

Self-employed Retailer/ Individual Sales Professional

SYLLABUS/ CURRICULUM

This Programme is aimed at training candidates for the job of “Self-employed Retailer-Individual Sales Professional”, in the “Retail” Sector/Industry and by the end of the program aims at building the following key competencies amongst the learner:

1	Get licenses, follow legal policies and procedures to start/run business	2	Perform basic accounting practices
3	Continuously update self on new products/services offered by business	4	Conduct daily business operations
5	Build relationship with vendors/dealers to ensure smooth business operations and increase sales	6	Meet health and safety requirements at place of work
7	Manage customer needs effectively through need identification and strong customer relationship	8	Demonstrate/show creativity, newness/Innovation and enthusiasm to grow business

This course encompasses 8 / 8 NOS of “Self-employed Retailer-Individual Sales Professional” - RAS/Q0201, Qualification Pack issued by RASCI.

S.No	Module/Topic	Durati on (hrs)	Key Learning Outcomes	NOS Code
1.	Get licenses, follow legal policies and procedures to start/run business		Performance Criteria The learners will be able to: <ul style="list-style-type: none"> • Gain knowledge of and identify local corporations/authorities that have a bearing on the particular business process • Build and maintain relationships with the key persons to ensure smooth functioning of business • Get permissions and compliances as per legal requirements • Complete business registration and other legal formalities • Examine legal options for the most suitable type of business structure • Seek legal and accounting expertise as required to inform final decision regarding business structure • Gain knowledge of policies and procedures that have a bearing on the business • Update self with knowledge and 	RAS / N0201

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			<p>understanding of the relevant rules and legislative policies</p> <ul style="list-style-type: none"> • Conform to the rules and policies for smooth functioning of business • Update self with knowledge to minimise losses and maximise gains • Secure information on purchase rights to products and services and ensure full understanding of their implications • Establish cost of procurement rights to products and services (if applicable) • Determine brand ownership and protection rights • Gain in-depth knowledge of processes related to handling of goods, equipment and hazardous material involved in the business • Understand hazards and risks involved in the above processes <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Local corporations/authorities that have a bearing on the particular business process • Policies and procedures that have a bearing on the particular business process • Legal formalities applicable for the particular business <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • Knowledge of processes related to legal compliance requirements involved in the business • Hazards and risks involved in the business 	
2.	Perform basic accounting practices		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> • Assess and identify source of funding and what is needed to secure that funding • Plan, monitor and record the cash flow • Control costs through assessment and interpretation of information on costs and resource allocation • Open and manage a Bank Account • Prepare budget to help better planning and management of finances 	RAS / N0202

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> • Control budget through monitoring of various financial elements such as income vis-a-vis expenditure, profit vis-a-vis loss etc. and correct deviations • Understand elements of basic financial accounting • Conduct basic accounting tasks • Create and maintain reports • Analyse sources of profits and causes of losses as reflected in the reports • Update self with knowledge of possible fraudulent activities related to monetary transactions • Implement security procedures and checks to prevent monetary losses due to fraudulent activities <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Importance of error free accounting • legal implications of erroneous accounting <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • Basic mathematical skills • Elements specific to business, that need to be considered in accounting 	
3.	Continuously update self on new products/services offered by business		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> • Have thorough knowledge of products/services involved in the business • Have awareness of market trend with respect to sales patterns • Have knowledge of related products/services and possible opportunities with respect to up-selling, cross-selling, expansion of business etc. • Source and process product and service data relevant to business • Maintain accurate and current details of products and services in product database • Conduct study of products/services offered by competition • Operate relevant equipment involved in business • Have knowledge of precautions and 	RAS / N0203

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p>maintenance required</p> <ul style="list-style-type: none"> Update self on new technology that can improve efficiencies and reduce risks play a key role in existing key customer engagement <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> Products/services involved in the business Related products/services <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> Equipment involved in the business 	
4.	Conduct daily business operations		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> Identify target audience profile/market Continuously observe and identify buying patterns of customers to define assortments and modify them as per trends observed Identify customers easy to access in order to target selling to them Have awareness of products being offered by competitors/other players in the locality Select right medium of promotions Organize resources depending upon the marketing medium Plan budget requirements for the promotional programs Track and monitor effectiveness of the promotional programs Assess inventory/procuring capacity as per costs involved Assess operational costs Calculate projected break-even point Take steps to prevent inventory losses Calculate profits and margins Define targets to achieve business gains Ensure required inventory is on hand Match logistics of delivery to inventory supply requirements Monitor stock levels and maintain them at required levels Coordinate stock take or cyclical count Plan for contingencies <p>Knowledge and Understanding Organizational</p>	RAS / N0204

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p>Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Possible products/services that can be offered by own organisation • Trend setters in the specific business • Possible seasonal effects <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • Mapping of target customers and identification of customer needs • Computation of costs, profit & loss, sales figures etc., elements involved in setting of sales targets 	
5.	Build relationship with vendors/dealers to ensure smooth business operations and increase sales		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> • Communicate clearly in the required local language • Articulate clearly and coherently • Respond appropriately • Identify where to get help and information from • Understand what is required from specific vendors • Express need clearly and get into workable relationship with vendor/s • Negotiate with vendors for better deal • Ensure proper contracting with vendors • Ensure minimisation of possible risks and losses in vendor relationships • Share and gather best practices and maintain cordial relationships <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Vendors and ways to connect with them <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • Local language • Basic offerings by vendors elsewhere 	RAS / N0205
6.	Meet health and safety requirements at place of work		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> • Wash hands with clean water and soap in order to keep them clean at all times 	RAS / N0206

