

Model Curriculum

Seller Activation Executive

SECTOR : RETAIL
SUB-SECTOR : E-COMMERCE
OCCUPATION : CATEGORY MANAGEMENT
REF. ID : RAS/Q0301 VERSION 1.0
NSQF LEVEL : 4

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Certificate

CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

RETAILERS ASSOCIATION'S SKILL COUNCIL OF INDIA

for the

MODEL CURRICULUM

Complying to National Occupational Standards of

Job Role/Qualification Pack: **'Seller Activation Executive'** QP No. **'RAS/Q0301 NSQF Level 4'**

Date of Issuance: **May 21st, 2021**

Valid up to: **May 26th, 2024**

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



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

Seller Activation Executive

Curriculum / Syllabus

This program is aimed at training candidates for the job of a “Seller Activation Executive”, in the “Retail” Sector/Industry and aims at building the following key competencies amongst the learner

Program Name	Seller Activation Executive		
Qualification Pack Name & Reference ID.	Seller Activation Executive RAS/Q0301 VERSION 1.0		
Version No.	1.0	Version Update Date	21-05-2021
Pre-requisites to Training	10th Standard Pass OR ITI Pass (2 Years After Class 8)		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Conduct profiling and acquisition of sellers based on business requirement • Update the sellers on product promotions and orient them on operating the technology platform • Execute daily operational activities to enhance business and improve seller satisfaction • Build relationships with new sellers and strengthen relationships with existing sellers • Study the market and competition to improve business performance • Maintain good interpersonal relationships with all stakeholders • Comply to grooming, health and hygiene requirements of the organization 		

This course encompasses 7 out of 7 National Occupational Standards (NOS) of “Seller Activation Executive” Qualification Pack issued by “Retailers Association's Skill Council of India”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p>Conduct profiling and acquisition of sellers based on business requirement</p> <p>Theory Duration (hh:mm) 25:00</p> <p>Practical Duration (hh:mm) 25:00</p> <p>Corresponding NOS Code RAS / N0301</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • study the market to be able to identify new sellers • study the prospective seller base based on product categories in the marketplace • set targets to approach, explain and register sellers • communicate advantages and benefits about the online platform to sellers • match offer proposition with prospective clients (sellers) • create relevant proposals entailing all required details about business • identify prospective sellers in the organization • identify critical elements of seller registration • follow the process and documentation required for registration as per the company standards • list down key elements of knowledge to be passed on to the sellers • explain the documentation requirement and registration process to seller for undertaking business • ensure accurate and timely completion of documentation process • keep abreast of international operating standards for benchmarking • know about success stories of comparative organizations • work on self to get better at business development, selling skills, negotiation skills and customer service orientation • attend regular training programs to keep self updated on technology platform enhancements <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • offers from the organization • processes of the organization • advantages and benefits that can be offered to the sellers • knowledge of processes involved in the business • showcasing positives of the business proposition while pitching to the sellers 	<ul style="list-style-type: none"> • Hi-speed internet connection • Computer/Laptop/Tab/ Smart phone with built in camera and softwares: <ul style="list-style-type: none"> o MS office o Ecommerce Website with Registration form (Online)

