from customer service representatives.

It's important for sellers to carefully review and understand the requirements of the registration process to ensure timely and accurate completion. Incomplete or inaccurate information can result in delayed application approval or rejection.

## 2.2.3 Documentation Process for Registration

As a Merchant Relationship Executive, executing the documentation process for registering new sellers in compliance with company standards is essential for ensuring a smooth onboarding process.

The following steps can be taken to execute the documentation process in compliance with company standards:

- **Provide a checklist:** Provide a checklist of all the required documents and information the seller must submit for the registration process. This can include documents such as proof of identity, bank details, and tax registration.
- **Verify the documents:** The Merchant Relationship Executive needs to ensure that all the documents provided are authentic, valid and up-to-date. This can involve cross-checking the information from external databases or conducting manual checks.
- **Record the documents:** Record all the documents provided by the seller in a central database or folder. This can help to ensure that all the required documents are in one place and easily accessible.



- **Communicate any discrepancies:** If there are any discrepancies or missing information in the documents provided by the seller, communicate these to the seller and guide how to rectify them.
- **Maintain confidentiality:** Ensure that all the documents the seller provides are treated with confidentiality and stored securely. This can involve limiting access to the documents to only authorized personnel and using secure methods for transferring and storing the documents

## 2.2.4 Key Information to be Conveyed to the Sellers

As a Merchant Relationship Executive, it is crucial to educate and inform the new sellers about the e-commerce platform's various aspects and how to utilize them to their benefit. Some key elements of knowledge that should be passed on to the sellers during and after the registration process are:

- **Product Listing Requirements:** This involves providing guidelines and requirements for creating product listings, such as image requirements, product descriptions, and pricing strategies. Sellers should be informed of the specific image sizes and formats that the platform requires and the need for clear and accurate product descriptions. They should also be advised on how to set competitive prices and optimize their product listings for search engines.
- **Payment and Shipping Policies:** Sellers need to understand the payment and shipping policies that the e-commerce platform follows, including transaction fees, order processing times, and shipping options. This includes informing sellers of the payment methods that buyers can use, the timeframe for releasing payment, and the types of shipping services that are available.
- **Customer Service Expectations:** The importance of customer service cannot be overstated, and sellers should be aware of how to respond to customer inquiries, complaints, and feedback. This includes providing timely and helpful responses, resolving customer issues to their satisfaction, and maintaining a positive reputation on the platform.
- **Marketing Strategies:** Sellers should be given tips on how to promote their products on the e-commerce platform, such as through advertising options, deals and discounts, and social media marketing. By effectively marketing their products, sellers can increase their visibility and attract more customers.
- **Analytics and Reporting:** The e-commerce platform's analytics and reporting features provide valuable insights into sales performance, customer behaviour, and marketing effectiveness. Sellers should be informed of how to use these tools to monitor sales trends, identify areas for improvement, and optimize their selling strategies.
- **Regulatory Compliance:** There are various legal and regulatory requirements that sellers must comply with, including tax obligations, product safety standards, and intellectual property rights. It's important for sellers to understand these requirements and to ensure that their products meet all necessary standards and regulations.
- **Support and Resources:** Finally, sellers should be provided with details on the resources and support available to them, such as online help centres, customer support teams, and community forums. By having access to these resources, sellers can address any issues or concerns they may have and receive assistance in navigating the platform.

The Merchant Relationship Executive can contribute to the overall success of the e-commerce platform by imparting knowledge to new sellers, which can help them achieve success and confidence in their selling endeavours, ultimately building trust and adding value to the platform.

## 2.2.5 Guiding Sellers through the Registration Process

As a Merchant Relationship Executive, it is important to explain the documentation requirements and registration process to new sellers to ensure they understand what is expected. This can help them avoid delays or errors in registration and start selling on the platform as soon as possible.

**Step 1. Provide a list of required documents and explain why they are needed.** This may include documents such as a government-issued ID, proof of address, business registration certificate, and bank account details. The Merchant Relationship Executive should explain how these documents will be used in the registration process and assure the seller that their personal and business information will be kept secure.

**Step 2. Walk the seller through the registration process step-by-step.** This may involve creating a seller account, submitting the required documents, and verifying their identity and business information. The seller should be made aware of any fees or costs associated with the registration process and how they can be paid.

**Step 3. Explain any specific requirements or restrictions related to the seller's industry or product type.** For example, certain products may require additional documentation or approval from the platform before they can be listed for sale. The seller should be informed of any such requirements upfront to avoid any surprises or delays later on.

**Step 1. Allow the seller to ask questions or seek clarification.** It is important to ensure that the seller fully understands the registration process and requirements before proceeding. The Merchant Relationship Executive should also provide contact information for customer support or any other resources the seller may need.

## 2.2.5 Documents Required for the Registration Process

The Merchant Relationship Executive needs to ensure that all required documents are complete and accurate before submitting them for registration. This can help expedite the registration process and avoid delays or complications.

The following documents are typically required for the registration of new sellers on the e-commerce platform:

- **Business Registration Documents:** These may include a business license, certificate of incorporation, government clearance, and any other official documents required to operate a business in the seller's country or region.
- **Bank Account Information:** The seller must provide information about their bank account, including the account number and type. This is necessary for processing payments and disbursing funds.
- **Tax Information:** The seller may need to provide tax information, such as a GST number or tax registration documents, depending on the requirements of the e-commerce platform and the seller's location.
- **PAN card:** The seller must provide a copy of their PAN card for verification purposes.
- **Identity proof:** The seller must provide a copy of their identity proof, such as an Aadhaar card, passport, or driving license.
- **Address proof:** The seller must provide a copy of their address proof, such as a utility bill or rental agreement.
- **Trademark certificate (optional):** If the seller has a registered trademark for their brand, they can provide a copy of the trademark certificate for verification.



## 2.2.7 Completion of Seller Registration

In order to successfully onboard new sellers, the documentation process must be completed accurately and on time. A Merchant Relationship Executive can take the following actions in order to ensure that the process of documentation is successfully completed:

- **Provide Clear Instructions:** Sellers should be provided with clear and concise instructions on what documents are required and how to fill them out. This can be done through a step-by-step guide, checklist, or video tutorial.
- **Set Deadlines:** It's important to set clear deadlines for submitting the required documentation. This helps to keep the process moving forward and ensures that the seller is committed to the process.
- **Follow Up Regularly:** Follow up with the seller regularly to ensure they are on track to complete the documentation process. This can be done through email or phone calls.
- **Provide Assistance:** If a seller is struggling to complete the required documentation, offer assistance and guidance. This can include walking them through the process or providing additional resources.
- **Quality Check:** Review the documentation thoroughly to ensure accuracy and completeness once the documentation is submitted. Any errors or missing information should be addressed promptly.
- **Keep Records:** Maintain accurate records of all documentation and communication with the seller. This can help track progress and ensure that the seller complies with company standards.

## 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 organizations 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. Analyze and apply updated technology platform enhancements through regular attendance of training programs.

### 2.3.1 International Operating Standards for Benchmarking

International operating standards are guidelines or best practices that organizations follow to ensure that they conduct business responsibly, ethically, and sustainably. These standards aim to improve business practices by promoting transparency, accountability, and compliance with legal and regulatory requirements.

There are many international standards organizations, such as the International Organization for Standardization (ISO), International Electrotechnical Commission (IEC), and International Accounting Standards Board (IASB), among others, that develop and maintain these standards.

#### International Organization for Standardization (ISO)

ISO (International Organization for Standardization) certifications are a series of globally recognized standards that provide guidance and requirements for various industries to ensure quality, safety, and efficiency.



*Fig. 2.3.1: Logo of International Organization for Standardization (ISO)*

Here are some of the most common ISO certifications and their brief explanations:

- **ISO 9001:** This certification is focused on Quality Management Systems (QMS) and sets out the criteria for a QMS. The certification demonstrates that the organization has implemented a systematic approach to quality management.
- **ISO 9001:2000:** This certification is focused on several key areas, including customer satisfaction, process improvement, and continuous improvement. It requires organizations to document their

quality management system, identify and monitor key processes, and establish clear quality objectives and targets.

- **ISO 14001:** This certification is focused on Environmental Management Systems (EMS) and sets out the criteria for an EMS. The certification demonstrates that the organization has implemented a systematic approach to environmental management.
- **ISO 27001:** This certification is focused on Information Security Management Systems (ISMS) and sets out the criteria for an ISMS. The certification demonstrates that the organization has implemented a systematic approach to managing sensitive information.
- **ISO 45001:** This certification is focused on Occupational Health and Safety Management Systems (OHSMS) and sets out the criteria for an OHSMS. The certification demonstrates that the organization has implemented a systematic approach to managing health and safety risks in the workplace.
- **ISO 22000:** This certification is focused on Food Safety Management Systems (FSMS) and sets out the criteria for an FSMS. The certification demonstrates that the organization has systematically ensured food safety in the production and supply chain.
- **ISO 50001:** This certification focuses on energy management. Retail organizations that obtain this certification demonstrate their commitment to reducing energy consumption and improving efficiency.
- **ISO/IEC 27001:** This certification is focused on information security management systems. Retail organizations that obtain this certification demonstrate their commitment to protecting sensitive customer and business information from data breaches and cyber-attacks.

Another example is the Global Reporting Initiative (GRI), which provides guidelines for sustainability reporting. These guidelines help organizations to measure and report on their environmental, social, and governance performance and to communicate this information to stakeholders.

The IEC 62304 standard, which describes the specifications for medical device software, is another example. Manufacturers of medical devices can guarantee the security, dependability, and efficiency of their software by adhering to this standard.

When comparing and contrasting international operating standards, it's important to consider the unique needs and challenges of each country and industry. For example, certain regions may have stricter environmental regulations or labour laws than others, impacting the standards businesses need to follow.

It's also important to consider the benefits and costs of implementing international operating standards. While these standards can help businesses improve their practices and reduce risk, they may also require significant training, equipment, and technology investments.

Ultimately, businesses should carefully evaluate their own needs and the requirements of their target markets when deciding which international operating standards to adopt. By doing so, they can enhance their competitiveness, reduce their risk, and contribute to the sustainability of the global economy.

However, there may be some differences in standards between countries or regions, and organizations may need to tailor their practices to meet local requirements. For example, India has established its own set of environmental standards that may differ from those established by ISO. Therefore, it is important for organizations to research and understand the relevant standards in the regions where they operate and adjust their practices accordingly.

To further elaborate on the example of environmental standards, let's consider the case of a multinational corporation that operates in both India and Europe. While the company may follow the ISO 14001 standard for environmental management in its European operations, it may need to comply with the Indian government's environmental regulations, such as:

#### The Water (Prevention and Control of Pollution) Act, 1974

- This law aims to prevent and control water pollution by regulating the discharge of pollutants into water bodies and setting standards for effluent quality. It provides for the establishment of Pollution Control Boards to monitor and enforce compliance with the law.

#### The Air (Prevention and Control of Pollution) Act, 1981

- This law aims to prevent and control air pollution by regulating the emission of pollutants from industrial and other sources. It also provides for the establishment of Pollution Control Boards to monitor and enforce compliance with the law.

#### The Hazardous Waste Management Regulations, 2016

- These regulations aim to ensure the safe and environmentally sound management of hazardous wastes in India. They establish procedures for the generation, handling, treatment, storage, and disposal of hazardous wastes, and require businesses that generate such wastes to obtain authorizations and comply with reporting and record-keeping requirements.

*Fig. 2.3.2: Environmental Laws and Regulations in India*

In order to meet these requirements, the company may need to invest in new technologies or processes that are specific to the Indian market. For instance, the company may need to install a water treatment plant or use alternative energy sources to reduce its carbon footprint in India.

Similarly, when it comes to labour standards, different countries may have varying regulations regarding working conditions, minimum wages, and employee benefits. For example, European countries typically have strong labour laws that guarantee workers' rights, such as paid vacation time and parental leave, whereas, in some Asian countries, labour laws may be less protective of workers' rights.

Hence, companies operating in multiple regions must be aware of and abide by the labour regulations in each country

## 2.3.2 Improving Business Operations through Comparative Analysis

Businesses can make significant improvements to their operations by evaluating the success stories of comparable organisations. Businesses can learn valuable lessons from the successes and failures of successful organisations by looking at their strategy and practise.

For example, let's consider a company that wants to improve its customer service. By studying a competitor known for its exceptional customer service, the company can identify and analyse its processes, training programs, and customer feedback mechanisms. This analysis can provide valuable insights into best practices that the company can then implement in their own operations to improve customer service.

Conversely, businesses can also learn from the failures of their competitors. For instance, if a competitor experiences a data breach, a company can examine the root cause of the breach and the measures taken to address it. This information can help the company improve their cybersecurity practices, reducing the likelihood of a similar breach occurring.

In addition to analysing success stories and failures of comparative organizations, businesses may also benchmark their operations against industry standards. This process involves comparing a company's operations to those of industry leaders and identifying areas where the company falls short. By benchmarking against industry standards, businesses can identify best practices and areas for improvement in their operations.

Thus we can conclude that evaluating success stories and failures of comparative organizations and benchmarking against industry standards can provide businesses with valuable insights and information to improve their operations and achieve success in their respective industries.

### 2.3.3 Continuous Learning and Self-Improvement

As a Merchant Relationship Executive, there are several ways to enhance professional skills. Some of them are:

- **Attend training and development programs:** Participating in training programs is an excellent way to develop and improve your skills. These programs can cover various topics such as sales, negotiation, and customer service. You can attend workshops, seminars, and training sessions provided by your company or external organizations.
- **Read books and articles:** Reading books and articles on topics related to business development, selling, negotiation, and customer service can help to increase your knowledge and provide new insights and strategies. You can access books and articles from various sources, such as your company's library, online resources, and industry publications.
- **Seek feedback:** Seeking feedback from colleagues, managers, and customers is a valuable way to gain insight into areas where you can improve. Feedback can help you identify areas of strength and areas that need improvement. Actively listen to feedback and take steps to implement changes to improve your skills.
- **Engage in active listening:** Active listening involves paying attention to what the other person is saying and comprehending their point of view. This skill is crucial for effective communication and can promote the growth of closer ties with coworkers and clients. Practise active listening in all of your conversations to hone your communication skills.**Build relationships:** Building relationships with customers and colleagues is critical for business development and success. Focus on building trust, establishing rapport, and providing excellent customer service. Building relationships can increase customer loyalty, gain referrals, and strengthen your network.
- **Build a strong network:** Networking with peers, industry experts, and potential customers can provide valuable insights and opportunities for growth. Attend networking events and engage in online communities to expand your network.
- **Attend industry events:** Industry events, conferences, and trade shows can help build knowledge and provide opportunities to network with industry professionals. These events can also provide insights into your industry's emerging trends and best practices.

### 2.3.4 Enhancing Business Skills through Technology Training Programs

Professionals must constantly improve their skills and knowledge to remain competitive and succeed in today's quickly changing business environment. This is especially true when it comes to marketing, negotiating, and providing excellent customer service.

One effective way to enhance these skills is to regularly attend training programs that focus on the latest trends, techniques, and technologies. These programs provide valuable opportunities to learn from experts in the field, network with peers, and gain practical, hands-on experience.

When it comes to business development, training programs can provide insights into the latest strategies for identifying and pursuing new opportunities. This may include learning about emerging markets, analysing industry trends, and developing effective sales pitches and proposals.

Professionals can benefit from training programmes in addition to business development. This may include learning about the psychology of selling, effective communication techniques, and building customer relationships.

Negotiation skills are also essential for success in business, and training programs can provide valuable insights into how to effectively negotiate deals and contracts. This may include learning about the

different negotiation styles, preparing for a negotiation, managing emotions and building trust with the other party.

Last but not least, excellent customer service is a key element of any successful company, and training programmes can assist workers in developing these skills. This could include acquiring the value of active listening, efficient problem-solving methods, and how to deal with challenging clients.

Another important aspect of training programs is the opportunity to analyse and apply updated technology platform enhancements. As technology continues to evolve at a rapid pace, it is essential for professionals to stay up-to-date on the latest advancements in their industry. By attending training programs, professionals can learn about the latest software, applications, and tools that can help them perform their job more efficiently and effectively.

Thus attending training programs is a valuable investment in one's career development. By continuously enhancing their skills and knowledge in areas such as business development, selling, negotiation, and customer service, professionals can stay competitive, achieve success, and contribute to their organisation's overall growth and success.

## Summary

- Conduct profiling and acquisition of sellers based on business requirements to identify potential sellers who meet the company's needs.
- Pitch the business proposition to the identified sellers by highlighting the benefits of partnering with the company and addressing any concerns they may have.
- Guide sellers through the seller registration and documentation process, ensuring they provide all necessary documents and meet all requirements.
- Stay updated on new and improved selling tactics to provide sellers with the latest information on how to succeed on the e-commerce platform.
- Conduct training programs to educate sellers on product listing requirements, payment and shipping policies, customer service expectations, marketing strategies, analytics and reporting, and regulatory compliance.
- Offer support and resources to sellers, including online help centres, customer support teams, and community forums.
- Evaluate success stories of comparative organizations to identify best practices and areas for improvement.
- Analyse and apply updated technology platform enhancements through regularly attending training programs to enhance business development, selling, negotiation, and customer service skills.

## Exercise

### Multiple-choice Questions:

1. What is the first step in acquiring new sellers based on business requirements?
  - a. Conducting market research
  - b. Creating a list of potential sellers
  - c. Identifying seller profiles
  - d. Pitching business proposition
2. Which of the following is key in the seller registration and documentation process?
  - a. Creating product listings
  - b. Developing marketing strategies
  - c. Analysing customer behaviour
  - d. Ensuring regulatory compliance
3. What is the importance of pitching business propositions to identified sellers?
  - a. To encourage sellers to join the platform
  - b. To increase the number of sellers on the platform
  - c. To create competition among sellers
  - d. To promote the platform to potential buyers
4. How can sellers improve their selling tactics?
  - a. By attending training programs
  - b. By focusing on pricing strategies
  - c. By targeting new markets
  - d. By reducing shipping times

5. What is the purpose of conducting profiling of sellers?
  - a. To identify potential buyers
  - b. To analyse customer behaviour
  - c. To assess seller performance
  - d. To understand the needs and requirements of sellers

**Descriptive Questions:**

1. What are some effective ways to conduct profiling and acquisition of sellers based on the business requirement?
2. What are some of the key elements of knowledge that should be passed on to new sellers during the registration process?
3. How can a business pitch its proposition to identified sellers convince them to sell on its platform?
4. What are the necessary steps involved in the seller registration and documentation process, and how can they be executed in compliance with company standards?
5. How can e-commerce platforms ensure accurate and timely completion of the documentation process?







# 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 - Optimizing Seller Performance and Promotions



## Key Learning Outcomes



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

1. Demonstrate the process of orienting the sellers on operating the technology platform/portal.
2. Demonstrate 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. Organize and manage seller activities related to order processing, packaging, and shipping through assistance and guidance.

### 3.1.1 Understanding an E-Commerce Portal

Critical aspects of an online portal typically include:

**User Interface (UI):** A well-designed and easy-to-use UI is crucial for engaging users and encouraging them to explore the platform. It should be simple and intuitive, with clear navigation and effective use of colour, typography, and imagery.



Fig. 3.1.1: User Interface of Amazon

**Shopping Cart and Checkout Process:** A streamlined and user-friendly shopping cart and checkout process can improve the conversion rate of the platform. The process should be intuitive and secure, with multiple payment options and the ability to track order status.

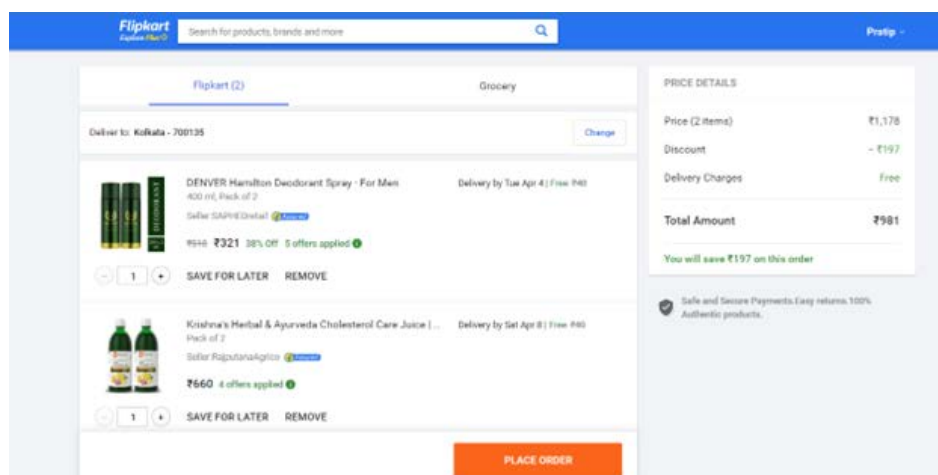


Fig. 3.1.2: Shopping Cart of Flipkart

**Payment Gateway:** The payment gateway is the software that provides secure and efficient payment processing for online transactions, enabling businesses to accept payments from customers through various channels such as credit/debit cards, net banking, UPI, and e-wallets. Top payment gateways for e-commerce platforms are Paytm Payment Gateway, Razorpay, PayPal, Amazon Pay, PayU India, CCAvenue, BillDesk, PayZapp, MobiKwik, etc.



Fig. 3.1.3: Payment Gateways

**Product Catalogue:** A comprehensive and well-organized product catalogue is essential for helping customers find and purchase the products they are looking for. The catalogue should include product descriptions, images, pricing information, and reviews.

**Search Functionality:** An effective search function can help customers quickly find what they are looking for and improve their overall experience on the platform. The search bar should be prominently placed and able to handle a variety of search queries.

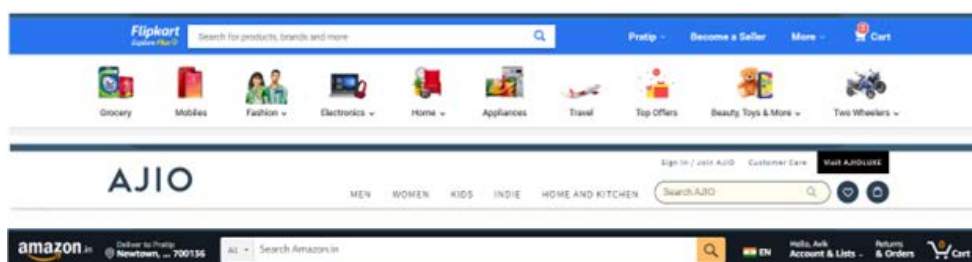


Fig. 3.1.4: Search Bar of Flipkart, Ajo and Amazon

**Security:** Security is critical for protecting customer information and maintaining the trust of users. The platform should have strong security mechanisms in place, such as SSL encryption, two-factor authentication, and frequent security audits.

**Mobile Responsiveness:** With the rising use of mobile devices for online shopping, it is critical that the platform is mobile device optimised. The mobile version of the platform should be responsive, easy to use, and provide a seamless purchasing experience.

**Analytics and Reporting:** Analytics and reporting tools can help platform owners track user behaviour, monitor sales, and optimize their marketing and selling strategies. The platform should have built-in analytics tools or support integration with third-party tools.

**Customer Support:** Providing effective customer support is essential for building trust and loyalty among users. The platform should have multiple channels for customer support, including email, phone, and chat, and support teams should be responsive and knowledgeable.

### Basic Portal Operations

E-commerce portals are websites or online platforms that allow people to purchase and sell goods and services via electronic transactions. The basic operations of an e-commerce portal involve the following steps:

#### Product listing:

Product listing is one of the key operations of an e-commerce portal. It involves the seller creating a detailed listing of the products they want to sell on the portal. This listing includes product information such as the product name, description, price, images, and other relevant details.

The portal's content team then reviews the product information provided by the seller to ensure that it meets the portal's quality standards. Once the product is approved, it is added to the portal's database, and customers can search for and purchase the product.

For example, Amazon.com has a product listing page where sellers can create a new product listing by providing all the relevant details about the product. They can add multiple images of the product, write a detailed description, specify the product category, and set a price for the product. Amazon's content team reviews the listing to ensure that it meets its quality standards and is not violating any of its policies.

#### Order placement:

After the customer places an order, the e-commerce portal sends a notification to the seller to fulfil the order. The seller then packages the product and prepares it for shipping. The portal may also provide a shipping label and arrange for shipping through a third-party logistics provider.

Once the order is shipped, the portal updates the customer with tracking information and estimated delivery dates. The customer can track the package through the portal or through a link provided by the seller. Once the package is delivered, the portal updates the order status to "delivered" and may prompt the customer to leave feedback or a review of the product and seller.

#### Payment processing:

Processing payments is a crucial part of running an e-commerce platform. The portal must handle the payment in order to complete the transaction when the customer places an order and an invoice is created. Verifying the payment information, taking the appropriate amount from the customer's account, and transferring it to the seller's account are all required in this process.

To secure both the buyer and the seller, the money processing stage uses multiple layers of protection. For e-commerce portals, payment gateways like PayPal and Stripe offer dependable and secure payment processing services. These payment gateways encrypt the payment data to guard against hacking or other harmful activity. To stop unauthorised transactions, they also have procedures in place for fraud detection and prevention. The e-commerce website notifies the buyer and seller that the payment has been processed. The payment amount, transaction ID, and order information are among the details included in this message. To ensure that the customer's payment is secure and that the vendor is paid for the goods sold, the payment processing phase is crucial.

**Order fulfilment:**

The timely delivery of goods to customers is a key component of order fulfilment, which is an essential stage in the operation of an e-commerce business. An order confirmation is generated by the site and sent to the vendor after the money has been received. The merchandise is subsequently packaged by the seller and delivered by the logistics company. The goods are then taken from the vendor's warehouse and delivered to the customer's address by the logistics provider. The online shopping website keeps track of the delivery progress and notifies the consumer when it will arrive. For instance, the portal processes the payment and notifies the seller of the order when a buyer places one on Amazon.com. After that, the seller packages the item and delivers it to a logistics company like Gati, BlueDart, FedEx, or Delhivery. The goods are taken from the seller's warehouse and delivered to the customer's address by the logistics provider. The customer receives frequent updates from the e-commerce portal regarding the projected delivery time and tracking details during the delivery procedure.

