RASCI
Retailers Association's
Skill Council of India

Participant Handbook

Sector
Retail

Sub-Sector
FMGC

Occupation
Sales

Reference ID: **RAS/Q0604, Version 4.0**
NSQF level 3

Salesperson (Distribution)

Disclaimer

The information contained herein has been obtained from sources reliable to Retailers Association's Skill Council of India. Retailers Association's Skill Council of India disclaims all warranties to the accuracy, completeness or adequacy of such information. Retailers Association's Skill Council of India shall have no liability for errors, omissions, or inadequacies, in the information contained herein, or for interpretations thereof. Every effort has been made to trace the owners of the copyright material included in the book. The publishers would be grateful for any omissions brought to their notice for acknowledgements in future editions of the book. No entity in Retailers Association's Skill Council of India shall be responsible for any loss whatsoever, sustained by any person who relies on this material. All pictures shown are for illustration purpose only. The coded boxes in the book called Quick Response Code (QR code) will help to access the e-resources linked to the content. These QR codes are generated from links and YouTube video resources available on Internet for knowledge enhancement on the topic and are not created by RASCI. Embedding of the link or QR code in the content should not be assumed endorsement of any kind. Retailers Association's Skill Council of India is not responsible for the views expressed or content or reliability of linked videos. RASCI cannot guarantee that these links/QR codes will work all the time as we do not have control over availability of the linked pages.

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

Shri Narendra Modi
Prime Minister of India

Certificate

COMPLIANCE TO
QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

RETAILERS ASSOCIATION'S SKILL COUNCIL OF INDIA

for

SKILLING CONTENT: PARTICIPANT HANDBOOK

Complying to National Occupational Standards of
Job Role/ Qualification Pack: **'Salesperson (Distribution) '** QP No. **'RAS/Q0604, NSQF Level 3'**

Date of Issuance: **October 22th, 2024**

Valid up to: **October 22th, 2027**

Authorised Signatory
(Retailers Association's Skill Council of India)

* Valid up to the next review date of the Qualification Pack

Acknowledgements

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.

A Salesperson (Distribution) is responsible for visiting retail/wholesale outlets as per daily route plan & makes sales call using relevant selling aids like handhelds to increase productivity and achieve sales targets, demonstrate commanding knowledge of the trade being serviced by them and the existing competitors. The individual is also responsible for identifying new outlets to increase sales of the products and provide service, facilitating the resolution of trade problems related to products and the company represented by the salesman. The individual should be meticulous, motivated to learn new things, logical, and result-oriented. He or she must have manual dexterity, a right eye for visual quality, and excellent attention to detail. Among others, the individual must have decent communication skills and be able to prioritise tasks. The trainee will enhance his/her knowledge under the trainer's guidance in the following skills:

- **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 a Salesperson (Distribution).

Symbols Used

| Key Learning Outcomes | Unit Objectives | Exercise | Tips | Notes | Activity | Summary |

Table of Contents

Employability Skills is available at the following location :

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

Scan the QR code below to access the ebook

1. Introduction to Fast Moving Consumer Goods (FMCG) Retailing

Additional Reading

Key Learning Outcomes

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

1. Discuss the current scenario of the FMCG retailing sector in India
2. Summarize the key marketing strategies followed by the FMCG retailing segment in India
3. Describe the role of a Salesperson (Distribution)
4. List the roles and responsibilities of a Salesperson (Distribution) in the Indian context
5. Discuss the various opportunities available for people as a Salesperson (Distribution)
6. Outline the vertical career progression path for a Salesperson (Distribution)
7. Define the concept of planning
8. Explain the process of planning
9. List the key skills required for a Salesperson (Distribution)
10. Identify the common sales terminologies used in FMCG industry

UNIT 1.1: Introduction to FMCG Industry

Unit Objectives ⌖

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

1. Outline the scenario of the FMCG retailing sector in India
2. Summarize the key marketing strategies followed by the FMCG retailing segment in India

1.1.1 Introduction to the FMCG Sub-sector
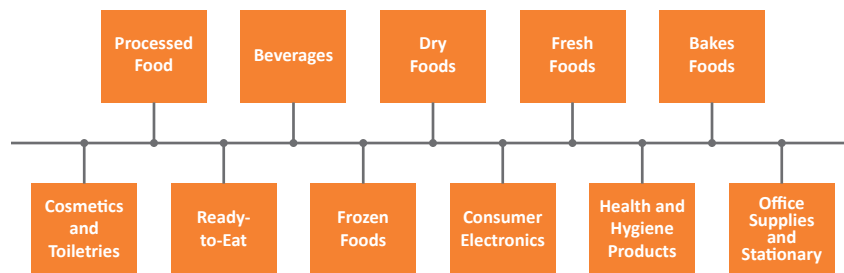
Fig. 1.1.1: Fast Moving Consumer Goods (FMGC)

- FMCG industry is regarded as one of the fastest growing industries, which has consumers from every walk of life
- Frequently consumed products by all segments of the society and a substantial portion of one's income is spent on these goods
- One of the highest contributors to the Indian economy
- This category includes all items of consumable products except groceries/pulses
- The products such as soaps, toothpaste, shampoos, detergents, packaged and ready to eat food items are the well-known FMCG sector products

1.1.2 Marketing Strategies

Dominant marketing strategies can be summarized as:

Fig. 1.1.2: Marketing Strategies

- **Brand Building:** Marketing activities help create a compelling brand identity and help build loyalty amongst the target customers
- **Provides consumer Insights:** Unlike traditional marketing processes, digital marketing can be tracked in every step, which provides data for analysis in a speedy manner
- **Multi-branding Strategies:** Multiple businesses offer multiple brands comprising of the same category. While doing it, the end in view is to try to cover the maximum number of segments as possible by a single company. For example, Unilever has a soap by name Lifeboy and Dove, which caters to two different categories of consumers
- **Brand Extension:** Companies initiate brand extensions in the hope that the extensions will ride on the equity of the successful brands. For example, Britannia chose to also produce dairy products under the popular banner of Britannia Bakery products. Similarly, Amul, popularly known for dairy products, entered into chocolates
- **New Product Development:** Customer needs and expects changes with time and trends, decreased life cycles of products and increased foreign and domestic competition. Thus, companies are developing new products to sustain the customers' growing needs
- **Distribution Network:** An effective system of distribution can be developed to increase market domination. Pepsi and Coke have an extensive distribution network, making them leading players
- **Advertising & Promotion:** Advertisements and promotions are required to reach the target audience. Mediums like display ads, social media promotions, etc., are essential for building awareness about the FMCG brand available in the market

Sales:

- The selling function in the FMCG sector is considerably different
- FMCG sales are predominantly about relationship management
- Therefore, it is evident that the sales person working in this segment must have excellent communication and interpersonal skills
- They should be able to build rapport with a wide range of traders and business people who are typical retailers in the market

UNIT 1.2: Overview of the Role of Salesperson (Distribution)

Unit Objectives 🎯

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

1. Describe the role of a Salesperson (Distribution)
2. List the roles and responsibilities of a Salesperson (Distribution) in the Indian context

1.2.1 Role of a Salesperson (Distribution)

The Salesperson (Distribution) is a company ambassador who directly communicates and sells the company's products to the retailer in that particular trade in the right quantities, at the right place, price, and time, thus keeping the customers satisfied.
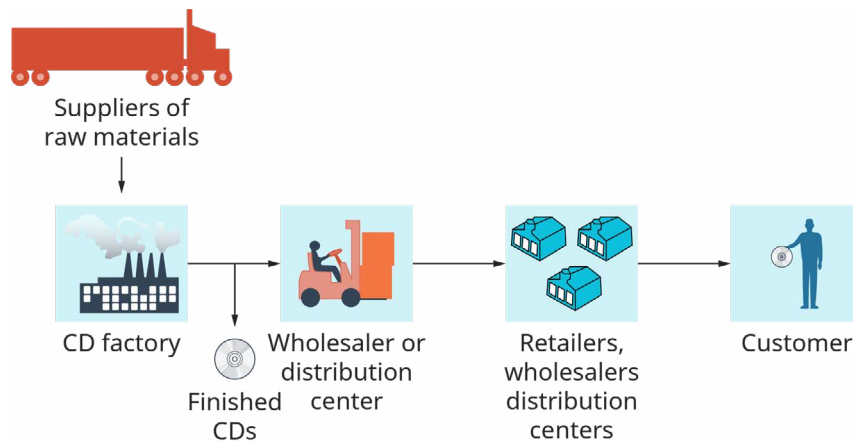
Fig. 1.2.1: Distributor Management System

- Individuals functioning in this position interact with traders/ retailers to understand their needs and service them by affecting sales of relevant products. They are known as Salesman; Feet on the street if working in market is known as Salesperson (Distribution) or Distributor Sales Representative, most commonly referred as DSR

- Individuals functioning in the position must visit wholesale/ retail outlets as per their route and beat plan daily & make sales calls for sale using relevant selling aids like handhelds to increase productivity and achieve sales targets, demonstrate commanding knowledge of the trade being serviced by them and the existing competitors. They identify new outlets to increase sales of the products and provide service, facilitating the resolution of trade problems related to products and the company represented by the salesman. They create demand at the point of sale by developing visibility for products putting POSM (Point of sales material) and merchandising elements like countertop/racks or shelves dependent on the product category they sell. Hence, they need to influence and own the execution standards of availability and in-store visibility

- An individual needs to be physically fit to withstand working in a retail environment whilst being customer responsive

1.2.2 Job

Roles and Responsibilities of a Salesperson (Distribution)

- Attending and participating in daily gate meetings at distributor point
- Preparing and or adhering to the route and beat plan
- Categorizing the retailers/ retail outlets as per specifications provided by the organisation/ distributor
- Pre-sales preparation with respect to rout wise- beat wise- outlet wise target to be achieved on a daily, weekly and monthly basis
- Checking availability of the stocks at the distributor point

Fig. 1.2.2: Responsibilities of a Salesperson (Distribution)

- Carrying out Merchandising and Branding at retail outlets to create visibility
- Making effective sales calls and converting them into retailer orders
- Credit management and collecting receivables
- Developing a good relationship with the retailers of the route and beat
- Updating self on trade schemes and promoting products amongst the retailers through trade schemes
- Updating self with competitor products, carry out competition benchmarking, communicate and make good use of trade schemes and strategies to achieve sales targets
- Preparing daily/ weekly/ monthly reports and submitting to supervisors

UNIT 1.3: Vertical Career Progression for a Salesperson (Distribution)

Unit Objectives 🎯

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

1. Discuss the various opportunities available for people as a Salesperson (Distribution)
2. Outline the vertical career progression path for a Salesperson (Distribution)

1.3.1 Career Opportunities for People

- FMCG segment offers exciting career opportunities
- In today's fast paced working environment, FMCG companies are in search of individuals who are able to perform well and outstanding
- They have to work very consistently with a firm mind and positive energy and should be able to meet deadlines and be service focused

Some of the primary requirements of soft skills like effective communication, interpersonal, and behavioral skills are required for the individuals to work in this sector

1.3.2 Career Opportunities for Salesperson (Distribution)

A Salesperson (Distribution) performs the role of sales and is a part of the channel distribution vertical. They can progress from being a Salesperson (Distribution) to Sales Supervisor and then take on future higher roles with a broader span of control such as Territory Sales Manager, Area Sales to Regional Head, State Head and eventually leadership position of National Sales Head as shown in the below image

Carrier Progression Path

National Sales Head

↑

Zonal Sales Head

↑

Regional Manager/ State Head

↑

Area Sales Manager

↑

Territory Sales Manager

↑

Junior Supervisor (Sales)

↑

SalesPerson (Distribution)
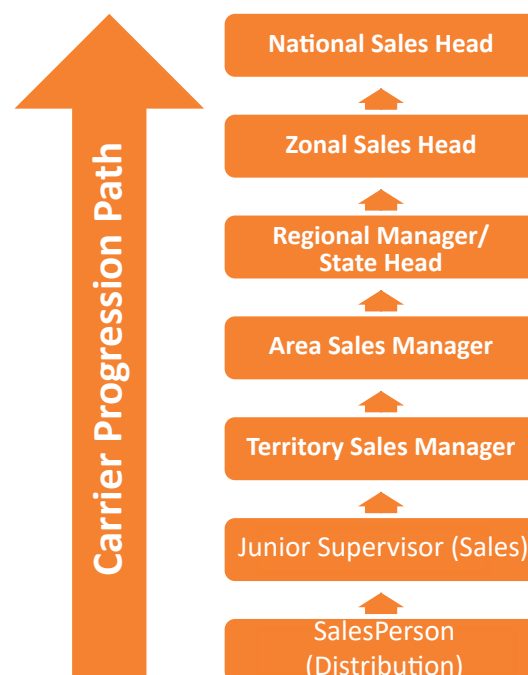
Fig. 1.3.1: Career progression path

UNIT 1.4: Planning and Organising the Work

Unit Objectives 🎯

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

1. Define the concept of planning
2. Explain the steps involved in planning
3. Outline the basic FMCG Sales terminologies

1.4.1 Planning

Planning is something we do in advance of taking action; that is, it is anticipatory decision making. It is a process of deciding what to do and how to do it before action is required.

The company's strategic plan is the starting point for planning. It serves as a guide to the development of sound sub-plans to accomplish organizational objectives.

It is one of the important organisational management activities used to communicate the company goals action needed to achieve the desired goals, outcomes and results. It ensures the approach of disciplined effort so that each employee of the organization will work towards the desired goals.

1.4.2 Planning Process

Below are the key steps involved in strategic planning:

• One should prioritize the objectives
• Accordingly, develop a strategic plan and execute the plan
• Review and revise the plan in regular intervals

Strategic Analysis	Strategic Forecast	Development of Strategic Options	Evaluation of Strategic Options	Strategy Implementation
S1	S2	S3	S4	S5
Initial Situation	**Future Trends**	**Strategic Dimensions**	**Spezific Criteria**	**Action Plans**
• Main Markets • Competition • Environment • Strengths/ Weaknesses • Performance Market Position	• Key Markets • Market Trends and Drivers • Performance Drivers • External Factors (Laws, Regulations, etc.)	• Markets • Customers • Product Mix • Growth • Competition • Partners • Technologies	• Resources • Capabilities • Skills • ROI • Time Frame • Risks	• Goals • Indicators • Measures • Project Management • Implementation Controlling *Strategy realized*

Fig. 1.4.1: Strategic Planning Process

1.4.3 Basic FMCG Sales Terminologies

Following are some of the basic FMCG sales terminologies meant for the freshers who plan to begin their careers in sales:

FMCG: Fast Moving Consumer Goods refer to goods that move faster from a retail outlet. For example, rice, dal, sugar, soap, shampoo, etc.

Primary Sales: These sales occur from the company to the distributor. For example, the amount of product that a distributor purchases from the company. Generally, Area Manager and Regional Manager's targets are set on Primary Sales.

Secondary Sales: These are sales from the distributor to the retailer. Usually, Territory Manager Territory Sales Manager's targets are always based on secondary sales.

Offtakes (Tertiary Sales): These are sales from the retailer to the customer. While the company does not track offtakes, trends of offtakes are tracked.

Numeric Distribution: The number (or percentage) of outlets where company's product is present (outlets that have at least one SKU of a product). For example, at how many outlets a company's product are available is measured by numeric distribution.

Beat: This is the route that a distributor salesman follows on a particular day. For example, beat on Saturday is Location X, and beat on Sunday is Location Y. If the salesman visits his each beat on every alternative day, all the retailers/stores/outlets in his sales territory will be covered in two days. Thus, he will visit the same outlet of his beat thrice per week.

Weighted Distribution: The percentage of the total sales volume that comes from the served outlet. Let us consider an example.

You have 10 outlets in a beat, now out of these 10 outlets, if your product is present in 4 outlets, then numeric distribution is 40%. If 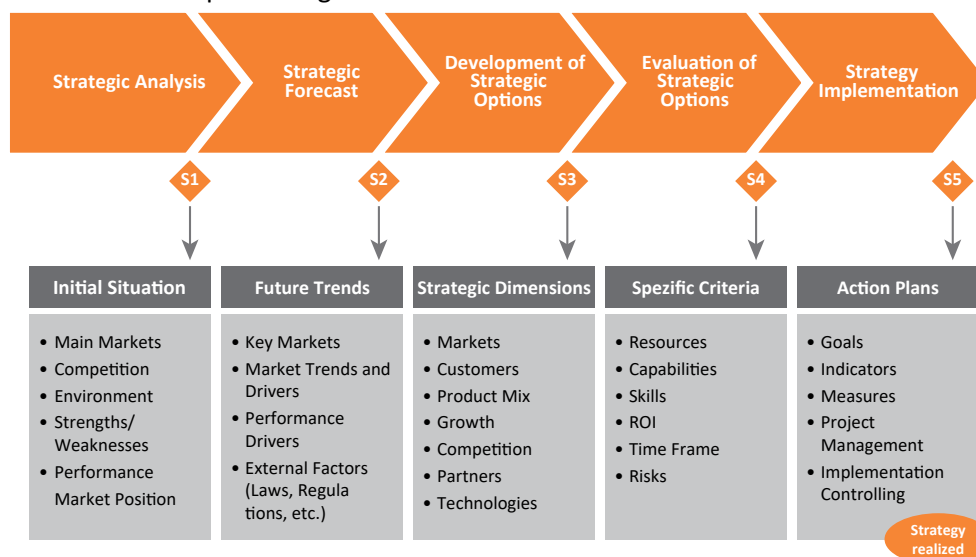that 4 outlets contributes 75% of your total sales, in that caseweighted distribution would be 75%. Numeric distribution gives you an idea of the reach of distribution whilst weighted gives you an idea of the quality of distribution.

Stock Keeping Unit (SKU): This refers to a specific product from a range of product of a company. For example, 100 gram Dettol original soap is an SKU of Dettol soap of Reckitt Benckiser (Reckitt Benckiser has other SKUs of dettol soap like 50 gram Dettol soap, 200 gram Dettol soap, etc.).

Sales Representatives (SR) or Sales Officers (SO): SR/SO can be employed either by distributors or by company depending on company policy who are responsible for collecting sales order from their assigned routes. After collecting sales orders from the outlets of his assigned route, a SR/SO makes a summary of this total order and submits it to the distributor for delivery. Based on this collected order (summary sheet), product delivery happens on the next day by DSR or Deliveryman of distributor.

Wholesalers: An outlet of a beat is considered as wholesaler if that outlet contributes more than 50% sales of that particular beat (this assumption may differ for different companies).

Modern Trade: Supermarkets, Hypermarkets, Departmental Stores which predominantly belong to the organised Retail segmet is classified as Modern Trade. For Example, Big Bazar, Reliance Mart etc.

Trade Schemes or Trade Promotions (Widely Known as TP): These are schemes that are given out in the market to boost sales from time to time. Trade Schemes are designed for the trade, i.e. Retailers/ Wholesalers and the Distributors.

Trade Promos can be of different types based on the needs of the company.

Typically, FMCG companies do have many SKUs in their product portfolio. To create retailer's loyalty (trade advocacy) companies offer frees or bonuses with some of their SKUs for their retailers.

For example, 12+1 free means that with this particular product an extra item (same product) will be offered to a retailer if they buys 12 items in a single invoice/memo. If another item is given as free the same promotion may be named as Cross Promotion.

Summary

- FMCG industry is regarded as one of the fastest growing industries, which has consumers from every walk of life
- Factors under marketing strategies consist of brand building, consumer insights, multi-branding strategies, brand extension, new product development, distribution network and advertising & promotion
- The distributor sales person is a company ambassador who directly communicates and sells the company's products to the customer in that particular trade in the right quantities, at the right place, price, and time, thus keeping the customers satisfied
- A distributor sales person performs the role of sales and is a part of the channel distribution vertical
- A distributor sales person can progress from being a Distributor Salesman to Sales Supervisor and then take on future higher roles with a broader span of control such as Territory Sales Manager, Area Sales to Regional Head, State Head and eventually leadership position of National Sales Head
- Strategic Planning ensures the approach of disciplined effort so that each employee of the organization will work towards the desired goals
- An outlet of a beat is considered as wholesaler if that outlet contributes more than 50% sales of that particular beat (this assumption may differ for different companies)

Exercise

A. Fill in the blanks:

1. The products such as _____ and _____ are the well-known FMCG sector products.
2. _____ is one of the marketing strategies.
3. Companies are developing _____ to sustain the growing needs of the customers.
4. Preparing a _____ plan is a key activity involved in strategic planning.

B. Answer the following questions:

5. List any five roles and responsibilities of a distributor salesman.
6. Draw a vertical career progression path for distributor salesman.
7. List the important stages required in the strategic planning process.
8. List any five skills needed for a distribution sales manager.

Notes 📝

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

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

https://www.youtube.com/watch?v=X2aFwzkQH9A

Tata FMCG Product Distributorship

2. Products and Merchandising

RAS/N0601

Key Learning Outcomes

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

1. Describe the terms - grammage, price points and product variants of your own and the competitor
2. Discuss the need to be constantly updated on the knowledge of channel-wise, category-wise, outlet-type-wise schemes
3. Prepare a report to provide relevant information to help supervisors plan trade schemes
4. Explain the role of Distributor Salesman in acquiring hotspots within the store for product display
5. Outline the process of branding the area surrounding the display shelves/ racks
6. State the importance of clearing clutters around the display
7. Discuss the importance of competition benchmarking and making own products available for sale at the retailer's store
8. Summarise the importance of knowing Unique Selling Propositions (USPs), features and the benefits of the products
9. List the steps to make compelling sales calls to convince the outlets to place an order to focus Stock Keeping Unit (SKUs)
10. Discuss the purpose of a planogram
11. Discuss the steps of Merchandising

UNIT 2.1: Product Details, Product Portfolio, Schemes and Offers

Unit Objectives ⌖

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

1. Describe the terms grammage, price points, and variants
2. Explain the concept of product portfolio
3. List different types of schemes and offers
4. Explain the need for product-portfolio management

2.1.1 Product Details

Product details are the information about the product such as size, weight, type, price, ingredients or composition and any other relevant information that are considered to be of customer's interest and as per legal requirements need to be stated or mentioned on the product.