<p>2</p>	<p>Update the sellers on product promotions and orient them on operating the technology platform</p> <p>Theory Duration (hh:mm) 25:00</p> <p>Practical Duration (hh:mm) 25:00</p> <p>Corresponding NOS Code RAS / N0302</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • know and understand the critical aspects of the online portal • orient and train sellers on the elements of portal operation and seller panel • troubleshoot simple issues that sellers face while operating the technology platform • help and guide seller in uploading new products • assist sellers in order processing, packaging and shipping procedures • keep abreast about existing promotions • evaluate promotions and advise the advantages that sellers can derive from the promotions • ensure seller receives advantages and dues as per contract • update self about upcoming promotions and technology applications • help seller plan his work as per business information received • suggest and guide new sellers about how to grow business online • give promotional offers on high-end brands and bulk offers on small brands <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • basic portal operations • promotions being offered • contractual norms with sellers • basic mathematical skills • evaluation of advantages and benefits of the promotions and business opportunity 	<ul style="list-style-type: none"> • Hi-speed internet connection • Computer/Laptop/Tab/ Smart phone with built in camera and softwares: <ul style="list-style-type: none"> o MS office o Ecommerce Website with Registration form (Online)
<p>3</p>	<p>Execute daily operational activities to enhance business performance and improve seller satisfaction</p> <p>Theory Duration (hh:mm) 25:00</p> <p>Practical Duration (hh:mm) 25:00</p> <p>Corresponding NOS Code RAS / N0303</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • ensure complete tracking of seller listing on the portal • complete seller training about processes, guidelines and panels to targeted sellers • address seller queries and resolve concerns/issues, if any • monitor and achieve targets in terms of seller registration • collect, collate and share seller feedback with management • use MIS reporting • conduct webinars and exhibitions for sellers • manage the payment cycle for sellers <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • work processes • products/services/promotions • individual sales targets • MIS formats for reporting • tracking sales on portals 	<ul style="list-style-type: none"> • Hi-speed internet connection • Computer/Laptop/Tab/ Smart phone with built in camera and softwares: <ul style="list-style-type: none"> o MS office o Ecommerce Website with Registration form (Online)

<p>4</p>	<p>Build relationships with new sellers and strengthen relationships with existing sellers</p> <p>Theory Duration (hh:mm) 17:00</p> <p>Practical Duration (hh:mm) 17:00</p> <p>Corresponding NOS Code RAS / N0304</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • complete all required processes from registration to onboarding to ensure smooth and complete handover of the seller to account manager • help build healthy relationships between seller and account manager • ensure induction material is complete in all respects • take feedback on the material and incorporate the same • train and orient sellers about the processes, guidelines, and panels • address all seller queries and resolving concerns and issues, if any • suggest and guide sellers about how to grow their business online • train sellers on all documentation and reporting processes as per company policy • identify the list of existing sellers who have come from different mediums • understand the background of the seller accounts • understand and interpret seller queries • suggest solutions to address the identified queries • help manage and grow their businesses <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • products and processes • sellers and ways to connect with them • key account management • local language • basic offerings by sellers elsewhere • induction programs – what, how and why of the induction program 	<ul style="list-style-type: none"> • Hi-speed internet connection • Computer/Laptop/Tab /Smart phone with built in camera and softwares: <ul style="list-style-type: none"> o MS office o Ecommerce Website with Registration form (Online)
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<p>5</p>	<p>Study the market and competition to improve business performance</p> <p>Theory Duration (hh:mm) 17:00</p> <p>Practical Duration (hh:mm) 17:00</p> <p>Corresponding NOS Code RAS / N0305</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • study competitors services and their work in the area of seller activation • seek information about their market share, sales and revenue figures • seek information on their strengths and weaknesses • seek information on any new strategies/service offerings provided by competitors • identify offers/schemes that work, based on competitor study • work in tandem with marketing team to help create new schemes for acquisition and maintenance of sellers • collect seller feedback and provide valuable inputs to reporting manager/ business partners • identify live sellers on other websites and pitch to them <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • other competitor firms/companies in the market • offers/schemes of his/her organization • offers/schemes of competitor firms/companies • competitor websites • performance of offers/schemes • operating websites to identify business partners 	<ul style="list-style-type: none"> • Hi-speed internet connection • Computer/Laptop/Tab /Smart phone with built in camera and softwares: <ul style="list-style-type: none"> o MS office o Ecommerce Website with Registration form (Online)
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Sr. No.	Module	Key Learning Outcomes	Equipment Required
6	<p>Maintain good interpersonal relationships with all stakeholders</p> <p>Theory Duration (hh:mm) 17:00</p> <p>Practical Duration (hh:mm) 17:00</p> <p>Corresponding NOS Code RAS / N0306</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • differentiate between external and internal customers • understand expectations as per relationship with individual/group • adopt appropriate medium of communication • determine importance of selling/activation function in business-to-business processes • actively seek feedback and guidance from immediate manager or team members to improve activation capabilities • attend training programs when required • build network of sellers through various sources as per company policy • manage network of sellers by being in continuous contact with them • establish trust and confident with sellers by communicating the need, expectations and shareable information with them • ensure minimization of possible losses and risks in relationships • communicate clearly in local language (where required) • articulate clearly and coherently and respond appropriately • treat all stakeholders with respect and dignity • handle interpersonal conflict / disputes according to company policy / procedures • consult supervisor if the seriousness of conflict is beyond scope of responsibility • concisely and accurately record details of the conflict and report to concerned authority <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • internal and external customers for the organization • ways to build and manage relationships • ways of handling / resolving conflicts • modes and methods of communication • conflict handling procedures 	<ul style="list-style-type: none"> • Hi-speed internet connection • Computer/Laptop/Tab /Smart phone with built in camera and softwares: <ul style="list-style-type: none"> o MS office o Ecommerce Website with Registration form (Online)