Additionally, managing returns and refunds is a part of order fulfilment. The product may be returned to the seller within a certain time frame if the client is dissatisfied with it. The customer is given a return label by the e-commerce platform, which also arranges for the merchandise to be picked up from the customer's address. The portal handles the refund and notifies the consumer of the refund status as soon as the seller receives the returned item.

**Customer support:**

Customer support is a crucial aspect of any e-commerce portal. It ensures that customers have a positive experience and can trust the portal for future purchases. E-commerce portals provide different customer support services, such as helpline, email, or chat support. These services are manned by customer support representatives who are trained to handle queries, complaints, and returns.

For example, if a customer faces an issue with a product purchased on Myntra.com, they can reach out to the portal's customer support team through different channels, such as a helpline number, email, or chat. The customer support representative will listen to the customer's issue and try to resolve it as quickly as possible. If the issue cannot be resolved over the phone or chat, the representative will guide the customer on the return process.

In addition to addressing customer issues, e-commerce portals also use customer support services to collect feedback from customers. This feedback improves the portal's services and enhances the customer experience. For example, if customers consistently complain about a particular product's quality, the portal can work with the seller to improve the product's quality or remove it from the platform altogether.



### 3.1.2 Training Sellers on Portal Operations

Orienting and training sellers on the portal operation and seller panel elements are crucial for their success on the e-commerce platform. It is necessary to train sellers on the elements of portal operation and seller panel to ensure they understand how to use the e-commerce platform effectively.

Without this training, sellers may struggle to upload new products, process orders, package and ship products, and troubleshoot any issues that arise. Effective training can help sellers feel confident in using the platform and can contribute to their success on the platform. It can also help reduce the number of issues that arise and minimize the need for additional support from the platform's support team.

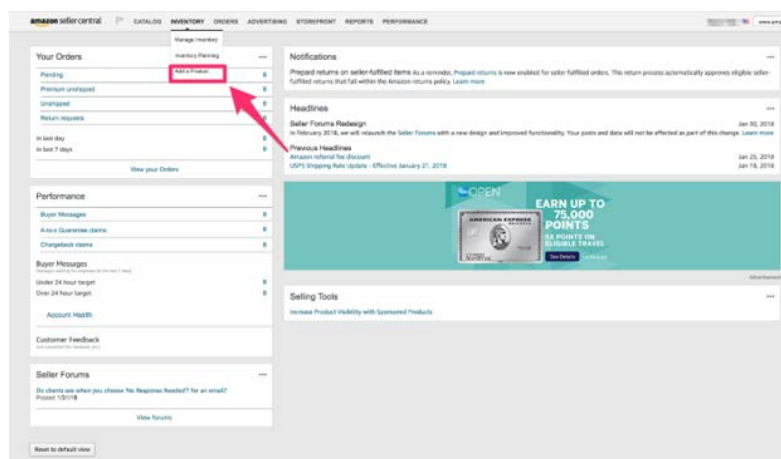
Additionally, training can help ensure that all sellers are following best practices and that their listings are consistent, professional, and compliant with the platform's policies. Ultimately, providing training to sellers can improve the overall user experience for both sellers and buyers, leading to increased sales and improved customer satisfaction.

Below are the steps to effectively train and orient sellers:

- 1. Provide a comprehensive orientation:** Start with a comprehensive orientation program that covers all aspects of the portal operation, seller panel, and other relevant features. This can be done through online tutorials, videos, or in-person training sessions.
- 2. Simplify the language:** Use simple and easy-to-understand language to avoid overwhelming sellers with technical jargon.
- 3. Demonstrate step-by-step:** Demonstrate the portal's operation and seller panel step-by-step to ensure that sellers understand the process. This includes creating a sample listing, adding images, pricing, and managing inventory.
- 4. Provide hands-on practice:** Allow sellers to practice using the portal and seller panel through hands-on practice sessions. This can be done through simulated exercises or by creating a demo account for them to experiment with.
- 5. Encourage questions and feedback:** Encourage sellers to ask questions and provide feedback during the orientation and training process. This will help to clarify any confusion and ensure that they are comfortable with the portal and seller panel.
- 6. Follow up:** Follow up with sellers after the orientation and training to ensure that they have a clear understanding of the portal's operation and seller panel. This can be done through surveys, quizzes, or one-on-one discussions.

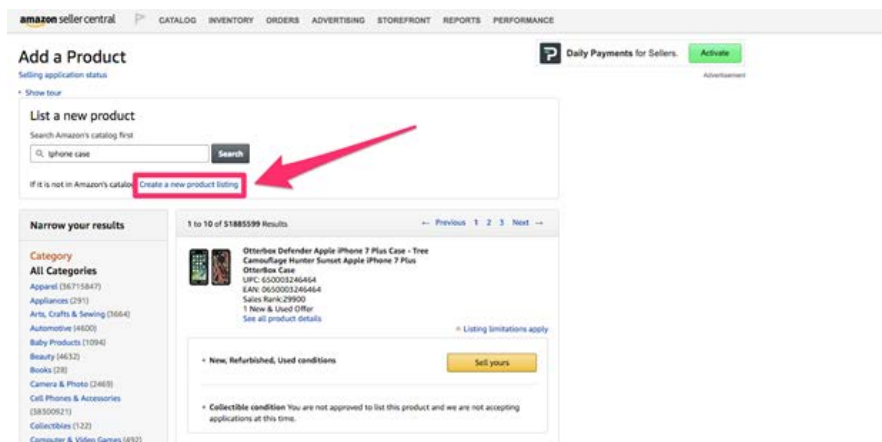
#### Setting up Amazon Listing

**Step 1.** To create a unique listing, log into the Seller Central Dashboard. Go to the “Inventory,” option. A menu will pop out with an option that says “Add a Product.”

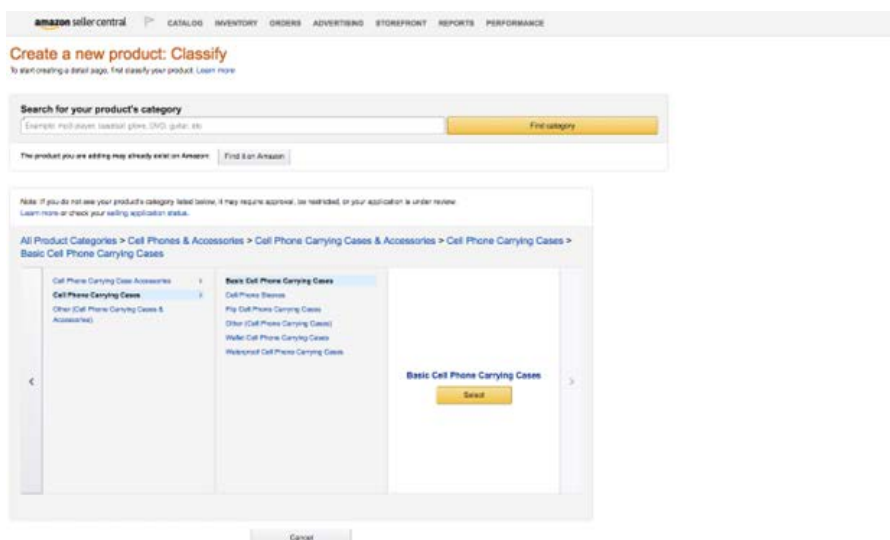


**Step 2.** On the product creation page, you may either choose an existing product or create your own.

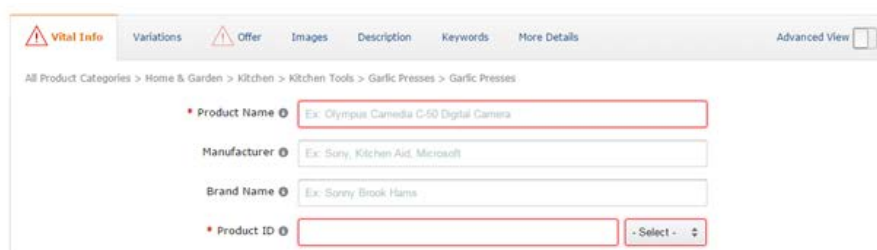
**Step 3.** Select “Create a new listing” for a unique product.



**Step 4.** Choose the appropriate product categories and subcategories to classify your product.



**Step 5.** From there, you'll be prompted to fill in your product listing information.



This content— your product title and description images — is what makes or breaks your listing page. To make the customers trust your brand and understand why they should buy your goods, it must be both interesting and informative.

## Listing Products on Flipkart

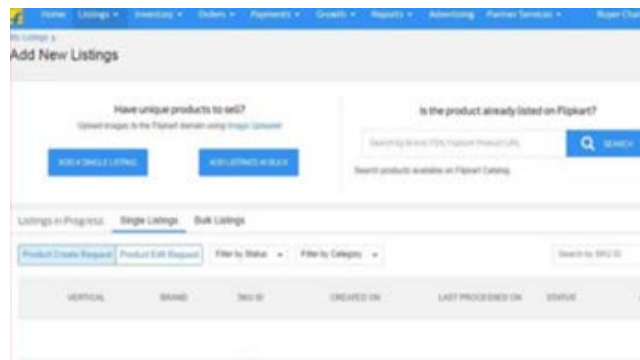
Before moving ahead to the product listing on Flipkart, you must have fulfilled the below criteria:

1. Flipkart Seller Registration
2. Your brand and category should be approved

If you have fulfilled these two criteria, then go ahead and start listing and cataloguing your product.

**Step 1.** First login to your Flipkart Seller,

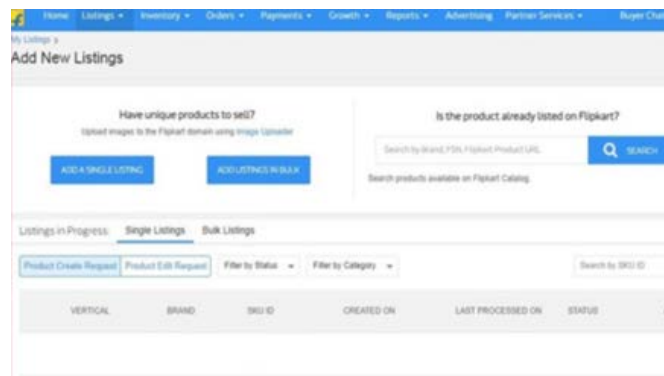
**Step 2.** Go to “Listing” > “Add New Listing”



Here you will get two types of options:

1. Add a Single Listing
2. Add a listing in Bulk

**Step 3.** If you have an approved brand list, then select the category and proceed further.



**Step 4.** Now, you will have a list of sections to fill one by one, some fields are mandatory, and some are optional. The mandatory fields are marked with (\*).

### 3.1.3 Troubleshoot Common Issues on the Technology Platform

#### Common Issues with E-Commerce Platforms

Sellers may encounter various issues while operating the technology platform of an e-commerce portal; some common issues are:

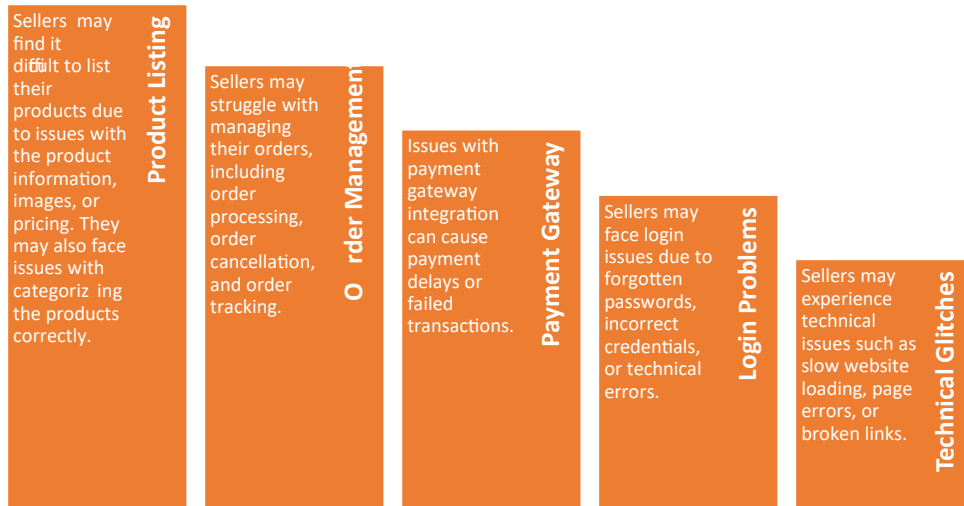


Fig. 3.1.5: Common Seller Issues with E-Commerce Platforms

To troubleshoot these issues, e-commerce portal administrators can provide sellers with step-by-step guides, tutorials, and FAQs. They can also offer customer support services through email, chat, or phone to assist sellers with any issues they may encounter.

#### Troubleshooting

As a Merchant Relationship Executive, troubleshooting simple problems faced by sellers while using the technology platform is an essential part of the job. Here are some appropriate techniques to address these issues:

- **Understand the problem:** First, you need to understand the issue that the seller is facing. Ask them to describe the problem in detail and try to get as much information as possible.
- **Check the system:** Once you understand the problem, check the e-commerce platform system yourself to see if there are any known issues or if the problem is isolated to the seller's account.
- **Offer solutions:** Based on the analysis, offer appropriate solutions to the seller. If it is a technical issue, provide step-by-step instructions to resolve it. If it is a user error, offer training and guidance on how to use the portal effectively.
- **Escalate issues:** If the problem cannot be resolved easily, escalate the issue to the appropriate team within the e-commerce platform company.
- **Follow up:** After offering the solution, follow up with the seller to ensure that the problem is resolved. This can include checking if the seller has successfully uploaded products, if the payment gateway is working correctly, etc.
- **Document the issue:** Finally, make sure to document the issue and the steps taken to resolve it. This will help in identifying and resolving similar issues in the future.

### 3.1.4 Assisting Sellers with Uploading New Products

Helping and guiding sellers in uploading new products on the e-commerce platform is an important part of a Merchant Relationship Executive's job.

- 1. Provide guidance on the product image and description standards:** Start by explaining the product uploading process to the seller. This includes logging in to the seller panel, navigating to the product upload section, and filling out the required fields. Encourage the seller to provide clear and accurate product descriptions, including product name, brand, size, colour, and any other relevant details. This will help buyers to find the product easily and make an informed decision. When helping sellers upload new products, ensuring that their product images and descriptions meet the platform's standards is important. For example, Amazon requires product images to be high-quality, have a white background, and show the product from multiple angles. The description should be accurate, clear, and concise. Providing sellers with guidelines and examples of well-optimized product listings can help them improve their own listings and increase their chances of making a sale.
- 2. Advise on pricing strategies:** Pricing can be a crucial factor in the success of a product on an e-commerce platform. As a Merchant Relationship Executive, you can advise sellers on pricing strategies based on market trends, competition, and demand. For example, if a product is in high demand and has low competition, the seller can afford to set a higher price. Alternatively, if the product has high competition, the seller may need to lower the price to be competitive. Providing sellers with pricing analysis tools and market insights can help them make informed decisions.
- 3. Help optimize product titles and keywords:** Product titles and keywords are important for product discoverability on e-commerce platforms. As a Merchant Relationship Executive, you can help sellers optimize their product titles and keywords by providing guidelines and tools for keyword research. For example, using tools like Google Keyword Planner or Amazon Keyword Tool can help sellers identify popular and relevant keywords to use in their product titles and descriptions.
- 4. Guide sellers in setting up promotions and discounts:** Offering promotions and discounts can help sellers attract more customers and increase sales. As a Merchant Relationship Executive, you can guide sellers in setting up promotions and discounts by providing them with options and examples. For example, Amazon allows sellers to offer various types of promotions, such as free shipping, percentage off, or buy one get one free. Providing sellers with information on how to set up these promotions and the benefits of doing so can help them drive sales.
- 5. Assist with product categorization:** Proper product categorization can help customers find products more easily on e-commerce platforms. As a Merchant Relationship Executive, you can assist sellers with product categorization by providing guidelines and examples. For example, Amazon has specific categories and subcategories under which products can be listed; providing sellers with a list of these categories and examples of similar products can help them choose the most appropriate category for their product.

### 3.1.5 Assisting Sellers with Order Processing, Packaging, and Shipping

It is important to establish clear guidelines and procedures for sellers to follow to organize and manage seller activities related to order processing, packaging, and shipping. This can include providing them with templates for order forms, packaging materials, and shipping labels.

As a Merchant Relationship Executive, you can assist sellers in the order processing, packaging, and shipping procedures in the following ways:

### Order Processing Procedure:

Order processing is the process of receiving, confirming, and fulfilling customer orders. As a Merchant Relationship Executive, it is important to provide a clear understanding of the order processing procedure to the sellers. This includes educating the seller about the various order statuses and how to handle each one. For example, you can guide them through the process of marking an order as "shipped" once it has been packaged and shipped. Additionally, you can provide guidance on how to handle orders with different statuses such as "pending," "cancelled," or "returned."

### Guidance on Packaging:

Packaging is an important aspect of the shipping process. As a Merchant Relationship Executive, you can guide the sellers on how to package their products securely and professionally. This includes tips on choosing the right packaging materials, packing the products securely, and correctly labelling the package. For instance, you can guide the seller to choose appropriate packaging materials like bubble wrap, cardboard boxes, or padded envelopes. Additionally, you can provide guidance on how to label the package correctly with information like the shipping address, return address, and tracking information.

Different e-commerce platforms in India may have different packaging guidelines that sellers need to follow to ensure their products are safe and secure delivery to customers. Some common packaging guidelines for popular e-commerce platforms in India are:

- **Amazon India:** Amazon India provides detailed packaging guidelines for its sellers, including specifications for packaging materials, packaging dimensions, and weight limits. The packaging must also include the Amazon barcode, product label, and package label.
- **Flipkart:** Flipkart provides packaging guidelines for different categories of products, such as electronics, apparel, and books. The packaging must be strong, sturdy, and tamper-proof. Sellers must also include the Flipkart order ID, product description, and barcode on the package.
- **Paytm Mall:** Paytm Mall provides packaging guidelines for various product categories, such as electronics, fashion, and home appliances. The packaging must be done in a way that protects the product from damage during transit. Sellers must also include the Paytm Mall order ID and product description on the package.
- **Snapdeal:** Snapdeal provides packaging guidelines for different categories of products, such as mobile phones, home appliances, and fashion. The packaging must be sturdy, tamper-proof, and labelled with the Snapdeal order ID, product description, and barcode.

### Guidance on Shipping:

Different shipping methods have different procedures and timelines. As a Merchant Relationship Executive, you can guide the sellers on the various shipping methods available and the associated procedures. For example, you can provide them with information on how to ship products through a courier service or through the postal service. Choosing a reliable and trustworthy shipping carrier for your products is important. Some of the popular shipping carriers in India include FedEx, DHL, Blue Dart, etc.

You can guide them to choose appropriate shipping methods that suit their products and delivery timeline. Additionally, you can explain the various shipping rates, delivery timelines, and packaging requirements for each shipping method.

- **Assist in Resolving Shipping-Related Issues:** Sometimes, sellers may face issues related to shipping, such as delayed delivery or damaged products. As a Merchant Relationship Executive, you can assist sellers in resolving such issues by guiding them on how to communicate with the shipping service provider and how to file a claim for compensation. For instance, you can guide them on how to contact the customer support of the shipping service provider and provide them with the necessary

information, like the order number, shipping date, and tracking information. Additionally, you can guide them on how to file a claim for compensation for the damages caused during the shipping process.

- **Keep Sellers Updated on Shipping Policies:** Shipping policies can change from time to time. It is important to keep the sellers updated on any shipping policy or procedure changes. This includes providing information on shipping rates, delivery timelines, and packaging requirements. You can send regular updates to the sellers through email or other communication channels. You can also provide guidance on how to stay up-to-date on shipping policies and regulations by regularly visiting the shipping service provider's website or attending webinars or training sessions.

Here are some of the shipping policies of popular e-commerce platforms in India:

- **Amazon.in:** Amazon offers free shipping on eligible orders that are fulfilled by Amazon. The delivery time for these orders is usually between 2 to 4 business days. Amazon also offers a variety of paid shipping options, such as one-day delivery, same-day delivery, and scheduled delivery.
- **Flipkart.com:** Flipkart offers free shipping on orders above a certain amount, which varies depending on the category of the product. For orders below the free shipping threshold, a shipping fee is charged. Flipkart offers several shipping options, including standard delivery, express delivery, and in-a-day guarantee delivery.
- **Snapdeal.com:** Snapdeal offers free shipping on select products. For other products, shipping charges are based on the weight and dimensions of the package, as well as the delivery location. Snapdeal also offers a variety of delivery options, including standard delivery, express delivery, and next-day delivery.
- **Paytm Mall:** Paytm Mall offers free shipping on all orders. The delivery time for these orders is usually between 4 to 7 business days. Paytm Mall also offers a variety of paid shipping options, such as next-day delivery and same-day delivery.
- **Myntra.com:** Myntra offers free shipping on orders above a certain amount, which varies depending on the category of the product. For orders below the free shipping threshold, a shipping fee is charged. Myntra offers several shipping options, including standard delivery,



## UNIT 3.2: Optimizing 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.

### 3.2.1 Evaluating Promotions for Seller Benefits

As a Merchant Relationship Executive, you can evaluate promotions and offers to effectively communicate the benefits to sellers.

#### **Evaluate promotions and offers:**

The first step is to analyse the promotions and offers available on the platform. You need to understand the details and terms of each promotion or offer, including the target audience, duration, and benefits offered.

Suppose a promotion offers a 10% discount on a certain category of products for a week. In that case, you need to understand the details of the promotion, such as which products are eligible for the discount, the duration of the promotion, and the target audience. You also need to understand the benefits sellers can receive from the promotion, such as increased sales and product visibility.

#### **Identify relevant promotions and offers:**

Once you have analysed the available promotions and offers, you can identify those relevant to specific sellers. For example, you can identify high-end brands that would benefit from promotional offers or small brands that would benefit from bulk offers.

Let's say you are working as a Merchant Relationship Executive for an e-commerce platform that offers a promotional offer of 20% off on all products to new sellers who register and upload their products within a specified period of time. As a part of your job, you analyse this promotion and identify which sellers could benefit from it.

Upon analysis, you find that this promotional offer would be relevant to new sellers who have recently launched their products and are looking to increase their sales. You could identify such sellers by checking their registration and product launch dates. You could then inform these sellers about the promotional offer, explaining how it could help them grow their business by attracting more customers and boosting their sales.

Similarly, if a bulk offer is available for small brands, you could identify sellers with a large inventory of products but are struggling to sell them. You could then reach out to them and inform them about the bulk offer, explaining how it could help them clear their inventory and generate revenue.



By identifying relevant promotions and offers, you can help the sellers on your e-commerce platform to take advantage of these opportunities and grow their business.

**Communicate the benefits to sellers:**

After identifying relevant promotions and offers, you can effectively communicate the benefits to sellers. This includes providing them with information on how they can participate in the promotion or offer, the benefits they will receive, and any requirements they need to meet.

For example, the platform may be offering a 50% discount on the commission fees for new sellers who register before a certain date.

To communicate the benefits of this offer, you would first analyse the details and terms of the offer. You would note that the offer is targeted towards new sellers and that they can receive a significant discount on their commission fees. You would also ensure that you clearly understand any requirements or deadlines associated with the offer.

Once you understand the promotion or offer clearly, you can effectively communicate the benefits to sellers. You would inform new sellers of the offer, explaining how they can participate and what benefits they will receive. You would emphasize the fact that they can save a significant amount of money on commission fees by taking advantage of the offer. You would also ensure that you provide them with any necessary guidance or support to help them register and participate in the offer.

**Provide Support and Guidance:**

As a Merchant Relationship Executive, it is important to support and guide sellers throughout the process. This includes helping them understand the terms and conditions of the promotion or offer, assisting them with any necessary paperwork, and providing ongoing support to ensure they receive the full benefits.

Suppose an e-commerce platform has a promotion offering a 10% discount on all orders above a certain amount. As a Merchant Relationship Executive, your role is to inform the sellers about this promotion and guide them through the process of availing of the discount.

You could start by sending an email or message to all the sellers, explaining the details of the promotion and how it works. You could also provide them with a step-by-step guide on how to apply the discount code during checkout. Next, you could offer to assist the sellers with any necessary paperwork, such as filling out a form to participate in the promotion. You could also provide them with ongoing support, such as checking in periodically to ensure that they are receiving the discount on all eligible orders.

In addition, you could provide guidance on how sellers can maximize the benefits of the promotion by offering bulk discounts or free shipping for orders above a certain amount. This would help the sellers to increase their sales and profits while also taking advantage of the promotion.

### 3.2.2 Evaluating Promotional Effectiveness and Seller Performance

Evaluation of advantages and benefits of promotions and business opportunities involves analysing the effectiveness of promotional activities and assessing the potential benefits for the seller's business. As a Merchant Relationship Executive, it is essential to regularly evaluate the advantages and benefits of promotions to ensure that sellers receive all agreed-upon benefits and that the promotions are beneficial for both the seller and the e-commerce portal.

The evaluation process may involve analysing sales data, customer feedback, and the seller's performance to determine the impact of the promotion on the seller's business. Assessing the seller's overall business opportunity and providing suggestions and guidance to improve their performance is also crucial.

Suppose an e-commerce portal is running a promotional campaign offering a 20% discount on all clothing items for a month. As a Merchant Relationship Executive, you would evaluate the impact of this promotion on the seller's business.

You can analyse the sales data of the clothing category before and during the promotional period to determine if the promotion has increased sales. If there is a significant increase in sales during the promotional period, you can conclude that the promotion has effectively generated more revenue for the seller.

However, you may also need to consider other factors that could impact sales, such as changes in customer behaviour or competitor activity. Therefore, you would also gather customer feedback to understand their experience during the promotional period and identify areas for improvement.

Suppose you find that a particular seller is not performing well, despite the promotion. In that case, you would evaluate their business opportunity and suggest strategies to improve their performance. For example, you could suggest the seller optimize their product listings by using better product descriptions, images, and pricing strategies. You may also provide guidance on marketing strategies such as running social media campaigns, leveraging influencer marketing, or using Google Ads to increase their visibility.

### 3.2.3 Assess Seller Benefits and Contract Compliance

#### Contractual norms with sellers

Contractual norms with sellers are the rules and agreements established between the e-commerce portal and the sellers selling their products on the portal. These norms are essential to ensure that both parties operate within legal and ethical boundaries and protect their interests.