This can be viewed majorly in two distinct views as mentioned below:

Fig. 2.1.1: Product details

Grammage:

A measure of weight; grammage is most commonly used to describe the weight of paper, although it is often applied to a variety of materials including plastics and fabrics. At Label Planet, we use grammage to refer to the weight of our sheets of labels and the face and backing materials used to make our products.

Price Points:

Keeping in mind that to remain competitive in the market and as well as to make profits, the manufacturer or retailer recommends a selling price for their product or service, called Price Point (PP). Usually, it is determined after considering the demand and supply, the competition, and alternatives to a product or service.

Price point determinants:

• Demand and supply
• Market competition
• Market conditions
• Market research
• Unique selling price
• Alternatives to a product or service
• Profit margin

Variants:

• Product variants make businesses determine how many variations of an individual product are available.

   For example, if a product such as hair shampoo is available in four different sizes and six different fragrances, then there are a total of 24 variations of the same product

• Every product variant is treated as a unique SKU (Stock Keeping Unit)

• SKU - a stock keeping unit is a distinct type of item for sale, purchased, or tracked in inventory, such as a product or service, and all attributes associated with the item type that distinguish it from other item types

Fig. 2.1.2: Similar product of different brands

• Each SKU will have their distinct inventory values and record of sales

Product Mix: Product mix is the full range of offerings that a business offers to sell
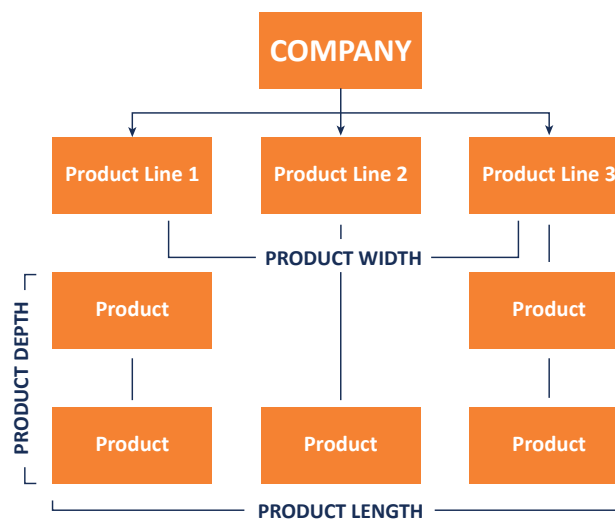
Fig. 2.1.3: Product mix

Assortment: The number and type of products that stores display for sale is known as assortment. The depth of products offered, or how many variations of a particular product that a store has (e.g. how many sizes or flavors of the same product).

2.1.2 Product Portfolio

The collection of two or more products representing the family of products manufactured by one company is called a product portfolio. In short, it is a range of items sold by a business.

Fig. 2.1.4: Range of products manufactured by one company

• The company can create an entire product line to highlight the strongest product
• The strongest item in the portfolio is the product line
• In the economic marketplace, this can be beneficial for competition
• If the customer does not acquire the desired product feature, then the company will lose the market share, and then the company's product portfolio in the competitive market may become weak

Example of a product portfolio: Proctor & Gamble has a very diversified list of products like Ariel, Gillette, Pampers, Pantene, Tide, Duracell, Olay which are spread across different categories, price points, customer demographics etc. Another example is Unilever which also has a similar product portfolio. Similarly Coca Cola has Cola (Original, Diet, Zero), Sprite, Fanta, Minute Maid, Kinley as few of the well-known brands in its product portfolio.

2.1.3 Classification of the Products in a Product Portfolio
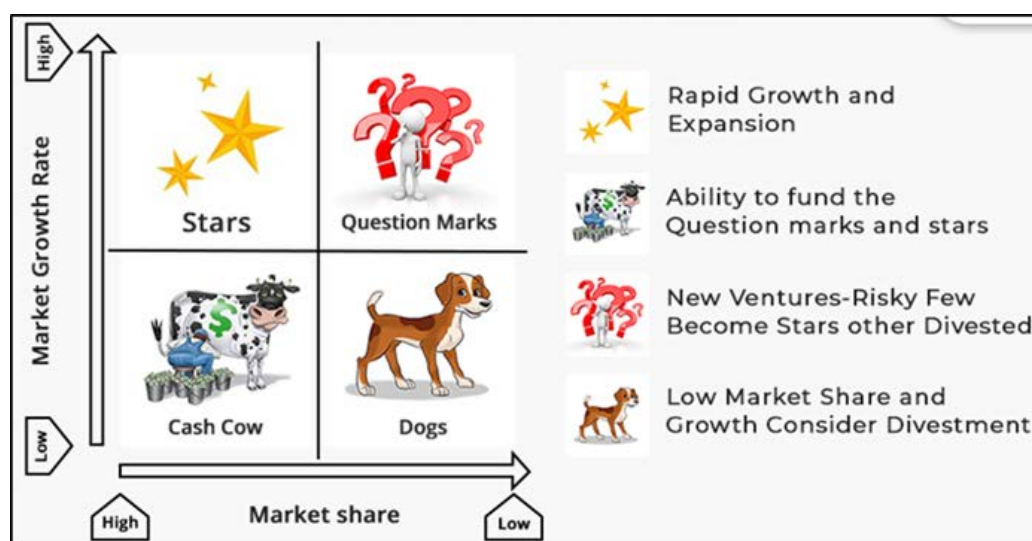
Fig. 2.1.5: Classification of the Products in a Product Portfolio

The product classification is done through the Boston Consulting Group (BCG) Matrix. The criteria that the BCG matrix follows to classify the product is the market share of the product and also its growth rate. The BCG matrix makes sure that the products that do not give revenue to the organisation should not get extra investment

The items in a product portfolio can be categorised into four different buckets based on the growth and market share:

• Stars: High-growth, high market-share products

• Cash cows: Low-growth, high market-share products

• Pets or dogs: Low-growth, low market-share products

• Question marks: High-growth, low market-share products

Product Portfolio Management strategies enable the companies to continuously monitor and revise their investments in the product portfolio according to changing market conditions, competitive threats, regulatory requirements, resource capacity, pipeline priorities and other conditions. This helps to maximize their returns on the investment.

2.1.4 Breaking Down Product Portfolio

The product portfolios can be efficiently managed by studying and analyzing the behavior of the customers and accordingly adding those sets of products which return a higher revenue and removing those that do not sell, or are very slow moving and lead to losses. Constant breaking down and analysis of product portfolio gives information about customer needs and tastes

Fig. 2.1.6: Product portfolio of Coco-Cola

For instance, Coca-Cola's product portfolio contains regular, low and no calorie beverages that has soda and are energy drinks.

2.1.5 Product Portfolio Management

Product Portfolio Management is a practice designed to manage all aspects of the products that the company sells.
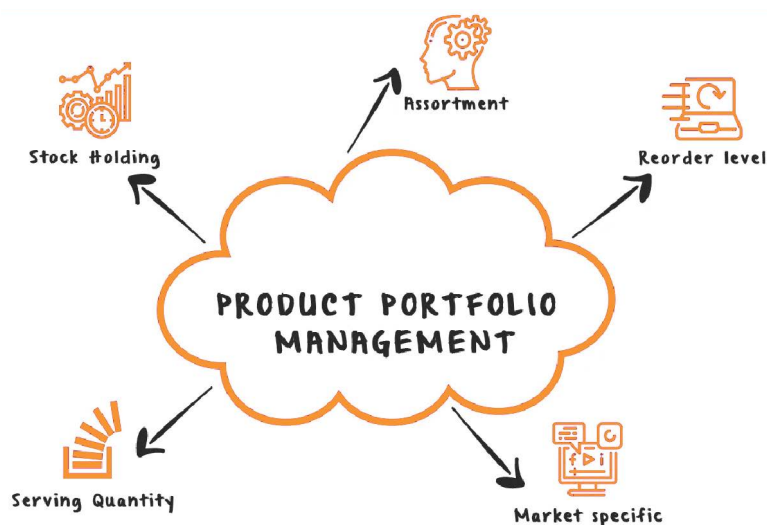
Fig. 2.1.7: Product portfolio management

Products that the company sells can be best managed by product portfolio management. Product portfolio management strategy helps in:

- Evaluating product performance
- Identifying risks and opportunities
- Prioritising high-value products
- Optimising resource allocation across the portfolio
- Balancing the product mix among strategic buckets
- Achieving target revenue and profitability
- Analysing pipeline priorities
- Anticipating competitive threats
- Planning the investments according to changing market conditions
- A portfolio that moves different market segments, product categories and technologies helps in protecting the company with respect to the changes in the market place

2.1.6 Schemes and Offers

Important Tools of Sales Promotion Schemes

- Competitions
- Self-liquidating premium offers
- Mail-in free offers
- Free gifts with goods
- Picture cards
- Gift coupons
- Cash premium vouchers or coupons
- Cross-Couponing offers and other schemes

UNIT 2.2: The Role of Product Detailer

Unit Objectives ⌖

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

1. Define the term product detailing
2. List the uses of product detailer
3. List skills required to use a product detailer
4. Explain the necessity of product-detailing

2.2.1 Product Detailing
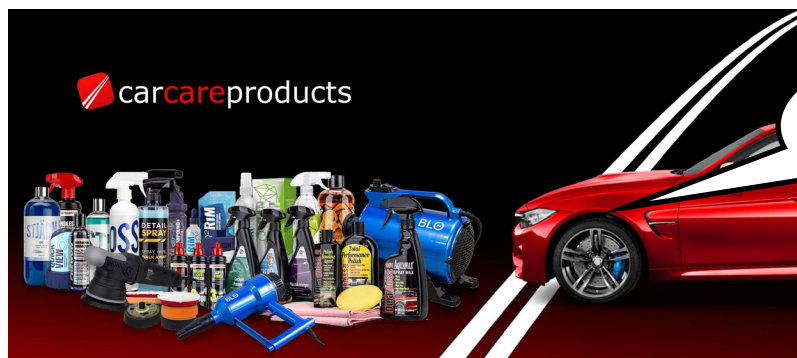
Fig. 2.2.1: Product detailing

Product detailing helps distributor salesman educate the retailers about the product, its features and benefits, and the USPs in a manner that would help the retailer promote the products to the end customers/ consumers.

2.2.2 Role of a Product Detailer

Product detailers are generally in the form of booklets, broachers now very prominently in the form of videos, presentations etc. An effective product detailer is a handy tool for a distributor salesman to educate the retailers about the products in a manner without intruding into retailers business hours but effectively communicating the details of the product.

UNIT 2.3: Merchandising, Use of Point of Purchase (POP) Material and Product Samples

Unit Objectives 🎯

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

1. Explain the importance of merchandising
2. Explain the purpose of POP (Point of Purchase) materials
3. List the elements of merchandising
4. State the purpose of visual merchandising
5. Identify the support structures in merchandising
6. Identify examples of POPs in merchandising
7. State the purpose of a planogram
8. Discuss the steps of merchandising

2.3.1 Merchandising and its Importance

Retailers use merchandising techniques to influence customer intent to buy their products. Merchandising is the exercise and process of displaying and selling products to customers. It can be either digital or in-store.

Fig. 2.3.1: Merchandising

- Merchandising is an activity done at the point of sale, high customer traffic areas within the stores, outside the stores and on the display shelves to stimulate purchase by informing the customer about the product to increase sales and maximise profits
- Merchandising is a technique that is used to put products and promotional materials together to market items to customers
- People who are involved in merchandising facilitate merchandising activities at the retailer's outlet
- Merchandiser uses various techniques to convince retailers to stock their products and display their merchandise in prominent and high visible spots within their stores
- Merchandising at the point of sale, in high customer traffic areas and display shelves inform the customers and prospects about the existence, price, performance and distribution of the product or services
- The item is being sold to the target audience or the buyers interested in buying the product and its services
- This practice helps deliver the correct product to the correct person and at the correct time

Importance of Merchandising :

Merchandising needs lots of planning. It is not only limited to arranging items on the store shelves. A high volume of stocks within the retail store may lead to wastage and higher investment, leading to losses. On the other hand, lesser inventory will lead to loss of customers to competitors. This will again affect the business of the distributor as well as the retailer. In order to avoid such situations, distributors must have good market intelligence and information on the demand and consumption of products. This will help them in stocking the right products at the right time in the right quantity at the retailer's store. This further helps build a good relationship with retailers by enhancing their sales.

2.3.2 Concept of POP Materials

POP materials are the materials that are kept near to the merchandise for the sake of promoting it, such as shelf talkers, standees, floor graphics, danglers, banners, product detailing brochures etc.

The products are usually found on the shelves, near the racks, end point of the shelves, PoS/ Billing counters, the entrance of the stores etc. or at the locations where the purchase decision are made by the customers

Fig. 2.3.2: A point-of-purchase (POP) display

Concept of Planogram

Planogram is a diagrammatic representation of the products' placement or position and quantity. Usually it is in a storytelling mode, where the entire store is laid out diagrammatically, and then it culminates in category and sub category. The images below show some samples of a planogram with numbers and types highlighted. The types of fixtures to be used will also be highlighted in a planogram.

Fig. 2.3.3: Samples of planogram

Purpose of a planogram

• There may be an increase in sales as a result of the planogram. When articles are laid as per the planogram, it may lead the customer to make impulse purchases

• Customers will be able to identify the categories which they would like to buy and would also be able to look at alternatives to the product which they want to buy

• If the products are categorised under one family or category, it facilitates the customer to locate the products they need

In various organisations, the planogram is designed, depending on the hierarchy. The general practice is that there is a space planner for each of the store and they in coordination with the buying department create the planogram, which is directly related to the business plan also.

• Usually, a store has a planogram when it is inaugurated, which gets refined over time based on the product preference of the catchment area

• Within a year, there would be minor adjustments, and thereafter, it would be a major change of planogram

Planogram changes would be necessitated when a new product is introduced. If the change involves too many bays, then there would be a schedule that will enable a smooth transition of the Planogram.

Driving Visibility in a Retail Outlet:

• Check to ensure that stock occupies the most visible shelf/shelves at the store

• Merchandise your products as per the norms

• Clean your products & arrange stock as per plan-o-gram

• Identify and place stock at the most dominant location in the store

• Maintain your merchandising elements in the store

How should a product display in an outlet look like

• All products are available in category shelf/no out-of-stock

• "Eye" level is the "Buy" level (shelf height)

• Shelf layout reflects a Plan-o-gram

• Products are of good quality, clean and facing front to visibly display the company brand logo

• FMFO is maintained to ensure faster clearance of old MFD stock

• No expired & damaged products on shelf

• Effective use of POP

Key principles in implementing a Planogram

Rule 1: Arrange all products such that each facing has the same SKU behind it throughout the depth.

Rule 2: Packs on Shelf should start with the highest MRP (Maximum Retail Price) at the top left corner and then lower MRP products.

Rule 3: With Brand wise grouping pattern within pack size, brands should be together.

Rule 4: With Flavour wise grouping patterns within a brand, the same flavors should be together.

Rule 5: One shelf should be reserved for new products and focus SKU's

POPs in merchandising - Example

• If a store is not decorated with point of purchase displays, then a customer has to look long and hard in order to locate a store shelf or a retail counter

• Point of purchase displays are one of the significant marketing tools for both sellers and manufacturers

Cardboard standees

Fig. 2.3.4: Cardboard standees

Fig. 2.3.5: Banners used in retail outlets

Pallet displays or cardboard standees produced by professionals are considered as one of the prevalent tools for advertising candy, CDs, magazines and many other products.

These could be any of the following:

• **Countertop displays:** These displays generally have pockets or partitions for displaying products or information

• **Floor standees:** These standees are printed and precisely trimmed to the shape of the image

Pole toppers

• POP displays in the form of 'Pole Toppers' are popular signage for today's display tactics

• In this type of POP display, custom signages are attached on plastic or metal poles having space for stacking products in or for displaying products around the pole

• These are lightweight and economical to attract the attention of customers towards the products placed inside

Floor graphics

• An innovative way of using a previously unused dimension is floor graphics

• Advertisements are printed on vinyl and are trimmed to customer specifications

Fig. 2.3.6: Pole toppers

• Peel-away sticky backing and protective non-skid coating ensure adhesion to the floor

This concept helps gain the attention of customers entering the building

Steps of Merchandising

Sl. No	Key Activities	Areas of Focus	Details of the Activities
1	**The Four Steps of Merchandising**	The Four Steps of Merchandising are: 1. **Place products on the shelf:**	• Use plan-o-gram related for a specific month • Obtain merchandising guidelines for each POS (Point of sale) material • Stack the highest selling products at an eye-level • Use the middle area of the horizontal level as a dominant location
		2. **Clean the stock & identify space gain opportunities:**	• Increase facings while doing a plan-o-gram • Correct and consistent facings lead to space gain • Reduces facings of competition
		3. **Maintain FIFO(First in First Out) /FMFO (First Manufactured First out):**	• Always follow the **First Manufacture First Out (FMFO)** or First Expiry First Out (FEFO) policy by placing the old manufacturing date product stocks at the front and the new manudaturing datestocks at the back
			Failure to follow FMFO/FEFO will result in: • Expiry of Stock • Loss for the company • Blocked money for the retailer • Waste of Selling effort • **Remember-** selling expired products to the consumer resulted in health hazards and legal issues for the retailer!

Sl. No	Key Activities	Areas of Focus	Details of the Activities
		4. POS Materials Merchandising:	• Use various types of POS material such as Posters, Danglers, Buntings, Backing Sheets, Wobblers, Shelf-talker, etc., to promote sales at the store **Always ensure to:** • Place POS materials at prominent and relevant locations of the store • Discard outdated POS from past promotions or old pack design • Place POS poster only after inspection and cleaning the surface with a duster • Stick POS outside the store with gum and tape them inside the shop with the prior consent of the retailer
2	**The five different types of outlets and dominant locations for merchandising**	The five types of outlets and dominant locations for Merchandising are: **1. "D" Format:**	• Customers cannot enter the store or touch the products • Limited visibility in the store
		2. "U" Format:	• Customers can enter the store but cannot touch the products • Good Visibility in the store
		3. "L" Format:	• Customers can partially enter the store • Customers have partial access to products • Good Visibility in the store
		4. "I" Format:	• Customers can partially enter the store • Customers have more access to products than the L Format • Good Visibility in the store
		5. "Self Service" Outlet	• Customers can fully enter the store • Customers have full access to products • Best Visibility in the store

Table 2.3.1: Steps of Merchandising

2.3.3 Merchandising Elements

Fig. 2.3.7: Visual Merchandising

Visual merchandise presents the product as visually appealing, and it attracts customers. It can be done by decorating the store, using an attractive window display

2.3.4 Purpose of Visual Merchandising

1. It is a silent salesman, creates visibility and buying impulse to the customers
2. Makes it easier for the customer to locate the desired category and merchandise
3. Makes it easier for the customer to self-select
4. Makes it possible for the shoppers to coordinate accessories
5. Recommends, highlights and demonstrates particular products at strategic locations
6. Educates the customer about the product in an effective and creative way

2.3.5 Merchandising Support Structures

Following are the merchandising support structures:

1. **End Caps –** Products are displayed at the end caps facing the main aisles of the store. This helps in attracting the attention of the customers who are roaming in the store

Fig. 2.3.8: End Caps

2. **Micro Merchandising –** With micro merchandising seller can draw the attention of the buyer in the boring section of a long aisle. This can be accomplished by using variant colour schemes or building a different type of shelf in between the other-selves

Fig. 2.3.9: Micro Merchandising

3. **Theme Displays –** It is a technique of creating displays for occasions or special occasions. For example, malls are decorated according to the festivals, national holidays, etc. All these efforts are to recall the event/ occasion in the minds of the customers, and identify them with the product those stores offer. These are thematic/ theme displays

Fig. 2.3.10: Theme display at a retail outlet

4. **Technology –** It is used to demonstrate the new product in the market. It also provides details about the services of the store or its special sales

Fig. 2.3.11: Technology intervention in retail

Different tools used for visual merchandising

Let us now discuss various tools used for visual merchandising.

1. **Exterior Presentations –** An excellent and attractive exterior is beneficial in attracting the customer into the business. The exterior presentation can be lavish or discounted image

Fig. 2.3.12: Exterior presentations in a retail outlet

2. **Exterior Signs –** Exterior signs are also helpful in stealing the eyes of the customer. Symbol along with appropriate design and text helps boost the business

Fig. 2.3.13: Exterior signs in a retail outlet

3. **Window display –** Window displays, as the term mentions, are placed in front of the store, which attracts the customer to enter the store and see. A window display can also be inside the store, where there is a place at the end of an aisle and products kept within. Window displays are a representation of what is in store. It is a teaser or an invite to customers to explore more inside the store

4. **Colour and Lighting –** Color and lighting greatly impact the public. It should be so attractive that the person wandering nearby stops for a few seconds and looks at the ambience, complete décor, walls and floor covering

Fig. 2.3.14: Colour and lighting inside a retail outlet

Lightning is an important element to gain customers' attention towards merchandise displayed in a store.

Depending on the place of display, luminance over there and the product category, extra lighting should be organised. There are two basic types of lighting

- General lighting: To illuminate both merchandise and the pathways. It is immovable
- Accent lighting: Highlights particular merchandise or a set of merchandise. They are movable based on the store and display needs

Props and Fixtures – In order to make product displays more attractive and meaningful, props are used. A prop basically explains the function of products displayed for sale or tells the story the merchandiser wants to tell.