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> • Wear clean and washed clothes every day • Be presentable and well groomed to service customers of all types • Use separate and clean handkerchief/cloth for wiping off perspiration or dust • Keep the cleaning aids dry and clean • Avoid sneezing or coughing around the area of work • Sweep the surrounding area to create a tidy atmosphere • Drain out or dry off any accumulation of stale water in the form of small pools, etc., which can be breeding ground for mosquitoes • Use government approved disposal stations or appropriately large waste bins to store and dispose-off collected waste • Advise customers to throw waste at designated bins or waste areas • Actively prevent development of clean areas into unauthorised waste dump yards over time, in coordination with co-vendors • Have knowledge of ways and means to handle emergency situations like fire, robbery, riots etc. • Gain knowledge of ways and means to mitigate risks to people and property during emergencies • Avoid locating the vending cart near heaps of dumped industrial or food waste with pests around • Ensure that all waste is collected and disposed-off safely at the end of the day at the nearest waste disposal station • Ensure that waste water is drained-off in closed drains or in a designated way • If necessary, educate others on the street, by example, not to litter and dump waste in an unauthorized manner area • Assess the various work hazards • Take necessary steps to eliminate or minimize hazards • Analyse the causes of accidents at the workplace and identify measures to prevent such accidents from taking place • Take preventive measures to avoid risk of burns and other injury • Check and review the storage areas frequently • Stack items in an organized way and use safe 	

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			<p>lifting techniques to reduce risk of injuries from handling procedures at the storage areas</p> <ul style="list-style-type: none"> • Use health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies • Ensure to display safety signs at places where necessary for people to be cautious • Adhere to safety standards and ensure no material damage <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Legal implications of not implementing health and sanitation requirements • Possible emergencies <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • Health and sanitation requirements and the importance of the same • Possible losses due to emergency situations 	
7.	Manage customer needs effectively through need identification and strong customer relationship		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> • Identify target customers • Understand and assess target customer need and desire • Update self to identify possible options to satisfy customer need • Present options in an attractive manner that are mutually beneficial in nature • Establish rapport with customers and express genuine interest to clarify customer requirements and enhance outcomes • Maximise sales opportunities by use of add-on and complementary sales techniques • Provide customer with detailed information about the product/service • Build relationships with customers to generate referrals • Take feedback to improvise to increase business returns and reach • Manage on time delivery service fulfilment • Implement customer loyalty programs like vouchers , promotions • Plan and implement Sales presentations • Acknowledge customer complaints and problems and reassuringly support difficult 	RAS / N0207

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			<p>customers to produce positive outcome</p> <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • The target customer • Acceptable service fulfilment norms <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • How to build referrals • What is a loyalty program 	
8.	Demonstrate/show creativity, newness/Innovation and enthusiasm to grow business		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> • Explore opportunities and creating solutions to face uncertainties • Expand business in other fields/line of business as desired • Innovate and improvise to pick up performance • Participate in discussions/workshops and engage with other successful vendors • Aim for self-development through available media • Gain certifications in related line of business <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Success stories in the related field • Innovations in the relevant product/service <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • Strengths, weakness, opportunity and threat to self and own organisation 	RAS / N0208
Core Skills / Generic Skills				
9.	Writing Skills		<p>On the job the individual needs to be able to:</p> <ul style="list-style-type: none"> • Complete documentation accurately • Collate simple data when required 	All 8 NOSs
10.	Reading Skills		<p>On the job the individual needs to be able to:</p> <ul style="list-style-type: none"> • Read information accurately • Read and interpret data sheets 	All 8 NOSs
11.	Oral Communication (Listening and		<p>On the job the individual needs to be able to:</p> <ul style="list-style-type: none"> • Use gestures or simple words to communicate where language barriers exist 	All 8 NOSs

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	Speaking skills)		<ul style="list-style-type: none"> Use questioning to minimise misunderstandings Display courteous and helpful behaviour at all times 	
Professional Skills				
12.	Plan and Organise		On the job the individual needs to be able to: <ul style="list-style-type: none"> plan and organize service feedback files/documents schedule daily activities and drawing up priorities; allocate start times, estimation of completion times and materials, equipment and assistance required for completion 	All 8 NOSs
13.	Customer Centricity		On the job the individual needs to be able to: <ul style="list-style-type: none"> Build customer relationships and use customer centric approach 	All 8 NOSs
14.	Problem Solving		On the job the individual needs to be able to: <ul style="list-style-type: none"> identify problems immediately and take up solutions quickly to resolve delays think through the problem, evaluate the possible solution(s) and adopt an optimum/best possible solution(s) 	All 8 NOSs

(This syllabus/ curriculum has been approved by RASCI)