Some of the common contractual norms with sellers in e-commerce portals are:

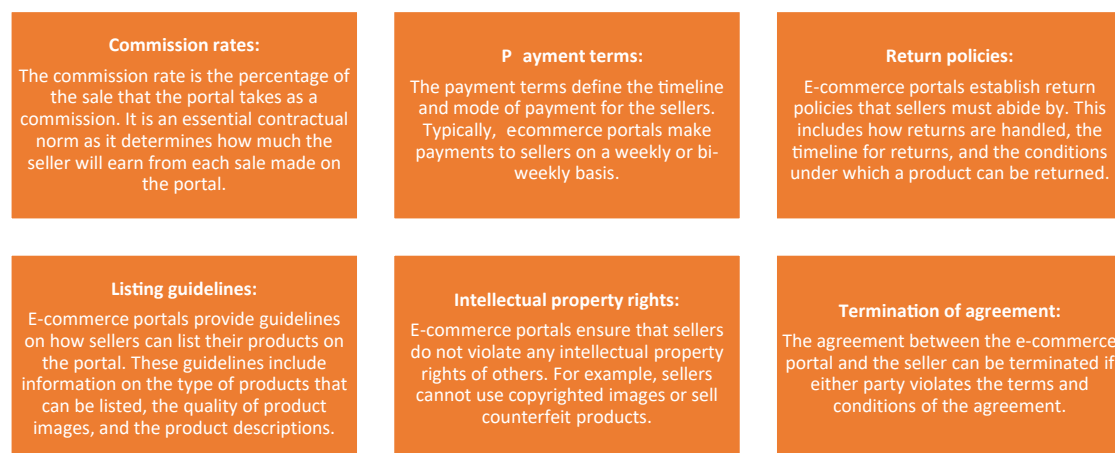


Fig. 3.2.1: Contractual norms with sellers in e-commerce portals

### How to Ensure Contract Compliance?

As a Merchant Relationship Executive, it is important to ensure that the sellers on your platform receive all the benefits and advantages that they are entitled to according to their contracts.

- **Review the contract:** As a Merchant Relationship Executive, it is essential to review the contract carefully before beginning work with a seller. This will help you understand the agreement's terms and conditions, including the benefits the seller is entitled to receive. Understanding the contract will ensure that you can assist the seller in achieving their targets and meeting their obligations.
- **Monitor seller's performance:** Regular monitoring of a seller's performance is essential to ensure that they meet their obligations as per the contract. You should keep track of their sales, shipments, and customer feedback to ensure that they are meeting their targets. Monitoring can help identify areas of improvement and allows for timely corrective action.
- **Communicate regularly:** Communication is key to building a strong working relationship with the seller. You should communicate with the seller regularly to keep them informed about their performance and answer any questions they may have. Regular communication will ensure that the seller is aware of their progress and can make necessary changes to meet their targets.
- **Provide necessary support:** Providing necessary support to the seller can help them achieve their targets. You can offer training, marketing support, or technical assistance to help the seller improve their performance. Supporting the seller shows that you are invested in their success and can lead to a stronger working relationship.
- **Conduct regular reviews:** Regular reviews with the seller can help evaluate their performance and identify any areas for improvement. Use feedback from reviews to adjust their targets and provide additional support where necessary. Reviews also allow for open communication, allowing both parties to discuss any issues or concerns.

### Case Study: Monitoring Seller Performance

**Background:** ABC Pvt. Ltd. is an e-commerce platform allowing sellers to list and sell their products to customers nationwide. As a Merchant Relationship Executive, it is your responsibility to on-board new sellers and ensure that they are meeting their sales targets and obligations as per the contract.

**Challenge:** XYZ Traders, one of your sellers, has seen a drop in sales over the last few months. They are having difficulty meeting their sales targets, and client feedback is not as positive as it previously was. You must explore the source of this decline and provide the appropriate assistance to help them in improving their performance.

**Solution:** To address this issue, you follow the steps mentioned above:

- **Review the contract:** You review the contract with XYZ Traders to understand their sales targets and obligations. You realize that they have not been meeting their sales targets for the past two months, which is a breach of their contract.
- **Monitor performance:** You track their sales, shipments, and customer feedback to understand their performance. You find that their sales have declined due to increased competition and a lack of marketing efforts.
- **Communicate regularly:** You reach out to XYZ Traders to discuss their performance and answer any questions they may have. You explain the reasons for the decline in sales and provide them with suggestions on how to improve.
- **Provide support:** You offer training on marketing strategies and assist them in creating a promotional campaign to increase their sales.
- **Conduct reviews:** You schedule a review meeting with XYZ Traders to evaluate their performance and identify any improvement areas. You provide them with feedback on their progress and adjust their sales targets accordingly.

**Outcome:** As a result of your efforts, XYZ Traders improves their sales performance and meets their sales targets. Their customer feedback also improves, and they are able to maintain a strong relationship with the platform. This success helps build their confidence in the platform and encourages them to continue selling on it.

**Conclusion:** Monitoring seller performance is critical to ensuring an e-commerce platform's success. By following the steps mentioned above, Merchant Relationship Executives can identify areas of improvement, provide the necessary support, and help sellers to achieve their targets.

### 3.2.4 Staying Up-to-Date as Merchant Relationship Executive

As a Merchant Relationship Executive, staying updated about upcoming promotions and technology applications is essential to providing quality service to your sellers.

It is important to remember that staying updated about upcoming promotions and technology applications is an ongoing process that requires continuous learning and professional development. By staying updated, you can provide better service to your sellers and help them grow their businesses.

Here are some ways to keep yourself updated:

- **Attend training sessions and workshops:** E-commerce platforms often conduct training sessions and workshops to educate their employees on the latest updates and trends. As a Merchant Relationship Executive, make sure to attend these sessions to learn about upcoming promotions and technology applications.
- **Subscribe to industry newsletters and blogs:** There are several newsletters and blogs related to e-commerce that you can subscribe to, which provide updates on upcoming promotions and technology applications. Examples include TechCrunch, eMarketer, and Internet Retailer.
- **Attend industry conferences and events:** Attending various events related to e-commerce can provide you with valuable insights on upcoming promotions, technology applications and the latest trends. You can network with other professionals in the industry and learn from their experiences. This will also give you an opportunity to build valuable connections and partnerships.
- **Join online communities:** There are several online communities, such as forums and groups on social media, where e-commerce professionals share information and insights on upcoming promotions and technology applications. Joining these communities can help you stay updated and connect with other professionals.
- **Follow e-commerce platforms and technology companies on social media:** Following e-commerce platforms and technology companies on social media can update you on upcoming promotions and technology applications.
- **Read industry publications:** Reading industry publications, such as E-commerce Times and Retail Dive, can provide you with insights on the latest trends, including upcoming promotions and technology applications.

### 3.2.5 Assisting Sellers in Planning Based on Business Information

Business information refers to data or insights that can help businesses make informed decisions and improve their operations. As a Merchant Relationship Executive, you can assist sellers in planning their work based on business information received by following these steps:

- 1. Help sellers set goals:** Based on the insights gathered from the business information, help sellers set specific, measurable, achievable, relevant, and time-bound (SMART) goals. For example, if the sales data indicates that the seller is not meeting their sales targets, work with them to set a new sales target and identify strategies to achieve it.
- 2. Develop action plans:** Once the goals are set, help the sellers develop action plans that outline the specific steps they need to take to achieve their goals. This may include identifying new target markets, developing new products, or revising their pricing strategy.
- 3. Guide pricing and promotions:** Pricing and promotions are critical factors in driving sales. Based on the insights gathered from the business information, provide guidance to the sellers on the optimal pricing strategy and promotions that can help them achieve their goals. This may include providing suggestions on discounts, bundling, and seasonal promotions.
- 4. Support marketing activities:** Effective marketing can help sellers reach a wider audience and drive sales. Based on the insights gathered, provide guidance to the sellers on the optimal marketing activities that can help them achieve their goals. This may include developing marketing collateral, running social media campaigns, and collaborating with influencers.
- 5. Monitor progress and provide advice:** Regularly monitor the sellers' progress towards their goals and advise them to help them stay on track. Use the business information to identify areas where the seller is succeeding or struggling and provide guidance on how they can improve.

### 3.2.6 Guiding New Sellers on Growing their Business Online

As a Merchant Relationship Executive, suggesting and guiding new sellers about how to grow their business online is an important aspect of the job.

As a Merchant Relationship Executive, it is important to clearly understand the seller's business goals and objectives before suggesting and guiding them on how to grow their business online. This will help you provide personalized suggestions and guidance tailored to their needs. For example, suppose a new seller wants to increase their sales. In that case, you can guide them on optimising their product listings, investing in marketing strategies and managing their operations efficiently.

Optimizing product listings is one of the most crucial aspects of growing a business online. As a Merchant Relationship Executive, you can guide new sellers on how to create effective product listings that will attract more customers. This may include providing guidance on product titles, descriptions, images, and pricing. By doing this, you can help new sellers to stand out from the competition and attract more customers to their online store.

New sellers must invest in marketing strategies to increase their online visibility. As a Merchant Relationship Executive, you can suggest different marketing strategies like paid advertising, social media marketing, influencer marketing, email marketing, etc. and guide them on how to execute these strategies effectively. Providing guidance on how to analyse sales data and customer feedback can help new sellers to make informed decisions about their business strategies and identify areas for

improvement.

#### **Case Study: Rohan's Online Store**

Rohan is a new seller who just started selling handmade goods for sale online. He took advice from a Merchant Relationship Executive on how to expand his online business. The Merchant Relationship Executive initially comprehended Rohan's goals and objectives for his organisation, which were to boost sales and broaden his product range.

The Merchant Relationship Executive advised Rohan to enhance his product names, descriptions, photos, and pricing in order to optimise his product listings. They gave Rohan advice on how to write product descriptions that were more in-depth, interesting, and appealing to potential buyers. Additionally, they advised Rohan to use images of the finest quality to show off his goods. The Merchant Relationship Executive advised Rohan to invest money in influencer and social media marketing to raise his online awareness. They gave advice on how to develop successful social media campaigns and find the right influencers to market their goods. They also advised Rohan to promote his products using email marketing in order to connect with potential clients.

The Merchant Relationship Executive suggested Rohan use shipping software to handle his orders and inventory management software to track his supply levels in order to run his business more successfully. They additionally urged Rohan to frequently check his sales data and client comments in order to identify areas that needed improvement.

Rohan was able to successfully build his business online. His sales increased by 50% in the first six months after implementing the suggested tactics, and he was able to expand his product line to include

### **3.2.7 Designing Promotional Offers for Different Types of Brands**

As a Merchant Relationship Executive, designing promotional offers for high-end brands and bulk offers for small brands requires a different approach. For high-end brands, the focus may be on offering exclusive or luxury items as part of the promotion, while for small brands, bulk offers and discounts may be more effective. By understanding the needs of different types of brands, a Merchant Relationship Executive can design effective promotional offers that help drive sales and grow the business.

#### **For High-End Brands:**

When designing promotional offers for high-end brands, it is important to keep in mind their brand image and target audience. These brands typically have a premium positioning and target a specific customer segment. Therefore, the promotional offers should be aligned with their brand image and cater to the needs and preferences of their target audience.

**Offer Exclusivity**

- High-end brands thrive on exclusivity, so offer items that are exclusive to the promotion to create a sense of excitement and urgency. For example, offer a limited-edition version of a popular product only available during the promotion.

**Bundle Products**

- Bundle products that complement each other to encourage shoppers to buy more. For example, offer a luxury skincare set that includes a cleanser, toner, and moisturizer.

**Limited Time Offers**

- High-end shoppers are often motivated by exclusivity and scarcity, so offer limited time offers that create a sense of urgency. For example, offer a discount on a high-end watch or jewellery piece for a limited time only. Plagarism

*Fig. 3.2.2: Designing Promotional Offers for High-End Brands*

**For Small Brands:**

Small brands may not have the same resources and brand image as high-end brands, but they can still benefit from promotional offers. When designing bulk offers for small brands, it is important to keep in mind their budget and target audience. These brands typically target a price-sensitive customer segment, so the promotional offers should cater to their budget and preferences.

**Offer Bulk Discounts**

- Small brands can benefit from offering bulk discounts to encourage shoppers to buy more. For example, offer a discount on a set of products when customers buy more than one.

**Bundle Products**

- Bundle products that complement each other to encourage shoppers to buy more. For example, offer a skincare set that includes a cleanser, toner, and moisturizer at a discounted price.

**Free Samples**

- Small brands can benefit from offering free samples to encourage shoppers to try their products. For example, offer a free sample of a new product with every purchase

*Fig. 3.2.3: Designing Promotional Offers for Small Brands*

## Summary

- Orienting sellers on the technology platform/portal is crucial for their success on the platform.
- Merchant Relationship Executives need to demonstrate the process of troubleshooting simple issues that sellers face while operating the technology platform.
- The process of assisting new sellers in growing their business online as per the business information received is crucial.
- Evaluating and updating sellers on promotions is important for their success on the platform.
- These processes require consistent communication and engagement with the sellers.
- Ensuring that sellers are comfortable with the technology platform is essential for their success and the overall success of the platform.

## Exercise

### Multiple-choice Questions:

1. How can a Merchant Relationship Executive assist new sellers in growing their business online?
  - a. By taking control of the seller's account
  - b. By providing business information and support
  - c. By discouraging new sellers from growing their businesses online
  - d. By creating a competing business online
  
2. What is the purpose of updating sellers on promotions?
 

a. To decrease sales	b. To increase seller fees
c. To increase sales for sellers	d. To reduce customer satisfaction
  
3. What are the critical aspects of an online portal?
 

a. Ease of navigation	b. Availability of support
c. Both A and B	d. None of the above
  
4. How important is it to provide promotional deals on high-end brands and bulk offers on modest brands?
  - a. It helps to increase sales of high-end brands
  - b. It helps to increase sales of small brands
  - c. Both A and B
  - d. None of the above
  
5. What is the need for updating oneself about upcoming promotions and technology applications?
 

a. Helps to stay ahead of competitors	b. Helps to improve customer experience
c. Both A and B	d. None of the above



**Descriptive Questions:**

1. What are some common issues sellers face while operating the technology platform, and how can Merchant Relationship Executives help troubleshoot them?
2. How can Merchant Relationship Executives effectively engage with sellers on a regular basis to maintain a healthy relationship?
3. Discuss the importance of staying updated about upcoming promotions and technology applications for sellers.
4. Explain the method of evaluating promotions and advise merchants on the benefits of the promotions.
5. Explain the critical aspects of an online portal in detail.

## Notes



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

GEM portal training for seller and buyer

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



Unit 4.1 - Daily Operational Activities of a Merchant Relationship Executive



## Key Learning Outcomes



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

1. Demonstrate 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 Merchant Relationship 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.

### 4.1.1 Daily Activities of Merchant Relationship

The daily operational activities of a Merchant Relationship Executive involve managing various aspects of seller onboarding and engagement on the e-commerce portal. Some of these activities may include:

1. **Conducting outreach activities:** The Merchant Relationship Executive may be responsible for reaching out to potential sellers and introducing them to the benefits of the e-commerce portal. This may involve cold calling, emailing, or attending industry events to engage with potential sellers.
2. **Seller training:** The executive may provide training to new sellers on the portal's policies, procedures, and guidelines. This training may cover topics such as product listing, order processing, payment cycles, and customer support.
3. **Tracking seller listings:** The executive must ensure complete tracking of seller listings on the portal to ensure that all listed products meet the portal's quality standards and are compliant with relevant regulations.
4. **Addressing seller queries and concerns:** The executive must promptly address seller queries and concerns and resolve any issues that may arise. This may involve communicating with other teams, such as customer support or finance, to resolve complex issues.
5. **Collaboration with marketing team:** The executive may work closely with the marketing team to design and execute promotional campaigns to attract more sellers to the portal.
6. **Collecting and collating feedback:** The executive may collect feedback from sellers about their experience with the portal and share it with the management team to improve seller engagement and retention.
7. **Webinars and exhibitions:** The executive may conduct webinars and participate in exhibitions to educate and engage sellers on the portal's features, policies, and procedures.
8. **Managing payment cycles:** The executive is responsible for managing the payment cycle for sellers, including verifying invoices and ensuring timely payments.

9. **Monitoring and achieving targets:** The executive must monitor and achieve targets for seller registration, engagement, and retention to ensure the growth of the e-commerce portal.
10. **Maintaining accurate records:** The executive must maintain accurate records of all seller-related activities and prepare reports as required to help inform management decisions.

### 4.1.2 Tracking Seller Listings on the E-Commerce Portal

Tracking seller listings on an e-commerce portal is essential for ensuring all listed products are valid and comply with the portal's policies and guidelines. Tracking seller listings on an e-commerce portal is critical to ensure the seller's products are visible and performing well.

Here are the steps to track seller listings on various e-commerce portals:

- Step 1. Login to the seller portal:** The first step to tracking seller listings is to log in to the seller portal of the respective e-commerce platform.
- Step 2. Check the dashboard:** The dashboard is the central location where all the seller data is available. The Merchant Relationship Executive needs to check the dashboard to see if there are any updates or notifications regarding seller listings.
- Step 3. Check the inventory:** The Merchant Relationship Executive needs to check the inventory to see if all the products are listed correctly. This includes checking the product name, description, pricing, images, and other details.
- Step 4. Check the product rankings:** Product rankings are an important aspect of the seller's success. The Merchant Relationship Executive needs to track the product rankings regularly and make sure that the products are ranked high in the search results.
- Step 5. Analyse the competition:** The Merchant Relationship Executive needs to analyse the competition to see how other sellers are performing in the marketplace. This includes checking the pricing, product features, and other factors.
- Step 6. Monitor customer reviews:** Customer reviews are a key indicator of the product's performance. The Merchant Relationship Executive needs to monitor the customer reviews regularly and address any concerns or issues that customers may have.
- Step 7. Check the seller metrics:** The e-commerce platforms provide seller metrics such as the order defect rate, cancellation rate, and late shipment rate. The Merchant Relationship Executive needs to monitor these metrics and take corrective action if needed.
- Step 8. Use data analytics tools:** Many e-commerce platforms provide data analytics tools that can help the Merchant Relationship Executive track the seller listings and performance. These tools provide insights into customer behaviour, product performance, and other factors that can help improve the seller's performance.
- Step 9. Provide guidance:** The Merchant Relationship Executive needs to support the sellers to help them improve their performance. This includes providing guidance on product listings, pricing, and other factors that can impact the seller's performance.

The Merchant Relationship Executive can use different methods to track listings effectively and make data-driven decisions to improve the seller's performance on the portal. Here are some ways to track seller listings:

- **Dashboard:** Most e-commerce portals have a seller dashboard that provides a comprehensive view of seller activities, including product listings, orders, payments, and returns. A dashboard is a useful tool for tracking the progress of seller listings and identifying any issues that need attention.

- **Reports:** E-commerce portals generate various reports that provide insights into seller activities. These reports can include information on product listings, sales performance, customer feedback, and returns. Merchant Relationship Executives can use these reports to track the progress of seller listings and identify areas for improvement.
- **Communication:** Regular communication with sellers is essential to track their listings on the portal. Merchant Relationship Executives can reach out to sellers through email, phone, or messaging apps to inquire about their listings' progress, offer guidance, and address any concerns.
- **Analytics:** E-commerce portals use analytics tools to track seller listings' performance and identify trends. Merchant Relationship Executives can use these tools to track the performance of seller listings and identify opportunities to improve sales.
- **Audits:** Periodic audits of seller listings can help Merchant Relationship Executives identify any discrepancies or issues that need attention. These audits can include checking product descriptions, pricing, and images to ensure that they meet the portal's guidelines and standards.

As a Merchant Relationship Executive, ensuring complete tracking of seller listings on the e-commerce portal is crucial to effectively manage seller performance and drive business growth. To achieve this, the executive can use various tools and techniques, such as regularly reviewing the seller dashboard and reports to track the seller's listing status, identify gaps or errors, and promptly resolve them.

The executive can also use automated tracking tools such as data analytics software and inventory management systems to monitor seller listings and ensure their accuracy and completeness. Regular communication with sellers can also help track their listings and resolve any issues or concerns that may arise.

Additionally, setting up performance metrics and targets can help measure and track seller performance and take corrective action when necessary. A Merchant Relationship Executive can ensure a seamless seller experience and drive business growth by effectively tracking seller listings.

### 4.1.3 Effective Strategies for Providing Comprehensive Seller Training

Conducting training for the targeted sellers on e-commerce portal processes, guidelines, and panels requires careful planning and execution.

The first step is to assess which portions of the portal require training for the sellers. This could involve product listing, order processing, payment processing, shipping, and customer service. Once the training subjects have been determined, the content for each topic must be created. The training content should be clear, succinct, and simple to follow. Visuals such as infographics, charts, and films can help to make content more interesting and memorable.

The next step is to choose a training delivery technique. In-person training sessions, online training modules, or a combination of the two could be used. In-person training sessions for small groups of dealers in the same area can be successful. Online training modules, on the other hand, may be accessible at any time by sellers and are perfect for bigger groups of sellers situated around the country or even the world.

During the training sessions, it is important to ensure that the sellers are actively engaged and participating. Encouraging questions and discussion can help clarify any doubts or concerns that the sellers may have. The training should also include practical exercises that allow the sellers to apply the concepts learned in real-life situations.

Finally, it is important to assess the effectiveness of the training. This can be done through feedback from the sellers, assessments to measure the understanding of the material, and analysing of the sellers' performance after the training. Regular follow-ups and refresher training can help reinforce the concepts learned and ensure that the sellers are up to date with any changes to the portal's processes or guidelines.

Encourage sellers to provide feedback and suggestions for improving the training program.

#### 4.1.4 Addressing Seller Queries and Concerns

Addressing seller queries and concerns is an essential responsibility of a Merchant Relationship Executive to maintain a healthy relationship with the sellers. Here are some steps to address seller queries and resolve concerns/issues:

- **Have a clear and open communication channel:** Set up a clear and open communication channel with the sellers, such as a dedicated email address or phone number. Ensure that the sellers are aware of how to contact you for any queries or concerns.
- **Acknowledge and Understand the Query:** The first step is to acknowledge the seller's query and ensure that you understand the issue correctly.
- **Provide prompt response:** Respond to seller queries and concerns promptly. Acknowledge receipt of the query and provide an estimated timeline for resolution.
- **Investigate and Analyse the Issue:** Once you understand the query, investigate and analyse the issue by checking the seller's account details and transaction history.
- **Provide a Solution:** After analysing the issue, provide a suitable solution to the seller. Explain the solution in detail and offer assistance to resolve the problem.
- **Follow Up:** Follow up with the seller to ensure that the issue is resolved and that the seller is satisfied with the solution.

For example, if a seller is facing issues with their payment cycle, the Merchant Relationship Executive can follow the above steps. They can acknowledge the seller's query and investigate the issue by checking the seller's account details. After analysing the problem, the executive can provide a suitable solution, such as verifying the seller's invoice and ensuring timely payments. The executive can also offer assistance to resolve the issue and follow up with the seller to ensure that the problem is resolved.

#### 4.1.5 Monitor and Achieve Targets in Terms of Seller Registration

Monitoring and achieving targets in terms of seller registration involves tracking the number of new sellers registering on the e-commerce portal and ensuring that the target number of registrations is met. As a Merchant Relationship Executive, the following steps can be taken to monitor and achieve targets in terms of seller registration:

1. **Set realistic targets:** The first step is to set realistic targets for seller registration based on the e-commerce portal's capacity and market demand. Targets should be specific, measurable, achievable, relevant, and time-bound (SMART).
2. **Conduct outreach activities:** Conduct outreach activities to potential sellers, highlighting the benefits of selling on the e-commerce portal and encouraging them to register.



3. **Simplify the registration process:** Simplify the registration process for sellers, making it easy to understand and complete. Provide clear instructions, video tutorials, and FAQs to help sellers complete the registration process quickly and easily.
4. **Monitor progress:** Monitor the progress of seller registrations regularly. Keep track of the number of sellers registering each day and compare it to the target number of registrations.
5. **Analyse data:** Analyse the data to identify any trends or patterns in seller registrations. For example, if registrations are low during a particular period, investigate the cause and take corrective action.
6. **Collaborate with marketing:** Collaborate with the marketing team to design and execute promotional campaigns to attract more sellers.
7. **Provide incentives:** Provide incentives to encourage sellers to register on the e-commerce portal. For example, offer reduced commission rates for a limited period to new sellers.
8. **Regularly review targets:** Regularly review the targets and adjust them if necessary based on the progress and market demand.

### 4.1.6 Collecting and Sharing Seller Feedback with Management

As a Merchant Relationship Executive, collecting and sharing seller feedback with management is an essential part of improving the e-commerce platform's performance.

Here are some pointers for properly gathering and sharing seller feedback with management:

#### Use open-ended and closed-ended questions:

- Use a combination of open-ended and closed-ended questions to collect both qualitative and quantitative feedback. This will help you gain a comprehensive understanding of the seller's experience on the platform.

#### Prioritize critical issues:

- Analyse the feedback collected to identify critical issues that may affect the seller's experience on the platform. Prioritize addressing these issues to improve the platform's performance.

#### Follow up with sellers:

- Follow up with sellers to clarify any ambiguous feedback and address their concerns. This will help build trust and improve the seller's experience on the platform.

#### Use data visualization tools:

- Use data visualization tools such as graphs, charts, and tables to present the feedback to management. This will make the feedback more accessible and understandable.

#### Track progress:

- Keep track of the progress made to address the feedback and update sellers accordingly. This will help reinforce the e-commerce portal's commitment to continuous improvement.

Fig. 4.1.1: Tips on how to Share Feedback with Management

## 4.1.7 Management Information Systems (MIS) Reporting

### MIS Formats for Reporting

MIS reporting formats may vary depending on the organization's specific needs and the data analysis type. However, some common formats include:

- **Dashboards:** A dashboard visualises data that provides a quick overview of key performance indicators (KPIs). It is usually presented in a graphical format, such as charts or graphs.
- **Scorecards:** A scorecard is a type of dashboard that focuses on performance metrics and KPIs. It usually consists of both quantitative and qualitative metrics and allows users to follow their progress over time.
- **Pivot tables:** A pivot table is a tool used to summarize and analyse large data sets. It allows users to filter, sort, and group data to identify patterns and trends.
- **Reports:** Reports are documents that provide detailed information about a particular aspect of the business. They may include charts, graphs, tables, written analyses, and recommendations.
- **Alerts:** Alerts are notifications that are triggered when certain events or conditions occur. For example, an alert may be sent to a Merchant Relationship Executive when a seller registration target is met or when a seller feedback score drops below a certain threshold.