Fig. 2.3.15: Use of props and fixtures for the display

UNIT 2.4: Competition Benchmarking

Unit Objectives 🎯

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

1. Describe the purpose of competition benchmarking
2. List the steps for competitive benchmarking and ensuring availability of the products

2.4.1 Competition Benchmarking

Benchmarking against competitors means collecting data on the performance of similar products and comparing them against your product sales performance. This information can be used to identify marketing and sales flaws of your organisation, underperforming marketing strategies and identify areas to improve business, discover new growth plans. This helps in understanding the position of your products viz-a-viz industry leaders, and also the industry average, and specific competitors

2.4.2 Steps for Competition Benchmarking

- Check the stock and highest-selling SKU/ product categories of the retail outlet
- Check the competition stock status in the outlet
- Collect the available stock of your products and update that in the handheld device/ stock record book
- Check the SKU wise category and another competition brand in the outlet
- Prepare a comparison of similar SKUs of competitors and their own products
- Prepare an overall estimation of sales volume of competition SKUs and your SKUs
- Identify the overall proposed order as per the above information
- Evaluate and share the proposed order with the retailer

UNIT 2.5: New/Focus Stock Keeping Unit (SKU)

Unit Objectives 🎯

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

1. State the definition of a Stock Keeping Unit (SKU)
2. Explain the importance of a new/ focus stock-keeping unit (SKU)

2.5.1 Stock-keeping Unit (SKU)

Stock Keeping Unit (SKU): This refers to a specific product from a company's range of products. For example, 100 gram Dettol original soap is an SKU of Dettol soap of Reckitt Benckiser (Reckitt Benckiser has other SKUs of Dettol soap like 50 gram Dettol soap, 200 gram Dettol soap, etc.).

2.5.2 Importance of New/ Focus Stock Keeping Unit (SKU)

Focus SKUs or New products are of prime importance to ensure that maximum sales volumes can be driven through them. Therefore a distributor salesman has to specially emphasize taking orders from the retailers on the focus SKUs and new products. A few key tasks that will help in focusing on the sales o new products would be:

1. Implementing the merchandising plans at all the outlets in the beat
2. Educating the retailers on the features and benefits of the new customers
3. Presenting a proposition on the return on investment (ROI) for the retailer
4. Implementing promotional campaigns in the catchments of the retailer's outlet
5. Plan and implement passive samples and active demonstration of the products to the retailers as well as end consumers
6. Train retailers on USPs of the products
7. Ensure sufficient availability of stocks in display and back stores at the retail outlets
8. Use of appropriate POP materials at every customer touch point in the retail outlet

Summary

- Product details are the information about the product such as size, weight, type, price, ingredients or composition and any other relevant information that is considered of customer's interest and as per legal requirements need to be stated or mentioned on the product

- The product mix is the full range of offerings that a business offers to sell. Assortment: The number and type of products that stores display for sale is known as an assortment. The depth of products offered, or how many variations of a particular product that a store has (e.g. how many sizes or flavours of the same product)

- The collection of two or more products representing the family of products manufactured by one company is called a product portfolio. In short, it is a range of items sold by a business

- The product portfolios can be efficiently managed by studying and analyzing the customers' behavior and accordingly adding those sets of products that return a higher revenue

- and removing those that do not sell or are very slow-moving and lead to losses. Constant breaking down and analysis of product portfolio gives information about customer needs and tastes

- Product Portfolio Management is a practice designed to manage all aspects of the company's products

- Different types of schemes and Offers

- Product detailing helps distributor salesman in educating the retailers about the product, its features and benefits along with the USPs in a manner that would help the retailer in promoting the products to the end customers/ consumers

- Product detailers are generally in the form of booklets, broachers now very prominently in the form of videos, presentations etc

- Stock Keeping Unit (SKU) refers to a specific product from a company's range of products

Exercise

A. Fill in the blanks:

1. _____make businesses determine how many variations of an individual product are available.

2. Every product variant is treated as a unique _____.

3. Product detailers are generally in the form of booklets, _____ now very prominently in the form of videos , presentations etc.

4. _____is a diagramatic representation of the placement or position and quantity of the products.

B. Answer the following questions:

1. Describe the terms grammage, price points, and variants.

2. Explain the concept of product portfolio.

3. Explain the need for product-portfolio management.

4. What are the different types of schemes and offers?

5. What do you mean by product portfolio management?

6. Describe the role of product detailer.

Notes 📝

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

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

https://www.youtube.com/watch?v=Zq0nEkrJ5rg

Purpose of Planogram

https://www.youtube.com/watch?v=-d5jx5pwMdg

Merchandising Principles

https://www.youtube.com/watch?v=2DhQ35UJj2Y

Merchandising themes

3. Business and Productivity Target

Unit 3.1 - Key Elements of Retailer Interaction

Unit 3.2 - Achieving Productivity and Business Targets

Unit 3.3 - Outlet Categories and Billing Targets

Unit 3.4 - Availability of Newly Launched Products

RAS/N0602

Key Learning Outcomes 💡

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

1. List the basic concepts of marketing
2. List the key attributes of a good distributor salesman
3. Explain the key elements of sales call that help in selling to the retailers
4. Explain the key activities during the daily sales cycle that help in achieving productivity and business targets
5. Identify the key activities that help in achieving category wise route wise outlet targets
6. Explain the importance of ensuring the availability of stocks at distributor points and retail outlets

UNIT 3.1: Key Elements of Retailer Interaction

Unit Objectives 🎯

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

1. List the basic concepts of marketing
2. List the key attributes of a good distributor salesman
3. Explain the key elements that help in selling to retailers during the sales call

3.1.1 Basic Concepts of Marketing

- **Marketing Mix:** The 4 Ps are: Price, Place, Product and Promotion
- **Market:** It is a group of potential buyers
- **Consumer:** One who consumes the product or service
- **Target Market:** A group of consumers whom a business desires to have as customers

3.1.2 Attributes of a Good Distributor Salesman

- Is well groomed
- Starts the day early on time
- Maintains good customer relationships
- Knows the products well
- Always sells the products

3.1.3 Key Steps of a Sales Cycle

- Plan your day before you start
- Engage and discuss with the Retailer
- Check for Stock Availability and Visibility
- Communicate Effectively with the Retailers
- Obtain Orders from Retailers
- Measure Productivity of the Sales Call?
- Effectively Close the Day

3.1.4 Key Elements that Help in Selling to Retailers

To Understand Retailer Needs and book orders from retailers, one must:

- Listen Attentively
- Ask Probing Questions

Do's of Effective Listening are:

• Avoid multitasking
• Ensure correct body language while listening
• Take notes
• Listen to customer's feelings

Don'ts of Effective Listening are:

• Never interrupt
• Don't listen with partiality
• Never distract yourself

Tips to Listen effectively

Avoid Multitasking:

• Curb your urge to do multiple things at the same time
• Turn off distractions while speaking to a retailer/ customer
• Pay complete attention to the retailer/ customer

Right Body Language:

• Ensure proper eye contact while listening
• Maintain a good sitting/standing posture
• Nod your head in agreement while listening
• Respond with filler words

Taking Notes:

• Focus on the key message of the conversation and note only the key points of the conversation

Avoid Partiality in Listening:

• Be encouraging of what the customer has to say
• Be aware of your biases and consciously stop yourself each time you feel the urge
• Don't assume and listen intently for information first

Probing

Probing is the process of asking relevant questions to uncover the retailer's needs. The objective is to uncover the retailer's precise need to gain a deeper understanding and ensure that the retailer themself states the precise need or a problem.

Benefits of probing

Good Probing helps to:

• Build trust
• Establish credibility
• Find the need and
• Provide the best possible solution for it

Steps to Understand Customer Needs:

The 2 steps of understanding customer needs are:

• **Listen attentively (which we have already discussed)**
• Ask relevant questions

Do's of Asking Right Questions are:

• Carry a questionnaire
• Ask politely and respect the information shared
• Ask open-ended questions
• Let the customer do most of the talking during probing

Don'ts of Asking Right Questions are:

• Don't read out a fixed set of questions
• Don't make it seem too structured
• Be careful not to turn it into an interrogation session
• Don't probe much if the customer shows hesitation or suspicion in answering your questions

UNIT 3.2: Achieving Productivity and Business Targets

Unit Objectives

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

1. Identify how to analyze overall / productivity targets to set effective objectives
2. Summarise the process of breaking down targets into actionable tasks to achieve them for all categories of outlets
3. Explain how to do stock count and capture order as per SOQ (Suggested Order Quantity) in outlets speedily
4. Identify how to estimate sales from the beat and analyze stock in hand at the
5. Summarise the process of ensuring the availability of stocks at the retail outlet

3.2.1 Productivity Parameters in Achieving Business Targets

Sl. No	Productivity Parameters	Meaning/Things to do	Example/How to/Uses
1	**Effective Coverage - ECO**	Outlet purchasing at least once in a month is called as an Outlet ECO.	Example: A Distributor Salesman's total number of outlets = 240 He has billed only in 200 outlets for the month ECO % = 200/240 = 83% • Effective coverage is one of the most important tools of distribution • It helps us to know if we have placed our products in all the outlets even once
2	**Line & Total Line Sold – TLS**	A line is any SKU of any product sold in the market by a Distributor. The total of lines of all the outlets in the beat is defined as the TLS of the beat for the day. The sum of TLS for all days worked in the month will give the TLS for the Distributor Salesman.	Example: A Distributor Salesman sells 2 pcs of Product A at 10Rs MRP & 5 pieces of Product A at 5Rs MRP in an outlet. How many lines did he sell in an outlet -----------?

Sl. No	Productivity Parameters	Meaning/Things to do	Example/How to/Uses
			To improve TLS: • Ensure full availability in top outlets • Consistent billing of top outlets • Regular In-store check in these top outlets & maintain stock levels to ensure regular order • Maximum distribution of new launch SKUs • Maintain proper visibility in the category to increase off-take • Right product assortment according to the outlet category • Effective use of available schemes and consumer promotions
3	Lines Per Productive Call - LPPC	Lines Per Productive Call is the number of SKUs sold per outlet.	Example: If DISTRIBUTOR SALESMAN sold a total of 60 lines on beat & he has cut 15 bills that day, his LPPC is 4.
4	Line Selling: Sales Gain	More SKUs sold per outlet resulting in a gain of business	Example: If the average value of one SKU is Rs 100 and if only one new SKU is sold more per outlet per visit and if a Distributor Salesman has 200 outlets, the Increase in Value Sales (Sales Gain) = 100*240 = Rs. 24,000 per month. This will help in achieving targets.
5	Line Selling: Distribution Gain		• Increase in availability of products • Increase in shelf space • No stock-outs in the retailers • Better service to retailers
6	Productivity	The total no. of bills made during a particular day/week/month is the productivity.	Example: • If a salesman is covering total of 200 outlets, his productivity should be 800 outlets (200 *4 = 800), but if that salesman bill only 400 bills, then his productivity will be only 50%

Sl. No	Productivity Parameters	Meaning/Things to do	Example/How to/Uses
			• More productivity leads to more sale • It also shows our service levels • Regular visits and services also improve your relationship with the retailer
7	**Availability**	• Check / Explore the stock and highest-selling SKU in the outlet • Competition status in the outlet • Evaluate and share the proposed order with the outlet	**How to be Available?** • Get inside the outlet with permission • If not possible, take his help for taking available stock detail • Collect the available stock of Britannia and update it in your PDA • Check the SKU wise category and another competition brand in the outlet • Identify the proposed order as per the above information
8	**Check stocks**	Take permission to check the stock Check stocks at: • Shelf/window display • Go-down/Warehouse	**How to check stocks?** • Know retailer's needs & the SKUs to pitch based on the current status of the stock • Don't forget to check competitor's stocks • Actively change the expired products – use FIFO (First in First Out)

Table 3.2.1: Productivity Parameters

UNIT 3.3: Outlet Categories and Billing Targets

Unit Objectives 🎯

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

1. Summarise the role of a distributor and process of flow of stocks
2. Identify the different types and categories of retail outlets in Indian Landscape
3. Understand outlet billing and meeting outlet billing targets
4. Explain target outlet coverage and route plan
5. Understand why the sales force should be focused
6. Describe how to select an outlet and its respective trade channel

3.3.1 Role of Distributors and Process of Stock Flow

Distributors are:

- crucial to ensure that the products reach the consumers through the retail route
- third-party business partners who work as per company standards
- extension of a company's sales and distribution system
- responsible for the sales, distribution and merchandising of designated products
- specific to a channel, product, territory or geography

Stock Flow Process for Distributors:

Fig. 3.3.1: Stock Flow Process for Distributors:

Stock Flow Process for Super Distributors:
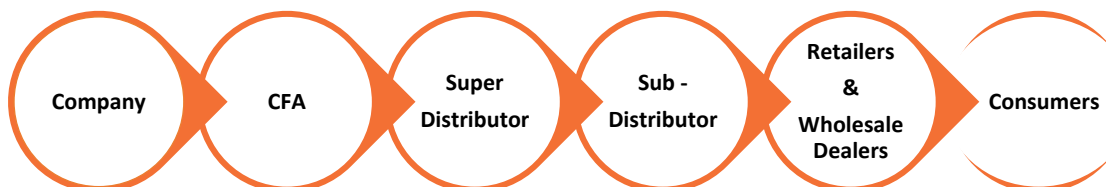
Fig. 3.3.2: Stock Flow Process for Super Distributors:

3.3.2 Two Types of Indian Outlet Landscapes

A. General Trade:

Outlet Profile:

- Small format layout with limited shopper mobility
- Store serves different roles and fulfil different shopper needs
- Location can either be residential or commercial in nature

Business Approach:

- Owner led decision making
- Uses a standard servicing model on par with other similar outlets
- Little/no data-based decision making; uses gut-feeling instead
- Low Out-of-Pocket spends
- Provides home deliveries

Customer Behavior:

- High frequency of visits by customers
- Shopper spends very little time in-store
- Majority of the time spent at the counter
- Purchases are usually made for immediate consumption

B. Modern Trade:

Outlet Profile:

- Open format stores
- Uses a self-servicing model on par with other similar outlets
- Generally larger stores

Business Approach:

- Corporate structure with centralized negotiation of terms
- Uses a customized servicing model
- Computerized operations for data-based decision making
- Strong back-end
- High dependence on visibility
- Own marketing budgets to attract customers
- Higher throughput per store

Customer Behavior:

- Monthly shopping visits by customers
- Shopper spends more time in-store
- Majority of the time spent shopping for a vast range of products
- Touch and feel to drive sales
- Impulse purchase by customers
- Purchases are usually made for monthly consumption

Traditional Trade Outlet Classification

Direct/Retail Outlets are further classified into the below types based on their characteristics as:

- **Grocery:** Merchandise is weighed and sold
- **General Store:** Deals with daily used items and stocks various products
- **Chemist:** Deals with only selling Allopathy, Unani, Ayurvedic or Homeopathic medicines, and sell cosmetics too
- **Paan Plus:** Sell a substantial volume of FMCG in addition to Paan/Bidi
- **Food Store:** Sell more Food Products such as Branded, Non-Branded and Own Brands
- **Cosmetics:** Sell a substantial volume of cosmetics
- **Others:** Bangle Store, Electrical Store & Hardware Store

3.3.3 Meeting Outlet Billing Targets

Retail business executives consistently determine their investments in data and analytics in order to bring new insights into the critical business problems:

- What are the steps the company is taking to transform the data into workable suggestions and actions to elevate the revenues, cut down the costs, or free up the capital
- What are the proficiencies the company is targeting in order to become a more customer-oriented and analytically driven organisation
- The responsibility lies with a sales person to achieve the billing targets at the end of the month and also to update the records as per the latest information
- The key elements to ensure achievements of the billing targets for each of the category outlets is to follow
- Effective Coverage – ECO
- Line & Total Line Sold – TLS
- Lines Per Productive Call – LPPC
- Effective Coverage – ECO
- Line Selling

UNIT 3.4: Availability of Newly Launched Products

Unit Objectives ⌖

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

1. Identify the role of Distributor Salesman during the launch of products
2. State the importance of ensuring availability of newly launched products
3. Identify how to achieve outlet-wise launch targets

3.4.1 Launching Technique of Products

- Building a sales and marketing plan that facilitates brand awareness and encourages consumers to buy your new product is essential for its success
- Retail buyers want to understand your action plan to drive the new product traffic to their accounts and motivate consumers to buy your product
- During the launching phase of a new product, selling will have relevance and will motivate the distributor and retailer only if trials and repeat orders are initiated from consumers
- Hence, the distributor sales person has to establish their product in a way so as to allure more customers
- This will include attractively promoting a new product to draw the consumers' attention to the launch of the product
- The sales person should build a rapport with the consumers, and that will create brand loyalty amongst them

3.4.2 Importance of Availability of Newly Launched Products

- A distributor salesman must ensure the availability of newly launched products in all the distributors' outlets
- One must also ensure that those distributors possess the technical expertise to help customers pick the product and service that best meet their requirements
- A distributor must target to offer the customers high-quality products and services by customising them as per their needs
- This is feasible only if an intimate relationship exists between the supplier and distributor
- Both should be capable enough to meet the customers' demand for innovation
- Once the product is launched in the market, the sales distributor should strictly monitor the product's success and try to pick up opportunities to improve it further
- The supplier and distributor also need to ensure the product accessibility to the consumers
- If there is a regular availability of the product in the market, it will never let customers purchase any other products
- If you are planning to be the first to market new products, you will have to invest massively in innovation
- Innovation is a high-cost, high-risk strategy, but the reward can be huge, especially if you go for the patenting of your innovation

- If you are a small firm with fewer resources, it is better to be second in the market. Here, costs and risks would be on the lower side, and you would be supposed to focus more on differentiation rather than on innovation in order to invade a growing market

3.4.3 Achieve Outlet-wise Launch Targets

Typically the new products are launched into the marketplace with negligible planning. Some of the visible features that may be skipped with less planning are as follows:

- Targeting customers
- Building a sales strategy
- Educating the sales force
- Creating a distribution strategy and consolidating a competitive strategy

These are a few of the mistakes that impact the Return on Investment (ROI). Hence, this oversight should be avoided if a company aims to survive in the current competitive market.

If there is no clarity in defining parameters of success, there is no way to quantify the results of a launch. Trading partners should specify on what basis a successful launch appears and state the relevant metrics and targets to measure the results.

The vital dimensions of success include execution, timelines, volume, and market share.

- Did the launch give the desired volume as originally targeted?
- Did the launched product attain its goals according to its launch lifecycle?
- Did the retailer occupy the targeted level of sales in relation to its competitors?

Summary

- Being responsible for the sales, distribution and merchandising of designated products
- Retail business executives consistently determine their investments in data and analytics in order to bring new insights into the critical business problems
- Building a sales and marketing plan that facilitates brand awareness and encourages consumers to buy your new product is essential for its success
- A distributor salesman must ensure the availability of newly launched products in all the distributors' outlets

Exercise

A. Fill in the blanks:

1. Curb your urge to do_____at the same time.
2. Turn off distractions while speaking to a _____.
3. Pay complete _____to the retailer/ customer.
4. Maintain a good _____posture.

B. Answer the following questions:

1. Describe the techniques used to achieve sales target.
2. Describe how a market plan could lead to benefits.
3. How can Outlet Billing Target be met?
4. Explain the importance of availability of newly launched products.
5. Explain what do you mean by assortment localisation.
6. Describe the Retail Demand Forecasting Method.

Notes

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

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

www.youtube.com/watch?v=CfYrZTauckU

Direct trade

4. Effective Sales Call

Unit 4.1 - Estimating Sales Accurately to Avoid Out of Stock Events or Overstocking

Unit 4.2 - Scheme Communication and Range Selling

Unit 4.3 - Stock Return, First Manufactured First Out (FMFO) and Stock Rotation

Unit 4.4 - Guidelines for Efficiently Servicing the Retailer

RAS/N0603

Key Learning Outcomes 💡

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

1. Analyze current stock on hand and sales of the outlets
2. Explain how the recommendation will boost retailer's sales
3. Communicate the benefits and ask open-ended questions considering the retailer's needs
4. Ensure that the relevant schemes/slabs are discussed with the retailer
5. Analyze competition schemes
6. Ensure range selling by leveraging on own brand already available in the retail outlet
7. Explain route list, product list, scheme details, order capture process and retail survey features available in the palmtop or handheld device and their usage
8. Check and arrange stock as per FMFO, carry one stock rotation and replace damaged or expired goods
9. Maintain a pleasing personality and proper posture while talking with the retailer
10. Submit the order and check the summary of the order communicating the order value to the retailer

UNIT 4.1: Estimating Sales Accurately to Avoid Out of Stock Events or Overstocking

Unit Objectives 🎯

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

1. Define the term current stock control system
2. Explain how sales recommendations will boost retailer's sales
3. Discuss all benefits which would accrue to the retailer in a short and concise manner
4. Explain the steps involved in the sales process
5. Prepare open-ended questions to identify retailer's needs

4.1.1 Current Stock Control System

Fig. 4.1.1: Stocking of products in the store area

Stock control system which is also known as inventory management system involves all the functions that are related to management of inventory. It elements of stochk control includes procurement/purchase of goods, storage of goods, goods in transit, tracking of goods, reverse logistics,receiving, shipping and re-ordering.