7	<p>Comply to grooming, health and hygiene requirements of the organization</p> <p>Theory Duration (hh:mm) 14:00</p> <p>Practical Duration (hh:mm) 14:00</p> <p>Corresponding NOS Code RAS / N0307</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> ensure personal hygiene while at work avoid use of products that affect personal hygiene adversely identify hygiene conditions that could impact health use products that aid in improving personal hygiene demonstrate awareness of company policies with respect to grooming adhere to company policy with respect to personal grooming identify articles required to conform to grooming norms as per company policies highlight absence/damage of articles required to complete grooming as per company policies maintain and ensure products provided by organization as per grooming policies report on personal health issues related to injury, food, air and infectious diseases ensure not to go for work if unwell, to avoid the risk of being spread to other people undergo preventive health check-ups at regular intervals take prompt treatment from the doctor in case of illness have a general sense of hygiene and appreciation for cleanliness for the benefit of self and the customers or local community <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> company polices with respect to grooming, health and hygiene importance of grooming, health and hygiene on personal and professional well-being business standards in grooming industry best practices in grooming and hygiene 	<ul style="list-style-type: none"> Hi-speed internet connection Computer/Laptop/Tab /Smart phone with built in camera and softwares: <ul style="list-style-type: none"> MS office Ecommerce Website with Registration form (Online)
	<p>Total Duration</p> <p>Theory Duration 140.00</p> <p>Practical Duration 140.00</p>	<p>Unique Equipment Required:</p> <ul style="list-style-type: none"> Hi-speed internet connection Computer/Laptop/Tab/ Smart phone with built in camera and softwares: <ul style="list-style-type: none"> MS office Ecommerce Website with Registration form (Online) 	

Grand Total Course Duration: 280 Hours 00 Minutes

(This syllabus/ curriculum has been approved by Retailers Association's Skill Council of India)

Trainer Prerequisites for Job role: “Seller Activation Executive” mapped to Qualification Pack: “RAS/Q0301 VERSION 1.0”

Sr. No.	Area	Details
1	Job Description	Individual in this position should be able to train and skill candidates as per Qualification Pack by using effective methodology for the target audience/candidates whilst ensuing consistently high pass percentage.
2	Personal Attributes	Individual in this position should exhibits below mentioned attributes: <ul style="list-style-type: none"> • Should be subject knowledge / matter expert • Effective communication skills and proven integrity, as well as sincerity • Ability to conduct interactive training program and concentrate on details • High sense of thoughtfulness in a habitually active environment • Multi-talented and resourceful ability when handling different tasks • Highly skilled in promoting friendly atmosphere and efficient in managing learners
3	Minimum Educational Qualifications	Existing Trainers <ul style="list-style-type: none"> • 12th pass with 4 years of experience in Retail Store Operations or Sales including minimum 1 year of supervisory or training experience OR <ul style="list-style-type: none"> • Retail Diploma/Graduate with 2 years of experience in Retail Store Operations or Sales including minimum 1 year of supervisory or training experience New Trainers <ul style="list-style-type: none"> • 12th pass with 4 years of experience in Retail Store Operations or Sales OR <ul style="list-style-type: none"> • Retail Diploma/Graduate with 2 years of experience in Retail Store Operations or Sales
4a	Domain Certification	Certified for Job Role: “ <u>Seller Activation Executive</u> ” mapped to QP “RAS/Q0301 VERSION 1.0”. Minimum accepted score of 80% or as per RASCI guidelines.
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MEP/Q2601”. Minimum accepted score of 80% or as per RASCI guidelines.
5	Experience	As specified above in the Minimum Educational Qualifications

