

## Distributor Salesman SYLLABUS/CURRICULUM

This Programme is aimed at training candidates for the job of “Distributor Salesman”, in the “Retail” Sector/ industry (mention name of sector/industry) and by the end of the program aims at building the following key competencies amongst the learner:

1. Be updated on knowledge of Products to be sold and Merchandising	2. Have thorough understanding of business and productivity targets and measures to achieve the same
3. Learn steps to make an effective sales call	4. Develop capability for handling credit management of an outlet both receivables and payables
5. Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution	

This course encompasses 5 / 5 NOS of “Distributor Salesman” - RAS/Q0604, Qualification Pack issued by RASCI.

Sr. No.	Module / Topic	Duration	Key Learning Outcomes	NOS Code
1	Be updated on knowledge of Products to be sold and Merchandising		PC1. Keep self-updated with current product portfolio and product details – gram mages, price points and variants of own and competition products and update details periodically. PC2. Have up to date knowledge on channel wise, category wise, outlet type wise schemes. PC3. Give relevant information to supervisors to plan relevant schemes / slabs by outlets and learn to utilise correctly PC4. Identify hotspots in an outlet and try to convince the retailer to provide these for displays and achieve high order visibility by correct deployment of merchandising material PC5. Put branding materials on the area surrounding the rack and inside the rack PC6. Stock products such as to maximise number of facings. PC7. Obtain natural visibility by clearing cluttered space and stocking company’s products. PC8. Place products next to the competitor brand and maintain category and competition adjacency PC9. Replace damaged display materials	RAS/N0601

Sr. No.	Module / Topic	Duration	Key Learning Outcomes	NOS Code
			<p>PC10. Benchmark own product with that of competition as per the norms and accordingly make own products available at an outlet</p> <p>PC11. Articulate USP of New products – Features and benefits to the retailer</p> <p>PC12. Make an effective sales call to convince the outlets to place order for focus SKUs.</p>	
2	Have thorough understanding of business and productivity targets and measures to achieve the same		<p>PC1. To know all sales objectives and targets for Bills cut, Lines cut, Average bill value and Unique Outlets Billed.</p> <p>PC2. To be aware of target vs achievement till date and strive towards 100% target achievement.</p> <p>PC3. To carry market planner and outlet wise plans made prior to the market visit and be aware of focus categories and plans for sale of specific category/SKUs by outlet.</p> <p>PC4. To ensure category and outlet wise billing targets are met.</p> <p>PC5. To ensure category wise and outlet wise billing targets are met on the route</p> <p>PC6. Cover all target outlets/ entire route and take note of new outlets / closed outlets in the beat</p> <p>PC7. Update info on the type of outlet and its respective trade channel.</p> <p>PC8. Ensure availability of new launch products as per availability norms</p> <p>PC9. Set beat and outlet wise targets to achieve launch targets</p> <p>PC10. Everyday check stock position of each SKU at the distributor point.</p> <p>PC11. Estimate sales from the beat and optimize order as per stock available on hand</p> <p>PC12. Coordinate with supervisor and discuss on action plan for out of stock SKUs</p> <p>PC13. Check the stock available in the selling area / shelves</p> <p>PC14. Check stocks available in the backroom for reserves</p> <p>PC15. Stock check for all brand and capture order as per SOQ</p>	RAS/N0602
3	Learn steps to make an effective sales call		<p>PC1. Analyse current stock on hand and sales of the outlets. Advising retailers for optimum order depending on the need and projected sell out and need for reserve stocks that needs to be maintained to avoid stock outs.</p>	RAS/N0603

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			PC2. Explain, how the recommendation will boost Retailer's sales.	
			PC3. Communicate all benefits which would accrue to the retailer in short and concise manner.	
			PC4. Asking open ended questions considering the retailer's needs leading to the retailer accepting advice on purchase.	
			PC 5. Ensure that the relevant schemes/ slabs are discussed with the retailer after gauging the potential of the outlet.	
			PC 6. Analyse competition schemes and leverage on company's schemes to increase sales vis-a-vis that of competition	
			PC 7. Ensure range selling by leveraging on own brand already available in the retail outlet and strengthen portfolio presence in the outlet	
			PC 8. Route list & outlet list in the palmtop/handheld device and its usage	
			PC 9. Product list & Scheme details available in the palmtop	
			PC10. Order capture process in palmtop/handheld	
			PC11. Reports available in the palmtop/hand held – Summary reports / Productivity reports	
			PC12. Retail survey features available in the palmtop	
			PC13. Ensure correct syncing process is followed.	
			PC14. Check stock physical condition and freshness	
			PC15. Arrange stock as per FMFO and even educate retailer on FMFO.	
			PC16. Do stock rotation in those outlet where the movement of stocks is very low.	
			PC17. Carryout stock rotation in case stock movement is very low	
			PC18. Replace damaged or expired goods with fresh stocks and enter information about damaged goods in the handheld device.	
			PC5. Maintaining a pleasing personality is a must for an effective sale call. (clean and ironed clothes , smile on face)	
			PC6. Maintain appropriate distance from the Retailer /outlet owner.	
			PC7. Maintain proper posture while talking with the retailer and not to lean or place hands in pockets or bend shoulders.	

Sr. No.	Module / Topic	Duration	Key Learning Outcomes	NOS Code
			PC8. Do not indulge in any act that may irritate the Retailer. PC9. Speak clearly in a soft tone without stammering or hesitation. PC10. Maintain proper eye contact with the retailer. PC11. Enter ordered quantity against each SKU ordered. PC12. Submit the orders and check summary of the order. PC13. Communicate the order value to the retailer.	
4	Develop capability for handling credit management of an outlet both receivables and payables		PC1. Every day before starting the beat collect details of pending invoices from the distribution point PC2. Gather credit ageing information of retailer bills and set beat objectives accordingly PC3. Keep track of pending display payments and keep the distributor and organization's representative aware of the status. PC4. Resolve issues due to pending delivery and keep distributor and organization's representative aware of the status. PC5. Reconcile both receivables and payables to outlets and settle all queries by customers on these issues	RAS/N0604
5	Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution		PC1. Make a rapport with the trade based on punctuality, regularity, courtesy, mannerism and interest in increasing retailer's business and uplifting the outlet's appearance. PC2. Listen to Retailers patiently and understand their needs and problems. PC3. Use open ended/closed questions to seek clarification on Retailers problems and grievances. PC4. Explain the benefits that the retailer will have from the sale. PC5. Handle objection and resolve issues by himself / escalate to his supervisor that are beyond his purview	RAS/N0605

*(This syllabus/ curriculum has been approved by RASCI)*