4.1.2 Sales Recommendation to Boost Retailer's Sales

- Distributor Salesman delivers Sales targets for the territory by driving market execution, providing customer service and building good relationship with the Retailers
- Persuasion skills is a process aimed at changing a person's attitude or behavior toward other person by using written or spoken words to convey information, feelings, reasoning, or a combination of all
- Customer Service is based on 'Expectation of the customer' and 'Reality of the service'
- Average Moment of Truth: 'expectation from the retailer = reality of the service'
- Moment of Misery: 'expectation from the retailer > reality of the service'

- Moment of Magic: 'expectation from the retailer < reality of the service'
- Know the USP and FAB (Feature Advantage and Benefit) technique for the product

Building Relationships:

To build the relationship you need to:

- Stick to Commitments
- Small Talks
- Wishing the Retailer on Special Occasions
- Reciprocate to the retailer in courteous manner

4.1.3 Benefits which Would Accrue to the Retailer

- The sales people must be aware about the product features and also about his/her customers
- Customers would trust and like to deal with those sales people who possess the knowledge about the product and can solve their queries
- Communicating the benefits of a product/service is an important part of a company's marketing communication strategy. This includes advertising, public relations, and personal selling
- Promotion is a marketing activity, the core of communication strategy, which enhances the basic value of a product and affects customers' purchase decisions
- Advertising has become a basic tool of marketing to reach customers, especially in the case of new product
- Advertising is an activity which helps a retailer in gaining control over product information and also in reaching mass audience

Tips for Sales Person

- New and existing products information in depth
- Modern and traditional sources of information
- Experience the product on their own
- Product brochures and catalogues
- Online sources
- Customers' feedback
- Publications of trade and industry
- Records from internal sales sources
- Utilise team member knowledge
- Try to see manufacturing process
- Attend sales training programmes
- Have up-to-date information about competitor
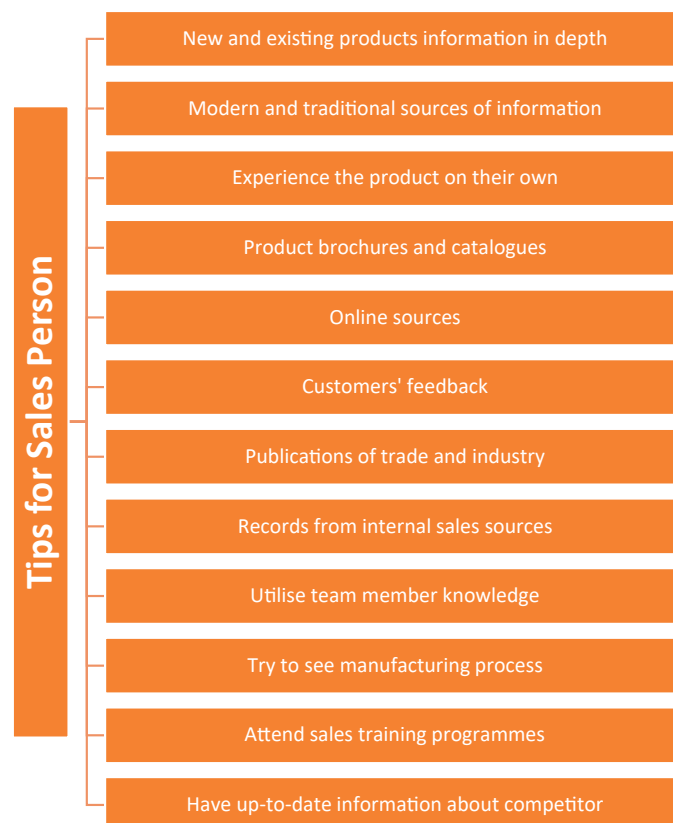
Fig. 4.1.2: Tips for a sales person

4.1.4 Steps Involved in Sales Process

Sales process includes the following steps:

Step 1: Product Knowledge	•Equip oneself with information about Product
Step 2: Prospecting	•The key to prospecting effectively is knowing where to dig and what to look for. It is also important to distinguish among a lead, a prospect, and a qualified prospect
Step 3: The Approach	•This is the step where you begin to build a relationship and the intelligence gathering continues (it started with prospecting)
Step 4: The Needs Assessment	•To be a highly effective salesperson, you first have to understand what are the needs of the customers.
Step 5: The Presentation	•To prove that your selling meets the customer needs
Step 6: The Close	•Closing is about advancing the sales process to ultimately get an order. What you are trying to sell at each stage may be different.
Step 7: Follow-up	•Sales people nurture a relationship with the help of follow-up Staying at the forefront of a prospect's mind requires persistence and should not be confused with being bothersome

Fig. 4.1.3: Steps involved in the sales process

4.1.5 Asking Open-ended Questions to the Retailer

A sale is often a game of questions. Unless you ask the right questions, you will not uncover the right needs, and you will not understand the right problems to solve

Question from the Retailer about the Product Features	Possible Reply from the Sales person
Purpose of product	The product will meet all required needs and will also save your money and time
How does it work?	The product is very easy to use hence it's complicated feature won't frustrate you
How is it developed or manufactured?	Through systematic improvement of processes
How is it checked for quality?	Be confident and also go for live demo for its working
How is it delivered?	Please do not worry about delivery; it will be safely delivered to your place and we will definitely organise it for you
What about its maintenance and servicing?	Be assured about maintenance when needed, and we would provide first free service as per company norms

Question from the Retailer about the Product Features	Possible Reply from the Sales person
How long is it likely to last	Be assured and confident that if any problems or complications is found, the same will be repaced or fixed while in warranty
(Including any warranties)?	Be assured and confident that if any problems or complications is found, the same will be repaced or fixed while in warranty
Price of the product	The product can be easily afforded by you
How does it compare to similar products being offered in market?	The good reputation earned by our business for selling other well-regarded products will help to take your decision without any doubt.
How does it compare to its competitive products?	The product stands best in terms of quality and value for money
Products strengths and limitations (its capability to deliver benefits to clients)	The product will definitely match to your particular needs so be confident in buying it.
Suggestions of any other products which might complement it	Your entire household needs will be met when the product is bought in combination of this product.

Table 4.1.1: Reply from sales person against possible questions from a retailer

UNIT 4.2: Scheme Communication and Range Selling

Unit Objectives ⊚

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

1. Discuss the process of communicating trade schemes to the retailers
2. Explain the importance of range selling
3. Identify the importance of cross-selling and up-selling
4. List the advantages of palmtops/ PDAs

4.2.1 Introduction to Scheme Communication

Trade Load & Secondary Schemes

Definition and Types of Trade Scheme:

Trade scheme is an additional monetary benefit that is given to the trade partners.

There are five types of trade schemes:

- Flat discount
- Progressive discount
- Free items
- Lucky draw
- Slab-based rewards

How to Use Trade Scheme?

To use trade scheme:

- Understand Trade Scheme
- Plan
- Use - Effectively
- Review - Every Day

On the other hand, a distributor sales person should share relevant information with his/her supervisors to plan schemes/slabs based on your market research.

A distributor sales person needs to:

- Collaborate with the Territory Sales Manager for making plans related to sales activities and set goals related to sales for the territories specifically assigned to them
- Develop some creative and innovative methods for marketing products or services of the company
- Generate territory sales report on a periodic basis for management
- Communicate regularly with retailers to inform them about special promotions, new products and more

- Carryout product training and product demonstrations for customers
- Identify assigned territories sales and marketing opportunities
- Assist in the development of annual sales and operational plan for assigned territories
- Put forward changes in sales or marketing approach to ensure that sales and service objectives are met successfully
- Provide proper and relevant information to supervisors to plan appropriate schemes/slabs by outlets and learn how to use them correctly
- Collaborate with other field sales executives to ensure effective coordination in the achievement of organisational goals
- Function parallel with industry trends and market competitions through continuous market research and analysis
- Monitor and manage sales expenses within the allotted budget

4.2.2 Range Selling for all Categories

Definition of Range Selling:

Range selling is about selling more SKUs and higher MRP SKUs.

Concept of Depth and Width:

- In FMCG, Distribution Strength is measured by its Depth & Width
- Width: The first parameter for evaluating the distribution will be its Width
- Width generally means in how many outlets a particular brand, for example products of your company, is present
- Depth: Next level of evaluation of distribution strength is Depth
- Depth typically means on average how many packs of an SKU of a product are present across outlets where your product is present

Importance of Range Selling

- Sales Gain: More SKUs sold per outlet resulting in gain of business
- Distribution Gain: You cover more no of outlets in your territory
- Increasing the Range being sold

Tips for Range Selling:

1. You should know your markets thoroughly
2. Provide best service to all your retailer
3. Never leave distribution gaps it will invite competition to grow
4. You should have best visibility inside the outlet
5. Open new outlets to increase the distribution
6. Insufficient & inadequate supply will result in loss of sales
7. Do not miss the attention of new brands/packs
8. Never forgets shelving/displays because display sells

9.   Do not waste 'POPs' and advertisement material

10. Never look for easy sales – Develop your own markets

Steps to Handle Range Selling:

To sell more in each productive call:

•   Start market working early

•   Fix yourself a target

•   Carry Samples of at least two products

•   Make generous and thorough use of product folders to sell each and every SKU

•   Take "Creative" advantage of a better retail margin

•   Utilise your schemes intelligently

•   Work in the market with distributor / Sales person

•   Check stock in the outlet

•   Keep on changing the products with which you start your call

•   Be prepared with the USP of your products

•   First, let the outlet owner give you an order as per their requirement

4.2.3 Cross-selling and Up-selling

Move from Selling:

•   Low MRP to Selling high MRP Products

•   One product to Sell all the SKUs

•   Selling High MRP products result in High incentives and benefits to the retailer, company and yourself

Up-Selling and Cross-Selling

Up-Selling	Cross-Selling
Persuade a retailer to buy higher MRP products in addition to the lower MRP products.	Persuade a retailer to buy new products and more along with the existing products.
Act as the advisor of the retailer with the best interest of the retailer in heart.	Ask your customer their requirements about an additional product.
Upsell by suggesting the solution that will help the retailer to get the most benefit.	Be enthusiastic and have a positive attitude about cross-selling.

Table 4.2.1: Up-Selling and Cross-Selling

Advantages of a Palmtop/ PDA

- More effective sales call
- Focus brand/ SKU tracking
- Higher range and value selling
- Trade scheme transparency for efficient use of budgets
- Information on focus SKUs/ unbilled SKUs– enables to increase Lines sold
- GPRS Sync:
  - Continuous track of performance during the day
  - Better planning of delivery & stock
  - More market time, leads to effective coverage as there is less of time spent in meetings

UNIT 4.3: Stock Return, First Manufactured First out (FMFO) and Stock Rotation

Unit Objectives ⊚

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

1. State the meaning of stock return
2. Identify the importance of freshness norms
3. State the importance of maintaining first-manufactured, first-out (FMFO)
4. Explain the importance of stock rotation
5. Identify methods of mitigating stock loss

4.3.1 Stock Return

- Stock return is the term used when the retailer returns the stocks to the distributor on account of damage, expiry or slow movement
- A distributor sales person should ensure that the store owner carries out stock rotation if stock movement is very low
- Damaged or expired goods must be replaced with fresh stocks, and information about damaged goods should be entered in the handheld device

4.3.2 Freshness Norms

- Storage and transportation norms have been established to ensure that the product is made available to the customer, as and when required
- Freshness is a foundation stone of the distribution system
- In retail, systems ensure that the customer would always get the fresh product as per freshness norms
- With a view of conserving customers' health and safety, the companies involved in food-related business follow the strict quality standard in the production and distribution of their packaged products
- The chart given below gives general suggestions for storage times from the date of purchase for various food products stored under optimum conditions
- In case no time is listed in this chart, storage generally is not recommended
- If a product has on it a printed "use-by" date, follow that date
- It is legally mandatory to have a sell-by date or use-by date on the package in perishable goods
- This proves that none of the products should be stored by the retailer after this date
- If a product has a printed "sell-by" date or no date, cook or freeze the product according to the times indicated in the chart below
- "For better understanding, refer a sample of food storage guidelines given below
  - **Dairy**—Dairy products are to be kept in cool places where the temperature ranges between 4°C to 6°C.

- ○ **Fresh—**All fresh products are to be kept in chilled rooms. They should not be stored in freezer rooms; else they will have frostbite and would not be good for consumption
- ○ **Frozen food—**Various types of food which require being kept and maintained between -18°C to -22°C fall in this category. Ice creams, frozen food, dairy products are some examples.
- ○ **Vegetables—**Exotic vegetables would require to be kept in chilled rooms and the rest in ambient condition.
- ○ **Fruits and vegetables—**The articles in this category which are kept in ambient temperature are kept separately and the ones which are to be kept in chilled condition, are kept in a different room.
- ○ Twice a day or at least once in a day, the storage of products with short life should be checked for any decaying.
- ○ The products received earlier should be brought to the fore and the new ones kept at the back in the storage.
- ○ The principle of first in first out should be followed strictly. This will help to reduce the dump.
- ○ Products which have short life should be taken to the floor, price reduced and liquidated, else even the salvage value will not be there.
- ○ **Dry food—**They are kept in ambient temperatures.
- ○ **Non-food—**They are stored in the appointed area. All non-food articles are kept as per their category in tall racks away from food articles.
- ○ **High-value merchandise—** All high value merchandise is kept in a strong room or in caged pallets with locks. Saffron in food, Gillette kits in FMCG non-food, mobile phones, etc., fall under high value articles

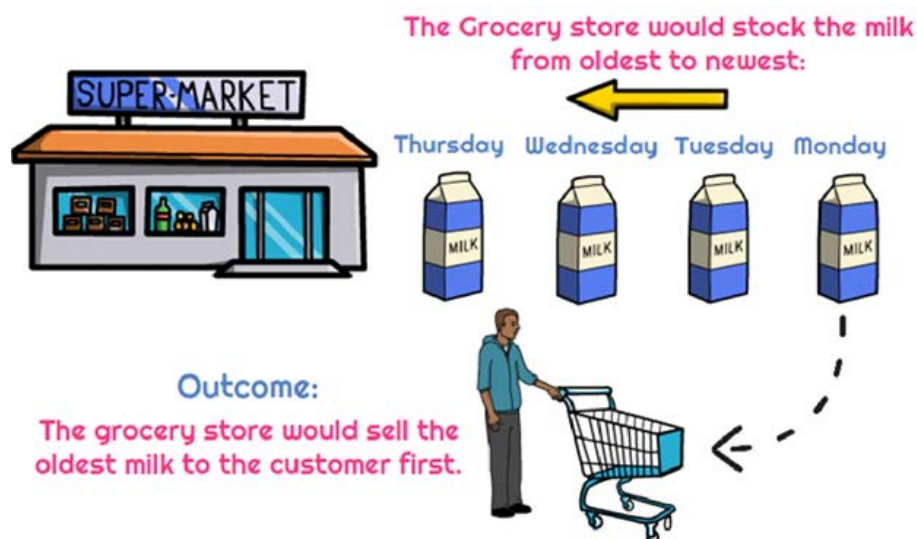## 4.3.3 FMFO (First Manufactured First Out)

Fig. 4.3.1: First-Manufactured, First-Out (FMFO)

- First-Manufactured, First-Out (FMFO) is a method mostly used to calculate inventory in hand by the end of accounting year or an accounting period that the company follows
- Under FMFO method, inventory manufactured first is sold first, newer stock is not assigned to sell

- Arrangement of products with FMFO is very important to maintain the standards
- This is to be checked in infrequent intervals based on the selling of the product
- It would be an additional cost for a retailer if the stock sell-by date or use-by date remains on the shelf. That is why it is imperative for retailer to strictly follow FMFO if products are perishable and have a use-by date or sell-by date on them

4.3.4 Stock Rotation

- Stock rotation is a method to avoid stock loss
- This method is used mostly in food stores, retail stores, super market, restaurants, etc.
- In this method the products which need to be used earlier are located in front so that the customer would pick those products and then the second line products come in the front line
- With the help of FIFO (First In First Out), FEFO (First Expired First Out) and FMFO (First Manufactured
- First Out) proper circulation of all raw materials and finished goods can be maintained
- Product rotation system also needs to be applied in unpackaged edible products even though there is no sell-by date or use-by date on them, but it needs to be considered if the product is fit for consumption
- Older stock should be placed in front row and newer should be in the back row
- Customers who are aware about stock rotation can reach at the end of the shelf or may ask sales person to give the newer product

4.3.5 Process of Checking Stock and Replacing the Damaged Stocks

- Work from left to right:
  - Work left to right along each shelf and within each product cubing
  - This is the same way that you would count stock
- Pick up product:
  - To assess product quality, you may need to pick up the product
  - You may be able to check it from its location on the shelf visually, but if you can't see the date information, you will need to pick it up anyway
- Assess product quality:
  - Use the Organisation's Quality Framework to assess product quality (date expiry is only one indicator of a sub-quality product)
  - A product may have deteriorated faster than its shelf life – in which case it still needs to be removed from the shelf
- Check dates:
  - Look for date stamping on the packaging
  - There are a number of date indicators to search for: best before, packed on, date of manufacture etc.
  - You may need to find two sets of information, the first is the manufactured date, the second is the length of shelf life from the date of manufacture
  - They may be located in the same place on the packet, or they may not

- Remove stock from the shelf:
  - If products fail to conform to the Organisation's Quality Framework, they must be removed
  - Store these products temporarily in the boxes/ crates that you brought with
  - Only remove stock on the date of expiry, not before (it is still legal to sell these products on the expiry date, but they have to be removed once the store has closed for the day)
- • Removing products prematurely from display impacts on the store's profitability
  - Therefore ensure that the removed stocks are replaced immediately with the fresh stocks
  - Do not ever leave the shelf empty, remember – an empty shelf left by you is an opportunity given to the competitor to establish their range of products comfortably.

4.3.6 Methods of Mitigation of Stock Loss

- Retailer can make stock more appealing, which is near to its sell-by-date or use-by-date, by lowering the retail price of the product
- Customer would get attracted to the product which is of lower price even if it is nearer to the date of expiry
- A distributor salesman should guide the retailer on checking the stock's physical condition and freshness and arrange stock as per FMFO and even educate the store owner on FMFO
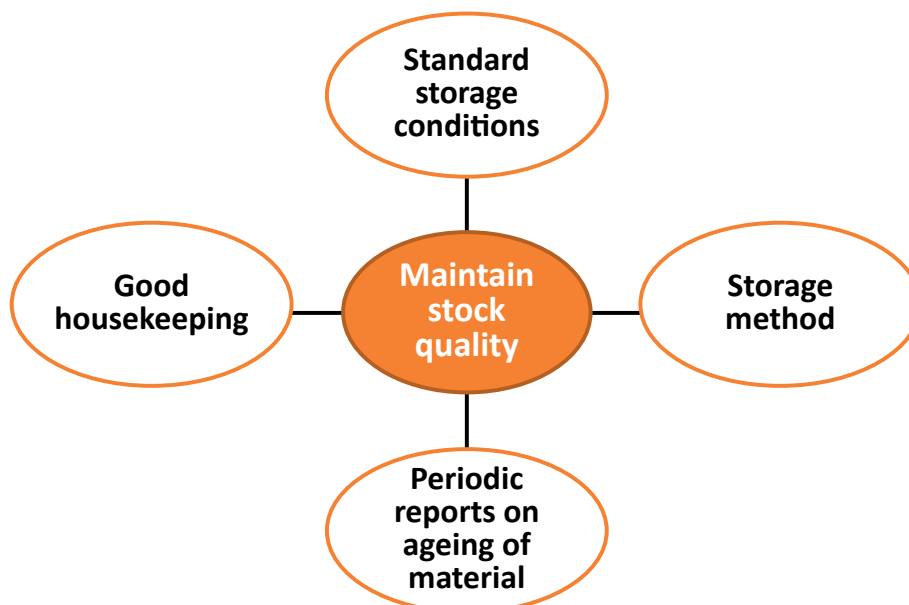
Maintaining Quality of Stocks at Outlets and Storage

Fig. 4.3.2: Maintaining Quality of Stocks at Outlets and Storage

Storage Conditions

There are various ways to maintain the quality of the products. Ensure that standard storage conditions are followed. As there are different types of materials, there are different types of storage conditions as well.

• General storage can be used to store goods that have a long shelf life or are non-perishable items such as brushes, plastic furniture, luggage products etc. Goods that require basic packaging and protection can be stored in general storage

• Perishable goods are vegetables, fruits, meat, and medicines with a shorter shelf life. These products should be stored in cold storage where the temperature is lower than normal

For example, big vendors like Reliance Mart have cold storage locations at multiple points, enabling them to store vegetables bought from vendors before they are processed and packed to markets across different cities. Similarly, most of the departmental stores have cold storage facilities to store such perishable products.

Controlled temperature storage is used for storing materials in the right temperature for the material to prevent moisture on the material, for example, products such as sugar, salt, etc

Storage Methods

• Storage methods are instrumental in ensuring that stock does not get spoilt or pilfered

• Storing material in pallets ensures that they are easy to move around by using forklifts and also ensure that the material does not get wet or spoilt when the floor of the storeroom is being cleaned with water

• Heavy materials should be stored at a lower level as compared to lighter materials. This will help in easy storage and retrieval of items and will prevent damage by the stock falling from a height

• The packaging of a material is important. Fragile material such as glasses and crockery should be packed appropriately to prevent any breakage. The material should be typically stored in the original packaging. If the materials are of odd shapes and sizes, they should be packed in even sized boxes as other materials so that there is no impact of storing, retrieving, allotted and moving around

• Some materials, like food items or wood products, need to be treated with external agents so that the quality remains unaffected, such as using sugar syrup to preserve fruits like peaches and apricots. Wood products are treated with chemical preservatives to increase their durability and increase resistance to pests

Storage racks and bins should be kept in storage worthy condition to prevent shaking and breaking, resulting in damage of goods. Good housekeeping

• Procurement and inventory policy—It is important that a proven procurement policy and inventory policy is in place. These policies should aim to reduce material loses as far as possible. The storage area must be neat and clean. If there are any spills or accidents, they should be cleared up immediately. The store operations assistants should check for materials that are old or have past their expiry date and take steps to manage them accordingly

• Material handling equipment is important to inspect the storage area for leak, spills, and container integrity. The staff at the storage should be trained and experienced in using material handling equipment like forklifts, container opener, battery trucks and others. Few employees should be trained in hazardous materials handling. Equipment used in stores should be maintained frequently and operated efficiently so that they are used to the optimum level. There should be enough space to move the equipment around without damaging the material. Manual operation instead of machine and vice versa where required will also result in damages to the product

Security systems should be in place.