### Using MIS Reporting Tools

As a Merchant Relationship Executive, it is important to use MIS reporting tools to gather and analyse data on seller performance. MIS tools can help the executive to gather information on various aspects of seller performance, such as sales, product ratings, order processing time, etc.

The Merchant Relationship Executive can use MIS tools to generate reports and dashboards that provide a quick overview of key metrics and trends. The reports can be customized to meet the executive's specific needs and can be scheduled to run automatically at regular intervals.

The data collected through MIS reporting can be analysed to identify patterns and trends that can help the executive to make informed decisions. For example, suppose the data shows a particular product category performs poorly. In that case, the Merchant Relationship Executive can take steps to improve the visibility of those products or work with the marketing team to promote them more effectively.

MIS reporting can also help to monitor seller compliance with portal policies and guidelines. For example, suppose the data shows that a particular seller is consistently delivering orders late. In that case, the executive can take steps to address the issue and ensure that the seller adheres to the portal's guidelines.

By using MIS reporting tools, a Merchant Relationship Executive can gather and analyse data on seller performance and make informed decisions to improve the overall performance of the e-commerce portal.

## 4.1.8 Engaging and Educating Sellers through Webinars and Exhibitions

As a Merchant Relationship Executive, planning and executing webinars and exhibitions can effectively engage and educate sellers on new technologies and business practices.

Webinars are virtual seminars that allow people to participate in educational sessions from the comfort of their own homes or offices. By organizing webinars for sellers, e-commerce portals can provide valuable training and education on topics such as product listing, pricing, order processing, and payment processing. Webinars can also be used to introduce sellers to new features and functionalities of the portal and to answer any queries they may have.

Exhibitions are yet another powerful method of engaging and educating sellers. E-commerce websites can provide a forum for sellers to showcase their products and services and communicate with customers and other sellers by conducting exhibitions. Exhibitions can also be used to present new products and services to vendors as well as educate them on industry trends and best practises.

The initial step in this process is to identify the topics or themes that would be most relevant and beneficial to the sellers. These could be related to new product launches, updates on the e-commerce portal, industry trends, or best practices for online selling.

Once the topics are identified, the executive can work on developing engaging and informative content for the webinars or exhibitions. This could include presentations, demos, case studies, and interactive sessions.

To ensure maximum participation, the executive should promote the webinars and exhibitions to the targeted sellers through various channels, such as email marketing, social media, and notifications on the e-commerce portal. They should also provide clear instructions on registering and attending the events.

During the webinars or exhibitions, the executive should encourage active participation from the sellers by inviting questions, conducting polls, and providing opportunities for networking and collaboration.

After the events, it is important to collect feedback from the sellers to evaluate the effectiveness of the webinars or exhibitions and identify areas for improvement.

By planning and executing engaging and informative webinars and exhibitions, the Merchant Relationship Executive can help the sellers to stay informed and up-to-date on new technologies and business practices. This can ultimately contribute to the sellers' success and the e-commerce portal's

#### 4.1.9 Managing Payment Cycle for Sellers

Managing the payment cycle for sellers is a crucial task for a Merchant Relationship Executive as it ensures timely and accurate payments to the sellers. The payment cycle includes various stages, such as verifying invoices, processing payments, and reconciling accounts.

Here are some suggestions to help sellers manage the payment cycle more efficiently and effectively:

- 1. Set Clear Payment Terms:** The first step to managing the payment cycle is to set and communicate clear payment terms to the sellers. This includes specifying the payment frequency, payment method, and any applicable fees or charges.
- 2. Automate Payment Processes:** Automating payment processes can help streamline the payment cycle and reduce errors. This includes using electronic payment systems to process payments, automate invoice verification, and reconcile accounts.
- 3. Verify Invoices Promptly:** Verifying invoices promptly can help ensure accurate and timely payments to sellers. It involves checking the invoices for accuracy, including the order details, pricing, and any applicable taxes or fees.
- 4. Monitor Payment Status:** Monitoring the payment status of each seller can help identify any issues or delays in the payment cycle. It includes tracking the payment processing time, ensuring payments are made on time, and resolving any payment-related queries.
- 5. Reconcile Accounts Regularly:** Regularly reconciling accounts can help identify any discrepancies in payments and resolve them promptly. It involves matching the payments made to the sellers against the invoices and ensuring all payments are accounted for.

6. **Provide Efficient Customer Support:** Providing efficient customer support to sellers can help address any payment-related queries or concerns promptly. This includes setting up a dedicated support team to handle payment-related queries and providing clear and concise information about the payment cycle.
7. **Implement Fraud Prevention Measures:** Implementing fraud prevention measures can help protect against fraudulent activities such as chargebacks or unauthorized transactions. This includes using secure payment gateways, implementing two-factor authentication, and monitoring transactions for suspicious activity.

#### 4.1.10 Role of Merchant Relationship Executives in Seller Engagement

Merchant Relationship Executives are essential to marketplace platforms and are critical in building and maintaining strong relationships with sellers. Here are some key points that describe their role in seller engagement:

- **Regular communication:** Merchant Relationship Executives use various communication channels, such as phone, email, and chat, to keep sellers informed of relevant marketplace information and updates. They ensure that seller queries and concerns are addressed promptly and effectively, which helps to maintain high seller satisfaction.
- **Seller events:** In addition to regular communication, Merchant Relationship Executives conduct seller events, webinars, and workshops. These events are designed to help sellers stay up-to-date with the latest marketplace updates, best practices, and strategies to improve their sales performance. They work closely with other teams, such as Marketing, Operations, and Product, to develop engaging content that meets the sellers' needs.
- **Onboarding new sellers:** Merchant Relationship Executives play a crucial role in onboarding and activating new sellers. They guide new sellers through setting up their accounts, listing their products on the marketplace, and understanding the various policies and guidelines that must be followed to ensure a smooth selling experience.

## Summary

- Complete tracking of seller listings is crucial for maintaining the quality and quantity of products on the portal.
- Giving complete training to targeted sellers on processes, guidelines, and panels helps streamline their operations and improve their performance.
- Monitoring and achieving targets in terms of seller registration involves adopting various strategies, such as offering incentives and conducting outreach programs.
- Managing the payment cycle for sellers is essential for maintaining their trust and building long-term relationships with them.
- Conducting webinars and exhibitions for sellers can help in increasing their awareness about the portal and its features.
- Addressing seller queries and resolving concerns/issues is important for maintaining their satisfaction and loyalty towards the portal.
- Collecting, collating, and sharing seller feedback with management helps in identifying areas of improvement and implementing necessary changes.
- Using MIS reporting provides insights into the performance of sellers and helps in making informed decisions.
- Managing the payment cycle for sellers involves processes such as invoice verification, payment processing, and reconciling discrepancies.
- Providing timely and efficient support to sellers is crucial for ensuring their success and the success of the portal.

## Exercise

### Multiple-choice Questions:

1. What is one of the primary responsibilities of a Merchant Relationship Executive?
  - a. Processing customer orders
  - b. Tracking competitor prices
  - c. Maintaining healthy relationships with sellers
  - d. Managing product inventory
2. What is one step in tracking seller listings on an e-commerce portal?
  - a. Checking the weather forecast
  - b. Checking the seller's horoscope
  - c. Analysing the competition
  - d. Listening to music
3. What is a dashboard in MIS reporting?
  - a. A file that provides detailed information about a particular aspect of the business
  - b. A tool used to summarize and analyse large data sets
  - c. A type of dashboard that focuses on performance metrics and KPIs
  - d. A visual representation of data that provides a quick overview of key performance indicators (KPIs)

4. What is a webinar?
  - a. A letter that provides detailed information about a particular aspect of the business
  - b. A virtual seminar that allows people to participate in educational sessions from the comfort of their own homes or offices
  - c. A type of dashboard that focuses on performance metrics and KPIs
  - d. A tool used to summarize and analyse large data sets
  
5. What is the purpose of seller events conducted by Merchant Relationship Executives?
  - a) To reduce seller engagement
  - b) To promote the products of specific sellers
  - c) To provide sellers with updates, best practices, and strategies to improve their sales performance
  - d) To sell products to the sellers

**Descriptive Questions:**

1. Why is it important for a Merchant Relationship Executive to track seller listings on an e-commerce portal?
2. What are some of the key metrics that a Merchant Relationship Executive should monitor to ensure the success of a seller on an e-commerce platform?
3. How can MIS reporting help a Merchant Relationship Executive make informed decisions to improve the overall performance of an e-commerce portal?
4. What steps can a Merchant Relationship Executive take to promote webinars and exhibitions to targeted sellers?
5. How does regular communication between Merchant Relationship Executives and sellers help in

Notes 

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



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

How to Speak and Sell to Anyone





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



Unit 5.1 - Seller Onboarding and Relationship Management  
Executive

Unit 5.2 - Post Sales Services for Existing Sellers Executive



## 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 organization, including creating an induction program that covers the program's what, how, and why.
3. Recognize 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 organization.

## UNIT 5.1: Seller Onboarding and Relationship Management Executive

### 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.

### 5.1.1 Complete Process for Handover of Sellers to Account Managers

The process of registering and onboarding a seller to an e-commerce platform involves multiple steps:

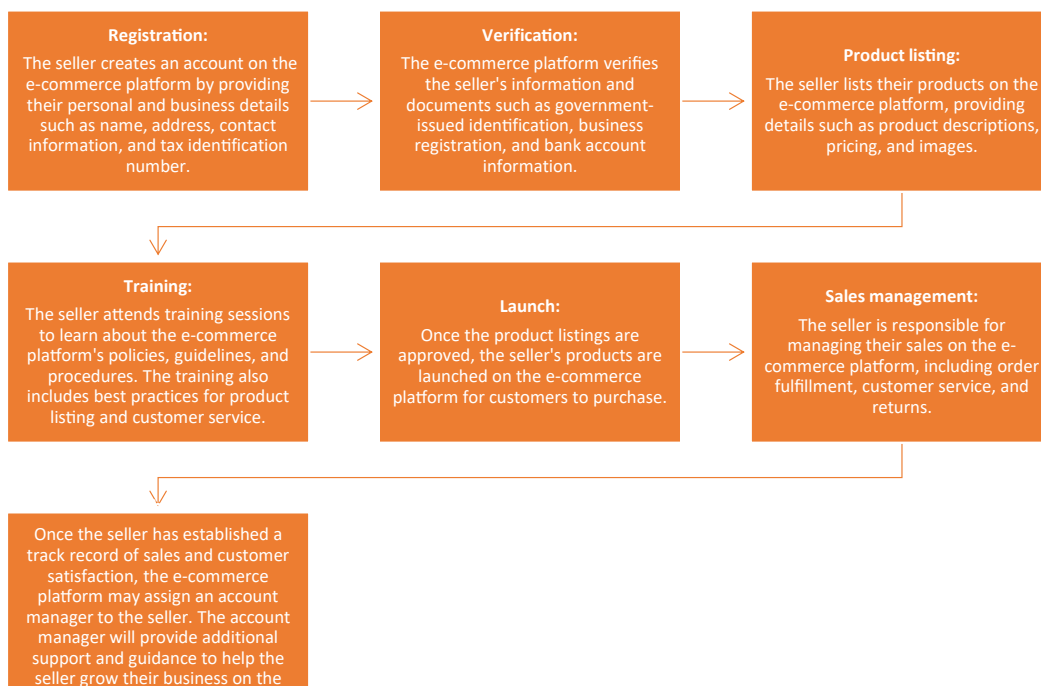


Fig. 5.1.1: Complete Process for Handover of Sellers to Account Managers

The complete handover of the seller to the account manager involves transferring the seller's information, history, and performance data to the account manager. The account manager will then work with the seller to develop a sales and marketing strategy that aligns with the e-commerce platform's overall goals and objectives. The account manager will also provide ongoing support and guidance to the seller to help them optimize their sales and customer service performance.

### 5.1.2 Importance of Completing the Process in an Error-Free Manner

Completing the registration to the onboarding process error-free is an essential step for an e-commerce platform to establish a successful relationship with sellers. One of the primary benefits of completing the process without errors is that it enables the seller to start selling on the platform quickly. This, in turn, helps the platform to generate revenue and attract more customers as the seller offers new products and services.

Moreover, an error-free registration and onboarding process can help to minimize errors in the seller's information. When a seller's information is incorrect or incomplete, it can lead to issues like incorrect payments or legal complications. If such errors are not detected and addressed on time, they can lead to financial and legal liabilities for the platform.

Additionally, an error-free registration and onboarding process can help to build trust between the seller and the e-commerce platform. When a seller receives prompt and efficient service during the registration and onboarding process, it can lead to a positive perception of the platform's services. This, in turn, can help to build long-term relationships with the seller, leading to increased sales and revenue.

Finally, completing the registration and onboarding process without errors can help to reduce the workload of account managers. They will not have to spend additional time correcting errors or addressing issues that could have been prevented during the registration and onboarding process. This frees up time for account managers to focus on other vital tasks, such as building relationships with sellers, monitoring seller performance, and resolving disputes.

#### Case Study: Importance of Completing Registration and Onboarding Process in an Error-Free Manner

**Background:** ABC is a growing e-commerce platform that focuses on providing a seamless shopping experience for its customers. The platform aims to deliver its customers with a wide range of products from various sellers. ABC has been growing at a steady pace, and it has become critical for them to onboard sellers in an error-free manner to maintain its growth curve.

**Challenge:** ABC faced multiple challenges during the onboarding process, resulting in delays and inaccuracies in seller information. These issues caused significant problems for both the sellers and the platform. The sellers faced difficulties in setting up their accounts, listing their products, and receiving payments on time. The platform had to spend additional resources to correct errors, causing delays and dissatisfaction among the sellers.

**Solution:** ABC realized the importance of completing the registration and onboarding process in an error-free manner. The platform took several steps to address the challenges and improve the onboarding process:

- **Streamlining the Registration Process:** ABC streamlined the registration process by simplifying the registration form and ensuring that all mandatory fields were clearly marked. They also provided clear instructions and guidance to the sellers to ensure that they provided accurate and complete information.

- **Providing Comprehensive Onboarding Training:** ABC recognized that providing comprehensive onboarding training was crucial for the seller's success on the platform. They developed a comprehensive training program that covered all aspects of selling on the platform. The program included information on listing products, order management, shipping, and customer service.
- **Assigning Dedicated Account Managers:** ABC assigned dedicated account managers to each seller to provide personalized support throughout the onboarding process. The account managers worked closely with the sellers to ensure that all their queries were addressed promptly and that they received the necessary guidance and support.

**Results:** ABC's efforts to improve the registration and onboarding process paid off. The sellers were able to complete the onboarding process quickly and accurately, resulting in fewer delays and errors. This led to increased trust and confidence between the platform and the sellers, resulting in a more productive and profitable partnership.

ABC also saw significant improvements in the workload of the account managers. They were able to spend less time correcting errors and addressing issues, which allowed them to focus on providing personalized support to the sellers.

**Conclusion:** Completing the registration and onboarding process in an error-free manner is crucial for any e-commerce platform. By streamlining the registration process, providing comprehensive onboarding training, and assigning dedicated account managers, ABC was able to improve the onboarding process and establish a successful partnership with its sellers. These efforts resulted in increased seller satisfaction, improved productivity, and long-term growth for the platform.

### 5.1.3 Building Relationships between Sellers and Account Managers

As a Merchant Relationship Executive, building healthy relationships between sellers and account managers is essential for ensuring the success of the seller on the e-commerce platform.

Here are some ways a Merchant Relationship Executive can help build healthy relationships between sellers and account managers:

#### Communication

- Facilitating clear and open communication between sellers and account managers is crucial for building healthy relationships. A seller activation executive can act as a mediator, ensuring that both parties are informed of any updates, changes, or issues that arise. Regular check-ins and updates can help to establish trust and build a solid foundation for the partnership.

#### Training

- Providing training to both sellers and account managers can help them understand each other's roles, responsibilities, and expectations. A seller activation executive can organize training sessions on how to use the platform, how to manage seller accounts and best practices for communication and relationship-building.

#### Support

- Offering support to sellers and account managers can go a long way in building healthy relationships. A seller activation executive can act as a point of contact for both parties, addressing any concerns or issues that may arise. Providing timely support and assistance can help to build trust and ensure a positive experience for both parties.

#### Reaction

- Encouraging reactions/feedback from both sellers and account managers can help to improve the relationship and identify areas for improvement. A seller activation executive can conduct surveys or feedback forms to gather input and identify any common themes or issues. This information can then be used to improve the platform or procedures to provide a better experience for both parties.

#### Recognition

- Recognizing the efforts and achievements of both sellers and account managers can help to build motivation and foster a positive relationship. A seller activation executive can organize recognition programs or awards to highlight outstanding performance and encourage ongoing success.

*Fig. 5.1.2: Tips to build Relationships between Sellers and Account Managers*

## 5.1.4 Best Practices for Managing Seller Registration and Onboarding Process

### Provide clear instructions

- Provide the sellers with clear instructions on how to register and onboard their accounts. Include a step-by-step guide that is easy to follow and understand.

### Automate the process

- Use automation tools to streamline the registration and onboarding process. This will help to reduce errors, save time, and improve the overall efficiency of the process.

### Conduct due diligence

- Conduct due diligence on each seller to ensure they are legitimate and meet the platform's standards. This includes verifying their identification, tax information, and bank account details.

### Offer training and support

- Provide sellers with training and support to help them navigate the platform and understand the tools and features available to them.

### Communicate regularly

- Maintain regular communication with the sellers throughout the registration and onboarding process. This will help to build trust and ensure that any issues or questions are addressed in a timely manner.

### Monitor progress

- Monitor the progress of the registration and onboarding process to identify areas for improvement and ensure that the process is running smoothly.

### Provide feedback

- Provide feedback to the sellers on their progress and offer suggestions for improvement. This will help to build a positive relationship and promote a culture of continuous improvement.

### Use data analytics

- Use data analytics to track the performance of the registration and onboarding process and identify any areas that need improvement.

*Fig. 5.1.3: Best Practices for Managing Seller Registration and Onboarding Process*

## 5.1.5 Impact of Effective Seller Registration and Onboarding Processes on Seller Experience

Effective seller registration and onboarding processes have a significant impact on the overall seller experience on an e-commerce platform. These processes provide the foundation for a smooth and successful partnership between the platform and the seller.

The following are some key metrics used to evaluate the effectiveness of the registration and onboarding process:

- **Time to Complete Registration:** A shorter registration process can lead to a positive seller experience, as it minimizes the time and effort the seller requires.
- **Onboarding Completion Rate:** A higher completion rate indicates that the onboarding process is effective in providing the necessary tools and resources to the sellers.
- **Time to First Sale:** A shorter time to the first sale can indicate that the registration and onboarding processes are effective in helping the seller get started quickly.
- **Seller Satisfaction:** This measures the level of satisfaction among the sellers with the registration and onboarding processes. This can be measured through surveys or feedback forms.

- **Seller Retention:** A higher retention rate indicates that the registration and onboarding processes are effective in creating a positive seller experience.

Effective seller registration and onboarding procedures greatly influence the seller's experience. It contributes to making a good first impression and establishing an effective collaboration between the platform and the vendor. A streamlined registration procedure guarantees that sellers can begin listing their goods and producing income as soon as possible. As a result, both the seller and the platform benefit from faster time-to-market and higher income possibilities.

Furthermore, efficient registration and onboarding procedures reduce the risk of legal and financial issues by minimising mistakes and inaccuracies in seller information. A positive onboarding experience fosters trust and confidence between the seller and their account manager, resulting in better relationships and more fruitful collaborations. Overall, successful seller registration and onboarding procedures can increase income and development possibilities for the merchant and the network.

## 5.1.6 Induction of New Sellers

### What, Why and How of the Induction Program

An induction program is a process designed to introduce and familiarize new sellers with the processes, guidelines, and policies of an e-commerce platform. An induction program helps new sellers understand the expectations, requirements, and resources available to them to sell on the platform successfully.

The "what" of the induction program involves providing new sellers with a complete set of materials that cover everything they need to know about selling on the platform. This may include policies, guidelines, procedures, and best practices for product listing, order management, shipping, and customer service.

The "how" of the induction program involves delivering the induction material through various channels, such as online tutorials, video conferencing, and one-on-one sessions with Merchant Relationship Executives. Sellers should have access to a wide range of resources, including training materials, FAQs, and live support, to help them understand and follow the platform's policies and procedures.

The "why" of the induction program is to ensure that new sellers are set up for success and have a positive experience on the platform. A well-designed induction program can help to build trust and confidence with new sellers, reduce the risk of errors or disputes, and create a culture of collaboration and growth between the platform and the sellers.

### Importance of having Complete Induction Material

Complete induction material is essential for sellers as it sets the foundation for their partnership with the platform. Induction is the first point of contact with the sellers. It helps them understand the platform's rules, policies, processes, procedures, and guidelines.

The induction material provides sellers with all the required information about how to use the platform, create listings, price their products, and manage orders and payments. Additionally, it also covers issues such as customer service, shipping, and returns.

If the induction material is incomplete, the seller may not clearly understand the platform's policies and procedures, leading to confusion and mistakes. This can result in delayed orders, unhappy customers, and negative reviews, harming the seller's reputation and ultimately leading to decreased sales.

Having complete induction material also saves time and resources for the platform and the seller. If the seller has access to all the necessary information, they can quickly get started on the platform and focus on growing their business. This can lead to increased revenue for both the seller and the platform.

As a Merchant Relationship Executive, verifying the completeness of induction material is crucial for ensuring a positive onboarding experience for the seller. To verify the materials, the executive can begin by reviewing them, ensuring that all necessary information is present and accurate. They can also solicit feedback from other team members, particularly those with experience with the seller registration and onboarding processes. If possible, the executive can also ask for feedback from existing sellers to determine if any information is missing or unclear.

Once the induction material is complete, the executive can begin the process of training and orienting sellers about the platform's processes, guidelines, and panels. They can address any queries or concerns the seller may have and provide guidance on how to grow their business online. They can also provide training on all documentation and reporting processes as per company policy. By ensuring complete and accurate induction material and providing thorough training and support, the executive can help create a positive seller experience and lay the foundation for a successful partnership between the platform and the seller.

### 5.1.7 Importance of Feedback in Improving Seller Onboarding Experience

Feedback is critical for continuously improving the quality of the induction material and providing a positive seller experience. It is an essential component of the onboarding process for new sellers as it enables the Merchant Relationship Executive to gather information about the effectiveness of the induction material. The feedback can be collected through various methods, such as surveys, interviews, or online forums, and it provides valuable insight into the seller's experience with the platform. The Merchant Relationship Executive can use this information to identify areas of the induction material that need improvement or revision. For example, suppose a seller consistently provides feedback about a particular aspect of the onboarding process that is difficult to understand or unclear. In that case, the Merchant Relationship Executive can make the necessary changes to the material to address this issue.

Taking feedback also demonstrates the platform's commitment to providing a positive seller experience. When the sellers feel heard and their feedback is acted upon, it builds trust and fosters a sense of community between the platform and the sellers. This, in turn, can lead to increased loyalty and long-term partnerships.

Incorporating feedback into the induction material can also help streamline the onboarding process and reduce the time and effort required to get the sellers up and running on the platform. When the induction material is clear, concise, and relevant to the sellers' needs, they can quickly learn about the platform's processes, guidelines, and panels and feel confident in their ability to grow their business online.

### 5.1.8 Process of Training and Orientating the Sellers

As a Merchant Relationship Executive, training and orientating sellers about the platform's processes, guidelines, and panels is crucial for ensuring a smooth onboarding process and setting the sellers up for success. The following is a brief overview of the process:

- **Understand the seller's needs and goals:** Before starting the training and orientation process, it's important to understand the seller's business, their goals, and any specific requirements they may have. This will help tailor the training to meet their specific needs.
- **Plan the training:** Once you have an understanding of the seller's business, you can plan the training accordingly. This may involve scheduling training sessions, preparing training materials, and identifying the key topics that need to be covered.



- **Conduct the training:** The training may be conducted in person, over the phone, or through video conferencing, depending on the seller's location and availability. During the training, covering all the necessary topics, including the platform's policies and guidelines, seller panels, and best practices for optimizing listings, is important.
- **Provide support:** After the training, it's important to provide ongoing support to the sellers as they get started on the platform. This may involve answering their questions, addressing any concerns or issues, and providing guidance as needed.
- **Follow up:** Finally, it's important to follow up with the sellers after the training to ensure they have everything they need and to address any remaining concerns or issues. This can help build trust and a productive partnership between the seller and the platform.

## UNIT 5.2: Post Sales Services for Existing Sellers Executive

### 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.

### 5.2.1 Listing Existing Sellers

A Merchant Relationship Executive can effectively list the existing sellers who have come from different mediums and develop a comprehensive strategy to engage with them and support their growth.

Steps to list the existing sellers who have come from different mediums are:

1. Log in to the seller management system.
2. Navigate to the seller database or seller list.
3. Filter the sellers by their medium, such as social media, email marketing, referral, etc.
4. Export the filtered list to a spreadsheet or document for easy viewing and sharing.

Alternatively, you can create different groups or tags for the sellers based on their medium of origin. This will help you quickly identify and communicate with sellers from specific mediums as needed.

It's important to regularly update and maintain the seller database to ensure accurate information and efficient communication with the sellers.

### 5.2.2 Background verification process of the Seller's Account

Verifying the background of the seller's account is important to ensure the security of a platform and its customers. By thoroughly screening and verifying sellers, the platform can reduce the risk of fraudulent activities, such as the sale of counterfeit or illegal goods or services, which can harm the reputation of the platform and its customers.

Background verification also helps to ensure that sellers meet the platform's standards and policies. This includes verifying their identity, business registration information, and compliance with relevant laws and regulations. Ensuring that sellers meet these standards can help to build trust with customers and other sellers on the platform.

Furthermore, background verification can help to prevent potential legal and financial liabilities for the platform. If a vendor is proven to be involved in fraudulent or illegal activity, the platform may be held responsible for any damages or losses incurred by customers or third parties. Verifying sellers' backgrounds can help minimize these risks and protect the platform from legal and financial consequences.