Annexure: Assessment Criteria

Assessment Criteria for Seller Activation Executive	
Job Role	Seller Activation Executive
Qualification Pack	RAS/Q0301 VERSION 1.0
Sector Skill Council	Retailers Association's Skill Council of India

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack will be created by Retailers Association's Skill Council of India. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC
2	The assessment for the theory part will be based on knowledge bank of questions created by the SSC
3	Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training centre
4	Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training centre based on this criteria
5	To pass the Qualification Pack, every trainee should score a minimum marks as mentioned in respective QP
6	In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack

Assessment outcomes	Assessment Criteria for outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
1. RAS/N0301 (Conduct profiling and acquisition of sellers based on business requirement)	PC1. study the market to be able to identify new sellers	100	7	3.5	3.5
	PC2. study the prospective seller base based on product categories in the marketplace		7	3.5	3.5
	PC3. set targets to approach, explain and register sellers		7	3.5	3.5
	PC4. communicate advantages and benefits about the platform to sellers		7	3.5	3.5
	PC5. match offer proposition with likely clients (sellers)		7	3.5	3.5
	PC6. create relevant proposals entailing all required details about business		7	3.5	3.5
	PC7. identify the prospective sellers in the organization		7	3.5	3.5
	PC8. identify critical elements of seller registration		7	3.5	3.5
	PC9. follow the process and documentation required for registration as per the company standards		7	3.5	3.5

Assessment outcomes	Assessment Criteria for outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
	PC10. list down key elements of knowledge to be passed on to the sellers		7	3.5	3.5
	PC11. explain the documentation requirement and registration process to seller for undertaking business		7	3.5	3.5
	PC12. ensure accurate and timely completion of documentation process		6	3	3
	PC13. keep abreast of international operating standards for benchmarking		6	3	3
	PC14. know about success stories of comparative organizations		6	3	3
	PC15. work on self to get better at business development, selling skills, negotiation skills and customer service orientation		5	2.5	2.5
		Total	100	50	50
2. RAS/N0302 (Update the sellers on product promotions and orient them on operating the technology platform)	PC1. know and understand the critical aspects of the online portal	100	8	4	4
	PC2. orient and train sellers on the elements of portal operation and seller panel		10	5	5
	PC3. troubleshoot simple issues that sellers face while operating the technology platform		8	4	4
	PC4. help and guide seller in uploading new products		8	4	4
	PC5. assist sellers in order processing, packaging and shipping		8	4	4
	PC6. abreast about existing promotions		8	4	4
	PC7. evaluate promotions and advise the advantages that sellers can derive from the promotions		10	5	5
	PC8. ensure seller receives advantages and dues as per contract		8	4	4
	PC9. update self about upcoming promotions and applications		8	4	4
	PC10. help seller plan his work as per business information received		8	4	4
	PC11. suggest and guide new sellers about how to grow business online		8	4	4
	PC12. give promotional offers on high-end brands and bulk offers on small brands		8	4	4
		Total	100	50	50
3. RAS/N0303 (Execute daily)	PC1. ensure complete tracking of seller listing on the portal	100	12	6	6

Assessment outcomes	Assessment Criteria for outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
operational activities to enhance business and improve seller satisfaction)	PC2. complete seller training about process, guidelines and panels to targeted sellers		16	8	8
	PC3. address seller queries and resolve concerns/issues if any		12	6	6
	PC4. monitor and achieve targets in terms of seller registration		12	6	6
	PC5. collect, collate and share seller feedback with management		12	6	6
	PC6. use MIS reporting		12	6	6
	PC7. conduct webinars and exhibitions for sellers		12	6	6
	PC8. manage the payment cycle for sellers		12	6	6
		Total	100	50	50
4. RAS/N0304 (Build relationships with new sellers and strengthen relationships with existing sellers)	PC1. complete all required processes from registration to onboarding to ensure smooth and complete handover of the seller to account manager	100	8	4	4
	PC2. help build healthy relationships between seller and account manager		8	4	4
	PC3. ensure induction material is complete in all respects		8	4	4
	PC4. take feedback on the material and incorporate the same		8	4	4
	PC5. train and orient sellers about the process, guidelines, and panels		8	4	4
	PC6. address all seller queries and resolving concerns and issues, if any		8	4	4
	PC7. suggest and guide sellers about how to grow their business online		8	4	4
	PC8. train sellers on all documentation and reporting processes as per company policy		8	4	4
	PC9. identify the list of existing sellers who have come from different mediums		8	4	4
	PC10. understand the background of the seller accounts		6	3	3
	PC11. understand and interpret seller queries		6	3	3
	PC12. suggest solutions to address the identified queries		8	4	4
	PC13. help manage and grow their businesses		8	4	4
		Total	100	50	50
5. RAS/N0305 (Study the market	PC1. study competitors services and their work in the area of seller activation	100	14	7	7