- It is the quality of material that matters and the safe custody of materials that matters a lot
- Adequate security systems should be in place at a storage area which should ensure safety to the products. Opening and closing of storerooms, strong rooms and cupboards where valuables are stored should be done under the supervision of authorised people or security staff

Periodic reports on ageing

The stock ageing report shows the information on which material was bought on which date and the number of time periods it has been lying in the store. This will help the store operations assistant to trigger alerts to the stakeholders and also help the organisation take effective steps to handle inventory.

UNIT 4.4: Guidelines for Efficiently Servicing the Retailer

Unit Objectives ⌖

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

1. Explain the elements of professional behavior that is needed at work
2. Explain the importance of trust and credibility at work
3. Explain the importance of maintaining personal cleanliness and hygiene

4.4.1 Distributor Sales Person's Professionalism

Introduction to Effective Communication

Communication is the art of transmitting ideas and information from one person to another through meaningful interaction.

The Communication Cycle:

The Communication Cycle involves a **Sender** who **encodes** the message through a **channel** to the **Receiver** who **decodes** it by responding to the sender and provides **feedback**.

Non-Verbal Communication: Tone of Voice & Body Language

Attributes of **Tone of Voice** that affect the **listener** are:

• Modulation
• Articulation
• Projection
• Speed
• Silence

Attributes of **Body Language** that affect the **listener** are:

• Facial Expression
• Body Posture
• Proximity
• Gestures

Fundamentals of Planning

Planning is the **systematic method** of **organising** for any **event/activity.** Its **comprehensive** application results in **achieving a specific goal.**

The Purpose of Planning:

Plans are documents outlining the steps to meet specific goals:

Planning Involves: Defining an Organisation's Goal, Establishing Strategies to Achieve them, and Coordinating & Integrating Work Activities

Planning Includes: Resource Allocation, Schedules & Other Necessary Actions

Steps of The Planning Process:

• State organizational objective
• List alternative ways to reach the objective
• Develop premises based on each alternative
• Choose the best alternative
• Develop plans to pursue the chosen alternative
• Put plans into action

How to be Self-Motivated?

Self-Motivation is the **internal power** that **empowers** you to **do things**. It is the **capability** to **do what requires** to be **done without encouragement** from **other situations** or **people**.

Steps to Develop Self-Motivation:

To **Develop** the **Right Mindset** for **Self-Motivation:**

• Think Positive
• Be Confident
• Be Assertive
• Acknowledge that there will be setbacks

To Develop the **Momentum** for **Self-Motivation:**

• Focus on positive goals
• Keep it small
• Track your progress
• Take frequent breaks
• Do what you enjoy
• Use rewards
• Don't be afraid to make mistakes

To **Stay** on **Track** for **Self-Motivation:**

• Keep motivators around you
• Keep good company
• Keep learning new things
• Compare yourself only to you
• Help others
• Set bigger goals

Organizational and Beat Discipline

Discipline is the practice of **self-restraint.** Its **practice** in an **organization** is known **as organizational discipline.** It involves acceptance to follow the laid down course of action that may not be what an individual desires.

Features of Organizational Discipline:

• Train individuals for both mental and moral improvement
• Control behavior while working under pressure
• Follow a systematic method to observe obedience
• Preserve orderly behavior
• Train through instructions followed by control

Concept of Time Management

Time Management is the **ability** to use one's **time effectively, especially** at **work** to:

• Accomplish more with less effort
• Make better decisions
• Be more successful
• Learn more
• Reduce stress
• Produce qualitative work
• Lead a productive and disciplined life

4.4.2 Trust and Credibility

Significance of Trust for a Sales Person

"Trust is a **firm belief** in the **relationship, truth** or **ability** of someone or something, while **Credibility** is the **quality** of being **trustworthy"**.

Significance of **Trust** for a **Sales Person:**

• Build strong working /professional relationships
• Work to gain the trust of customers
• Trust of customers is extremely important in Sales
• You cannot sell anything without the customer's trust
• Customers must trust you to come back the next time

How to Convince a Prospective Customer?

• Build Trust with the Prospective Customer
• Have the Customer's Best Interest at Heart

To **Gain** the **Trust** of a **Prospective Customer:**

- Speak with Authority
- Demonstrate Credibility
- Listen Actively to Understand the Customer's Need
- Value the Customer's Time
- Respect their Views
- Show Commitment
- Be Genuine

The First Dimension of Trust: Positive Intent

Positive intent is the mindset to assume that people have good intentions consciously, are doing their best and are trying instead of being angry about their incompetence.

Significance of Positive Intent for a Sales Person:

- You have a choice to develop a positive/negative intent
- Negative intent results in anger, argument and negativity with prospective customers
- Positive intent results in an open-minded mutual discussion/reasoning and positivity with prospective customers
- Negative intent leads to losing prospective customers
- Positive intent leads to gaining prospective customers

The Effects of Positive Intent for a Sales Person:

Positive Intent helps a **Sales Person** to:

- Step back and take a deep breath
- Evaluate the threat
- Assess any opportunities
- Respond in a positive manner
- Gain the trust of prospective customers

The Second Dimension of Trust: Commonality

Definition of Commonality:

Commonality is the sharing of features or characteristics in common. A Sales Person should maintain the integrity by treating all customers in the same manner and being impartial to them.

The Effects of Commonality for a Sales Person:

Commonality helps a Sales Person to:

- Treat all customers in the same manner
- Be impartial to all customers
- Avoid giving extra discount to any customer unless specified by company policy based on volume or being a repeat customer
- Maintain integrity by offering the same price and discount to all customers

- Gain the trust of prospective customers

The Third Dimension of Trust: Expertise

Definition of Expertise:

Expertise is the positive belief and thorough knowledge of a product / service being offered, along with general knowledge of the customers and their personality types.

The Effects of Product / Service Expertise for a Sales Person:

Product / Service Expertise helps **a Sales Person** to:

- Know about its utility
- Know about its Features/specifications
- Know the Price to be offered and discounts applicable
- Know any applicable offers at the current time
- Gain the trust of prospective customers

The Effects of General Expertise for a Sales Person:

General Expertise helps **a Sales Person** to:

- Know the types of customers/distributors/retailers
- Have an awareness of customers with different personality types

4.4.3 Personal Cleanliness and Hygiene

Personal Hygiene:

Personal Hygiene is the process of maintaining the cleanliness of our body through appropriate grooming to ensure that we are presentable to others.

Significance of Personal Hygiene:

- Personal Hygiene is significant as it helps to build confidence, reflects your professionalism, intelligence and capability, and increases credibility
- Overall, it enables you to perform your job well as a Sales Person!

Personal Grooming & its Significance

Personal grooming is a process that includes looking neat and good and refers to important aspects of an individual's overall personality such as conversation skills, attitude, posture, dress, and **hair style.**

Significance of Personal Grooming:

- You never get a second chance to make a first impression
- Personal grooming creates the right perception
- Personal grooming involves all aspects of your body such as hair, makeup, accessories, attire and body odour

Effective Business Introduction

Give an Impressive Hand Shake:

- Stand up while shaking hands
- Make and maintain eye contact
- Extend your hand vertically
- Maintain a firm grip
- Pump two or three times and say "Hello"

Pay Attention to your **Body Language:**

- Good posture and poise
- Maintaining eye contact
- Using fluid movements
- Appropriate hand gestures and Relaxed facial expressions

Summary

- Stock control system is also known as inventory control system
- Effective sales people do not only make a sale; they help in building a business
- The Sales people, who have an in-depth knowledge of the products they sell, should have a clear understanding of other items as well, items that complement those products that they are selling
- Advertising is an activity that helps a retailer in gaining control over product information and also in reaching mass audience
- Distributor sales person should be aware of all updated product schemes and new product launches, promotions, and special offers
- An additional product or service offered to an existing customer comes under cross-selling
- Certain sales technique in which a seller offers more expensive, improvised product to an existing customer to earn more profit, is known as up-selling
- A barcode reader includes a scanner, a decoder and a cable to connect the barcode reader to a computer
- Damaged or expired goods must be replaced with fresh stocks, and information about damaged goods should be entered in the handheld device
- First-Manufactured, First-Out (FMFO) is a method mostly used to calculate inventory in hand by the end of accounting year or an accounting period that the company follows
- A distributor salesman should guide retailer on checking the stock's physical condition and freshness and arrange stock as per FMFO and even educate store owner on FMFO
- Sales professionals must attempt to learn about individual buying propositions and they should build rapport with prospective customers

Exercise

A. State True or False:

1. Effective sales people make a sale, they do not help in building a business. _____.
2. An additional product or service offered to an existing customer comes under cross-sellin. _____.
3. A courteous sales person listens more than he/she speaks and never interrupts or over-communicates with a customer. _____.
4. The more a prospect communicates, the more information you get about him/her, about his/her product needs and, this will help you to be better positioned at providing services to prospects. _____.

B. Answer the following questions:

1. What are the benefits which would accrue to the retailer?
2. Describe the steps involved in sales process
3. Describe the process of scheme communication.
4. Explain the processes of cross-selling and Up-selling.
5. Describe the importance of professional behavior of distributor sales person.
6. Why is personal cleanliness and hygiene important?

Notes 📋

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

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

https://www.youtube.com/watch?v=r7FoV4XoAaw

RFID in fashion – For reliable stock management

https://www.youtube.com/watch?v=jxCG9MxIoK0

Inventory management (FIFO-LIFO)

https://www.youtube.com/watch?v=7Ls47gOpNOA

Stock Rotation

5. Credit Management in Retail Outlet

Unit 5.1 - Collecting Information Regarding Pending Bills

Unit 5.2 - Gathering Credit Ageing Information of Retailer Bills

Unit 5.3 - Tracking Pending Payments

Unit 5.4 - Tracking Pending Delivery and Resolving Related Issues

Unit 5.5 - Reconciling Receivables and Payables

RAS/N0604

Key Learning Outcomes

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

1. Explain the need of credit management in retail
2. State the role of distributor sales person in collecting details of pending invoices
3. Identify and collect the detail of pending invoices
4. Know how to gather credit ageing information of retailer bills
5. Identify how to track pending display payment
6. Familiarise with tracking pending delivery and resolving related issues
7. Know how to reconcile receivables and payables with outlets

UNIT 5.1: Collecting Information Regarding Pending Bills

Unit Objectives 🎯

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

1. Describe the concept of credit management with retailers
2. State the meaning of pending invoices
3. Discuss the role of distributor sales person in handling pending invoices
4. Analyze the concept of 'due upon receipt'

5.1.1 Credit Management

The distributor sales person can contribute to credit management for a retail organisation, especially in roles like debt collection, gathering information regarding pending bills/invoices, and maintaining healthy credit relationships with customers
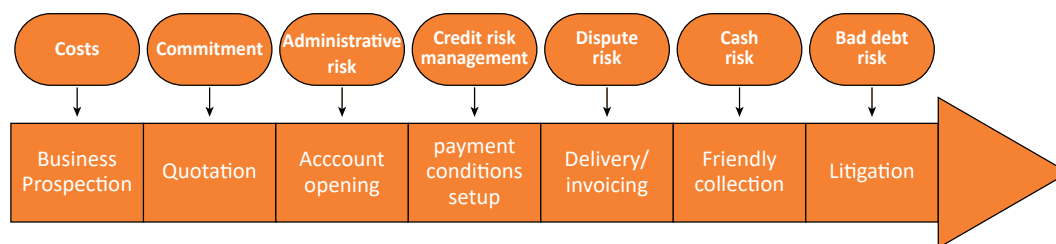
Costs	Commitment	Administrative risk	Credit risk management	Dispute risk	Cash risk	Bad debt risk
Business Prospection	Quotation	Acccount opening	payment conditions setup	Delivery/ invoicing	Friendly collection	Litigation

Fig. 5.1.1: Credit management system

ZOHO CORP
#4900 Hopyard Rd,
Suite 310, Pleasanton, CA 94588,USA

INVOICE
#0089546

Bill To:
AdventNet Corp
#4900 Hopyard Rd, Suite 310,
Pleasanton, CA 94588,USA

Ship To:
AdventNet Corp
#4900 Hopyard Rd, Suite 310,
Pleasanton, CA 94588,USA

Invoice Amount
$1564.81

Description	Qty	Unit Price	Amount
Zoho Books Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna	1.00	$1,018.52	$1,018.52
Zoho CRM Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna	1.00	$83.33	$83.33

Thanks for your business

	Subtotal	$1564.81
	TOTAL	**$1564.81**

Payment Options   PayPal   [mastercard]
HDFC Bank
Account No: 301200000234 | Sort Code: 98239

Terms & Conditions

This Agreement consists of the following terms and conditions (hereinafter the "General Terms") and terms and conditions, if any, specific to use of individual Services (hereinafter the "Service Specific Terms"). The General Terms and Service Specific Terms are collectively referred to as the "Terms". In the event of a conflict between the General Terms and Service Specific Terms, the Service Specific Terms shall prevail.

Fig. 5.1.2: Terms and Conditions mentioned on the invoice

- Credit management, in simple terms, is the method to control and collect payments from customers who have purchased goods on credit
- A Credit management provides assurance that payments are received on time, costs of credit are low and poor debts are managed without damaging the relations with the buyers
- Every company, including a retail organisation must have the capability to handle credit efficiently in order to improve revenues and reduce financial risks
- Retail companies frequently offer credit facility to clients and customers as part of their efforts to build healthy and long-term trade relations
- Credit facility allows the retail company to bind customers more closely and ensure higher purchases
- Offering retail credit can prove valuable for the merchant, particularly in terms of building client relations, if the credit facility is handled efficiently
- It is help to decide the terms of the payment in advance for instance, it would be paid in how many days or weeks, from bill to bill or on next call/visit
- Collection of debts may be guided by the policies laid down by the company

5.1.2 Pending Invoices

An invoice is a commercial document relating to a sales transaction which is given by the seller to the consumer. Invoice reflects the product, price and quantity of product offered by the seller. Invoice also usually states payment terms that give information on things like the due date of payment, modes of payment accepted and discounts offered, if any.

1. **Due on receipt:**

My custom notes

DUE ON RECEIPT

Sub Total:	100.00
VAT (20.00%)	20.00
Total	120.00
Amount Paid:	0.00
Balance Due (GBP):	**120.00**

BACS:
Account Name: ACME PRINTING LTDs
Sort Code: 00-00-00
Account Number: 123456789
test

Fig. 5.1.3: Due receipt

"Due upon receipt" means that payment must be submitted as soon as the invoice is received by the client or customer

2.   Net 30 Payment terms:

Supplier Invoice Payment Terms
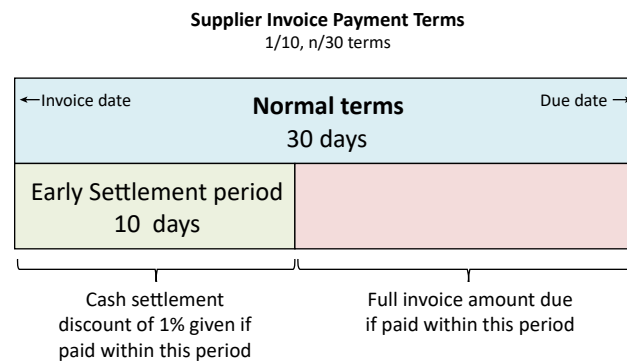1/10, n/30 terms

Fig. 5.1.4: Invoice payment terms

"Net 30" on an invoice means the seller expects to receive payment with thirty days after the date of the invoice. Some invoices mention something like "2/10, Net 30". This means that the seller is offering the customer a 2% discount if payment is made within 10 days from when the invoice is generated. From the 11th day onwards, payment must be made within 30 days of the invoice and no 2% discount will be offered

3.   Due and payable:

• The "Due and payable" invoice indicates that a specified amount of money is due and the time has arrived when payment ought to be made

• Some invoices state additional terms; for example, payment must be made within 30 days else a late fee will be charged. This can mean that the seller is willing to extend credit for another 30 days in order to maintain good relations with the customer

5.1.3 Role of Distributor Sales Person in Handling Pending Invoices

Below image indicates the role of distributor sales person in handling pending invoices

Fig. 5.1.5: Role of Distributor Sales person in Handling Pending Invoices

Distributor sales person's role is to track and collect information of all pending overdue accounts of his dealer's outlets and also to ensure timely collections of payments as per the terms and policies, and update the same on record.

5.1.4 Plan to Collect Pending Invoices

Before you go out to collect details of pending invoices:

• Set a goal in the mind for each day

• Plan and prioritise which distribution points to visit

• Select the distribution points that you will visit

• Review all relevant notes, feedback and action plans from previous field visits to these distribution points

• Check for any previous emails or messages which helps a retailer in gaining control over product information and also in reaching mass audience

UNIT 5.2: Gathering Credit Ageing Information of Retailer Bills

Unit Objectives 🎯

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

1. State the meaning of credit ageing
2. Discuss the concept of ageing of receivables and define the ageing schedule
3. Identify the process to gather credit ageing information
4. State the need to collate data and complete documentation accurately

5.2.1 Credit Ageing

Credit ageing information gives a good indication of the near-term financial situation of customers. A well-organised credit ageing report allows one to list down accounts receivable and keep track of their due dates.

Accounts Receivable Aging ($)						
	Current	1-30 days	31-60 days	61-90 days	Over 90 days	Total
ABC & Co.	2,000	4,000	1,000	-	-	7,000
XYZ & Co.	1,000	2,000	5,000	-	-	8,000
LNM & Co.	1,000	2,000	2,000	1,000	1,000	7,000
Total	**4,000**	**8,000**	**8,000**	**1,000**	**1,000**	**22,000**

Fig. 5.2.1: Credit ageing

- Credit ageing gives useful information about unpaid customer invoices
- Credit ageing is the primary tool used by the collections department to determine which invoices are overdue for payment
- The management also uses it to determine the effectiveness of credit given and ensure cash flow for the business
- Credit ageing also helps estimate potential bad debts, i.e. debts that cannot be recovered
- Once bad debts are identified, those partners can be blacklisted, and all future deals with them negated

5.2.2 Ageing of Receivables

The ageing schedule is used for the process, which shows the relationship between the company's bills and invoices and their dues dates.