As a Merchant Relationship Executive, it is crucial to verify the background of the seller's account before onboarding them onto the platform. Here are some steps to follow to verify the background of the seller's account:

- **Review the seller's registration information:** Verify the accuracy and completeness of the seller's registration information, including their name, address, contact details, and tax ID. It can be done by cross-verifying the provided information with government records or other reliable sources.
- **Check for any red flags:** Look for any red flags that may indicate fraudulent or suspicious activity, such as incomplete or inconsistent information, multiple accounts with the same information, or a history of negative feedback or reviews on other platforms.
- **Conduct a background check:** Perform a background check on the seller using third-party services that specialize in background checks for e-commerce sellers. These services can verify the seller's identity, criminal record, and financial history.
- **Check their online presence:** Examine the seller's internet presence, which includes their website, social media profiles, and online reviews. It will give you a better knowledge of the seller's company and reputation.

### 5.2.3 Importance of Addressing Seller Queries and Resolving Concerns

Addressing queries and resolving the concerns of all the sellers is crucial for creating a positive seller experience and building trust and confidence in the platform. When sellers have concerns or questions, addressing them promptly and effectively can prevent issues from escalating and ensures that sellers feel supported and valued.

For example, if a seller is having trouble uploading their product images or has questions about the platform's payment policies, addressing these concerns promptly and providing clear guidance can prevent frustration and potentially lost sales for the seller. Additionally, if a seller has concerns about the platform's seller rating system or competition from other sellers, addressing these concerns can help alleviate their fears and foster a sense of trust in the platform.

By actively addressing queries and resolving concerns, the Merchant Relationship Executive can improve seller retention rates and encourage sellers to continue using the platform. Additionally, addressing seller concerns can provide valuable feedback on areas for improvement and help the platform identify potential issues before they become larger problems.

#### How to Address Seller's Queries?

Effective evaluation and resolution of seller queries and concerns can lead to improved satisfaction, trust, and loyalty towards the platform. It can also help to prevent negative reviews or feedback, which can be damaging to the platform's reputation.

1. **Review the query or concern:** Pay close attention to the seller's message or worries. Take notes and ask clarifying questions if any details are unclear.
2. **Identify the problem:** Determine the root cause of the issue by identifying any patterns or common themes. For example, if multiple sellers report a similar issue, it could be a technical glitch that must be addressed.
3. **Provide a solution:** After identifying the problem, provide a clear and actionable solution to the seller. Provide step-by-step instructions, screenshots, or links to relevant resources, if necessary.
4. **Follow up:** Ensure that the seller is satisfied with the solution provided and that the issue has been resolved. Follow up with the seller after a few days to ensure that the issue has not resurfaced.
5. **Escalate if necessary:** If the issue is beyond your control, escalate it to a higher authority or the technical team. Ensure that the seller is kept informed of the progress of the resolution process.

Here is a list of some common queries made by sellers during and after registering on an e-commerce platform and the Merchant Relationship Executive's probable response to them.

**1. How to register on the platform?**

**Response:** Provide step-by-step guidance on the registration process and share relevant links to support documentation.

**2. How to create a product listing?**

**Response:** Provide a guide on how to create product listings, including information on product titles, descriptions, images, pricing, and shipping options.

**3. What are the commission rates charged by the platform?**

**Response:** Provide details on the commission rates charged by the platform. Explain how the commission rates are calculated and answer any related queries.

**4. How to manage orders and process payments?**

**Response:** Provide guidance on order management, including how to process orders, track shipments, and manage returns. Explain the payment process and the various payment options available to the seller.

**5. How to enhance the visibility of the products?**

**Response:** Share tips on how to optimize product listings to improve visibility, including optimizing product titles and descriptions, using high-quality images, and offering competitive pricing.

**6. How to handle customer queries and complaints?**

**Response:** Give instructions on how to respond to consumer inquiries and concerns in a professional and timely manner. Share best practises for dealing with typical customer difficulties.

**7. How to handle returns and refunds?**

**Response:** Provide information on how to handle returns and refunds on the platform. Also, explain the platform's policies and procedures related to returns and refunds.

**8. How to increase sales and grow the business?**

**Response:** Provide tips on how to increase sales, including strategies for pricing, promotions, and advertising. Share information on various tools and resources available on the platform to help grow the business.

**9. How to handle technical issues?**

**Response:** Provide technical support to address any platform-related issues faced by the seller. Share relevant links to support documentation and contact details of the technical support team.

#### 10. What are the advertising and marketing options available on the platform?

Response: Provide information on the advertising and marketing options available on the platform. Also, offer guidance on how to leverage these options to increase sales.

### 5.2.4 Help to Manage and Grow Seller's Business

Helping a seller manage and grow the business involves providing support, guidance, and resources to help them succeed. A Merchant Relationship Executive can help sellers achieve their business goals and drive success on the platform by working closely with sellers and offering tailored solutions.

As a Merchant Relationship Executive, there are several ways to help manage and grow a seller's business. Here are a few examples:

- **Offer data insights:** Use data insights to help sellers better understand their sales performance, customer behaviour, and market trends. This information can help sellers make more informed decisions about their inventory, pricing, and marketing strategies. For example, a seller may notice that a certain product is selling well during a particular time of year and decide to increase their inventory for that product.
- **Provide marketing support:** Assist sellers in creating and executing marketing campaigns to drive traffic and sales. This could include offering advice on optimizing product listings, running social media ads, or participating in promotions on the platform. For instance, a seller might need guidance on how to use targeted advertising to reach a specific audience effectively.
- **Host training sessions:** Conduct regular training sessions to help sellers improve their skills and knowledge. These sessions could cover topics such as order management, customer service, and product photography. By providing this kind of support, sellers can improve their business operations and customer satisfaction. For example, a seller may require training on how to handle customer complaints and feedback.
- **Encourage feedback and communication:** Encourage sellers to share their feedback, concerns, and ideas for improvement. This can help identify areas where the seller may need more support or where the platform can make changes to better meet the seller's needs. Regular communication with sellers also helps build stronger relationships and trust. For instance, a seller may provide feedback on the platform's user interface or suggest new features that could improve their business operations.

## Summary

- Building healthy relationships between seller and account manager is crucial for long-term success in the e-commerce marketplace.
- Completing the registration to onboarding process accurately is crucial for ensuring smooth and hassle-free seller onboarding.
- Addressing seller queries and concerns in a timely and effective manner is essential for maintaining healthy relationships.
- Existing sellers may have come from various mediums, such as online marketplaces, social media platforms, or offline stores.
- Understanding and interpreting seller queries accurately can help in providing the right solutions and building trust.
- The registration to onboarding process involves a complete handover of the seller to the account manager.
- Induction material must be comprehensive and cover all aspects to ensure a smooth onboarding process.
- Verifying the background of the seller's account is essential for ensuring security and compliance.
- Training and orienting sellers about processes, guidelines, and panels can help in reducing errors and improve efficiency.
- Sellers should be trained on all documentation and reporting processes as per company policy to ensure compliance.
- Suggesting solutions to address or identify queries can help in building trust and improving seller satisfaction.
- Continuous monitoring and support must be provided to sellers to maintain a healthy relationship and ensure long-term success.

## Exercise

### Multiple-choice Questions:

1. What is the key to long-term success in the e-commerce marketplace?
  - a. Having a large number of sellers
  - b. Building healthy relationships between seller and account manager
  - c. Offering the lowest prices
  - d. Running frequent promotions
2. What is essential for ensuring smooth and hassle-free seller onboarding?
  - a. Completing the registration to onboarding process accurately
  - b. Offering the lowest prices
  - c. Running frequent promotions
  - d. Having a large number of sellers
3. Why is addressing seller queries and concerns in a timely and effective manner important?
  - a. To increase the number of sellers on the platform

- b. To improve seller satisfaction and maintain healthy relationships
  - c. To reduce the workload of the account manager
  - d. To increase company revenue
4. What is the benefit of training and orienting sellers about processes, guidelines, and panels?
- a. To increase company revenue
  - b. To reduce errors and improve efficiency
  - c. To increase the workload of the account manager
  - d. To discourage sellers from using the platform
5. Why is continuous monitoring and support important for sellers?
- a. To reduce the number of sellers on the platform
  - b. To improve seller satisfaction and maintain healthy relationships
  - c. To increase company revenue
  - d. To discourage sellers from using the platform

**Descriptive Questions:**

1. What is the role of account managers in maintaining healthy relationships with sellers?
2. What are some of the key steps involved in completing the registration to onboarding process accurately?
3. How can account managers effectively address seller queries and concerns?
4. What are some of the mediums from which existing sellers may come?
5. Why is it important to provide comprehensive induction material for sellers during the onboarding process?

## Notes



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How To Build Professional Relationships At Work



# 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



## 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.

### 6.1.1 Studying Competitor Services

It is critical for a company to research competitors' offerings and works in the area of seller activation in order to remain competitive and relevant in the market. Understanding competitors' strengths and shortcomings allows a company to find areas where it may improve or differentiate itself from the competition. This can assist a company in developing a Unique Selling Proposition (USP) that distinguishes it from competitors and makes it more appealing to sellers.

Furthermore, researching competitors' services and strategies can provide useful insights into industry trends and best practises. A company can find new prospects and possible areas of growth by staying up to date on what its competitors are doing. This can also assist a company in avoiding costly mistakes that competitors may have previously made.

Studying the services and work of competitors in the area of seller activation can be crucial for a Merchant Relationship Executive to identify opportunities and potential areas of improvement for their own platform.

Below are some steps on how to study competitors' services and work in this area:

- Step 1.** Identify the main competitors in the market. This can be done through market research, industry reports, or simply by asking sellers which platforms they are also selling on.
- Step 2.** Once you have identified the main competitors, research their services in detail. Look at what features and tools they offer to sellers, their pricing structure, and any other benefits they offer to attract and retain sellers.
- Step 3.** Look at how they onboard new sellers onto their platform. Identify any differences or similarities with your own onboarding process and consider if any changes could be made to improve your own process.
- Step 4.** Observe their marketing activities, such as email marketing, social media campaigns, promotions, and advertisements. Analyse how they position their platform to sellers and what key messaging they use.
- Step 5.** Ask sellers who are also selling on competitor platforms for their feedback on their experiences. This can provide valuable insights into areas where competitors may be excelling or areas where they are lacking.

## 6.1.2 Seeking Competitor Performance Information

Seeking information about the market share, sales, and revenue figures of competitors is a crucial step in understanding the competitive landscape and developing effective seller activation strategies. There are several ways in which a Merchant Relationship Executive can obtain this information.

One common method is to conduct market research, which involves gathering and analysing data on competitors and their performance in the market. This can be done through various channels, such as industry reports, surveys, and online research tools. For example, suppose a Merchant Relationship Executive is working in the e-commerce industry. In that case, they may use market research reports from companies like Forrester or Gartner to gain insights on competitors' market share and revenue figures.

Another way to gather information on competitors is to attend industry events and conferences. These events provide opportunities to network with competitors and industry experts and gain knowledge of the latest industry trends and strategies. For instance, a Merchant Relationship Executive in the tech industry may attend conferences like CES or TechCrunch Disrupt to stay up-to-date on the latest developments and gain insights into competitors' sales and revenue figures.

Lastly, Merchant Relationship Executives can also leverage social media and online platforms to gain information on competitors. They can follow competitors' social media pages, analyse their online presence, and use tools like Google Alerts to track any news or updates related to the competition. This can provide valuable insights into the strengths and weaknesses of competitors, as well as any new strategies or service offerings they may be implementing.

There are several ways to seek competitor performance information as a Merchant Relationship Executive. Here are some of them:

- **Market research reports:** Market research firms like Forrester Research, Gartner, and IDC publish reports on various industries and markets. These reports can provide insights into competitors' market share, sales, and revenue figures.
- **Financial filings:** Publicly listed firms are required to file financial reports with regulatory agencies such as the Securities and Exchange Commission (SEC). These filings may provide information on a company's financial performance, such as revenue and sales numbers.
- **Company websites:** Competitors may provide information about their performance on their websites. Look for press releases, financial reports, and other relevant information.
- **Industry conferences:** Attending trade shows and industry conferences can provide opportunities to network with competitors and learn more about their performance.
- **Customer feedback:** Customer reviews and feedback can provide insights into the performance of competitors. Look for customer feedback on review sites, social media, and other online platforms.
- **Analyst reports:** Industry analysts and consulting firms publish reports on various companies and industries. These reports can provide insights into the performance of competitors.

While gathering information on competitors might be beneficial, it is also critical to uphold ethical standards and avoid engaging in any unlawful or unethical practices to collect information. Furthermore, it is critical to constructively use the knowledge acquired to improve one's seller activation tactics and

## 6.1.3 Evaluating Competitor Strengths and Weaknesses

Analysing and evaluating the strengths and weaknesses of competitors in the area of seller activation is crucial for a Merchant Relationship Executive to gain a competitive advantage. It allows the executive to understand the gaps in the market and identify areas for improvement to differentiate their platform from competitors.

By knowing the strengths of competitors, the Merchant Relationship Executive can learn from their successful strategies and adapt them to their own platform. On the other hand, identifying their weaknesses allows the executive to find opportunities to improve their own platform and provide better services to sellers.

Furthermore, analysing and evaluating competitors' strengths and weaknesses can help the Merchant Relationship Executive develop effective marketing strategies and better position their platform in the market. By leveraging the competitor's weaknesses, the executive can create targeted messaging that highlights their platform's strengths and competitive advantages, ultimately leading to increased sales and market share.

As a Merchant Relationship Executive, there are several ways to seek information on competitors' strengths and weaknesses:

#### Conduct Competitor Analysis

- Competitor analysis is one of the best ways to understand your competitors' strengths and weaknesses. This involves gathering information about your competitors, their products, services, and target customers. You can then analyse this information to identify their strengths and weaknesses.

#### Online Research

- Another way to seek information about your competitors is by conducting online research. You can start by visiting their website and social media channels to learn more about their products and services, customer feedback, and business practices.

#### Attend Industry Events

- Attending business events and conferences is an excellent method to have a better understanding of your rivals. You can network with other experts in your sector to learn about their business practises, strategies, and future goals.

#### Talk to Customers

- Your customers can provide valuable insights into your competitors' strengths and weaknesses. By talking to your customers, you can learn more about their experiences with your competitors and what they like or dislike about their products and services.

#### Hire a Research Firm

- If you have the budget, you can also hire a research firm to conduct a detailed analysis of your competitors. These organisations have access to a wide range of data sources and may provide you with important insights into the strengths and weaknesses of your competition.

*Fig. 6.1.1: Ways to seek information on competitors' strengths and weaknesses*

## 6.1.4 Analysing New Strategies/Service Offerings provided by Competitors

Seeking information on any new strategies or service offerings provided by competitors is significant for various reasons. Firstly, it helps in keeping the business up-to-date with the latest industry trends and practices. This knowledge can be used to enhance the current service offerings and develop new ones, which can ultimately help in attracting and retaining more customers. Secondly, it provides valuable insights into the competitor's approach to the market and the customers, which can be used to improve the current business strategy. Thirdly, it helps to identify potential threats and challenges to the business and devise effective countermeasures to overcome them.

By staying informed about the competitors' new strategies and service offerings, the Merchant Relationship Executive can make better decisions about the business and its future growth. It also helps identify the gaps in the current service offerings and develop new products or services to fill them. Furthermore, it allows the business to stay competitive in the market and attract more customers.

Therefore, seeking information on new strategies or service offerings provided by competitors is essential for the long-term success and growth of the business.

As a Merchant Relationship Executive, staying up-to-date on any new strategies or service offerings provided by competitors is crucial to keep the platform competitive and relevant in the market. One of the most effective ways to seek this information is by monitoring the competitors' websites, social media accounts, and industry news outlets. This can provide valuable insight into the new products or services they offer, their marketing strategies, and any other relevant information that can help inform the platform's strategy. Additionally, attending industry conferences and networking events can be an excellent opportunity to learn about new trends and innovations in the market and connect with other professionals in the industry.

Once the information has been gathered, it is important to analyse and interpret it to identify any potential opportunities or threats to the platform. This can involve comparing the platform's offerings and strategies with those of the competitors, identifying areas where the platform can differentiate itself, and adjusting the platform's own strategy accordingly. By staying vigilant and proactive in seeking information about competitors, the Merchant Relationship Executive can help ensure the platform's continued success and growth in the market.

## 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 reporting managers and business partners valuable insights.

### 6.2.1 Identifying Successful Offers through Competitor Analysis

Evaluating the competitor's offers and schemes can provide valuable insights into the market, target audience, and industry trends. By incorporating these insights into their own platform, the Merchant Relationship Executive can effectively manage and grow their seller's businesses.

When a Merchant Relationship Executive conducts a study on competitors, they can gain valuable insights into the type of offers and schemes that have been successful for them. By analysing the competitor's past promotions or discounts, they can identify what type of offers and schemes are popular with customers and what their buying behaviour looks like. This information can be used to create similar offers and schemes that cater to the target audience and provide a competitive advantage.

Moreover, understanding the strengths and weaknesses of the competitors' offers and schemes can help identify potential gaps in the market that can be exploited. For instance, if a competitor is offering a promotion or scheme that is highly successful, the Merchant Relationship Executive can analyse the elements that make it successful and develop a similar offer with their own unique twist to stand out.

In addition to identifying effective offers and schemes, a study on competitors can provide valuable information on any new strategies or service offerings that they have introduced. This can help the Merchant Relationship Executive stay current on industry trends and ensure their platform remains competitive. They can also offer similar services to stay ahead of the competition or differentiate their platform by offering unique services.

For instance, a Merchant Relationship Executive working for an electronics-selling platform can research their rivals to find the deals and strategies that perform best for them. They can discover that their rivals are giving away installation services for free, bundling products for a discount, or providing extended warranties. This might offer insightful information about the values and driving forces of the target market. The Merchant Relationship Executive can create fresh offers and plans for their platform that appeal to the target market and give them a competitive edge based on this information. For high-value products, they might provide extended warranties; for big appliances, they might provide free installation; or they might group related items together at a lower cost. These new offers and schemes can help attract new customers and retain existing ones, leading to increased sales and revenue for the platform.

It is crucial to remember that copying a competitor's offers and marketing strategies is not always the best course of action. Instead, it's crucial to evaluate what works for the target audience of the

## 6.2.2 Identifying and Converting Potential Live Sellers

Identifying potential live sellers on other websites can be an effective tactic for extending a platform's reach. A Merchant Relationship Executive must first pinpoint the essential characteristics and advantages that differentiate the platform from rivals in order to articulate the platform's value proposition effectively. This may involve elements like lower fees, a larger clientele, or more sophisticated tools and analytics. Once these unique selling points have been identified, the Merchant Relationship Executive can craft a targeted message that emphasizes the benefits of joining the platform. This message should be tailored to the needs and interests of the potential live sellers and should address any concerns or objections they may have.

To identify potential live sellers on other websites, the Merchant Relationship Executive can use various tools such as social media, online forums, and industry-specific websites. They can also leverage their personal and professional networks to identify potential sellers interested in the platform.

When communicating the platform's value proposition, it is important for the Merchant Relationship Executive to be transparent and honest about the benefits and limitations of the platform. This can help build trust with potential sellers and increase the likelihood that they will join the platform.

## 6.2.3 Developing Seller Acquisition and Maintenance Schemes with the Marketing Team

The Merchant Relationship Executive can work with the marketing team to develop innovative and effective schemes for both attracting new sellers and retaining current ones. The team can develop tailored programs that align with the platform's overall goals and objectives by analysing market trends and customer behaviour.

The team can design promotional campaigns for seller acquisition that incentivize potential sellers to join the platform. These campaigns could include special sign-up bonuses, reduced fees, or marketing support to boost visibility and attract more customers. By showcasing the platform's unique features and advantages, the team can effectively communicate the value proposition of joining the platform to potential sellers.

To maintain existing sellers, the team can develop loyalty programs that reward sellers for their continued business and engagement on the platform. These programs could include exclusive access to features or tools, personalized support, or discounts on platform fees. By prioritizing the needs and interests of existing sellers, the team can build long-term relationships that lead to increased retention and revenue.

The marketing team can provide various inputs for designing a Seller Acquisition and Maintenance scheme, such as:

- **Target audience:** The marketing team can provide insights on the target audience for the platform and the types of sellers that would be a good fit for the platform.
- **Competitor analysis:** The marketing team can provide insights into the offers and schemes that competitors are using to attract and retain sellers. This can inform the development of new and innovative schemes for the platform.
- **Branding:** The marketing team can provide input on the branding and messaging for the platform and how it can be effectively communicated to potential and existing sellers.
- **Promotions and advertising:** The marketing team can provide input on promotions and advertising campaigns that can be used to attract new sellers and retain existing ones.
- **Market trends:** The marketing team can provide input on market trends and changes in customer behaviour that may impact seller acquisition and maintenance strategies.



The marketing team's inputs provide the Merchant Relationship Executive with a wealth of information that can be leveraged to create effective Seller Acquisition and Maintenance schemes. By analysing target audience information, the Merchant Relationship Executive can design customized schemes that meet the specific requirements of the audience. This personalized approach can lead to increased engagement and retention among sellers. Competitor analysis is another important input that can be used to design unique and compelling schemes offering value propositions not currently available. By identifying gaps in the market, the Merchant Relationship Executive can design schemes that provide a competitive advantage and attract sellers to the platform.

Furthermore, branding information can be used to ensure that the schemes are consistent with the brand's image and resonate with the target audience. This can help establish a strong brand identity and increase brand loyalty among sellers. Channel information is also crucial in designing effective schemes. The Merchant Relationship Executive can design schemes that leverage these channels for maximum impact and reach by identifying the channels through which the target audience can be reached.

Finally, the marketing team's input on promotions can be used to design schemes that are most likely to drive seller engagement and retention. This can include offering incentives such as discounts, cashback offers, or other rewards for achieving specific milestones or targets.

By taking these inputs into consideration, the Merchant Relationship Executive can design a comprehensive Seller Acquisition and Maintenance scheme that addresses the needs and requirements

## 6.2.4 Collecting and Analysing Seller Feedback for Improved Business Performance

Collecting seller feedback is a crucial aspect of maintaining a successful platform. It helps identify the areas that need improvement and provides insights into improving the platform's user experience. Conducting surveys is one of the most common and effective ways of collecting feedback from sellers. Surveys can be conducted via email or through the platform and can cover various aspects such as ease of use, platform support, payment processes, and overall satisfaction with the platform. The results of the survey can be analysed to identify trends and areas for improvement.

Reviews and ratings left by sellers on the platform or other websites can also be valuable sources of feedback. Monitoring these reviews and ratings can help identify common pain points and areas of improvement for the platform. Additionally, reviews and ratings can provide insights into what aspects of the platform are working well and should be maintained.

Collecting feedback during seller support interactions is another effective way to gather feedback. Support interactions are an opportunity to understand sellers' challenges and provide solutions to their problems. By collecting feedback during these interactions, the platform can identify pain points and improve the quality of its support services.

Finally, social media channels can also be used to gather feedback from sellers. Monitoring social media channels can help identify any issues that are being discussed and provide valuable insights into the seller experience. Responding promptly to any feedback received through social media channels is essential, as it demonstrates the platform's commitment to its sellers and shows that their feedback is valued.

Once the feedback is collected, the Merchant Relationship Executive can provide valuable input to reporting managers and business partners by analysing the feedback and identifying common themes and areas for improvement.

When sellers provide feedback, it can offer valuable insights into the business's performance and help identify areas for improvement. As a Merchant Relationship Executive, analysing this feedback is a crucial part of the job. Identifying trends and patterns in the feedback can provide valuable insights to reporting managers and business partners.

For example, suppose multiple sellers are complaining about a particular aspect of the platform or service, such as slow response times or difficulty navigating the website. In that case, this may indicate a larger issue that needs to be addressed. The Merchant Relationship Executive can then provide this feedback to the relevant team, such as the product development team or customer support team, to make the necessary changes.

In addition to identifying areas for improvement, analysing seller feedback can also help identify what is working well and what sellers appreciate about the platform or service. This information can then be leveraged to enhance the platform further and create a more positive seller experience.

In conclusion, gathering seller feedback through a variety of platforms can offer insightful information about their experiences and feedback on the platform. This input can be used to pinpoint problem areas and implement adjustments that will enhance the seller experience and make the platform more effective overall.

## Summary

- Conducting a market study on competitors' services and working in the area of seller activation is crucial to understand their strengths, weaknesses, and strategies.
- Various ways to seek information about competitors' market share, sales, and revenue figures include analysing public data, reports, and industry publications.
- Identifying competitors' strengths and weaknesses helps in developing effective strategies to attract and retain sellers.
- To identify new strategies and service offerings provided by competitors, one can use methods like competitor analysis tools, social media monitoring, and attending industry events.
- Analysing competitors' offers and schemes that work helps in developing new and innovative schemes for seller acquisition and retention.
- Identifying live sellers on other websites and pitching to them can be done through marketplaces, social media, and online communities.
- Working in tandem with the marketing team helps in creating new schemes for the acquisition and maintenance of sellers. Collecting seller feedback and providing valuable inputs to reporting managers and business partners helps in improving seller activation strategies.

## Exercise

### Multiple-choice Questions:

1. What is the importance of conducting a market study on competitors' services and work in the area of seller activation?
  - a. It helps in developing effective strategies to attract and retain sellers.
  - b. It helps in creating new schemes for the acquisition and maintenance of sellers.
  - c. It helps in identifying live sellers on other websites and pitching to them.
  - d. None of the above.
2. What are the various ways to seek information about competitors' market share, sales, and revenue figures?
  - a. Analysing public data, reports, and industry publications.
  - b. Using competitor analysis tools.
  - c. Social media monitoring.
  - d. All of the above.
3. How can identifying competitors' strengths and weaknesses help in developing effective strategies?
  - a. By understanding what works well for competitors and replicating it.
  - b. By identifying areas of weakness in competitors and targeting them.
  - c. By developing a unique selling proposition that sets one apart from competitors.
  - d. All of the above.

4. What methods can be used to identify new strategies and service offerings provided by competitors?
  - a. Competitor analysis tools.
  - b. Social media monitoring.
  - c. Attending industry events.
  - d. All of the above.
  