Assessment outcomes	Assessment Criteria for outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
and competition to improve business performance)	PC2. seek information about their market share, sale and revenue figures		12	6	6
	PC3. seek information on their strengths and weaknesses		12	6	6
	PC4. seek information on any new strategies/service offerings provided by competitors		12	6	6
	PC5. identify offers/schemes that work, based on competitor study		14	7	7
	PC6. work in tandem with marketing team to help create new schemes for acquisition and maintenance of sellers		12	6	6
	PC7. collect seller feedback and provide valuable inputs to reporting manager/business partners		12	6	6
	PC8. identify live sellers on other websites and pitch to them		12	6	6
	Total		100	50	50
6. RAS/N0306 (Maintain good interpersonal relationships with all stakeholders)	PC1. differentiate between external and internal customers	100	6	3	3
	PC2. understand expectations as per relationship with individual/group		6	3	3
	PC3. adopt appropriate medium of communication		6	3	3
	PC4. determine importance of selling/activation function in business-to-business processes		6	3	3
	PC5. actively seek feedback and guidance from immediate manager or team members to improve activation capabilities		6	3	3
	PC6. attend training programs when required		6	3	3
	PC7. build network of sellers through various sources as per company policy		8	4	4
	PC8. manage network of sellers by being in continuous contact with them		6	3	3
	PC9. establish trust and confident with sellers by communicating the need, expectations and shareable information with them		6	3	3
	PC10. ensure minimization of possible losses and risks in relationships		6	3	3
	PC11. communicate clearly in local language (where required)		6	3	3
	PC12. articulate clearly and coherently and		6	3	3

Assessment outcomes	Assessment Criteria for outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
	respond appropriately				
	PC13. treat all stakeholders with respect and dignity		6	3	3
	PC14. handle interpersonal conflict / disputes according to company policy / procedures		8	4	4
	PC15. consult supervisor if the seriousness of conflict is beyond scope of responsibility		6	3	3
	PC16. concisely and accurately record details of the conflict and report to concerned authority		6	3	3
		Total	100	50	50
7. RAS/N0307 (Comply to grooming, health and hygiene requirements of the organization)	PC1. ensure personal hygiene	100	7	3.5	3.5
	PC2. avoid use of products that affect personal hygiene adversely		7	3.5	3.5
	PC3. identify hygiene conditions that could impact health		7	3.5	3.5
	PC4. use products that aid in improving personal hygiene		7	3.5	3.5
	PC5. demonstrate awareness of company policies with respect to grooming		7	3.5	3.5
	PC6. adhere to company policy with respect to personal grooming		8	4	4
	PC7. identify articles required to conform to grooming norms as per company policies		7	3.5	3.5
	PC8. highlight absence/damage of articles required to complete grooming as per company policies		7	3.5	3.5
	PC9. maintain and ensure products provided by organization as per grooming policies		8	4	4
	PC10. report on personal health issues related to injury, food, air and infectious diseases		7	3.5	3.5
	PC11. ensure not to go for work if unwell, to avoid the risk of being spread to other people		7	3.5	3.5
	PC12. undergo preventive health check-ups at regular intervals		7	3.5	3.5
	PC13. take prompt treatment from the doctor in case of illness		7	3.5	3.5

Assessment outcomes	Assessment Criteria for outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
	PC14. have a general sense of hygiene and appreciation for cleanliness for the benefit of self and the customers or local community		7	3.5	3.5
		Total	100	50	50