Amounts Still Outstanding								
Invoice Number	Customer Name	Amount Receiv-able	Amount Owed this Month	1-30 days	31-60 days	61-90 days	91-120 days	120+ days
1467	Kamalesh	`1,000	`200	`800				
2900	Harish	`2,000	`150		`500			

Amounts Still Outstanding								
Invoice Number	Customer Name	Amount Receivable	Amount Owed this Month	1-30 days	31-60 days	61-90 days	91-120 days	120+ days
4839	Mohan	`1,550	`300			`600		
2930	Nuthan	`1,200	`400		`800			
8593	Aditya	`950	`300		`650			
6744	Ramesh	`450	`150					`300
2045	Arjun	`150	`50				`100	

Table 5.2.2: Ageing of Receivables

- An ageing schedule divides the accounts of the customer into amounts that are (1-30) days old, (31-60) days old, (61-90) days old, etc.
- Account that has more past due shows serious problems
- These problems can be identified by the ageing schedule, and then corrective action can be initiated

Minimising the time span between the sale and collection is the most important rule of sound credit management. Any delay that will stretch this span will cause receivables to build up to unnecessarily high levels and further increases the risk of uncollectible accounts

5.2.3 Gathering Credit Ageing Information

- The distributor sales person can be an effective resource for gathering credit ageing information of retailer bills
- The distributor sales person must keep a personal copy of the ageing schedule for different clients and customers
- They will also be held responsible for updating the ageing schedule regularly (daily, weekly, every 15 days, etc.)
- The distributor sales person should highlight the same if the same customers repeatedly show up as past due in an ageing schedule
- This will allow the company to re-evaluate whether to continue doing business with such clients in future
- The ageing schedule can be used as a base to set a proper beat plan – the daily plan of visiting the existing and prospective outlets as per schedule

5.2.4 Collating Data and Completing Documentation

Once the credit ageing information is collected, one should collect all necessary data and file it properly. Below image indicates some measures to collect information:
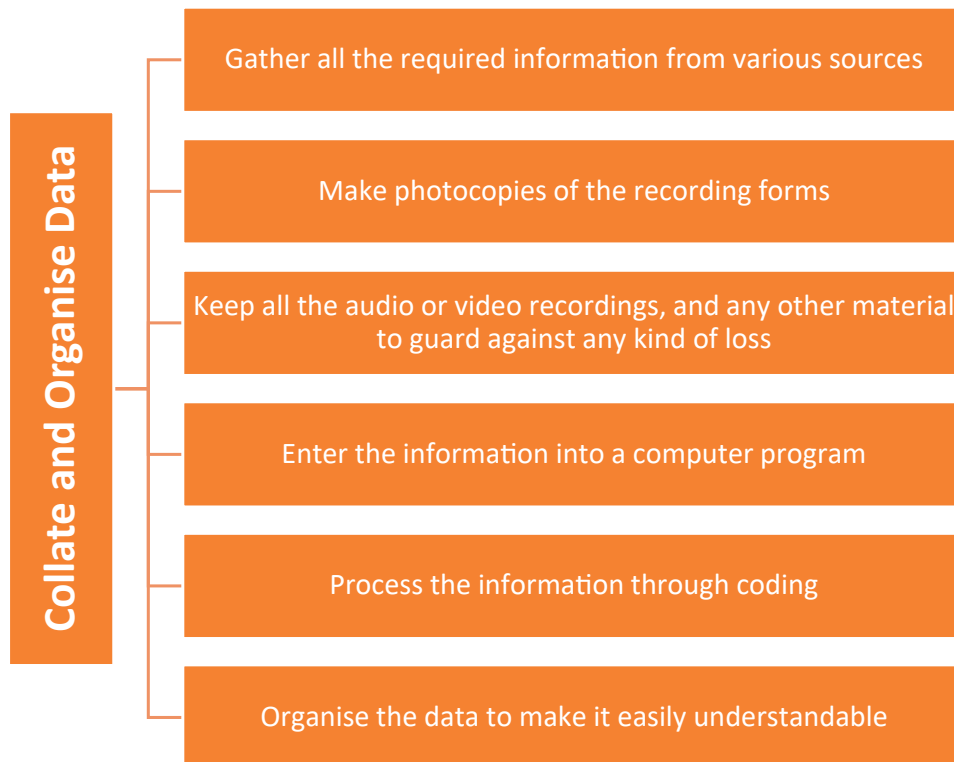
Collate and Organise Data

- Gather all the required information from various sources
- Make photocopies of the recording forms
- Keep all the audio or video recordings, and any other material to guard against any kind of loss
- Enter the information into a computer program
- Process the information through coding
- Organise the data to make it easily understandable

Fig. 5.2.2: Collating Data and Completing Documentation

Maintaining Proper Documentation:

- The distributor sales person must be able to maintain documentation related to the payments process accurately and in an organised manner
- Documentation and record-keeping are important processes to ensure accountability, facilitate coordination in payment processes, and for service improvement
- The distributor sales person must be able to maintain accurate client details along with their due dates for payment

UNIT 5.3: Tracking Pending Payments

Unit Objectives

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

1. Identify how to assess pending payments
2. Identify how to assess consumer credit status
3. List the information mentioned in a credit report
4. Identify some factors which should be considered to analyze data in a credit report
5. List the causes of overdue payment
6. List the responsibility of the sales person in collecting payments

5.3.1 Assessing Pending Payments

- Excessive amount of pending or overdue payments can be a major hurdle in the smooth functioning of a business
- Pending payments can cause a serious cash crunch for the outlet and hamper business commitments
- It is extremely important to trace and keep control on overdue payments
- Some ways to keep overdue payments under control are:
  - o Verifying credit-worthiness of customers
  - o Keeping customers informed/updated about payment terms
  - o Offering discounts to customers who are making payments on time
  - o Initiating corrective actions against customers who do not make payments even after repeated requests

5.3.2 Assessing Consumer Credit Status

Following factors should be considered to assess consumer credit status:

- Credit performance of previous durations
- The current level of indebtedness
- Time period for the credit
- Types of credit
- Pursuit of new credit

5.3.3 Information Mentioned in Credit Report

Credit report collates information about the consumer's financial background and past credit behavior. Information provided in the credit report is highly useful for companies to decide whether or not credit should be given out to a particular customer. The information included in credit reports comes primarily from two sources:

- **Public records:**

  Such as individual voluntary arrangements, court judgments and bankruptcies

- **Information from lenders and financial institutions:**

  This may include records of the number of loans taken by the customer, whether a repayment has been missed ever, etc.

Following are details credit report contains:

- Personal data:

  It includes the current and previous address, details of employment, etc.

- Credit history:

  It includes the summary of the consumer's credit history in respect of:

- Number of accounts held by the consumer
- Type of accounts, such as instalment, revolving and mortgage
- Number of credit inquiries for a specific period of time, such as for a duration of 12 months
- Status of the accounts, including past due or good standing, etc.
- Account details:

  This includes detailed account information, including name, account number, account type, date of opening, the date on which it was last active, balance, etc.

- Dispute issue:

  Any type of dispute issues faced by the consumer

5.3.4 Analysing Data in Credit Report

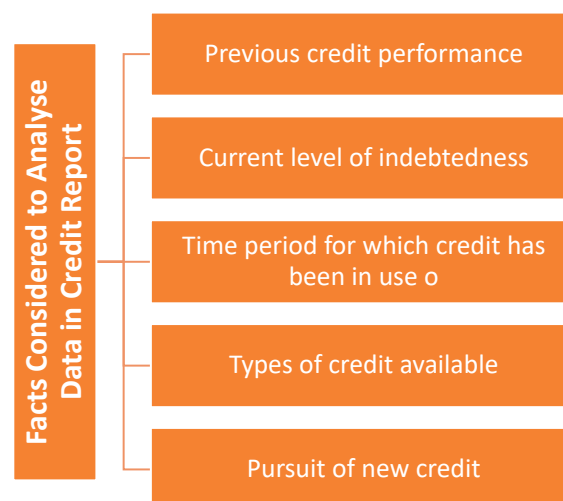Below image indicates some of the facts to be considered to analyze data in a credit report

Facts Considered to Analyse Data in Credit Report

- Previous credit performance
- Current level of indebtedness
- Time period for which credit has been in use o
- Types of credit available
- Pursuit of new credit

Fig. 5.3.1: Analysing Data in Credit Report

5.3.5 Causes of Overdue Payment

Payments from clients may be overdue because of several reasons, such as:

- Loss of source of income due to losses incurred in business, mismanagement of cash flow, etc.
- Incompetence on the part of the distributors to track accounts receivables
- Increase in the expenditures of the clients, making it difficult for them to honour invoices
- Not interested in making payment, as the clients are expecting further discounts, free products, etc.

Differentiating genuine from non-genuine causes can allow distributors to track outstanding payments accordingly. For example, clients who deliberately delay payments by several weeks or months can be black-listed and all future business terms with them terminated

5.3.6 Responsibility of Sales person in Collecting Payments

- Sales people can collect old or doubtful receivable dues to understand the deal and close relationship with the client
- Distributor Sales persons should be aware of their accounts and their payment status
- For pending payments in accounts, the amount being there for less than 30 days which is past due, enquiry can certainly be made by the sales person if there exists any problem with the order or delivery of the order
- This is seen more as customer service than actual collections activity
- The distributor sales person can facilitate payment when it is necessary
- He/she can best identify and resolve differences in an account that often cause receivable problems

UNIT 5.4: Tracking Pending Delivery and Resolving Related Issues

Unit Objectives ◎

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

1. Explain how to track the pending delivery
2. Identify how to resolve issues related to pending delivery
3. Identify the key factors related to pending delivery
4. List the advantages of online and mobile-based automated messaging and alerting mechanism

5.4.1 Tracking Pending Delivery

Distributor sales person resolves issues regarding pending delivery and keeps distributor and organisation's representatives aware of the status.

Fig. 5.4.1: Tracking pending deliveries

A distributor salesman takes care of the following:

• Ability to share sales/anticipated item level demand with suppliers
• Visibility into supplier's inventory availability
• Visibility into supplier's inventory allocation against open POs
• Order tracking – pending orders/historical purchases

Online and mobile-based automated messaging and alerting mechanisms can be an option so that the retailers and the suppliers can take timely action at each step of the workflow.

The above capability improves the overall efficiency of the order fulfilment process and results in higher order fill rates and an improved supplier relationship
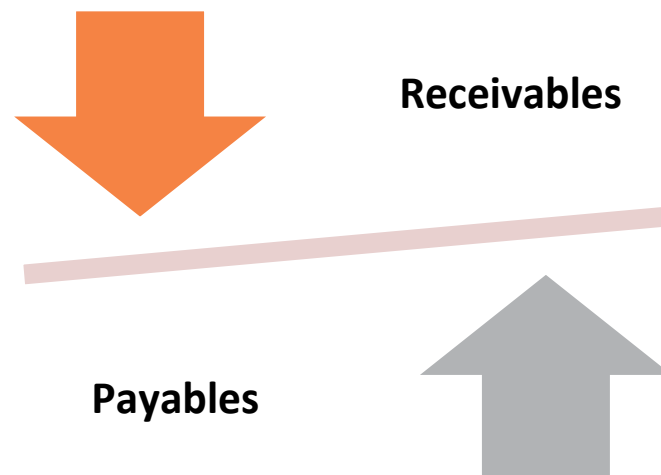
UNIT 5.5: Reconciling Receivables and Payables

Unit Objectives 🎯

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

1. Explain how to balance receivables and payables
2. Discuss the difference between accounts payables and accounts receivables
3. Define accounts payables and accounts receivables
4. Know about the management of accounts receivables

5.5.1 Balancing Receivables and Payables

Creation and maintenance of monthly reconciliations for all asset and liability accounts should be incorporated as the best practice for all organisations. Your accounts receivables and accounts payables balances should also be included in the reconciliation process at the month-end.

Receivables

Payables

Fig. 5.5.1: Balancing Receivables and Payables

The Process:

• A simple process of reconciling receivables and payables
• Administer a month-end balance sheet to determine the general ledger balance of both accounts
• Then, run an Accounts Receivable (A/R) and Accounts Payable (A/P) ageing, ensuring that the 'as of' date is same as that on the given balance sheet
• Report totals should match the amounts existing on the balance sheet

The process of balancing receivables and payables on a monthly basis could save you a lot of work at year-end. If a discrepancy exists, it is much easier to sift through a month's worth of transactions versus a year's worth.

5.5.2 Difference between Accounts Payables and Accounts Receivables

Accounts payables are the amount a retailer owes because they had purchased goods or services on credit from a supplier or vendor. Accounts payables are the liabilities.

Accounts receivables are the amount a supplier has a right to collect because they have sold goods or services on credit to a customer. Accounts receivables are the assets.

Fig. 5.5.2: Difference between Accounts Payables and Accounts Receivables

The management of Accounts Receivable (AR) and Accounts Payable (AP) plays a critical role in the liquidity management of a business enterprise. Businesses strive to collect all money due on time and similarly try to avoid making payments due to the vendors before the due dates

Summary

- The distributor sales person can contribute to credit management for a retail organisation, especially in roles like debt collection, gathering information regarding pending bills/invoices, and maintaining healthy credit relationships with customers
- Credit management, is the method to control and collect payments from customers who have purchased goods on credit
- An invoice is a commercial document relating to a sales transaction which is given by the seller to the consumer
- Invoice reflects the product, price and quantity of product offered by the seller
- "Net 30" on an invoice means the seller expects to receive payment with thirty days after the date of the invoice
- "Due and payable" invoice indicates that a specified amount of money is due and the time has arrived when payment ought to be made
- Distributor sales person's role is to track and collect information of all pending overdue accounts of his dealer's outlets and also to ensure timely collections of payments as per the terms and policies, and update the same on record
- Credit ageing gives useful information about unpaid customer invoices
- Minimising the time span between the sale and collection is the most important rule of sound credit management
- The distributor sales person must be able to maintain documentation related to the payments process accurately and in an organised manner
- Pending payments can cause serious cash crunch for the outlet and hamper business commitments
- Credit report collates information about the consumer's financial background and past credit behavior
- Distributor Salespersons should be aware of their accounts and their payment status
- Online and mobile-based automated messaging and alerting mechanism can be an option so that the retailers and the suppliers can take timely action at each step of the workflow
- Creation and maintenance of monthly reconciliations for all asset and liability accounts should be incorporated as the best practice for all organisations
- Accounts payables are the amount a retailer owes because he/she had purchased goods or services on credit from a supplier or vendor. Accounts payables are the liabilities

Exercise

A. Fill in the blanks:

1. A credit management provides assurance that payments are received on time, costs of credit are low, and _____ are managed without damaging the relations with the buyers.
2. Credit ageing gives useful information about _____ customer invoices.
3. Excessive amount of pending or _____ payments can be a major hurdle in the smooth functioning of a business.
4. Sales people can be involved in collecting old or doubtful _____ to understand the deal and close relationship with the client.

B. Answer the following questions:

1. Describe the process of credit management.
2. what do you mean by credit ageing?
3. Describe the process of assessing pending payments.
4. What are the responsibilities of a sales person in collecting payments?
5. Explain the process of balancing receivables and payables.
6. Explain the difference between accounts payables and accounts receivables.

Notes

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

6. Use Technological Tools and Applications

Unit 6.1 Introduction to Digital Tools for Sales Operations

Unit 6.2 Effective Communication and CRM Tools

Unit 6.3 POS Systems and Sales Tracking

Unit 6.4 Issue Reporting and Digital Promotions

RAS/N0618

Key Learning Outcomes 💡

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

1. Demonstrate the ability to operate basic technological tools and applications to enhance sales and distribution efficiency
2. Explain the significance of utilising digital communication platforms to interact professionally and efficiently with stakeholders
3. Demonstrate proficiency in data entry and the use of tracking system
4. Report order issues like delivery delays or stock shortages via digital channels and troubleshoot mobile sales apps

Unit 6.1 Introduction to Digital Tools for Sales Operations

Unit Objectives ◎

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

1. Outline the basic functions of smartphones and tablets in sales operations
2. Discuss the basic digital tools used for logging sales orders, recording inventory, and managing delivery schedules

6.1.1 Basic Functions of Smartphones and Tablets in Sales Operations

Smartphones and tablets have become indispensable tools in modern sales operations, especially for Salespersons in Distribution roles within the retail sector. These devices enhance efficiency, communication, and customer engagement, enabling sales professionals to perform their duties more effectively. The following are the basic functions of smartphones and tablets in sales operations:

Communication and Coordination

- **Instant Communication:** Smartphones enable quick communication with team members, supervisors, and clients via calls, messages, and emails
- **Team Collaboration:** Use of apps like WhatsApp or Slack for group coordination, updates, and scheduling
- **Client Interaction:** Responding promptly to inquiries and follow-ups with customers via email, messaging apps, or video calls

Order Management

- **Order Placement:** Using distributor or retailer-specific apps to input customer orders directly into the system
- **Order Tracking:** Real-time updates on order status, delivery timelines, and inventory levels
- **Order History:** Accessing customer order history to recommend repeat or complementary purchases

Inventory Management

- **Stock Checks:** Real-time inventory management through apps or portals, ensuring stocks are available to meet demand
- **Low Stock Alerts:** Notifications for replenishment of fast-moving products
- **Barcode Scanning:** Using the camera to scan product barcodes for quick stock updates and checks

Sales and Marketing Support

- **Product Catalogue Access:** Displaying digital product catalogues with high-quality images and specifications

- **Presentations and Demonstrations:** Showing video demonstrations or using presentations to explain product features

- **Promotional Campaigns:** Sharing real-time updates on ongoing discounts or offers

Fig. 6.1 Basic Functions of Smartphones and Tablets in Sales Operations

6.1.2 Digital Tools for Salesperson (Distribution) in the Retail Sector

For the Salesperson (Distribution) job role in the retail sector, digital tools are essential to streamline operations such as logging sales orders, recording inventory, and managing delivery schedules. The following are the key digital tools and their uses:

1. Logging Sales Orders

Efficiently tracking and managing customer orders ensures smooth operations. The following tools are commonly used:

Point of Sale (POS) Software:	Order Management Software (OMS):

• A POS system allows salespersons to input customer orders, process payments, and generate invoices.
• **Features:**
  • Digital catalogue for product selection
  • Instant invoice generation
  • Integration with inventory systems
• **Examples:**
  • **Tally ERP 9:** Widely used in India for retail sales and invoicing
  • **Zoho Books:** For streamlined order management
	• It helps in centralizing order information from various channels.
	• **Examples:**
	  • **Unicommerce:** Popular in India for multichannel order management
	  • **SAP Business One:** For small to medium-sized businesses

Fig. 6.2 Logging Sales Orders

2. Recording Inventory

Managing stock levels is critical to ensure adequate supply and reduce wastage. Tools for inventory management include:

Inventory Management Software:	Order Management Software (OMS):

• Tracks inventory levels, stock movement, and reorder points
 	
• **Features:**
  • Real-time stock updates
  • Barcode scanning for accuracy
  • Integration with sales and delivery systems
 	
• **Examples:**
  • **Vyapar:** An Indian tool catering to small retailers
  • **QuickBooks Inventory:** For inventory tracking with financial reporting
	• Larger distribution businesses may use ERP systems to manage inventory at multiple locations
	
	• **Examples:**
	  • **Odoo:** Open-source and customizable
	  • **Microsoft Dynamics 365:** For detailed analytics and reporting

Fig. 6.3 Recording Inventory

3. Managing Delivery Schedules

Ensuring timely delivery is a vital aspect of customer satisfaction. The following tools assist in scheduling and tracking deliveries:

Delivery Management Software (DMS):

• Provides real-time tracking, route optimization, and delivery updates.

• **Features:**
  • Automated route planning
  • Integration with customer communication tools (SMS/Email)
  • Proof of delivery (digital signature or photo)

• **Examples:**
  • **Locus:** AI-based delivery management tool widely used in Indian logistics
  • **FarEye:** Focuses on last-mile delivery optimization

GPS Tracking Tools:

- Integrated with delivery vehicles for real-time tracking and monitoring

CRM Software with Delivery Modules:

- Some CRM tools also include delivery scheduling and tracking
- For example, **Zoho CRM** integrates with delivery systems for a seamless experience

Fig. 6.4 Managing Delivery Schedules

Other Relevant Tools and Technologies

1. **Mobile Applications:**

   Many tools offer mobile apps for field salespersons to log orders, check stock availability, and confirm deliveries in real time.

Fig. 6.5 Mobile Apps for Field Salespersons

2. **Cloud Storage and Collaboration Tools:**

   Platforms like Google Workspace and Microsoft 365 enable easy sharing of sales orders, inventory data, and delivery schedules among teams.
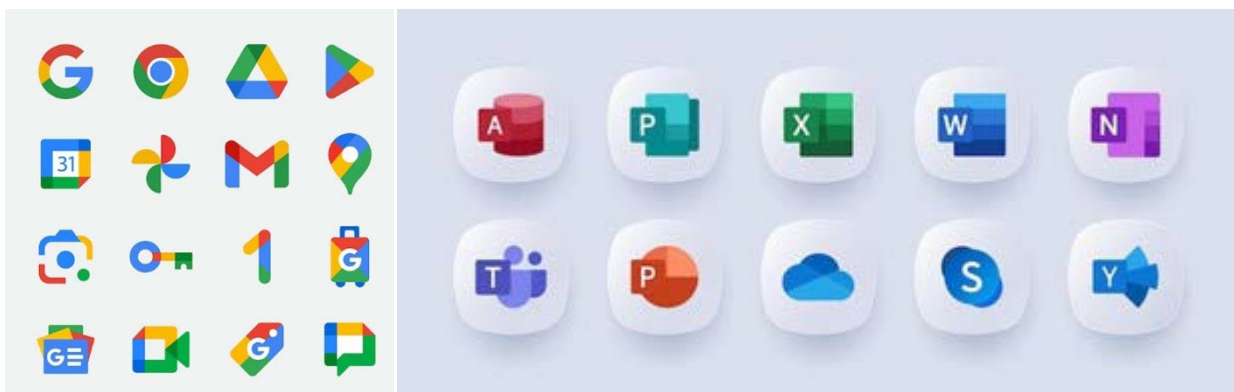

Fig. 6.6 Cloud Storage and Collaboration Tools

3. **AI and IoT Tools:**

Advanced retailers use AI to predict demand and optimize inventory levels, while IoT devices track delivery vehicle performance and ensure real-time data syncing.

Fig. 6.7 AI and IoT Tools

The adoption of digital tools enables salespersons in distribution roles to improve efficiency, reduce errors, and enhance customer satisfaction. A good combination of POS systems, inventory management tools, and delivery software ensures seamless integration of sales, stock, and logistics operations.

Unit 6.2 Effective Communication and CRM Tools

Unit Objectives 🎯

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

1. Illustrate effective communication strategies using messaging apps like WhatsApp or SMS for managing customer and distributor interactions related to orders and deliveries
2. Explain the importance of customer relationship management (CRM) systems

6.2.1 Effective Communication Strategies for Managing Orders and Deliveries via Messaging Apps

Effective communication strategies using messaging apps like WhatsApp or SMS for managing customer and distributor interactions related to orders and deliveries can enhance clarity, speed, and satisfaction. The following are some strategies tailored to streamline orders and deliveries:

Keep Communication Clear and Professional	**Scenario:** A customer inquiry about the status of their order.
	Message Example: *"Dear [Customer Name], your order [Order ID: 12345] is scheduled for delivery on [Date]. Please let us know if you have any questions. Thank you for choosing [Company Name]!"* **Tips:** • Avoid jargon or abbreviations that may confuse the recipient. • Use a professional tone, avoiding overly casual language or emojis unless appropriate.
Leverage Templates for Repeated Queries 	Prepare templates for frequently asked questions or updates to save time. **Example Template for Delivery Updates:** *"Hello [Name], your delivery is out for dispatch and will arrive at [Approximate Time/Date]. For queries, reply to this message."*

Use Scheduled Messages for Timely Updates	**Scenario:** Notifying distributors of the next inventory shipment.
	Message Example:
	"Hello [Distributor Name], your inventory shipment for [Product Name] is scheduled to leave our warehouse on [Date]. Expected delivery is [Delivery Date]. Please confirm receipt."
	Tips:
	Use features like WhatsApp's scheduled messages or third-party apps for timely reminders.
Confirm Orders and Details Before Finalizing	**Scenario:** A customer places an order via WhatsApp.
	Message Example:
	_"Thank you, [Customer Name], for your order of [Product/Service]. Please confirm the following details:
	Order ID: 12345
	Delivery Address: [Address]
	Delivery Date: [Date]
	Reply 'YES' to confirm or 'NO' to modify."_
	Tips:
	• Double-check customer inputs to minimize errors.
Personalize Messages to Build Relationships	Include the recipient's name and specific details about their orders or needs.
	Example:
	"Hi [Distributor Name], just a reminder that we're offering a 5% discount on orders placed before [Date]. Let me know if you'd like to take advantage of this offer!"
Provide Updates in Real-Time	**Scenario:** Informing a customer of a delay in delivery.
	Message Example:
	"Dear [Customer Name], we apologize for the delay. Your order [Order ID] will now arrive on [New Delivery Date]. Thank you for your patience."
	Tips:
	Be transparent about delays to maintain trust.