5. How does analysing competitors' offers and schemes help in developing new and innovative schemes for seller acquisition and retention?
  - a. It helps in identifying what works well for competitors and replicating it.
  - b. It helps in identifying areas of weakness in competitors and targeting them.
  - c. It helps in developing a unique selling proposition that sets one apart from competitors.
  - d. None of the above.

**Descriptive Questions:**

1. What are the benefits of conducting a market study on competitors' services and work in the area of seller activation?
2. How can identifying live sellers on other websites and pitching them help in seller acquisition and retention?
3. How can a Merchant Relationship Executive work in tandem with the marketing team to create new schemes for the acquisition and maintenance of sellers?
4. What is the role of seller feedback in improving seller activation strategies?
5. How can attending industry events help in identifying new strategies and service offerings provided by competitors?

### Notes



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How to Identify Your Business's Strengths and Weaknesses



# 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



## 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.

### 7.1.1 Internal and External Customers

It is critical for a Merchant Relationship Executive to distinguish between internal and external customers. Individuals or departments within the same organisation for which the Merchant Relationship Executive works are referred to as internal customers. External customers, on the other hand, are persons or organisations that acquire goods or services from the Merchant Relationship Executive's organisation.

Internal consumers could include different departments inside the organisation, such as marketing or finance if a Merchant Relationship Executive works for an e-commerce platform. External consumers, on the other side, are the vendors who offer their products through the platform.

Understanding the expectations of internal and external customers is important because it helps the Merchant Relationship Executive to provide better support and service. Internal customers may require specific information or assistance to complete their tasks, while external customers may need help onboarding or using the platform effectively.

For instance, if the marketing department requires specific data on seller behaviour to create targeted campaigns, the Merchant Relationship Executive must understand their expectations and provide the necessary information. Similarly, the Merchant Relationship Executive must provide effective and timely support if a seller faces technical difficulties or questions about the platform's features.

### 7.1.2 Selling/Activation Function in B2B Processes

#### Understanding B2B Process

The Business-to-business (B2B) process refers to the transactions between two or more businesses rather than transactions between businesses and consumers. In a B2B transaction, one business is selling a product or service to another business. These transactions are usually more complex and involve larger quantities of goods or services than a business-to-consumer (B2C) transaction.

An example of a B2B process could be a company that manufactures components for automobiles selling its products to a car manufacturer. The car manufacturer is the customer in this scenario, and they purchase the components to use in their cars. Another example could be a software company selling its product to a large corporation for use in its day-to-day operations.

In both examples, the transactions involve businesses purchasing goods or services from another business. The B2B process is critical for the smooth functioning of many industries, as businesses rely

on other businesses to supply them with the materials, components, or services they need to operate. The B2B process also involves building strong relationships between businesses, which is essential for repeat business and long-term partnerships.

### **Importance of Selling/Activation Function in B2B Processes**

The selling/activation function is a critical aspect of the business-to-business (B2B) process that involves engaging with potential customers, converting them into actual customers, and ensuring their satisfaction with the product or service. This function includes a range of activities such as lead generation, prospecting, sales presentations, negotiations, and post-sales support.

In the context of seller activation, the selling/activation function plays a crucial role in attracting new sellers to the platform, guiding them through the onboarding process, and ensuring their success in selling their products. Merchant Relationship Executives engage in a range of activities such as lead generation, prospecting, cold calling, and building relationships with potential sellers. They also work closely with the marketing team to design and execute targeted campaigns that attract potential sellers to the platform.

Once a potential seller is identified, the Merchant Relationship Executive guides them through onboarding, providing information on the platform's features, policies, and procedures. They may also provide training and support to help sellers optimize their use of the platform, including product listings, pricing, and order fulfillment.

The selling/activation function is also critical in ensuring that sellers remain engaged with the platform and continue selling their products. This involves ongoing communication and support, identifying opportunities for upselling and cross-selling and providing feedback to the platform on ways to improve the seller experience.

The selling/activation function plays a crucial role in the success of B2B processes by driving revenue growth through increasing the number of sellers and maintaining their engagement on the platform. One of the key reasons why the selling/activation function is important in B2B processes is that it helps build and maintain strong relationships with sellers. By engaging with sellers and understanding their needs, Merchant Relationship Executives can tailor their offerings and support services to meet those needs. This helps build trust and loyalty among sellers, which is crucial for the platform's long-term success.

Another important aspect of the selling/activation function is that it helps identify and address the pain points and challenges sellers face. By monitoring seller feedback and interactions, Merchant Relationship Executives can identify areas for improvement in the platform and support services. This helps improve the overall seller experience and satisfaction, leading to higher engagement and revenue growth.

The selling/activation function is also important in B2B processes because it helps drive sales and revenue growth. By effectively communicating the platform's value proposition and its offerings, Merchant Relationship Executives can convert potential sellers into active sellers. They can also work

## **7.1.3 Importance of Attending Training Programs**

Attending training programs is crucial for Merchant Relationship Executives to develop the necessary skills and knowledge to succeed in their roles. It can help them improve product knowledge, sales skills, and customer service skills, stay updated with industry trends, and increase motivation and

engagement.

The following are some of the reasons why attending training programs is important for Merchant Relationship Executives:

- 1. Improve Product Knowledge:** Attending training programs can help you better understand the products or services the platform offers. This can help you articulate the platform's value proposition to potential sellers and guide them through the onboarding process. Having a thorough understanding of the product can also help you provide better support to sellers and improve the overall seller experience.
- 2. Develop Sales Skills:** Merchant Relationship Executives are often engaged in sales-related activities such as lead generation, prospecting, and sales presentations. Attending sales training programs can help you develop your sales skills and techniques, such as effective communication, negotiation, and objection handling. Developing these skills can help you convert potential sellers into active sellers, leading to revenue growth for the platform.
- 3. Stay Updated with Industry Trends:** Attending training programs can help you stay up-to-date with the latest industry trends, market conditions, and customer needs. This can help you tailor your approach to seller activation and support services to ensure that they meet the market's evolving needs. Staying updated with industry trends can also help you identify new opportunities for revenue growth for the platform.
- 4. Enhance Customer Service Skills:** As a Merchant Relationship Executive, you play a critical role in providing support and assistance to sellers. Attending customer service training programs can help you develop the skills necessary to provide exceptional customer service. This can help improve seller satisfaction, reduce churn, and increase seller retention on the platform.
- 5. Increase Motivation and Engagement:** Attending training programs can help you feel more engaged and motivated in your role. It can help you gain a sense of purpose and direction in your

### 7.1.4 Seeking Feedback and Guidance from Immediate Manager or Team Members

Seeking feedback and guidance from immediate managers or team members is essential for improving activation capabilities as a Merchant Relationship Executive. It helps in identifying areas of improvement and developing strategies to enhance performance. By regularly seeking feedback, Merchant Relationship Executives can improve their skills, increase their effectiveness in driving revenue growth, and contribute to the platform's overall success. It also fosters a culture of continuous improvement and professional development within the team.

Feedback and guidance can be obtained through regular one-on-one meetings with the manager or team members, team huddles, and performance reviews. During these interactions, the Merchant Relationship Executive can share their challenges and seek suggestions on how to overcome them. They can also discuss their progress, share successes, and ask for feedback on areas where they can improve. By actively seeking feedback and guidance, Merchant Relationship Executives can enhance their capabilities, gain insights into the needs of the sellers, and drive revenue growth for the platform.

Merchant Relationship Executives can seek feedback and guidance from their immediate manager or team members to improve their activation capabilities. The first step is to establish a culture of open communication and feedback where everyone feels comfortable sharing their thoughts and ideas. Creating an environment where feedback is viewed as an opportunity for growth and development rather than criticism is essential.

The second step is to proactively seek feedback from team members and managers. This can be done through regular check-ins, team meetings, or one-on-one discussions. During these conversations, Merchant Relationship Executives should ask specific questions about areas they want to improve and request feedback on their performance. It is crucial to actively listen to the feedback provided and take the necessary steps to address any areas for improvement.

The third step is to use the feedback received to develop a plan for improvement. Merchant Relationship Executives can work with their managers or team members to identify specific areas for improvement and create a plan to address them. This may involve setting goals, establishing a timeline, and identifying the resources needed to achieve the desired outcomes. Regular check-ins and follow-up discussions can help track progress and make necessary plan adjustments.

## 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.

### 7.2.1 Building Network of Sellers

Building a network of sellers requires a multifaceted approach. By leveraging different sources and strategies, platforms can increase their reach, generate interest, and establish themselves as a go-to destination for sellers in their industry.

There are several ways to build a network of sellers for a platform. Some of the most effective ways include:

- **Referral Programs:** Referral programs offer incentives to existing sellers for bringing in new sellers to the platform. These programs encourage sellers to promote the platform to their network and can lead to a steady stream of new sellers. Referral programs can be set up in various ways, such as offering a monetary reward or a discount on platform fees. Referral programs can also be an effective way to increase seller engagement and loyalty.
- **Social Media:** Social media platforms such as LinkedIn, Twitter, and Facebook can be used to connect with potential sellers. Platforms can create social media accounts and use them to post about their offerings, engage with potential sellers, and build relationships. Social media can also be used to share valuable content and industry news, which can help platforms establish themselves as thought leaders in the industry.
- **Trade Shows and Conferences:** Attending trade shows and conferences related to the platform's industry can effectively meet potential sellers and build relationships. Platforms can showcase their offerings, generate interest, and establish themselves as thought leaders in the industry. Trade shows and conferences can also be an opportunity to learn about industry trends and gather insights into potential sellers' needs and pain points.
- **Cold Calling/Emailing:** While it may not be the most popular method, cold calling and emailing can still be effective ways to connect with potential sellers. Platforms can identify potential sellers through industry directories, databases, or social media and then reach out to them to introduce themselves and their offerings. Cold calling and emailing can be particularly effective for niche markets where the number of potential sellers is limited.
- **Partnerships:** Partnering with other companies or organizations that serve a similar target market can be an effective way to build a network of sellers. By offering complementary offerings, platforms can leverage each other's networks to generate leads and increase revenue. Partnerships can also help platforms expand their offerings and provide more value to their sellers.
- **Influencer Marketing:** Partnering with influencers in the industry can be an effective way to reach potential sellers. Platforms can work with influencers to promote their offerings and connect with potential sellers who follow them. Influencer marketing can be particularly effective for reaching a younger demographic and creating brand awareness.

- **Content Marketing:** Creating and promoting valuable content such as blog posts, webinars, and e-books can effectively build a network of sellers. By providing valuable information and insights, platforms can establish themselves as thought leaders in the industry and attract potential sellers to their platforms. Content marketing can also be used to address potential sellers' pain points and provide solutions to their problems.

## 7.2.2 Importance of Maintaining Active Contact with Network of Sellers

Managing a network of sellers is crucial for the success of any platform or business that relies on sellers for revenue growth. It involves creating and maintaining strong relationships with sellers, providing them with the support they need, and keeping them informed about the latest developments in the industry.

Firstly, continuous communication with sellers helps to build and maintain strong relationships. This is important because a strong relationship can lead to increased loyalty, trust, and commitment to the platform. By staying in touch with sellers regularly, platforms can also gather feedback on their needs and concerns and address them in a timely manner. This can help to create a positive environment for the sellers, leading to increased engagement and retention.

Secondly, staying in touch with sellers can help platforms identify new revenue growth opportunities. For instance, they may learn about new products or services that sellers are interested in or identify new market segments that sellers can tap into. This can help platforms to adjust their strategies and offerings to better serve the needs of their sellers. By being proactive in this way, platforms can stay ahead of the competition and continue to grow their business.

Thirdly, continuous contact with sellers enables platforms to provide timely and effective support when needed. This can include troubleshooting technical issues, answering questions about the platform's offerings, or providing guidance on how to optimize their selling strategies. Providing support can help to increase seller satisfaction and retention, which is important for long-term success.

Lastly, constant contact with sellers helps platforms stay competitive in the marketplace. By keeping sellers informed about any new developments or changes in the industry, they can ensure that they are up-to-date and can adapt their strategies to meet evolving market conditions. This can help platforms to stay ahead of the curve and continue to grow their business.

Not maintaining active contact with a network of sellers can have significant negative impacts on a platform that relies on them for revenue growth. These include loss of trust and loyalty, missed opportunities, poor seller satisfaction, and the inability to stay competitive. Therefore, Merchant Relationship Executives must prioritize regular communication and support with their sellers to ensure long-term success.

### 7.2.3 Establish Trust and Confidence with Sellers

It's important to establish trust and confidence with sellers, as Merchant Relationship Executives, by communicating their needs, expectations, and shareable information with them.

Here are some pointers on how to do so:

- **Be Transparent:** Transparency is essential for establishing confidence with sellers. Make sure to clearly communicate the platform's mission, values, and goals. Share relevant information such as platform performance metrics, seller performance data, and market trends. This can help to establish trust and build credibility with sellers.
- **Set Clear Expectations:** Setting clear expectations from the outset is critical to building trust and confidence with sellers. Make sure to clearly communicate what sellers can expect from the platform, such as support, training, and resources. Also, be clear about what the platform expects from sellers in terms of performance, quality, and compliance. This can help to ensure that there are no surprises down the line and that both parties are aligned on expectations.
- **Provide Support:** Sellers need support to be successful on the platform, and providing that support can go a long way in building trust and confidence. Make sure to provide comprehensive onboarding and training programs to new sellers. Also, be available to answer questions and provide guidance when sellers encounter challenges. This can help build a strong relationship with sellers and ensure they feel supported and valued.
- **Foster Open Communication:** Encouraging open communication between the platform and sellers is critical to building trust and confidence. Be responsive to seller inquiries and feedback, and actively seek their input on platform developments and improvements. This can help build a collaborative relationship with sellers and ensure their needs are heard and addressed.
- **Be Responsive:** Finally, it's important to be responsive to seller needs and concerns. Make sure to address any issues or challenges in a timely manner and follow up to ensure that they have been resolved. This can help build trust and confidence with sellers and ensure they feel valued and supported by the platform.

## 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. Demonstrate the process to concisely and accurately record details of the conflict and report to the concerned authority.

### 7.3.1 Interpersonal Communication

The ability to share information, ideas, and feelings with two or more people in a concise, understandable, and situation-appropriate manner is referred to as effective interpersonal communication. It calls for both vocal and nonverbal communication, as well as the use of active listening techniques, tone of voice, body language, and facial expressions.

In order to establish and sustain healthy relationships, settle disputes, and accomplish shared objectives, individuals need to be able to communicate effectively with one another in both personal and professional contexts. It necessitates that people be conscious of their own communication style and be able to modify it in response to various circumstances and personalities.

People must be able to express themselves clearly and use language appropriate for the audience and the situation to communicate successfully. Additionally, they must be able to effectively listen while focusing on the speaker and exhibiting sympathy and understanding. Being respectful and considerate of others and refraining from actions that could be interpreted as aggressive or disrespectful are additional requirements for effective interpersonal conversation.

Interpersonal communication is essential for Merchant Relationship Executives as it helps them build and maintain strong relationships with their team members, managers, and sellers. Effective communication can improve understanding and clarity, which can lead to better performance and productivity. It can also help in building trust and credibility, which is critical for success in sales and activation.

Moreover, interpersonal communication enables the Merchant Relationship Executive to develop empathy and emotional intelligence, which can be useful in understanding the needs and concerns of their team members and sellers. By listening actively and responding appropriately, they can establish rapport, address issues, and provide support to their team members and sellers. This, in turn, can lead to increased motivation, engagement, and satisfaction, which can improve overall performance and

### 7.3.2 Treating Stakeholders with Respect and Dignity

In any organisation, ethical behaviour includes treating stakeholders with dignity and respect. Customers, employees, shareholders, suppliers, and the community are examples of people or organisations who are considered stakeholders because they have an interest in or worry about the functioning and success of a firm.

Here are a few ways businesses can treat their stakeholders with dignity and respect:



- 1. Clear Communication:** In order to build connections and generate trust, organisations must communicate with their stakeholders in a clear, open, and honest manner. They should pay close attention to the opinions and worries of their stakeholders and immediately address them.
- 2. Fair and Equitable Treatment:** All parties involved should be treated equally and without bias or discrimination. Equal opportunity for work, education, and promotion is a component of this. **Security and safety:** It is the duty of organisations to protect the safety and security of every individual involved, such as clients, consumers, and the general public. This involves ensuring product safety, creating a secure working environment, and safeguarding personal information.
- 3. Ethical conduct:** Organisations should conduct their business in an ethical and honest manner. This entails abiding by all rules and laws and refraining from any activities that can endanger their stakeholders.
- 4. Social responsibility:** It is the duty of organisations to make a beneficial impact on the environment and society. Supporting sustainable practises and community development efforts falls under this category.

By treating stakeholders with respect and dignity, organizations can build trust, loyalty, and long-term relationships that benefit both the organization and its stakeholders.

### 7.3.3 Importance of Communicating with Sellers

For organisations to create and maintain an effective relationship with their sellers, communication with them is essential. Sellers are people or businesses who provide goods or services to a business. It's crucial to communicate with sellers for the following reasons:

- 1. Understanding of products and services:** Regular interaction with sellers enables companies to gain knowledge of the goods and services they offer, as well as their calibre, accessibility, and cost. This information aids businesses in making informed decisions about the products and prices they should offer to clients.
- 2. Build a relationship:** Communication with sellers helps to create a bond based on transparency, respect, and trust. This connection enables businesses to negotiate better deals, resolve conflicts, and improve the overall quality of their products and services.
- 3. Supply chain management:** Effective supply chain management is facilitated by communication with the sellers. Businesses that communicate often can forecast demand, plan inventory, and prevent stockouts and overstocking.
- 4. Collaborating on product development:** Sellers can provide businesses with valuable advice and experience that will help them produce better products and services. Businesses that regularly interact with sellers can collaborate on product development, spot chances for innovation, and maintain their competitiveness.
- 5. Address issues promptly:** By maintaining contact with their customers, businesses can promptly resolve any problems or concerns. Businesses may discover and fix any issues with delivery, pricing, or quality by collaborating closely with sellers, which will also help them avoid supply chain disruptions.

In conclusion, open communication with sellers is crucial for businesses to build a strong partnerships, successfully manage their supply chain, and raise the overall quality of products and services that they provide to customers.

### 7.3.4 Handling Interpersonal Conflict/Disputes

Interpersonal conflict or disputes refer to a disagreement or negative interaction between two or more people. It occurs when people have different opinions, values, needs, or goals and cannot resolve their differences. In the context of a Merchant Relationship Executive, interpersonal conflict may arise due to various reasons, such as misunderstandings, differences in opinions or goals, or conflicting interests. These conflicts can have a negative impact on the overall performance and productivity of the team and the organization as a whole.

Here are some examples of interpersonal conflicts that a Merchant Relationship Executive may encounter:

- **Conflict with other employees:** A Merchant Relationship Executive may have disagreements or misunderstandings with other employees, such as marketing or operations teams, about the best way to approach seller activation.
- **Conflict with managers:** Conflicts may arise between Merchant Relationship Executive and their managers regarding performance expectations, communication styles, or other job-related issues.
- **Conflict with sellers:** A Merchant Relationship Executive may face conflicts with sellers over pricing, commission rates, or other terms of the agreement.
- **Conflict with customers:** A Merchant Relationship Executive may also face conflicts with customers who are dissatisfied with the platform's services or products.
- **Conflict with competitors:** A Merchant Relationship Executive may encounter conflicts with competitors in the industry, such as bidding wars or disputes over intellectual property rights.

It is important for Merchant Relationship Executives to be aware of these potential sources of conflict and to proactively address them. Effective communication, conflict resolution skills, and a willingness to compromise can help to mitigate interpersonal conflicts and create a more harmonious and productive team environment.

Interpersonal conflicts are common in any workplace, including seller activation teams. It's essential to handle conflicts in a constructive and positive manner to maintain a healthy and productive work environment.

Here are some strategies for dealing with interpersonal conflicts:

- **Acknowledge the Conflict:** The first step in handling a conflict is to acknowledge that it exists. Ignoring the problem or hoping it will go away alone will only worsen the situation. It's important to address the conflict directly and honestly.
- **Identify the Root Cause:** Once the conflict is acknowledged, the next step is to identify the root cause of the conflict. It may be helpful to gather information from all parties involved to understand their perspective and identify any misunderstandings or differences in opinion.
- **Find Common Ground:** After identifying the root cause of the conflict, it's essential to find common ground between the parties involved. This can be done by focusing on areas of agreement rather than differences and identifying shared goals.
- **Communicate Effectively:** Effective communication is crucial in resolving conflicts. Each party must be given the opportunity to express their thoughts and feelings, and everyone involved must listen actively and empathetically. It's important to avoid blaming or attacking others during the conversation.
- **Develop a Plan:** After finding common ground and understanding each other's perspectives, the next step is to develop a plan to resolve the conflict. This may involve compromise, negotiation, or

finding creative solutions that benefit all parties involved.

If a Merchant Relationship Executive faces an interpersonal conflict that is beyond their scope of responsibility or expertise, they should consult their supervisor for guidance and support.

It is important for the executive to communicate clearly and effectively to the supervisor about the conflict and the steps they have taken so far to address it. They should be open to feedback and suggestions from the supervisor and work collaboratively to resolve the conflict in a professional and respectful manner. By seeking the assistance of their supervisor, the executive can ensure that the conflict is addressed appropriately and in a timely manner.

### **Recording Details of the Conflict and Reporting to the Concerned Authority**

When reporting a conflict to a concerned authority, providing concise and accurate details of the situation is essential. The following process can help a Merchant Relationship Executive to do so effectively:

- 1. Record the details:** As soon as a conflict arises, it's important to record all relevant details, including the date, time, location, parties involved, and a brief summary of what happened.
- 2. Assess the situation:** Before reporting the conflict, it's important to assess the situation to determine its severity and whether it requires immediate attention. The Merchant Relationship Executive should consider the potential consequences of the conflict and how it could impact the platform or the sellers.
- 3. Consult with a supervisor:** If the conflict is beyond the scope of the Merchant Relationship Executive's responsibility or expertise, it's important to consult with a supervisor for guidance and support. The supervisor may have more experience handling conflicts and can advise on how to proceed.

## Summary

- Internal and external customers need to be distinguished.
- Understanding the expectations of the customer as per the relationship with the individual/group is important.
- The selling/activation function has a significant role in business-to-business processes.
- Building a network of sellers through various sources, as per the company policy, is crucial. Continuous contact with sellers is necessary to manage the network of sellers.
- Establishing trust and confidence with sellers is essential to communicating their needs, expectations, and shareable information with them.
- An appropriate medium of communication should be used to treat stakeholders with respect and dignity.
- Feedback and guidance should be sought from immediate managers or team members to improve activation capabilities.
- Clear communication in the local language should be used where required.
- Interpersonal conflicts/disputes should be handled according to company policy/procedures.
- Consult the supervisor if the seriousness of conflict is beyond the scope of responsibility.
- Concisely and accurately recording details of the conflict and reporting to the concerned authority is important.

## Exercise

### Multiple-choice Questions:

1. Who are the customers that need to be distinguished?
 

a. Internal customers	b. External customers
c. Both internal and external customers	d. None of the above
  
2. What is the role of the selling/activation function in business-to-business processes?
 

a. No role	b. Insignificant role
c. Significant role	d. Decisive role
  
3. What is crucial for building a network of sellers?
  - a. Using unethical practices
  - b. Avoiding continuous contact with sellers
  - c. Following company policy
  - d. None of the above
  
4. What should be done to handle interpersonal conflict/disputes?
  - a. Ignore it
  - b. Follow company policy/procedures
  - c. Take matters into your own hands
  - d. None of the above

5. What is the importance of recording details of conflicts and reporting to the concerned authority?
  - a. Not important
  - b. Slightly important
  - c. Moderately important
  - d. Highly important

**Descriptive Questions:**

1. What is the significance of distinguishing between internal and external customers? Provide an example.
2. Explain the importance of using appropriate communication mediums while treating stakeholders with respect and dignity. Give an example.
3. How can trust and confidence be established with sellers? Provide some strategies.
4. Describe the role of the immediate manager or team members in seeking feedback and guidance for improving activation capabilities.
5. What steps should be taken when the seriousness of interpersonal conflict is beyond the scope of responsibility? Explain with an example.



# 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



## 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.

### 8.1.1 Personal Hygiene

Personal hygiene is the term used to describe the habits and practices that people follow to keep themselves clean and well-groomed. The maintenance of social acceptance and the promotion of good health all depend on proper personal cleanliness.

Here are some fundamental principles of personal hygiene:

1. Taking regular showers or baths will keep your body clean and fresh.
2. To keep your mouth healthy and avoid dental issues, brush your teeth twice a day and floss once a day.
3. To stop the spread of germs, wash your hands frequently with soap and water.
4. Maintaining a tidy, clipped hairstyle.
5. Maintaining good personal hygiene and look by dressing in tidy, well-fitting attire.
6. Regularly trimming your nails will help keep dirt and bacteria from building up.
7. Controlling body odour by applying deodorant or antiperspirant.
8. Avoid sharing your personal items like combs, towels, and razors.
9. Maintaining a clean and organised living space will help keep dust and filth from accumulating.
10. Maintaining proper sanitary practises throughout menstruation by using the right products and changing them frequently.

One may improve the overall quality of life and mental and physical well-being and prevent the spread of disease by maintaining appropriate personal hygiene.

Maintaining personal hygiene at work is crucial for several reasons.

Firstly, it promotes good health by preventing the spread of infectious diseases and illnesses. When employees take care of their personal hygiene, they reduce the risk of transmitting germs and bacteria to their colleagues and customers. This, in turn, helps to promote a healthy work environment and reduces absenteeism due to illness.

Secondly, good personal hygiene habits can boost an individual's confidence and productivity. When employees feel good about themselves, it can translate to higher levels of motivation and job satisfaction. Regular hand washing and wearing clean clothing can help employees feel fresh and energized, allowing them to focus on their tasks and responsibilities.

Thirdly, maintaining good personal hygiene is essential for creating a professional image at work. Employees who take care of their personal appearance and grooming send a positive message to

customers and colleagues, demonstrating that they take their job seriously and have a high level of professionalism.