Use Multimedia for Better Understanding	Attach photos, invoices, or location links for clarity. **Example:** *"Hi [Distributor Name], attached is the invoice for your order. Please confirm receipt."* *"Here's the live location of your delivery vehicle: [Link]"*
Confirm Orders and Details Before Finalizing	**Scenario:** A customer reports an issue with the order. **Message Example:** *"We're sorry for the inconvenience, [Customer Name]. Please share your order details, and we'll resolve this immediately. For urgent issues, contact [Support Number]."* **Tips:** Acknowledge complaints promptly and provide solutions.
Respect Boundaries and Timing	Avoid sending messages during non-business hours unless urgent. **Example:** *"Hello [Distributor Name], this is a reminder for tomorrow's delivery. Feel free to reply if you have any concerns."*
Follow Up and Request Feedback	**Scenario:** After a successful delivery. **Message Example:** *"Dear [Customer Name], we hope your order arrived as expected. Please share your feedback or let us know if there's anything we can improve. Thank you!"*

Fig. 6.8 Effective Communication Strategies for Managing Orders and Deliveries via Messaging Apps

By implementing these communication strategies, salespersons can improve efficiency, build trust, and foster strong relationships with customers and distributors. Effective use of messaging apps ensures professionalism while maintaining a personal touch, creating a seamless experience in the retail distribution process.

6.2.2 Importance of Customer Relationship Management (CRM) Systems

Customer Relationship Management (CRM) systems play a vital role in enabling salespersons in distribution roles to manage customer interactions effectively, streamline sales processes, and build long-term customer relationships. The following figure explains why CRM systems are critical for this job role:

Centralized Customer Data

- CRM systems provide a unified platform to store and access customer information, including purchase history, contact details, preferences, and feedback. This helps salespersons personalize their approach, identify customer needs, and enhance service quality.

Improved Communication and Follow-ups

- Effective follow-ups are essential in distribution. CRM systems automate reminders for customer follow-ups, ensuring that no opportunities are missed. Salespersons can also track communication history to maintain consistency and build trust with clients.

Sales Pipeline Management

- For distribution sales, managing multiple deals and orders is crucial. CRM tools help in tracking leads, order statuses, and payment schedules, enabling the salesperson to prioritize tasks and close deals faster.

Customer Retention and Loyalty

- CRM systems enable salespersons to monitor customer satisfaction and address issues promptly. By providing insights into customer behavior and preferences, CRM systems help design loyalty programs and personalized offers to improve retention.

Efficient Order and Inventory Tracking

- Integration of CRM with inventory management ensures that salespersons can check product availability in real time, process orders efficiently, and provide accurate delivery timelines to customers, enhancing operational efficiency.

Data-Driven Decision Making

- With analytics features, CRM systems offer actionable insights into customer trends, sales performance, and market demands. Salespersons can use these insights to identify upselling and cross-selling opportunities and refine their sales strategies.

Enhanced Collaboration

- In a distribution setup, salespersons often work with other departments like logistics and finance. CRM tools foster seamless collaboration by sharing customer and order information across teams, ensuring smooth operations.

Scalability and Growth

- As the business grows, managing an expanding customer base becomes challenging. CRM systems are scalable, allowing salespersons to handle a larger volume of customers and orders efficiently, supporting business growth.

Compliance and Record-Keeping

- In distribution, maintaining compliance with regulatory standards and maintaining accurate records is critical. CRM systems provide a secure and organized repository for all customer-related documents, aiding in compliance and audits.

Fig. 6.9 Importance of Customer Relationship Management (CRM) Systems

For a Salesperson (Distribution) in the retail sector, CRM systems are indispensable tools that enhance productivity, customer satisfaction, and revenue generation. They enable the salesperson to focus on building meaningful relationships, optimizing sales efforts, and driving long-term success in a competitive market.

Unit 6.3 POS Systems and Sales Tracking

Unit Objectives ◎

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

1. Describe the purpose and functionality of point-of-sale (POS) systems
2. Explain the benefits of using mobile applications for sales and inventory tracking

6.3.1 Purpose and Functionality of Point-of-Sale (POS) Systems

A Point-of-Sale (POS) system serves as the central hub for completing retail transactions at the checkout counter, allowing salespersons to efficiently process customer purchases by scanning items, calculating totals, accepting payment, and generating receipts, while simultaneously tracking inventory levels and sales data crucial for informed decision-making within a retail store.

Streamlined Transactions: POS systems help salespeople efficiently process customer purchases, ensuring accurate billing and receipt generation.

Inventory Management: The system provides real-time updates on stock levels, enabling better stock control and replenishment decisions.

Customer Relationship Management (CRM): POS systems often integrate with CRM tools, allowing salespeople to track customer preferences, purchase history, and loyalty program details.

Reporting and Analysis: They generate detailed sales reports, aiding in understanding trends and improving sales strategies.

Error Reduction: By automating calculations and record-keeping, POS systems minimize errors in billing and inventory management.

Fig. 6.10 Purpose of Point-of-Sale (POS) Systems

For a Salesperson (Distribution), the POS system is essential for managing the sales lifecycle efficiently, from transaction handling to inventory updates, enhancing both operational efficiency and customer satisfaction. The following are the function of POS system:

Transaction Processing:	Scans product barcodes using a scanner
	Applies discounts or offers where applicable
	Accepts various payment methods, including cash, card, UPI, and digital wallets
Inventory Tracking	Automatically updates inventory after each sale
	Alerts when stock levels are low, ensuring timely restocking
Sales Reporting:	Provides insights into daily, weekly, and monthly sales
	Tracks best-selling products to inform stocking and promotional strategies
Customer Engagement:	Tracks customer purchases to offer personalized recommendations
	Facilitates loyalty programs by recording points and discounts
Returns and Exchanges:	Simplifies processing of refunds or exchanges by tracking transaction history
Integration with Distribution Systems:	Syncs with supply chain systems to optimize product distribution across retail locations

Fig. 6.11 Functionality of Point-of-Sale (POS) Systems

6.3.2 Benefits of Using Mobile Applications for Sales and Inventory Tracking

Using mobile applications for sales and inventory tracking offers several benefits for a Salesperson (Distribution) in the retail sector. These applications streamline operations, improve productivity, and enhance decision-making. The following figure explains the key benefits:

Real-Time Sales Tracking	• Mobile applications allow salespersons to track their daily, weekly, and monthly sales in real time. • This feature ensures they are always aware of their progress against sales targets. • Instant access to data also helps in identifying best-selling products and customer preferences.

Improved Inventory Management	• Salespersons can check stock levels instantly to avoid overselling or stockouts. • The app provides alerts for low-stock items, enabling timely restocking and preventing revenue loss. • Integration with the distribution system ensures up-to-date inventory data.
Simplified Order Management	• Mobile apps streamline the order-taking process by enabling direct entry of customer orders. • Orders can be synced automatically with the back-office system, reducing manual errors and delays. • This ensures accurate fulfillment and improves customer satisfaction.
Enhanced Communication	• Apps facilitate seamless communication between the salesperson, warehouse, and management. • Push notifications and instant updates keep the salesperson informed about promotions, offers, or inventory changes.
Data-Driven Insights	• Applications often come with dashboards and analytics features. • Salespersons can leverage these insights to understand trends, customer buying patterns, and underperforming products. • This enables strategic decision-making and helps achieve better sales outcomes.
Time Efficiency	• Automating routine tasks such as logging sales, updating inventory, and generating invoices saves time. • Salespersons can focus more on building customer relationships and meeting sales goals.
Reduced Paperwork	• Digital records replace the need for maintaining physical ledgers and paperwork. • This minimizes errors, ensures easy retrieval of past sales data, and contributes to an eco-friendly process.
Mobility and Accessibility	• Mobile applications can be accessed anytime, anywhere, enabling salespersons to work efficiently on the go. • This is particularly useful for traveling sales representatives covering multiple territories.

Increased Customer Satisfaction	• Quick access to inventory and product details helps salespersons provide better service. • Faster order processing and accurate stock availability create a positive customer experience.
Cost Effectiveness	• Automating sales and inventory processes reduces operational costs associated with manual errors, delayed orders, and excess stock. • Over time, this improves profitability for both the salesperson and the retail organization.

Fig. 6.12 Benefits of Using Mobile Applications for Sales and Inventory Tracking

Unit 6.4 Issue Reporting and Digital Promotions

Unit Objectives ⊚

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

1. Describe the steps for reporting issues related to orders, delivery delays, or product availability through digital support channels, including common troubleshooting practices for mobile sales apps

2. Discuss the importance of utilizing digital platforms to handle product catalogs and promotional materials for sales

6.4.1 Steps for Reporting Issues via Digital Support Channels and Troubleshooting Practices for Mobile Sales Apps

For the Salesperson (Distribution) job role in the retail sector, reporting issues related to orders, delivery delays, or product availability through digital support channels involves a series of steps to ensure smooth resolution. Following are the detailed steps, including common troubleshooting practices for mobile sales apps:

Identifying the Issue

- Clearly define the problem (e.g., delayed delivery, incorrect order, unavailable product).
- Gather relevant information such as:
- Order ID or reference number
- Customer details (if required)
- Screenshots or error messages (if applicable)
- Date and time of the issue

Accessing Digital Support Channels

- **Mobile Sales Apps:** Use in-app support options like "Help" or "Customer Support."
- **Messaging Platforms:** Reach out via WhatsApp, chatbots, or live chat features if available.
- **Email Support:** Draft an email to the designated support team with all issue details.
- **Support Portals:** Log into the retailer's dedicated support portal to raise a ticket.

Raising the Issue

- Fill in the required fields in the support form, including:
- Contact information
- Nature of the issue (select appropriate category)
- Detailed description of the problem
- Attachments (screenshots, invoices, etc.)
- Submit the ticket or query and note the reference number for follow-up

Following Up on the Report

- Monitor the status of your issue using the ticket number or app dashboard
- Communicate any additional details promptly if requested by the support team
- Escalate the issue to a supervisor if there's no resolution within the expected timeframe

Troubleshooting Mobile Sales App Issues

- **Common Troubleshooting Steps:**
- **Check Connectivity:** Ensure a stable internet connection
- **Update the App:** Install the latest app version to avoid bugs
- **Clear Cache/Data:** Resolve performance issues by clearing app cache or data
- **Restart Device:** Reboot the device to refresh the app
- **Reinstall the App:** Uninstall and reinstall the app to fix persistent errors
- **Error-Specific Actions:**
- **For login issues:** Reset the password or verify login credentials
- **For payment issues:** Check payment status with the bank or payment gateway
- **For notifications not showing:** Enable app permissions and notifications

Verifying the Resolution

- Test the solution provided by the support team
- Confirm with the customer (if applicable) that the issue is resolved
- Close the support ticket if the issue is satisfactorily resolved

Documenting the Process

- Maintain records of reported issues and resolutions for future reference
- Share feedback with the support team to improve the process

Fig. 6.13 Steps for Reporting Issues via Digital Support Channels and Troubleshooting Practices for Mobile Sales Apps

6.4.2 Importance of Utilizing Digital Platforms for Product Catalogues and Promotional Materials in Sales

In the role of a **Salesperson (Distribution)** in the retail sector, leveraging digital platforms to manage product catalogues and promotional materials is essential for improving efficiency, enhancing customer engagement, and staying competitive in today's market.

Streamlined Product Management

- **Centralized Information:** Digital platforms allow salespersons to maintain a centralized repository of product catalogs. This ensures real-time access to updated information, such as product specifications, pricing, and availability.
- **Efficient Updates:** Changes to products, such as new arrivals or discontinued items, can be instantly reflected, reducing the risk of errors during sales interactions.

Improved Customer Experience

- **Personalized Presentations:** Digital tools enable customization of catalogs to suit the preferences and needs of specific customers, enhancing the overall buying experience.
- **Quick Access:** Salespersons can quickly retrieve product details or promotional offers, providing prompt responses to customer inquiries, which builds trust and credibility.

Enhanced Marketing and Promotions

- **Targeted Campaigns:** Digital platforms help track customer preferences and purchase history, enabling targeted promotions tailored to specific customer segments.
- **Dynamic Content:** Multimedia-rich promotional materials, such as videos, infographics, and interactive product demos, can be easily shared through these platforms, making campaigns more engaging and effective.

Increased Efficiency in Distribution

- **Automation of Repetitive Tasks:** Processes like order placements, stock tracking, and invoice generation can be automated, freeing up time for the salesperson to focus on customer relationships and strategy.

- **Real-Time Collaboration:** Digital platforms facilitate seamless communication with suppliers, distributors, and internal teams, ensuring faster resolution of issues and smooth operations.

Data-Driven Insights

- **Performance Metrics:** By utilizing analytics tools integrated into digital platforms, salespersons can monitor the performance of specific products or promotions, allowing them to refine their strategies.

- **Customer Behavior Analysis:** Insights into customer behavior can guide upselling and cross-selling opportunities, boosting sales revenue.

Scalability and Adaptability

- **Handling Large Portfolios:** For salespersons managing extensive product lines, digital platforms simplify catalog navigation and inventory management, making it feasible to scale operations.

- **Adapting to Trends:** As consumer behaviors and market dynamics evolve, digital platforms make it easier to adapt promotional materials and strategies to stay relevant.

Cost and Time Savings

- **Reduced Printing Costs:** Digital product catalogs eliminate the need for printed materials, cutting costs and reducing environmental impact.

- **Faster Rollouts:** New promotions or updates can be rolled out instantly, ensuring that customers always receive the latest offers.

Fig. 6.14 Importance of Utilizing Digital Platforms for Product Catalogues and Promotional Materials in Sales

By integrating digital platforms into their workflows, salespersons in distribution can enhance productivity, improve customer satisfaction, and achieve better sales outcomes. These tools are not just facilitators but key enablers for growth in the competitive retail sector.

Summary

- Smartphones and tablets have become essential tools in modern sales operations, improving efficiency, communication, and customer engagement.

- These devices allow for instant communication with team members, clients, and supervisors through calls, messages, and emails.

- Sales professionals use apps like WhatsApp and Slack for team coordination, updates, and scheduling.

- Smartphones and tablets facilitate order management by enabling direct input of customer orders, real-time tracking, and accessing order history for recommendations.

- Inventory management is streamlined with real-time stock updates, low stock alerts, and barcode scanning features.

- Digital tools also support sales and marketing efforts, including accessing product catalogues, showcasing video demonstrations, and sharing promotional campaigns.

- Key digital tools for salespersons in the retail sector include Point of Sale (POS) software and Order Management Software (OMS) to log orders and manage sales.

- Inventory management is handled with tools like Vyapar and QuickBooks Inventory, which provide real-time stock updates and integration with sales and delivery systems.

- Delivery management tools, such as Locus and FarEye, help schedule deliveries, optimize routes, and track deliveries in real-time.

- The integration of AI, IoT, mobile apps, cloud storage, and CRM tools enhances overall sales and logistics operations, improving efficiency and customer satisfaction.

- Effective communication strategies using messaging apps like WhatsApp and SMS can improve order and delivery management by enhancing clarity and speed.

- Professional communication is key, ensuring clear and concise updates, such as order status, to avoid confusion.

- Templates for frequently asked questions and updates can save time, especially for routine queries like delivery schedules.

- Scheduled messages help ensure timely updates, such as notifying distributors about upcoming inventory shipments.

- Confirming order details before finalizing ensures accuracy and minimizes errors.

- Personalizing messages, including customer names and specific order details, helps build stronger relationships.

- Real-time updates, especially regarding delays, maintain transparency and trust with customers.

- Multimedia, like photos and live location links, can improve understanding and communication clarity.

- Offering quick support, including escalation channels for urgent issues, enhances customer service.

- CRM systems are essential for managing customer interactions, improving communication, tracking sales, and fostering customer loyalty through centralized data, automated follow-ups, and data-driven decisions.

- POS systems streamline retail transactions by processing purchases, generating receipts, and tracking inventory and sales data in real-time.

- They enable efficient transaction processing by scanning barcodes, applying discounts, and accepting various payment methods.

- POS systems help manage inventory by automatically updating stock levels after each sale and sending alerts for low stock.

- These systems generate sales reports, providing insights into trends and helping salespersons adjust strategies.

- POS systems integrate with CRM tools, enabling personalized customer engagement through purchase history and loyalty program details.

- Mobile applications for sales and inventory tracking offer real-time sales tracking, ensuring salespersons are aware of their progress and customer preferences.

- They improve inventory management by providing real-time stock updates and alerts for low-stock items, preventing stockouts and overselling.

- Mobile apps simplify order management by directly syncing customer orders with back-office systems, reducing errors and delays.

- These applications enhance communication between salespersons, warehouses, and management, with push notifications keeping everyone informed.

- Mobile apps provide data-driven insights, increase time efficiency, reduce paperwork, and improve customer satisfaction, making sales and inventory management more cost-effective.

- To report issues through digital support channels, a salesperson must first clearly identify the problem and gather relevant information, such as order IDs and error messages.

- Support can be accessed through mobile apps, messaging platforms, email, or dedicated support portals.

- Salespersons must submit detailed support forms with information about the issue, attaching necessary documents like screenshots or invoices.

- Following up on reported issues involves monitoring the status, providing additional information, and escalating unresolved issues to a supervisor.

- Troubleshooting for mobile app issues includes checking connectivity, updating the app, clearing cache, or reinstalling the app to resolve performance errors.

- After resolving an issue, salespersons should verify the solution and confirm with customers that the issue has been fixed.

- Documenting the issue resolution process and providing feedback helps improve future support procedures.

- Digital platforms for product catalogues centralize product information, allowing real-time updates on specifications, pricing, and availability.

- Digital tools also help create personalized product presentations and enable quick access to product details and promotional offers for enhanced customer service.

- Using digital platforms for marketing, automation, data insights, and real-time collaboration increases efficiency, boosts sales, and provides scalability, leading to cost savings and improved customer experiences.

Exercise ✍️

Multiple-choice questions (MCQs)

1. **What is the primary benefit of using smartphones in sales operations**?
a. Entertainment during work hours
b. Instant communication with team members and clients
c. Access to social media platforms
d. Playing games during breaks

Answer: b. Instant communication with team members and clients

2. **Which of the following is NOT a recommended communication strategy for messaging apps?**
a. Confirming orders and details before finalizing
b. Avoiding transparency about delays
c. Respecting boundaries and timing
d. Offering quick support for complaints

Answer: b. Avoiding transparency about delays

3. **What is the primary purpose of a Point-of-Sale (POS) system in retail?**
a. To track employee performance
b. To process transactions and manage inventory
c. To create promotional materials
d. To handle customer complaints

Answer: b. To process transactions and manage inventory

4. **Which of the following is a key functionality of POS systems?**
a. Scanning product barcodes and applying discounts
b. Handling employee payroll
c. Managing social media posts
d. Designing store layouts

Answer: a. Scanning product barcodes and applying discounts

5. **What is the first step in reporting an issue via digital support channels?**
a. Accessing the support portal
b. Identifying the issue and gathering relevant information
c. Installing a new mobile app version
d. Reaching out via WhatsApp

Answer: b. Identifying the issue and gathering relevant information

6. How do AI and IoT tools contribute to sales operations in the retail sector?

7. What role does real-time inventory tracking play in CRM systems?

8. How can CRM systems aid in building long-term customer relationships?

9. Explain Ahow POS systems contribute to error reduction in retail transactions.

10. What common troubleshooting practices can be used to resolve issues with mobile sales apps?

_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____
_____

https://www.youtube.com/watch?v=mOXiJYkcVAk

IoT in retail industry | Applications of IoT | How IoT
works in retail sector in 2024

https://www.youtube.com/watch?v=bUiQDZgYvcc

Customer Relationship Management : EXPLAINED

https://www.youtube.com/watch?v=8wshLQRdIfY

What Is A POS? Point of Sale System Software and
Hardware Explained

7. Building Relations with Trade

Unit 7.1 - Building Effective Relationship with Retailers

Unit 7.2 - Objection Handling

Unit 7.3 - Retailer's Needs and Problems

Unit 7.4 - Benefits to Retailers from Sale and Promotions

Unit 7.5 - Issue Resolution

RAS/N0605

Key Learning Outcomes

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

1. Create a rapport with the trade based on punctuality, regularity, courtesy, good manners and interest in increasing the retailer's business and uplifting the outlet's appearance
2. Listen to retailers patiently and understand their needs and problems
3. Use open-ended/close-ended questions to seek clarification on retailers' problems and grievances
4. Explain the benefits that the retailer will have from the sale
5. Handle objections and resolve issues
6. Escalate the issues to the supervisor that are beyond your purview

UNIT 7.1: Building Effective Relationship with Retailers

Unit Objectives

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

1. Demonstrate building effective relationships (coach retailer on building rapport with customers)
2. Understand how to improve retailer's customer service skills
3. Illustrate how to ask questions to ensure delivery of exact services that a customer requires
4. Describe how to develop a relationship with a customer

7.1.1 Building Personal Relationship

Skills of relationship building are a combination of soft skills that a person applies to connect with others and form positive relationships. In the workplace, relationship building skills are essential for getting along with coworkers, contributing to a team and building an understanding between yourself and others.
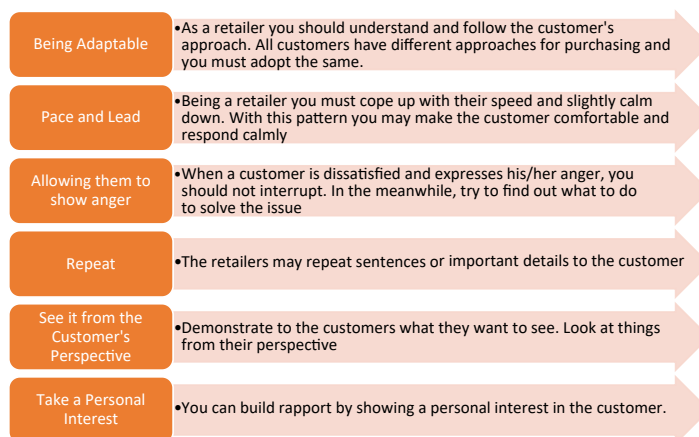
Being Adaptable	•As a retailer you should understand and follow the customer's approach. All customers have different approaches for purchasing and you must adopt the same.
Pace and Lead	•Being a retailer you must cope up with their speed and slightly calm down. With this pattern you may make the customer comfortable and respond calmly
Allowing them to show anger	•When a customer is dissatisfied and expresses his/her anger, you should not interrupt. In the meanwhile, try to find out what to do to solve the issue
Repeat	•The retailers may repeat sentences or important details to the customer
See it from the Customer's Perspective	•Demonstrate to the customers what they want to see. Look at things from their perspective
Take a Personal Interest	•You can build rapport by showing a personal interest in the customer.