In addition to these benefits, good personal hygiene can also prevent workplace hazards. Poor hygiene habits can create an environment that is conducive to the spread of illnesses and infections, resulting in absenteeism and reduced productivity. By maintaining good personal hygiene, employees can help to prevent workplace hazards and contribute to a safer work environment.

## 8.1.2 Personal Hygiene Practices

As a Merchant Relationship Executive, practising good personal hygiene is crucial to maintain a professional appearance and preventing the spread of germs and infections. Here are some personal hygiene practices that a Merchant Relationship Executive should follow:

**Regular Handwashing:** As a Merchant Relationship Executive, you will come in contact with many people throughout the day, and handwashing is one of the most important personal hygiene practices. Wash your hands with soap and water for at least 20 seconds on a regular basis, or use an alcohol-based hand sanitizer. Handwashing removes germs and bacteria from your hands, lowering your risk of infection.

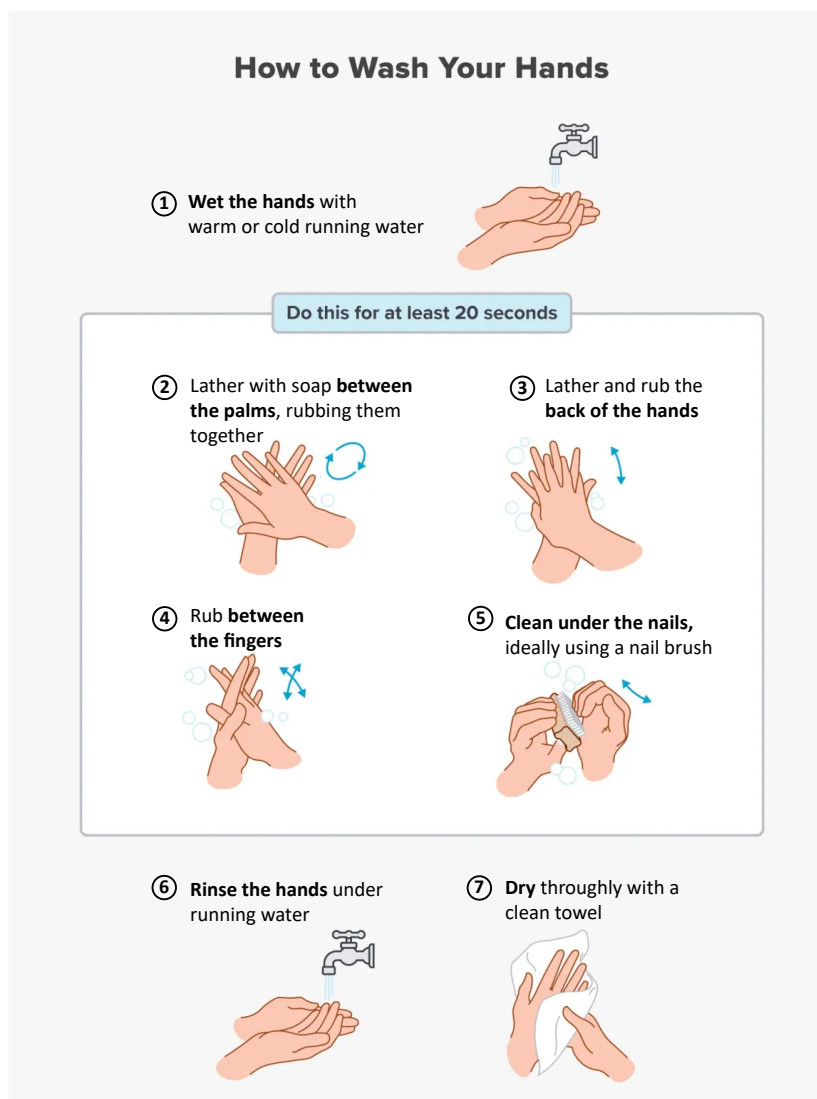


Fig. 8.1.1: Proper Hand Washing Technique

**Dental Hygiene:** Maintaining proper dental hygiene is important for a Merchant Relationship Executive, as you will interact with customers frequently. Brush your teeth with good-quality toothpaste twice a day and floss at least once to remove food particles and plaque. Good dental hygiene aids in the prevention of tooth decay, gum disease, and foul breath.



Fig. 8.1.2: Toothpaste, Toothbrush, Mouthwash and Floss

**Bathing and Showering:** Taking a shower or bath on a frequent basis is crucial for healthy personal hygiene. It aids in the removal of dirt, sweat, and bacteria from the body, hence eliminating body odour and maintaining skin health. You should shower or bathe daily or more frequently if you sweat a lot.

**Using Deodorant:** Using deodorant or antiperspirant can help control body odour and keep you smelling fresh throughout the day. Apply deodorant to clean dry skin, and choose a product that works well for you.

**Haircare:** Keeping hair clean and well-groomed is important for good personal hygiene. This includes washing hair regularly, combing or brushing it to keep it neat, and tying it back if necessary. Long hair should be tied back to prevent it from getting in the way during work, and avoid touching it frequently.

**Clean Clothes:** Wearing clean and appropriately fitting clothes is essential for maintaining good personal hygiene. Dirty clothes can harbour germs and bacteria, causing infections and body odour.

**Trimming Nails:** Keeping nails trimmed and clean is important to prevent the accumulation of dirt and bacteria. Long nails can harbour dirt, making it easy for germs and bacteria to thrive. Trim your nails regularly and clean them with soap and water to prevent infections.



### 8.1.3 Promoting Good Personal Hygiene Habits among Employees

Promoting good personal hygiene habits among employees can be achieved through various strategies. The first strategy is to provide education and training on personal hygiene practices. Employers can offer workshops or training sessions to educate employees on the importance of personal hygiene and how to maintain good hygiene habits. A food packaging company, for example, may instruct their employees on how to properly wash their hands and use personal protective equipment to prevent the spread of illnesses.

The second strategy is providing the necessary tools and supplies to maintain personal hygiene. Employers can supply hand sanitiser, soap, towels, and other personal hygiene items in washrooms and break rooms. For example, a restaurant can provide hand sanitiser for their employees to use before and after handling food.

The third strategy is to promote a workplace culture of cleanliness and personal hygiene. Employers can encourage employees to practice good hygiene by setting an example through their behaviour. They can also recognize and reward employees who consistently maintain good personal hygiene habits. For example, a manufacturing plant can have a "cleanest workstation" contest to encourage employees to keep their work area clean and tidy.

The fourth strategy is by enforcing workplace policies related to personal hygiene. Employers can establish policies on hand washing, clothing requirements, and other personal hygiene practices. They can also enforce consequences for employees who fail to comply with these policies. A shopping mall, for example, may require its personnel to wear clean clothing and impose repercussions for employees who don't adhere to the policy.

### 8.1.4 Grooming

Grooming refers to the act of taking care of one's appearance, including hygiene, clothing, and overall style. It involves personal care and attention to detail, and it plays an important role in creating a positive first impression in both personal and professional settings. Good grooming practices demonstrate respect for oneself and others and can contribute to increased confidence and self-esteem.

In a formal setting, good grooming is especially important. It can help create a professional and polished appearance essential for success in many careers.

#### Common Grooming Techniques for Men:

- **Shaving or trimming facial hair:** Maintaining a clean-shaven or well-groomed beard can help enhance a man's appearance and make him look more professional.



Fig. 8.1.3: Shaving facial hair

- **Haircut and styling:** A good haircut can help a man look well-groomed and professional. Styling the hair with gel or wax can also add a polished touch.
- **Regular grooming of nails:** Keeping nails trimmed and clean is essential for men, as dirty or unkempt nails can create a negative impression.
- **Moisturizing:** Using a good quality moisturizer can help keep skin looking healthy and prevent dryness or flakiness.



Fig. 8.1.4: Moisturizing

- **Body odour control:** Regular bathing, using deodorant or antiperspirant, and wearing clean clothes can help control body odour.

#### Common Grooming Techniques for Women:

- **Hairstyling:** Women can look well-groomed and professional by properly styling their hair. It is critical to select a haircut fit for the workplace.
- **Makeup application:** W g minimal makeup can enhance a woman's appearance and make her look more polished and professional.
- **Regular grooming of nails:** Keeping nails clean and manicured is essential for women, as dirty or unkempt nails can create a negative impression.



Fig. 8.1.4 : Grooming of nails

- **Moisturizing:** Using a good quality moisturizer can help keep skin looking healthy and prevent dryness or flakiness.
- **Body odour control:** Regular bathing, using deodorant or antiperspirant, and wearing clean clothes can help control body odour.
- **Proper attire:** Dressing appropriately for the workplace is important for women. This includes wearing clean, pressed clothing that fits well and is in line with company dress codes.

### Importance of Being Aware of Company Policies with Respect to Grooming

Being aware of company policies with respect to grooming is essential for maintaining a professional image at work. Most companies have specific policies that outline their employees' acceptable standards of grooming and appearance. By adhering to these policies, employees can create a positive impression on customers and colleagues, which can improve business relationships.

In addition to promoting a professional image, adhering to company grooming policies can also help to avoid potential conflicts and misunderstandings. For instance, if employees are unaware of the company policy regarding facial hair, they may unknowingly violate it and receive disciplinary action. By understanding and following company grooming policies, employees can avoid such situations and maintain a positive relationship with their employer.

Finally, adhering to company grooming policies demonstrates respect for the company and its values. By presenting themselves in a manner that is consistent with the company's image and values, employees show that they are committed to their job and take pride in their appearance. This can lead to a positive work environment and increase job satisfaction.



*Fig. 8.1.5: Well-Groomed Woman and Man in Formal Attire*

### Appropriate Clothing and Uniform Requirements for Different Workplaces

Appropriate clothing and uniform requirements can vary significantly depending on the type of workplace. For instance, in the retail sector, employees are often required to wear uniforms that reflect the company's brand image. This can include clothing with logos or specific colours that are associated with the brand. The goal is to create a consistent image across all employees and locations, helping reinforce the brand in customers' minds. In some cases, employees may also be required to wear name tags to help customers identify them and make the shopping experience more personal.

In addition to brand considerations, appropriate clothing and uniform requirements in the retail sector may also be driven by practical considerations. Employees who work in warehouses or stock rooms may be required to wear safety gear such as hard hats, steel-toed boots, and reflective vests to ensure their safety on the job. Overall, appropriate clothing and uniform requirements in the retail sector are designed to create a safe and consistent experience for customers while also promoting the company's brand image.

## 8.1.5 Identifying Products that Aid in Improving Personal Hygiene

Numerous products available in the market can aid in improving personal hygiene. These products can vary based on individual needs and preferences, and choosing safe and effective products is important. Some common products that can help improve personal hygiene include:

- **Soap and body wash:** These products are essential for maintaining cleanliness and removing dirt and bacteria from the skin. Choosing a gentle soap or body wash that does not irritate the skin is important.



Fig. 8.1.6: Soap and Body wash

- **Toothpaste and mouthwash:** Oral hygiene products such as toothpaste and mouthwash can help prevent cavities, bad breath, and gum disease. It is important to choose effective and safe products for long-term use.



Fig. 8.1.7: Mouth Wash

- **Deodorant and antiperspirant:** These products help to control body odour and prevent excessive sweating. Choosing a product that is gentle and does not irritate the skin is important.
- **Feminine hygiene products:** These products are essential for maintaining cleanliness and preventing infections in women. They include tampons, pads, and menstrual cups.



Fig. 8.1.8: Female Hygiene Products



- **Shampoo and conditioner:** Hair hygiene products such as shampoo and conditioner can help keep hair clean, healthy, and manageable. Choosing products that are appropriate for your hair type and do not contain harsh chemicals is important.

Personal hygiene products can be useful but should not replace basic hygiene practices like hand washing and bathing. Selecting safe and effective products and following the manufacturer's instructions is crucial. Researching products before buying them is advisable to ensure they meet your specific needs and are suitable for your skin type. Personal hygiene products can affect individuals differently, so testing a small skin patch before using a new product is recommended. In case of any adverse reactions, consulting a healthcare professional is suggested.

### 8.1.6 Conform to Grooming Norms as per Company Policies

It is crucial to follow company grooming guidelines because it promotes professionalism and helps to keep the company's reputation favourable. Depending on the business, corporate culture, and client expectations, grooming standards may change.

Here are some reasons for the importance of following grooming standards:

1. **Professional Appearance:** Making a good first impression on clients and coworkers depends on one's professional appearance. A professional appearance can be achieved through grooming practises, including having a nice hairstyle, dressing in clean, well-pressed clothing, and practising good hygiene.
2. **Safety:** Policies governing grooming may be implemented to guarantee the security of workers. For instance, accidents and injuries can be avoided by dressing appropriately and wearing closed-toe shoes or a hairnet in a kitchen.
3. **Company Culture:** Conforming to grooming standards is a method to respect the culture and values of the workplace. It proves that staff members are aware of and appreciate the demands placed on them by the business and its clients.
4. **Uniformity:** Grooming regulations establish uniformity among employees, which can foster cohesion and a sense of teamwork. Everyone looks more professional, and helps the business retain a favourable reputation when everyone follows the same grooming standards.
5. **Legal Compliance:** In some circumstances, such as the use of personal protective equipment (PPE) in hazardous work locations, grooming regulations may be mandated by law.

In conclusion, conforming to grooming norms set forth by an organisation is crucial for presenting a professional image, guaranteeing safety, upholding a positive reputation, exhibiting respect for the company culture, encouraging consistency, and meeting legal obligations.



## 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.

### 8.2.1 Reporting Personal Health Issues at Workplace

Reporting on personal health issues related to injury, food, air, and infectious diseases at the workplace is important for ensuring the health and safety of oneself and others. To report on these issues, employees should be aware of the procedures and policies established by the company.

In case of injury, employees should immediately inform their supervisor and seek medical attention. They should also provide details about the nature of the injury, the location, and the time it occurred. Documenting the incident and maintaining a record for future reference is important.

If an employee experiences symptoms of a foodborne illness, such as nausea, vomiting, or diarrhoea, they should inform their supervisor and avoid handling food. The supervisor should ensure that the affected employee seeks medical attention and takes the necessary precautions to prevent the illness from spreading.

In cases of poor air quality or exposure to hazardous materials, employees should inform their supervisor immediately and follow the company's protocol for handling such situations. This may involve evacuation or the use of protective gear.

In case of infectious diseases such as the cold, flu, or COVID-19, employees should inform their supervisor and stay home to avoid spreading the illness to others. It is important to follow the company's policy regarding sick leave and inform colleagues who may have been in contact with the affected employee.

It is crucial not to go to work when experiencing personal health issues, especially infectious diseases. This is because these illnesses can easily spread to other employees, customers, or clients, causing a chain reaction of sickness and absenteeism in the workplace. By staying home and taking time to recover, individuals can prevent the spread of illness and minimize the risk of infecting others.

During the COVID-19 pandemic, for example, many organisations enacted tight measures to ensure that employees did not come to work if they were ill. This is due to the fact that these viruses are contagious and can spread through intimate contact with infected people. If an employee arrives at work unwell, they could easily transfer the virus to other co-workers or clients, perhaps leading to a large outbreak.

Similarly, individuals working in the food service industry must follow strict guidelines to ensure that they do not spread any foodborne illnesses to customers. This includes not working if they are experiencing symptoms such as vomiting, diarrhoea, or fever, which can easily contaminate food and cause illness in those who consume it. By taking these precautions and staying home when necessary, individuals can protect themselves and others from the spread of illness in the workplace.

## 8.2.2 Importance of Preventive Health Check-Ups

Preventive health check-ups are medical check-ups that are conducted on individuals who are apparently healthy, with the aim of preventing or identifying potential health problems before they become serious. These check-ups may include a range of medical tests and examinations, such as blood tests, imaging scans, and physical examinations. Preventive health check-ups are an important aspect of maintaining good health and preventing chronic diseases.

Taking preventive health check-ups at regular intervals is crucial as it can help detect potential health problems in their early stages, making them easier to manage and treat. For instance, regular blood pressure and cholesterol checks can help detect early signs of cardiovascular disease, and early screening for cancer can increase the chances of successful treatment. Preventive health check-ups can also help individuals make lifestyle changes that can improve their overall health and well-being, such as adopting a healthier diet, increasing physical activity, and quitting smoking.

In addition, preventive health check-ups can help reduce healthcare costs in the long term. Detecting health problems early can prevent the need for expensive medical treatments, hospitalization, and surgeries that may arise due to untreated conditions. It is also an investment in one's future health and well-being. By taking care of one's health through regular check-ups, individuals can prevent chronic diseases and live healthier lives.

## 8.2.3 General Sense of Hygiene and Appreciation for Cleanliness

Having a general sense of hygiene and appreciation for cleanliness is essential for both our personal well-being and those around us, particularly customers and the local community. Proper hygiene habits are vital for preventing the spread of infectious diseases and illnesses, which can have serious health consequences. By practising good hygiene, individuals can protect themselves and others from harmful bacteria and viruses.

In addition to preventing the spread of illnesses, good hygiene habits can also promote personal well-being. For example, regular bathing or showering helps remove sweat and dirt from the body, preventing skin irritation and infections. Brushing teeth regularly can prevent tooth decay and gum disease.

Furthermore, good hygienic habits can aid in the creation of a pleasant image and impression on others. Customers are more likely to return to a business or service provider that practices proper hygiene, such as cleaning and disinfecting surfaces on a regular basis, washing hands, and wearing clean clothing. A company that emphasises sanitation and cleanliness can establish a reputation as a trustworthy and dependable firm, resulting in improved client loyalty and satisfaction.

Developing a general sense of hygiene and appreciation for cleanliness requires conscious effort and a willingness to prioritize personal and community well-being. Some of the ways to achieve this include practising good personal hygiene habits such as regular hand washing and bathing, maintaining a clean and organized living environment, and being mindful of one's impact on the community and environment.

To develop good personal hygiene habits, it is important to educate oneself on the best practices and to make them a part of one's daily routine. Creating a clean and organized living space can involve regular cleaning and decluttering, as well as adopting habits such as taking off shoes before entering the house and regularly washing bedding and towels. Finally, being mindful of one's impact on the community and environment can involve properly disposing of waste and avoiding activities that can harm the environment, such as littering or using excessive amounts of single-use plastics. By taking these steps, individuals can develop a general sense of hygiene and appreciation for cleanliness, leading to a healthier and happier life.

## Summary

- Personal hygiene is crucial while at work to ensure the safety and well-being of oneself and others.
- Avoid practices that compromise personal hygiene, such as poor handwashing, not covering your mouth while coughing or sneezing, or coming to work sick.
- Conform to grooming norms as per company policies to present a professional appearance.
- Adhering to company policy with respect to personal grooming is essential for maintaining consistency and ensuring that all employees present a unified appearance.
- Reporting any personal health issues and avoiding work to prevent transmission to others is critical.
- Regular preventive health check-ups are necessary to maintain good health and prevent illness.
- Reporting on personal health issues related to injury, food, air, and infectious diseases is essential to maintain a safe and healthy workplace.
- A general sense of hygiene and cleanliness benefits oneself, customers, and the local community.

## Exercise

### Multiple-choice Questions:

1. What is the recommended duration for handwashing according to WHO?
  - a. 10 seconds
  - b. 15 seconds
  - c. 20 seconds
  - d. 30 seconds
2. Which of the following is NOT a personal hygiene practice?
  - a. Bathing regularly
  - b. Wearing clean clothes
  - c. Skipping meals
  - d. Trimming nails
3. Why is dental hygiene important for a Merchant Relationship Executive?
  - a. To prevent body odour
  - b. To prevent bad breath
  - c. To prevent respiratory illnesses
  - d. To prevent skin infections
4. Why is it important to take preventive health check-ups?
  - a. To detect potential health problems in their early stages
  - b. To spend money on expensive medical treatments
  - c. To avoid making lifestyle changes
  - d. None of the above
5. Why is having a general sense of hygiene important?
  - a. To create a positive impression on others
  - b. To prevent the spread of infectious diseases
  - c. To promote personal well-being
  - d. All of the above

**Descriptive Questions:**

1. Why is maintaining good personal hygiene important in the workplace?
2. As a Merchant Relationship Executive, why is handwashing an essential personal hygiene practice?
3. How can employees ensure the health and safety of themselves and others in the workplace?
4. What are some of the benefits of practising good hygiene habits in both personal and professional settings?
5. What is the importance of preventive health check-ups?

**Notes**



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



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Hygiene Definition & Meaning

## 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



## 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

### 9.1.1 Overview of AI and IoT Technologies in E-Commerce

Artificial Intelligence (AI) and the Internet of Things (IoT) have revolutionized the e-commerce landscape by providing tools that enhance both operational efficiency and customer experience. AI enables automated customer support, personalized product recommendations, and inventory management, while IoT devices provide real-time tracking and data analytics to optimize the supply chain.

As a **Merchant Relationship Executive**, understanding how these technologies work is key to driving success for sellers on e-commerce platforms. AI and IoT are essential for staying competitive in a fast-paced retail environment, enabling merchants to make smarter decisions, improve customer satisfaction, and optimize operations.

### 9.1.2 Key Principles of AI-driven Document Verification and Data Entry

AI-driven document verification and data entry refers to using Artificial Intelligence (AI) to automate the process of checking documents and entering data into systems. In the retail sector, this technology uses machine learning and computer vision to automatically pull relevant information from documents such as invoices, purchase orders, and delivery receipts. This reduces the need for manual data entry and improves accuracy by analyzing the structure, text, and context of the documents to fill in the necessary fields in retail systems.

AI-driven document verification and data entry play a crucial role in automating the process of managing large volumes of data. Key principles include:

<b>Optical Character Recognition (OCR):</b>	Converts scanned documents or images into text that can be readily processed by AI algorithms.
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<b>Natural Language Processing (NLP):</b>	Interprets the meaning of text within the document to identify key data points like quantities, prices, product codes, and vendor details.
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<b>Machine Learning Models:</b>	Trained on large datasets of labelled documents to learn patterns and identify relevant information with increasing accuracy over time.
<b>Document Layout Analysis:</b>	Analyzes the structure and layout of a document to locate specific fields and extract data accordingly.
<b>Data Validation and Standardization:</b>	Checks extracted data against predefined rules and formats to ensure consistency and accuracy before feeding it into the retail management system.

Fig. 9.1 Key Principles of AI-driven Document Verification and Data Entry

The following are the ways in which it works in retail:

**Document Upload:**

A staff member scans or uploads a document, like an invoice, into the AI system.

**Preprocessing:**

The AI cleans up the document, removing unwanted parts and making it easier to read.

**Data Extraction:**

The AI uses OCR and NLP to pull out important details, such as vendor name, invoice number, products, quantities, prices, and totals.

**Data Validation:**

The AI checks if the data is correct by comparing it to preset rules (e.g., matching product codes with the inventory).

**Data Integration:**

The system automatically fills in the correct fields in the retail system with the validated data, saving time and reducing errors from manual entry.

Fig. 9.2 AI-driven Document Verification and Data Entry Process in Retail Sector



### 9.1.3 Benefits of AI-driven Document Verification and Data Entry

AI-driven document verification and data entry offer several benefits to e-commerce platforms and their merchants:

<b>Increased Efficiency:</b>	AI automates the data entry process, eliminating the need for manual input, thus speeding up onboarding and document processing for merchants.
<b>Enhanced Accuracy:</b>	AI reduces human errors by ensuring that data is correctly entered and validated through intelligent algorithms, improving overall quality control.
<b>Scalability:</b>	AI systems can handle large volumes of documents quickly, which is essential for platforms with a growing number of sellers.
<b>Cost Savings:</b>	By automating document verification and data entry, e-commerce platforms can reduce labor costs while ensuring compliance and reducing the risk of fraud.
<b>Faster Merchant Onboarding:</b>	With automated document checks, Merchant Relationship Executives can help onboard new sellers faster, allowing them to start selling with minimal delays.

Fig. 9.3 Benefits of AI-driven Document Verification and Data Entry

### 9.1.4 Concepts of Predictive Analytics and Its Relevance to Seller Success

Predictive analytics is a process that uses data analysis, machine learning techniques, and statistical algorithms to predict future outcomes. It analyzes historical data to identify patterns and trends and then uses these patterns to predict future events or behaviours. This enables businesses to make informed decisions and effectively plan for the future.

Seller success can be influenced in several important ways, including:

<b>Understanding customer behavior</b>	Predictive analytics can help understand customer preferences and behaviour, which can be used to create targeted marketing campaigns and personalized promotions.
<b>Setting optimal prices</b>	Predictive analytics analyzes factors such as market demand, competitor pricing, and historical sales data to determine optimal pricing.
<b>Managing inventory</b>	Predictive analytics can assist sellers in optimizing their inventory by offering accurate demand forecasts.

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<b>Fraud detection</b>	Predictive analytics can help sellers identify and prevent fraudulent activities like payment fraud, return fraud, gift card fraud, or account takeover.
<b>Adapting to market fluctuations</b>	Predictive analytics can help businesses adapt quickly to market fluctuations, ensuring prices remain competitive while maximizing profit margins.
<b>Demand Forecasting</b>	Predicting future demand trends helps merchants optimize inventory, avoiding overstocking or stockouts.
<b>Sales Forecasting</b>	Predictive models can forecast sales trends, enabling merchants to adjust their strategies and align with market conditions.
<b>Personalized Marketing</b>	Predictive analytics helps sellers create personalized marketing campaigns based on customers' previous interactions and buying patterns.

Fig. 9.4 Predictive Analytics and Its Relevance to Seller Success

For Merchant Relationship Executives, leveraging predictive analytics can help provide valuable insights to sellers, assisting them in optimizing their business strategies and maximizing profitability.

### 9.1.5 Role of IoT Devices for Real-Time Tracking of Seller Performance Metrics

IoT devices are essential for real-time tracking of seller performance metrics. They provide continuous data on sales figures, customer interactions, product placement, and overall store activity. This information enables the monitoring of individual seller performance, helps identify areas for improvement, and supports data-driven decisions to optimize sales strategies and enhance customer experiences.

The following are some key roles of IoT devices in the real-time tracking of seller performance metrics:

#### Inventory Management:

- **Real-time Inventory Tracking:** IoT sensors can monitor stock levels in real time, preventing stockouts and overstocking.
- **Shelf Monitoring:** Cameras and sensors can detect empty shelves, low stock levels, and incorrect product placement, ensuring optimal product visibility.
- **Automated Reordering:** IoT systems can trigger automatic reordering when inventory reaches a predefined threshold, streamlining the supply chain.

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<p><b>Customer Behavior Analysis:</b></p>	<ul style="list-style-type: none"> <li>• <b>Foot Traffic Analysis:</b> Sensors can track the number of customers entering and leaving stores, identifying peak hours and optimizing staffing levels.</li> <li>• <b>Heat Mapping:</b> Cameras and sensors can analyze customer movement patterns within stores, identifying popular areas and optimizing store layout.</li> <li>• <b>Customer Engagement:</b> IoT devices can track customer interactions with products, such as product touch and dwell time, providing insights into customer preferences.</li> </ul>
<p><b>Supply Chain Optimization:</b></p>	<ul style="list-style-type: none"> <li>• <b>Shipment Tracking:</b> IoT sensors can monitor the location and condition of shipments, ensuring timely delivery and reducing losses.</li> <li>• <b>Temperature and Humidity Control:</b> IoT devices can maintain optimal temperature and humidity levels during transportation and storage, preserving product quality.</li> <li>• <b>Predictive Maintenance:</b> IoT sensors can detect potential equipment failures in warehouses and distribution centres, minimizing downtime and reducing maintenance costs.</li> </ul>
<p><b>Security and Loss Prevention:</b></p>	<ul style="list-style-type: none"> <li>• <b>Surveillance:</b> IoT cameras can monitor store activity, deter theft, and identify suspicious behaviour.</li> <li>• <b>Access Control:</b> IoT devices can control access to restricted areas, preventing unauthorized entry and protecting valuable inventory.</li> <li>• <b>Alarm Systems:</b> IoT sensors can detect alarms triggered by fire, water damage, or other security threats, enabling timely response and minimizing losses.</li> </ul>
<p><b>Sales Data Collection:</b></p>	<ul style="list-style-type: none"> <li>• <b>Point-of-sale (POS) systems:</b> IoT-enabled POS systems can instantly capture sales data like items sold, total sales amount, payment methods, and time of purchase, allowing for real-time tracking of individual seller sales performance.</li> <li>• <b>Smart shelves:</b> Sensors on shelves can monitor product stock levels, automatically triggering alerts when items are low, providing insights into a seller's ability to maintain inventory and prevent stockouts.</li> </ul>
<p><b>Customer Interaction Monitoring:</b></p>	<ul style="list-style-type: none"> <li>• <b>Customer engagement beacons:</b> Bluetooth beacons placed throughout the store can detect customer proximity and track their movement, providing data on customer engagement with specific sellers and areas of the store.</li> <li>• <b>Customer feedback systems:</b> IoT-enabled feedback kiosks or mobile apps allow customers to provide instant feedback on their shopping experience with specific sellers, enabling performance evaluation.</li> </ul>

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<b>Product Placement and Merchandising:</b>	<ul style="list-style-type: none"> <li>• <b>RFID tags:</b> Attaching RFID tags to products allows for real-time tracking of product movement and placement on shelves, helping assess a seller's ability to maintain proper merchandising standards.</li> <li>• <b>Camera surveillance:</b> Video analytics from store cameras can monitor product placement and identify issues like disorganized displays, informing seller performance on visual merchandising.</li> </ul>
<b>Employee Performance Tracking:</b>	<ul style="list-style-type: none"> <li>• <b>Time and Attendance:</b> IoT devices can track employee attendance, work hours, and breaks, ensuring compliance with labour regulations.</li> <li>• <b>Productivity Monitoring:</b> Sensors can monitor employee activity levels and task completion times, identifying areas for improvement and optimizing workflows.</li> </ul>

Fig. 9.5 Role of IoT Devices for Real-Time Tracking of Seller Performance Metrics

### 9.1.6 Role of IoT Devices in Monitoring and Tracking Policy Compliance

IoT devices are essential for monitoring and ensuring policy compliance by providing real-time data through sensors embedded in physical assets. These devices track various aspects of operations, such as inventory, employee access, environmental conditions, and product handling, helping identify potential violations. This continuous monitoring supports adherence to safety, quality, and regulatory standards, improving operational efficiency and customer satisfaction while enabling prompt corrective actions for any non-compliance issues.

The following outlines the role of IoT devices in monitoring and tracking policy compliance:

#### Policy Enforcement:

- IoT devices track key factors such as product temperature, humidity, and security measures to ensure compliance with quality and safety standards required by e-commerce platforms.

#### Automated Compliance Checks:

- These devices monitor crucial metrics like delivery timelines, order accuracy, and packaging standards, ensuring that sellers meet shipping, product quality, and customer service requirements.

#### Real-Time Alerts:

- IoT systems provide instant notifications when there are policy violations, such as delayed shipments or product inconsistencies, enabling swift corrective actions to maintain compliance.

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**Documentation and Audit Trails:**

- IoT devices record and store data on merchant operations, creating a robust audit trail for compliance verification, dispute resolution, and improved accountability.

Fig. 9.6 Role of IoT Devices for Real-Time Tracking of Seller Performance Metrics

## 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

### 9.2.1 Characteristics and Role of AI Tools In Analysing Communication Data to Strengthen Relationships with Sellers

AI tools play a crucial role in analyzing communication data with sellers by automatically identifying patterns, sentiment, and key insights that can be used to proactively address seller concerns, tailor communication strategies, and ultimately strengthen relationships.

**Key characteristics of AI tools:**

#### Natural Language Processing (NLP):

- This capability allows AI to understand the nuances of human language, including sentiment analysis (positive, negative, neutral), identifying key phrases, and interpreting the intent behind written or spoken communication.

#### Machine Learning Algorithms:

- These algorithms can learn from past interactions and adapt to identify patterns in seller communication, predicting potential issues or areas for improvement.

#### Data Aggregation:

- AI can seamlessly integrate data from various communication channels like emails, phone calls, chat logs, and CRM systems to create a holistic picture of seller interactions.

#### Real-time Analysis:

AI tools can provide near-instantaneous insights on seller communication, enabling timely responses to issues or opportunities.

Fig. 9.7 Key Characteristics of AI Tools

**Role of AI tools for Strengthening Relationships with Sellers:**

**Identifying Seller Concerns:**

- By analyzing large volumes of communication data, AI can pinpoint recurring themes or concerns raised by sellers, allowing businesses to proactively address potential issues before they escalate.

**Personalized Communication:**

- AI can generate tailored responses based on individual seller needs and communication style, resulting in a more personalized experience.

**Proactive Outreach:**

- By analyzing seller behavior and engagement levels, AI can identify sellers who might be at risk of churn and prompt proactive outreach to address their concerns.

**Performance Monitoring:**

- AI can track key metrics like response time, resolution rate, and customer satisfaction to identify areas where seller communication can be improved.

**Sales Forecasting:**

- By analyzing seller interactions, AI can predict future sales trends and help businesses optimize their sales strategies accordingly.

Fig. 9.8 Role of AI tools for Strengthening Relationships with Sellers

The following are few examples of AI tools used in seller communication analysis:

**CRM systems with AI capabilities:**

- Most modern Customer Relationship Management (CRM) systems include AI features for sentiment analysis, automated lead scoring, and predictive analytics.

**Chatbots:**

- AI-powered chatbots can handle routine seller inquiries, freeing up human sales representatives to focus on more complex issues.

**Voice analysis tools:**

- These tools can analyze the tone of voice in phone calls to identify potential issues or areas of dissatisfaction.

continued...

**Social media monitoring tools:**

- AI can be used to track seller sentiment and feedback on social media platforms.

Fig. 9.9 Examples of AI Tools Used in Seller Communication Analysis

## 9.2.3 Role Of AI-Powered Surveys and Feedback Mechanisms That Adapt to Seller Interactions

AI-powered surveys and feedback mechanisms represent a dynamic and intelligent approach to gathering insights from sellers. These systems adapt in real-time to the seller's responses, engagement style, and preferences, ensuring more relevant, meaningful, and actionable feedback.

The following figure explains the key roles and benefits ai-powered surveys and feedback mechanisms.

<b>Dynamic Questioning Based on Seller Interactions</b>	<ul style="list-style-type: none"> <li>• AI tailors survey questions in real-time based on the seller's previous answers or interaction history.</li> <li>• This adaptive questioning ensures that questions remain relevant, avoiding redundant or irrelevant queries.</li> <li>• Example: If a seller rates product support highly, the AI may skip further detailed questions about support and focus on other areas.</li> </ul>
<b>Improved Engagement and Response Rates</b>	<ul style="list-style-type: none"> <li>• Sellers are more likely to engage with surveys that feel personalized and responsive to their specific experiences.</li> <li>• AI can adjust the tone, length, or structure of the survey to suit the seller's preferences, ensuring higher completion rates.</li> </ul>
<b>Sentiment-Aware Feedback</b>	<ul style="list-style-type: none"> <li>• By using Natural Language Processing (NLP), AI detects sentiment and emotional cues in seller responses, both in text and voice formats.</li> <li>• This helps uncover underlying feelings or concerns that might not be explicitly stated.</li> <li>• Example: A seller's neutral words might reveal frustration when analyzed for tone and context.</li> </ul>
<b>Real-Time Insights and Alerts</b>	<ul style="list-style-type: none"> <li>• AI analyzes responses in real-time to flag critical issues or high-priority feedback.</li> <li>• This allows organizations to act swiftly, addressing concerns before they escalate and demonstrating responsiveness to seller needs.</li> </ul>
<b>Customization Based on Seller Profiles</b>	<ul style="list-style-type: none"> <li>• AI leverages data from previous interactions, sales metrics, or CRM systems to craft surveys tailored to the seller's role, market, or performance tier.</li> <li>• Example: A top-performing seller might receive questions about incentives or advanced features, while a new seller might focus on onboarding experiences.</li> </ul>

continued...



<p><b>Proactive Feedback Mechanisms</b></p>	<ul style="list-style-type: none"> <li>• AI predicts when feedback is likely to be most relevant, triggering surveys at optimal times, such as after a significant interaction or milestone.</li> <li>• This ensures that feedback is collected when it is most meaningful, leading to actionable insights.</li> </ul>
<p><b>Multi-Channel Feedback Collection</b></p>	<ul style="list-style-type: none"> <li>• AI-powered systems operate across multiple channels, including email, SMS, apps, and chatbots, adapting the format to the seller's preferred communication medium.</li> <li>• This flexibility ensures accessibility and convenience.</li> </ul>
<p><b>Actionable Analysis and Reporting</b></p>	<ul style="list-style-type: none"> <li>• AI compiles and categorizes feedback into actionable insights, prioritizing issues based on sentiment, frequency, or impact.</li> <li>• Dashboards provide visual summaries and key trends, enabling decision-makers to focus on areas that matter most.</li> </ul>
<p><b>Continuous Learning and Improvement</b></p>	<ul style="list-style-type: none"> <li>• Machine learning algorithms refine survey mechanisms over time by learning what kinds of questions yield the most useful or accurate feedback.</li> <li>• This ensures that feedback processes evolve alongside seller needs and expectations.</li> </ul>

Fig. 9.10 Role Of AI-Powered Surveys and Feedback Mechanisms That Adapt to Seller Interactions

## 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

### 9.3.1 Machine Learning Techniques for Tailoring Training Materials Based on Individual Seller Needs

Machine learning (ML) can play a pivotal role in personalizing training materials to suit the needs of individual sellers. By analyzing data on each seller's performance, learning pace, strengths, weaknesses, and preferences, machine learning algorithms can tailor training content to maximize efficiency and effectiveness. The following are several machine learning techniques that can be applied for this purpose:

<b>Supervised Learning</b>	<ul style="list-style-type: none"> <li>• <b>Classification Models (e.g., Decision Trees, Random Forest, SVM, Logistic Regression):</b> These models can be used to classify sellers into different categories based on their training needs.</li> <li>• For example, a seller could be classified into categories like "beginner," "intermediate," or "advanced" based on past performance, feedback, and other metrics. Based on this classification, personalized content, such as easier materials for beginners or advanced strategies for experienced sellers, can be delivered.</li> <li>• <b>Regression Models (e.g., Linear Regression, Decision Trees):</b> Regression can help predict the level of proficiency or sales performance of a seller based on historical data.</li> <li>• For instance, you can predict how much a seller will improve after completing a specific module or type of training, helping to adjust the content dynamically as they progress.</li> </ul>
<b>Unsupervised Learning</b>	<ul style="list-style-type: none"> <li>• <b>Clustering (e.g., K-means, DBSCAN, Hierarchical Clustering):</b> Unsupervised learning can be used to group sellers with similar learning patterns or performance. These clusters could reflect similar strengths and weaknesses, allowing for targeted training materials based on group characteristics.</li> <li>• For example, one group may require more product knowledge, while another may need training on closing techniques.</li> <li>• <b>Dimensionality Reduction (e.g., PCA, t-SNE):</b> Reducing high-dimensional data can help identify key features that differentiate individual sellers. For instance, a seller's engagement level, learning speed, and skill areas could be visualized and clustered to uncover patterns that guide the customization of training materials.</li> </ul>

continued...

<p><b>Reinforcement Learning</b></p>	<ul style="list-style-type: none"> <li>• <b>Personalized Learning Pathways:</b> In a reinforcement learning setting, a machine learning agent can learn the most effective training sequence for a seller by interacting with their responses to different materials. Based on feedback (e.g., quiz scores, completion rates, sales performance), the system can adapt the content and difficulty level to maximize learning outcomes over time.</li> <li>• For example, if a seller struggles with product knowledge, the system might recommend additional reading material or quizzes related to the product. The agent learns what combination of materials is most effective for the seller.</li> </ul>
<p><b>Natural Language Processing (NLP)</b></p>	<ul style="list-style-type: none"> <li>• <b>Text Analysis and Content Recommendation:</b> NLP can be used to analyze the text content that sellers engage with (e.g., course notes, sales scripts, emails) and recommend similar or complementary materials. Additionally, NLP can assess the effectiveness of communication skills, identifying areas where a seller may need further training (e.g., persuasion, tone, clarity).</li> <li>• For instance, if a seller's emails contain repeated errors or lack certain keywords, NLP can suggest specific grammar corrections or vocabulary improvement exercises.</li> <li>• <b>Sentiment Analysis:</b> Using sentiment analysis, training content can be customized based on the emotional tone of a seller's interactions.</li> <li>• For example, if a seller is consistently frustrated with a certain topic, the system can offer more supportive and easier-to-understand materials to improve their engagement.</li> </ul>
<p><b>Collaborative Filtering</b></p>	<ul style="list-style-type: none"> <li>• <b>Recommendation Systems:</b> Collaborative filtering can be used to recommend training materials based on what other similar sellers have found useful. By analyzing patterns in how other sellers interact with training content, the system can suggest learning resources tailored to the individual's learning preferences.</li> <li>• For instance, if a seller with similar sales figures has had success with a particular sales technique, the system can suggest the same technique to the user.</li> </ul>
<p><b>Deep Learning</b></p>	<ul style="list-style-type: none"> <li>• <b>Neural Networks:</b> Deep learning models, particularly Recurrent Neural Networks (RNNs) or Long Short-Term Memory Networks (LSTMs), can be employed for personalized content generation or predictive assessments of seller performance. These models can process sequential data (e.g., a seller's activity over time, or a sequence of interactions with different learning modules) to identify trends and adjust content dynamically.</li> <li>• <b>Content Generation (e.g., GPT-based Models):</b> Generative models like GPT-3 can be used to create personalized content, such as customized training manuals or sales scripts, tailored to the individual seller's performance history and learning needs.</li> </ul>

continued...

<b>Predictive Analytics</b>	<ul style="list-style-type: none"> <li>• <b>Sales Performance Prediction:</b> By analyzing past sales data, demographic information, and training history, predictive models can forecast a seller's future performance. This allows for proactive intervention in their training. If a seller is predicted to have performance issues, additional targeted training can be assigned to improve their weak areas before problems arise.</li> <li>• <b>Attrition Risk Prediction:</b> Machine learning models can predict which sellers might drop out or lose motivation based on their learning behavior. By analyzing engagement metrics (e.g., course completion rates, quiz scores), training programs can be adjusted to improve engagement and reduce churn.</li> </ul>
<b>Personalized Content Delivery</b>	<ul style="list-style-type: none"> <li>• <b>Adaptive Learning Systems:</b> Using data from multiple sources (e.g., performance metrics, learning history, and engagement levels), adaptive learning systems dynamically alter the content based on the learner's progress. If a seller is excelling in one area (e.g., handling objections), the system might skip ahead to more advanced material, while focusing on remedial content in other areas (e.g., product knowledge).</li> <li>• <b>Gamification &amp; Learning Analytics:</b> ML can be used to gamify training modules and offer tailored rewards or incentives based on seller performance. By analyzing behavioral patterns, the system can identify when to introduce challenges or rewards to keep sellers engaged.</li> </ul>
<b>Behavioral Analytics</b>	<ul style="list-style-type: none"> <li>• <b>Behavior Pattern Recognition:</b> By tracking how sellers interact with training modules (e.g., time spent on each part, engagement with quizzes), machine learning can identify whether a seller is struggling or excelling.</li> <li>• If a seller consistently skips certain topics or takes too long to complete specific sections, this data can be used to suggest content that better fits their preferred learning style or provide targeted support.</li> </ul>
<b>A/B Testing</b>	<ul style="list-style-type: none"> <li>• <b>Content Effectiveness Testing:</b> ML models can help optimize training materials by running A/B tests to see which content resonates best with individual sellers or groups of sellers.</li> <li>• By analyzing which versions of training materials produce better outcomes (e.g., higher sales, better retention), future content can be personalized based on these insights.</li> </ul>

Fig. 9.11 Machine Learning Techniques for Tailoring Training Materials Based on Individual Seller Needs

## 9.3.2 Importance of Personalized Training Programs for Sellers

Personalized training programs for sellers are important because they focus on each person's strengths and weaknesses. This helps them improve skills that directly address their specific challenges, leading to better performance, higher engagement, and ultimately, more sales. Unlike generic training, personalized programs help sellers become more effective in their roles and achieve better results.

The following figure explains the importance of personalized training for sellers:

### Increased Engagement:

- When training is tailored to their needs, sellers feel more involved and motivated, which helps them remember and apply what they've learned in real-life situations.

### Improved Skill Development:

- By focusing on areas where they need to improve, sellers can build specific skills like handling objections, negotiating, or understanding their products better, which are important for their role and customers.

### Higher Sales Performance:

- With a better understanding of their strengths and weaknesses, sellers can fine-tune their approach, leading to more successful customer interactions and higher sales.

### Adaptability to Different Sales Environments:

- Personalized training helps sellers adjust their strategies for different types of customers, market conditions, and sales channels, making them more flexible overall.

### Boost in Confidence:

- Targeted training boosts sellers' confidence, helping them approach customers with more assurance and professionalism.

### Optimized Coaching and Feedback:

- Personalized training allows managers to offer more relevant and focused feedback, which leads to better development and improvement for each salesperson.

Fig. 9.12 Importance of Personalized Training Programs for Sellers

When designing a personalized training program, consider the following factors:

- **Individual Sales Performance Data:** Look at each seller's past performance to see where they need to improve.
- **Role and Responsibilities:** Customize the training based on the salesperson's specific role, like account management, inside sales, or field sales.
- **Customer Segmentation:** Understand the different types of customers and create training that helps sellers engage with each one effectively.
- **Learning Style:** Use different teaching methods (like videos, simulations, or case studies) to suit the different learning preferences of each salesperson.

## Summary

- Artificial Intelligence (AI) and the Internet of Things (IoT) are transforming e-commerce by enhancing operational efficiency and customer experience through automated processes, real-time tracking, and data analytics.
- AI facilitates key functions like automated customer support, personalized recommendations, inventory management, and document verification, streamlining merchant operations.
- IoT devices provide continuous real-time tracking of metrics like inventory levels, shipment conditions, and customer interactions, enabling smarter decision-making for merchants.
- AI-driven document verification utilizes OCR, NLP, machine learning, and layout analysis to automate data entry and validation, ensuring accuracy and efficiency while reducing manual efforts.
- Predictive analytics in AI uses historical data to forecast future trends, helping merchants optimize pricing, manage inventory, detect fraud, and create personalized marketing campaigns.
- IoT devices like sensors, RFID tags, and surveillance systems enable real-time inventory management, supply chain optimization, and customer behavior analysis, ensuring smooth retail operations.
- Merchant Relationship Executives leverage AI and IoT to help sellers onboard faster, manage operations efficiently, and stay competitive in a fast-paced retail market.
- IoT-enabled systems enhance policy compliance by monitoring environmental conditions, tracking operations, and providing real-time alerts on potential violations.
- By automating repetitive processes, AI and IoT reduce labor costs, minimize errors, and enable scalability for e-commerce platforms with growing seller bases.
- Integrating AI and IoT technologies equips sellers and Merchant Relationship Executives with actionable insights and tools to improve performance, profitability, and customer satisfaction.
- AI tools are integral to analyzing seller communication by identifying patterns, sentiments, and key insights to address concerns, tailor strategies, and strengthen relationships.
- Key AI capabilities include Natural Language Processing (NLP) for interpreting language nuances, machine learning for adapting to patterns, and data aggregation for integrating insights from multiple communication channels.
- Real-time analysis by AI ensures timely responses, helping businesses proactively address seller concerns before they escalate.
- AI enables personalized communication by tailoring responses to individual seller needs and engagement styles, fostering trust and satisfaction.
- By analyzing seller behavior and engagement, AI supports proactive outreach to mitigate churn risks and strengthen partnerships.

- AI-powered tools such as CRM systems, chatbots, voice analysis, and social media monitoring enhance seller communication through sentiment analysis and predictive insights.
- AI-driven surveys and feedback mechanisms use adaptive questioning, ensuring relevant and meaningful feedback tailored to sellers' experiences and preferences.
- Sentiment-aware feedback using NLP uncovers implicit concerns by analyzing tone and context, enabling deeper understanding of seller sentiments.
- AI systems deliver real-time insights and alerts, allowing swift responses to critical feedback and showcasing responsiveness to seller needs.
- Continuous learning through machine learning ensures AI-powered tools evolve to meet dynamic seller expectations, improving engagement, insights, and decision-making over time.
- Machine learning (ML) can personalize training for sellers by analyzing their performance, strengths, weaknesses, and preferences to enhance training efficiency and effectiveness.
- Supervised learning, such as classification and regression models, can categorize sellers and predict their improvement after training.
- Unsupervised learning techniques like clustering and dimensionality reduction help group sellers with similar learning patterns, enabling targeted training materials.
- Reinforcement learning creates personalized learning pathways by adapting content based on feedback such as quiz scores and sales performance.
- Natural Language Processing (NLP) analyzes text and communication to recommend relevant training materials and improve sellers' language and tone.
- Collaborative filtering uses recommendations from other sellers' successful experiences to personalize training content.
- Deep learning models like neural networks can dynamically adjust content and predict seller performance based on sequential data.
- Predictive analytics forecasts future sales performance and attrition risks, allowing proactive interventions in training programs.
- Adaptive learning systems adjust content dynamically based on a seller's progress, ensuring efficient learning, while gamification enhances engagement.
- Personalized training programs improve seller engagement, skill development, sales performance, adaptability, confidence, and coaching quality, leading to better results.

## Exercise

- Q1. Which AI technology is used to convert scanned documents into text for processing?
- A) Predictive Analytics
  - B) Optical Character Recognition (OCR)
  - C) Natural Language Processing (NLP)
  - D) Document Layout Analysis
- Q2. How does predictive analytics assist sellers in inventory management?
- A) By automating data entry
  - B) By predicting demand trends
  - C) By providing real-time shipment tracking
  - D) By analyzing customer movement in stores
- Q3: AI tools analyze seller behavior and engagement to prevent which potential issue?
- A. Sales forecasting
  - B. Customer satisfaction
  - C. Churn risk
  - D. Data validation
- Q4: Which AI-powered tool can handle routine seller inquiries, allowing human representatives to focus on complex tasks?
- A. Social media monitoring tools
  - B. CRM systems
  - C. Voice analysis tools
  - D. Chatbots
- Q5: What is the role of collaborative filtering in training personalization?
- A. To predict attrition risks
  - B. To recommend training materials based on similar seller preferences
  - C. To generate adaptive learning content
  - D. To analyze emotional tone in communication
1. How AI-driven document verification enhances operational efficiency in e-commerce platforms?
  2. What is the role of IoT in monitoring and ensuring policy compliance on e-commerce platforms?
  3. Explain the role of Natural Language Processing (NLP) in analyzing seller communication.
  4. How do AI tools contribute to proactive outreach in seller relationship management?
  5. How does natural language processing (NLP) enhance the personalization of seller training?



## Notes



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

# 10. Employability Skills








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# 11. Annexure



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Module 1: Introduction to the Retail Sector	Unit 1.1: Retailing Sector in India	1.1.1 Introduction to the Retail Sector	12	<a href="https://www.youtube.com/watch?v=LTMurItLEQc">https://www.youtube.com/watch?v=LTMurItLEQc</a>	 Importance of e-commerce in India
		1.1.2 Evolution of E-Commerce in India	12	<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	12	<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	37	<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 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	3.1.1. Understanding an E-Commerce Portal	62	<a href="https://www.youtube.com/watch?v=najSgZvqx5M">https://www.youtube.com/watch?v=najSgZvqx5M</a>	 Top Five Ecommerce Platform

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		3.1.4 Assisting Sellers with Uploading New Products	62	<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
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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	92	<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 6: Market Research and Competitive Analysis	Unit 6.2 Strategies for Business Performance Improvement	6.2.1 Identifying Successful Offers through Competitor Analysis	105	<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

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Module 8: Grooming, Health and Hygiene Requirements of the Organization (RAS/ N0307)	Unit 8.1 Personal Hygiene and Grooming	8.1.1 Personal Hygiene	136	<a href="https://www.youtube.com/watch?v=2WqGHc6ny6g">https://www.youtube.com/watch?v=2WqGHc6ny6g</a>	 <p>Hygiene Definition &amp; Meaning</p>
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	9.1.1 Overview of AI and IoT Technologies in E-Commerce	157	<a href="https://www.youtube.com/watch?v=-YjCpPCFHA">https://www.youtube.com/watch?v=-YjCpPCFHA</a>	
				<a href="https://www.youtube.com/watch?v=u-THOQB3rBI">https://www.youtube.com/watch?v=u-THOQB3rBI</a>	

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