Fig. 7.1.1: Key factors in building a personal relationship

Activity

Selling a Product

- Two volunteers are required for this activity
- One volunteer will enact the role of a buyer and another of a seller
- The seller will sell a product to the buyer
- The seller will talk about the product features, quality, design, customer service, warranty, price, etc., to sell the product
- The buyer has to be convinced by the seller to purchase the product using his/her power of negotiation
- Buyer, on the other hand, will ask for more benefits and negotiate to reduce the price

7.1.2 Retailer's Customer Service Skills

Following are some important points which are needed to be considered to improve retailer's customer service skills

- Make sure retailer believes in the product or service he/she is selling. Would customer buy a product when the retailer does not sound convincing? Think over it
- Retailer needs to develop a positive rapport with the customer
- Customers appreciate a representative who finds solutions to their problems. At the same time, a retailer must have good time management skills. For example, spending too much time handling one customer while others are waiting, leaves a negative impact on other customers. Maintain focus on your goals to achieve the right balance
- If retailer cannot answer a customer's question, he/she should find somebody else in the store who can
- Just because you, as a retailer, are an expert at something, it does not mean the customer else is an expert. So the retailer should be well prepared to explain the offer in detail
- If you get any query from a customer, then answer them as early as possible, don't keep them waiting. Longer the time of waiting, longer the chances of frustrating a customer
- You should always treat customers with a smile, treat them as they would prefer. If a customer is not respected by the retailer, they would not like to spend a long time and make purchases from him/her
- You should not just predict a customer's needs. You should first check with the customer what you have to offer and what the customer actually needs. You should use your own experiences and knowledge to understand what is fit for the customer
- You must take the customer's feedback about your product and the services offered. This would be beneficial for you in future

Activity

Activity

Selling a Product

- Minimum two volunteers (learners) are required for this activity
- One volunteer will play the role of a customer and the other will act as a retail store associate
- The learner playing the role of a retail store associate must focus on being cordial and courteous towards the customer
- Some examples of a dialogue between the customer and retailer will be given by your facilitator
- Use these dialogue templates for reference. They can be modified, if necessary
- Follow the instructions of the facilitator

7.1.3 Develop a Relationship with a Customer

1. Building a Relationship with a Customer:
   - Get to know your customers in person
   - Create a proper database for customer phone numbers, mail and e-mail addresses
   - Use polls, surveys, and questionnaires to learn about customer's preferences and needs
   - Research your customers

2. Communicating with a Customer:

   Work to establish lines of communication with your customers is vital to develop relationships with them, and you should utilise as many communication platforms as possible.

   - Send out a monthly newsletter
   - Develop a social media presence
   - Hold special events, parties, and contests
   - Encourage customer feedback

3. Maintaining a Relationship with a Customer:
   - Be transparent in your business dealings
   - Honesty should be maintained with the customer at all times
   - Always acknowledge mistakes, problems and delays
   - Say 'thank-you' to your customers
   - Develop a real relationship

UNIT 7.2: Objection Handling

Unit Objectives ⊚

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

1. Explain the concept of objection handling
2. Understand objection-handling process
3. List objection-handling techniques and methods

7.2.1 Concept of Objection Handling

Fig. 7.2.1: Concept of objection handling

- An important part of the sales process is handling objections
- Objections can be useful because they let the distributor know distributor sales person what to focus upon while addressing a prospect's concerns
- Successful sales people learn how to overcome objections through preparation and having the right information close at hand to address them

7.2.2 Objection-Handling Process

Following are the steps to handle objection:

1. **Listen:**
   • Listen to your customer first
   • Don't interrupt them in the beginning of the objection conversation
   • Your interruption may create objections to their objections
   • If you don't listen to your customer's objections, they may stop shopping and leave
   • Follow effective listening methods and physical ways of showing interest

2. **Question:**
   • You should ask appropriate questions from the customers
   • This may attract customers towards shopping
   • The questions should be related to the retailer, product, and customer needs, but do not ask personal questions
   • Questions should be asked in a pleasant way
   • In the end, you may offer a shopping bucket to the customer, and ask any other unfulfilled objectives they have and if possible, try to fulfil them. This would take you towards the closure of the sale

3. **Think:**
   • You must think before working
   • When you are going to solve an objection, you must think which method of handling is most suitable to the retailer and customer as well
   • Is a direct and confrontational approach more suitable? Or
   • Can you use a low profile attitude to solve the situation better? Or
   • Should you postpone the solution to another day? (You should use this only when you are sure that the solution will come to the selling situation)
   • Thinking is a good practice. When you hold the situation as it is for a while, this shows how serious you are about towards solving the objections

4. **Handle:**
   • At this stage, the objection has been solved
   • Now you may use the objection handling techniques which are best suitable
   • You must avoid the force-fit method to solve any objections

5. **Check:**
   • In the end you must check and see if the objection handling has worked
   • You should ask the customer whether he has convinced with you or not

7.2.3 Objection-Handling Techniques and Methods

Below image indicates some of the objection handling techniques and methods:

Objection Chunking	• This means taking a higher or lower viewpoint
Curiosity	• Be curious
Fallback	• Take a step back and remove the cause of the object
Justification	• It means explain how practical the objection is
LAIR	• Listen, Acknowledge, Identify objection, and Reverse the objection
Pre-empting	• Handle objection before it arises
Pushback	• It means Object to their objection
Writing	• Writing down the objections then crossing them off as they are solved
Boomerang	• Bouncing back on what you get
Conditional Close	• This means make closure a condition for resolving their objection
Deflection	• It means not responding to the objection and just letting it pass
Humor	• Respond to the objection with humor rather than frustration
LAARC	• Listen, Acknowledge, Assess, Respond, and Confirm the objection
Objection Writing	• Write down objection and cross out it
Reframing	• Change customer's cognitive frame
Reprioritise	• Prioritise again on clearing the objection before finish

Fig. 7.2.2: Objection handling techniques

UNIT 7.3: Retailer's Needs and Problems

Unit Objectives ⊚

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

1. Understand retailer's needs and requirements
2. Know about retail problems that you need to address

7.3.1 Retailer's Needs

The ability of keeping store owners happy is a result of good customer service orientation. Some of the indicated tasks shown in the below image helps to keep the store owners happy with the provided services

Retailer's Needs

- Treat them with Respect
- Be Responsive to the Retailer
- Prompt and efficient response to retailers and updated information to retailers
- Request should be handled in polite and appropriate way
- To deliver best services to retailers there is a need of questioning them
- Remain Committed to Helping
- Taking into Account the Retailers' Needs Rather Than Your Own

Fig. 7.3.1: Need of the retailer

7.3.2 Retail Problems - Need to Address

If you want to remain competitive and avoid losing customers, here are a few problems you need to address:

- **Leaving customers alone:**

  Many customers appreciate – and often need – direction to make a purchase decision. Leaving customers to themselves is a dangerous and foolish act.

- **Ineffective display:**

  This problem goes hand in hand with a boring store experience. The value of a physical retail store over an online store front is the "in-person" experience. That means the store should display products in a flattering, creative, and unique way. Help to set up interactive booths, offer free trials, and provide incentives for making same-day purchases.

- **Failure to differentiate:**

  Many retail stores have no differentiation plan. Is there anything that sets your store apart or are you just mimicking your competitors? This is really a much larger issue that goes back to branding but is sometimes most obvious when you walk in a store. You need to decide if you are willing to pursue premier customer service, cost leadership, or something else.

- **No new technology:**

  Are your retailers using an up-to-date POS system? Are they integrating free mobile apps and creative software to enhance their analytics? Failure to use technology is a major problem that needs to be addressed.

UNIT 7.4: Benefits to Retailers from Sale and Promotions

Unit Objectives 🎯

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

1. Understand retailer's benefit from a sale
2. Outline the benefits of sales promotions to retailer
3. Understand retailer and manufacturer view of discounting

7.4.1 Retailer's Benefit

- A tactic to increase sales is giving discounts
- It is basically a reduction allowed on normal price of product or service
- The other name for discounts is markdown or sale
- This concept is used by both manufacturers and retailers to gain the advantage of increasing sales

Although discount pricing benefits are appreciated by buyers and sellers, the analysts always oppose the concept. The reason for the same is discount pricing effects on long-term profits, brand loyalty, overall supply chain costs and short-term sales

7.4.2 Benefits of Sales Promotions to Retailer

Benefits of Sales Promotions

- Increase product awareness
- Promote a new product
- Move aging product
- Increase sales volume
- Keep audience engaged
- Activate dormant customers
- Attract new customers
- Customer satisfaction/loyalty
- Gain audience insights
- Stand out from competitors
- Better brand reputation

Fig. 7.4.1: Benefits of Sales Promotions to Retailer

Some of the important benefits of carrying out a planned sales promotion are mentioned below:

- **Creation of differentiation:**
  o While launching a new product or asking customers to engage with your business in a new way sets you apart from your competitors.
  o Promotion planning compels you to identify something new or different that offers value to your customers
- **Creation of differentiation:**
  o Inviting customers to be a part of business in some creative way or launching of a new product sets the company differently from the competitors.
  o When one plans to promote products or services, it forces to think and act on something different, which ultimately offers value to customers.

- **Creation of new communication opportunities and new content:**
  - Promotions are regarded as news and no doubt that news is considered as content.
  - So promotions are a creative and easy way to create news that develops the content itself.
- **Sell outs and cross-sell opportunities created:**
  - When a theme is used to packaging or bundling the products, it is possible to have sales of many products rather than the sale of a single product. When some value is added to the regular collection of products, it is quite easy to sell those products at a high price.
- **Drives customer decision-making:**
  - Offers having limited availability lead the customers to make a quick decision for purchasing products.
  - To make customers recognise the benefits of products being promoted, combine products with new content. This will give a reason for the customers to buy.
  - If samples of promotional products are added to promotional mix item, this will give customers many reasons for purchases.
- **Word-of-mouth opportunities created:**
  - A routine purchase of products is a habit of the retail stores regular customer.
  - Regular customer can get surprised and also delighted with new promotional efforts made.
  - This also gives them a reason to talk about the store and products in their social groups.
- **Training opportunities for staff is created:**
  - Monotonous and routine working may lose the enthusiasm and activeness in the voice of retail sales staff.
  - New promotion opportunities get them a chance to get trained, prepared and re-engaged with new things in their business and job
- **Company focus towards marketing is created:**
  - It is a good strategy to create and implement a calendar of promotions which indirectly forces the company to frame new marketing plans at different point of time.
  - Having the importance of promotion in mind will help to do marketing in a more strategised way and with more frequency; all this will enhance your experience in the coming years.
- **Testing opportunities created:**
  - At times the promotional schemes may not be to the liking of the customers and the retailer may not get any positive outcomes. But promotions show a way to test new ideas and new products within a limited time period.
  - The evaluation of new promoted ideas helps to find out what new additions are required to do in terms of time and money investment to make product or services permanent.
- **Growth of revenue:**
  - Sales promotion strategies help grow revenue year after year and month after month also
  - This is true that revenue is the life blood of any business.

7.4.3 Retailer and Manufacturer View of Discounting

The retail organisation uses the discount technology scheme to provide benefits to customers. Promoting sales is an essential fundamental technique for achieving success in retail. Sales motivate customers to purchase various and more products at low price

Generally, many retail firms use sales technology to promote their product items to attract customers by providing maximum benefit.

The small retail organisation smartly uses the concept of discount.

According to retail professionals, many retail organisations that start their sale technique weekly achieve maximum profit even after reducing the rates of products being sold.

Some organisations maintain an average profit margin on increasing their sales by providing a 10 percent discount or less. Other organisations offer more than 40-50 percent discounts to gain a high-profit margin on stocks or products.

Retailers should be very attentive by offering discounts on several products. Some manufacturers lower the brand quality of their products by providing several discounts on them. Customers should also be very careful while purchasing any product items on discount rates

Small business firms generally provide customers various deals to purchase items from their store, which is helpful for the growth of their business

UNIT 7.5: Issue Resolution

Unit Objectives ◎

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

1.   Understand the concept of issue resolution
2.   Understand grievances occurring in retail
3.   Know about various channels through which customer registers his/her complaints/grievances
4.   Illustrate legal issues at workplace

7.5.1 Concept of Issue Resolution

Fig. 7.5.1: Issue Resolution

*   Issue resolution is the procedure of solving disputes that may arise between group members of several teams
*   For resolution of these conflicts, different solution methods are used which include settlement, arbitration, law policy, mediation, etc.
*   These processes are used to solve conflicts and find the solution with the help of a court judgment
*   Issues occur due to the following reasons:
    o   Behavior and attitude of the sales person while handling customer complaints
    o   When sales people offer low-quality product to customer at a higher price
    o   Reducing the service quality
*   Customer can complain about his or her issues through different techniques, such as email, SMS, telephone, by post and internet
*   Sales people should handle customer complaints fairly and must provide proper and timely feedback to them
*   If sales people are not able to handle customer queries, they must inform their supervisor

7.5.2 Legal Issues at Workplace

Below image indicates some of the legal issues at the workplace

Fig. 7.5.2: Legal Issues at Workplace

- It's every company responsibilities to establish and maintain a safe and fair environment to safe guard from the legal issues involved between employer-employee relations
- To guide corporate behavior toward its workers and its business partners companies have to establish a clear set of policies and practices
- Companies has to meet common expectations for product reliability and consumer safety for the products and services company offer
- Both employer and employee needs to get update on the laws governing workplace culture with the current trends in society, which they may have to apply in the workplace

Summary

- In the workplace, relationship building skills are essential for getting along with coworkers, contributing to a team and building an understanding between yourself and others
- Make sure retailer believes in the product or service he/she is selling
- The retailer needs to develop a positive rapport with the customer
- If retailer cannot answer a customer's question, he/she should find somebody else in the store who can
- Objections can be useful because they let the distributor know distributor sales person what to focus upon while addressing a prospect's concerns
- The ability to keep store owners happy is a result of good customer service orientation
- The value of a physical retail store over an online storefront is the "in-person" experience. That means the store should display products in a way that is flattering, creative, and unique. Help to set up interactive booths, offer free trials, and provide incentives for making same-day purchases
- Discount pricing benefits are appreciated by buyers and sellers, the analysts always oppose the concept as it effects on long-term profits, brand loyalty, overall supply chain costs and short-term sales
- Issue resolution is the procedure of solving disputes that may arise between group members of several teams
- Companies has to meet common expectations for product reliability and consumer safety for the products and services company offer

Exercise

A. State True or False:

1. The ability of keeping store owners happy is a result of good customer service orientation._____.
2. A tactic to increase sales is giving discounts._____.
3. When one plans to promote products or services it forces to think and act on something different, which ultimately offers value to customers._____.
4. Only the employer needs to get update on the laws governing workplace culture with the current trends in society, which they may have to apply in the workplace._____.

B. Answer the following questions:

1. Elaborate ways to build personal relationships.
2. Describe objection handling process.
3. Identify and elaborate the needs of retailers
4. Explain how does a retailer benefit?
5. Discuss the process of retailer and manufacturer discounting.
6. Explain what are the legal issues which occur at a workplace?

Notes 📝

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

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

www.youtube.com/watch?v=FXHD4VPWKrk

Be a successful sales person

www.youtube.com/watch?v=IQsbFaNZLm4

How to make sales effective

8. Employability Skills

Scan the QR codes or click on the link for the e-books

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

9. Annexure

Module No.	Unit No.	Topic Name	Page No	Link for QR Code (s)	QR code (s)
Chapter 1 - Introduction to Fast Moving Consumer Goods (FMCG) Retailing	Unit 1.1 - Introduction to FMCG Industry	1.1.1 Introduction to the FMCG Sub-sector	11	https://www.youtube.com/watch?v=X2aFwzkQH9A	Tata FMCG Product Distributorship
Chapter 2 - Products and Merchandising	Unit 2.3 - Merchandising, Use of Point of Purchase (POP) Material and Product Samples	2.3.1 Merchandising and its Importance	34	https://www.youtube.com/watch?v=Zq0nEkrJ5rg	Purpose of Planogram
		2.3.2 Concept of POP Materials	34	https://www.youtube.com/watch?v=-d5jx5pwMdg	Merchandising Principles
		2.3.5 Merchandising Support Structures	34	https://www.youtube.com/watch?v=2DhQ35UJj2Y	Merchandising themes
Chapter 3 - Business and Productivity Target	Unit 3.2 - Achieving Productivity and Business Targets	3.2.1 Productivity Parameters in Achieving Business Targets	49	www.youtube.com/watch?v=CfYrZTauckU	Direct trade
Chapter 4 - Effective Sales Call	Unit 4.1 - Estimating Sales Accurately to Avoid Out of Stock Events or Overstocking	4.1.1 Current Stock Control System	74	https://www.youtube.com/watch?v=r7FoV4XoAaw	RFID in fashion – For reliable stock management

Module No.	Unit No.	Topic Name	Page No	Link for QR Code (s)	QR code (s)
	Unit 4.3 - Stock Return, First Manufactured First Out (FMFO) and Stock Rotation	4.3.3 FMFO (First Manufactured First Out)	74	https://www.youtube.com/watch?v=jxCG9MxIoK0	Inventory management (FIFO-LIFO)
	Unit 4.3 - Stock Return, First Manufactured First Out (FMFO) and Stock Rotation	4.3.4 Stock Rotation	74	https://www.youtube.com/watch?v=7Ls47gOpNOA	Stock Rotation
Chapter 6 - Use Technological Tools and Applications	Unit 6.1 Introduction to Digital Tools for Sales Operations	6.1.2 Digital Tools for Salesperson (Distribution) in the Retail Secto	117	https://www.youtube.com/watch?v=mOXiJYkcVAk	IoT in retail industry | Applications of IoT | How IoT works in retail sector in 2024
	Unit 6.2 Effective Communication and CRM Tools	6.2.2 Importance of Customer Relationship Management (CRM) Systems	117	https://www.youtube.com/watch?v=bUiQDZgYvcc	Customer Relationship Management : EXPLAINED
	Unit 6.3 POS Systems and Sales Tracking	6.3.1 Purpose and Functionality of Point-of-Sale (POS) Systems	117	https://www.youtube.com/watch?v=8wshLQRdIfY	What Is A POS? Point of Sale System Software and Hardware Explained

Module No.	Unit No.	Topic Name	Page No	Link for QR Code (s)	QR code (s)
Chapter 7 - Building Relations with Trade	Unit 7.1 - Building Effective Relationship with Retailers	7.1.1 Building Personal Relationship	134	www.youtube.com/ watch?v=FXHD4VPWKrk	Be a successful sales person
	Unit 7.1 - Building Effective Relationship with Retailers	7.1.1 Building Personal Relationship	134	www.youtube.com/ watch?v=IQsbFaNZLm4	How to make sales effective

Disclaimer

The video links referenced in this book are provided solely for educational and training purposes, intended to support and enhance learning related to the subject matter. These links direct readers to publicly available videos hosted on YouTube/ any other referenced platform, and all rights, including copyrights and intellectual property rights, remain with the respective creators or copyright holders.

The inclusion of these links does not imply endorsement, sponsorship, or affiliation with the creators or platforms hosting the videos. Readers are encouraged to access the videos directly through the provided links in compliance with YouTube's/ any other referenced platform's Terms of Service and applicable copyright laws.

The authors and publishers of this book make no claim to ownership of the referenced video content and do not guarantee the availability, accuracy, or reliability of the linked content over time. Any use of the videos beyond viewing for educational purposes is subject to the terms set by the video creators and YouTube/ any other referenced platform .

The authors and publishers assume no responsibility for any misuse or infringement arising from the use of the linked content. Users are advised to consult the original video creator or copyright holder for permissions if their intended use exceeds the scope of education and training outlined herein.

Skill India
कौशल भारत - कुशल भारत

सत्यमेव जयते
GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP

N · S · D · C
National
Skill Development
Corporation
Transforming the skill landscape

RASCI
Retailers Association's
Skill Council of India

Price: `