Model Curriculum

QP Name: Salesperson (Distribution)

QP Code: RAS/Q0604

QP Version: 4.0

NSQF Level: 3

Model Curriculum Version: 1.0

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Training Parameters

Sector	Retail
Sub-Sector	FMGC
Occupation	Sales
Country	India
NSQF Level	3
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5249.0200
Minimum Educational Qualification and Experience	• 10th Grade pass or equivalent • Previous relevant Qualification of NSQF Level 2.5 with 1.5-year relevant experience in Store operations. • Previous relevant Qualification of NSQF Level 2 with 3-year relevant experience in store operations.
Pre-Requisite License or Training	NIL
Minimum Job Entry Age	14 years
Last Reviewed On	22/10/2024
Next Review Date	22/10/2027
NSQC Approval Date	22/10/2024
QP Version	4.0
Model Curriculum Creation Date	04/01/2023
Model Curriculum Valid Up to Date	22/10/2027
Model Curriculum Version	1.0
Minimum Duration of the Course	390 hours
Maximum Duration of the Course	390 hours

Program Overview

This section summarizes the end objectives of the program along with its duration.

Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills.

- Gather knowledge of products to be sold and merchandising
- Develop thorough understanding of business and productivity targets and measures to achieve the same
- Learn the steps to make effective sales call
- Handle credit management of an outlet both receivables and payables
- Use Technological Tools and Applications
- Appreciate the benefits of building good personal relationship with trade and means to handle objections and thereby issue resolution
- Employability Skills

Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the- Job Training Duration (Recommended)	Total Duration
Bridge Module (Self Study)	**00:00**	**00:00**	**00:00**		**00:00**
Introduction to Fast Moving Consumer Goods (FMCG) Retailing	00:00	00:00	00:00		00:00
RAS/N0601: Update self on product knowledge and merchandising practices NSQF Level - 3	**20:00**	**28:00**	**12:00**		**60:00**
Products and Merchandising	20:00	28:00	12:00		60:00
RAS/N0602: Follow business productivity targets and work towards achieving them NSQF Level - 3	**10:00**	**14:00**	**06:00**		**30:00**
Business and Productivity Target	10:00	14:00	06:00		30:00
RAS/N0603: Make effective sales calls NSQF Level - 3	**20:00**	**30:00**	**10:00**		**60:00**
Effective Sales Call	20:00	30:00	10:00		60:00
RAS/N0604: Handle credit, receivables, and payables of retail outlets NSQF Level - 3	**20:00**	**30:00**	**10:00**		**60:00**
Credit Management in RetailOutlet	20:00	30:00	10:00		60:00
RAS/N0618: Use Technological Tools and Applications NSQF Level - 3	**20:00**	**28:00**	**12:00**		**60:00**
Use Technological Tools and Applications	20:00	28:00	12:00		60:00
RAS/N0605: Build and maintain trade relationships with retailers and resolve objections NSQF Level - 3	**22:00**	**30:00**	**10:00**		**60:00**

Building Relations withTrade	22:00	30:00	10:00		60:00
DGT/VSQ/N0102: Employabilityskills NSQF Level:4	**24:00**	**36:00**			**60:00**
Introduction to employability skills	00:30	01:00			01:30
Constitutional values - Citizenship	00:30	01:00			01:30
Become a professional in 21st century	01:00	01:30			02:30
Basic English skills	04:00	06:00			10:00
Career Development and Goal settings	01:00	01:00			02:00
Communication Skills	02:00	03:00			05:00
Diversity and inclusion	01:00	01:30			02:30
Financial and legal literacy	02:00	03:00			05:00
Essential Digital skills	04:00	06:00			10:00
Entrepreneurship	03:00	04:00			07:00
Customer Service	02:00	03:00			05:00
Getting Ready for apprenticeship and jobs	03:00	05:00			08:00
Total Duration	**134:00**	**196:00**	**60:00**		**390:00**

Module Details

Module 1: Introduction to fast Moving Consumer Goods (FMCG) retailing

Bridge Module (Self Study)

Terminal Outcomes:

- Discuss the current scenario of FMGC retailing in India
- Explain the roles and responsibilities of a Salesperson (Distribution).

Duration: 00:00	*Duration: 00:00*
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
• Outline the current scenario of the FMCG retailing sector in India. • List the factors that lead to growth of FMCG retailing sector in India. • Summarize the key marketing strategies followed by the FMCG retailing segment in India. • Discuss the roles and responsibilities of Salesperson (Distribution). • Explain the vertical career progression path for a Salesperson (Distribution). • Explain the steps involved in strategic planning process. • Discuss the common sales terminologies used in FMCG industry.	
Classroom Aids	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers	
Tools, Equipment and Other Requirements	
Posters and charts for describing the FMCG retail sector	

Module 2: Products and Merchandising

Mapped to RAS/N0601

Terminal Outcomes:

- Explain product details, scheme information and product detailer.
- Discuss about merchandising, POP material and product sample.
- Demonstrate product placement in the outlet.
- Discuss about brand availability norms and purpose of competition benchmarking.
- Explain the importance of New/ Focus stock keeping unit SKU.

Duration: 20:00	***Duration: 28:00***
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
• Describe the terms - grammage, price points and product variants of your own and the competitor. • Discuss the need to be constantly updated on the knowledge of channel-wise, category-wise, outlet-type-wise schemes. • Explain the role of Salesperson (Distribution) in acquiring hotspots within the store for product display. • Outline the process of branding the area surrounding the display shelves/ racks. • State the importance of clearing clutters around the display. • Discuss the importance of competition benchmarking and making own products available for sale at the retailer's store. • Summarise the importance of knowing Unique Selling Propositions (USPs), features and the benefits of the products. • List the steps to make compelling sales calls to convince the outlets to place an order to focus Stock Keeping Unit (SKUs). • Discuss the purpose of a planogram. • Discuss the steps of Merchandising.	• Dramatize a situation to discuss the features and benefits of products with the supervisor. • Roleplay a situation to inform the supervisor about the relevant schemes/slabs and plan to utilize them correctly. • Identify hotspots in an outlet. • Demonstrate the process of putting up the branding materials on the area surrounding and inside the rack. • Demonstrate the correct way of stocking products to maximize the number of facings. • Roleplay a situation to convince the retailer for providing hotspots for displays to achieve high order visibility by correct deployment of merchandising material. • Demonstrate the steps to clear the clutter and stock company's products for natural visibility on the shelf. • Dramatize the use of merchandising techniques to ensure competition adjacency in display of products in the store. • Roleplay a situation to articulate USP of new products features and benefits to the retailer. • Roleplay a situation to demonstrate effective sales call to convince the Retailer to place order for focus SKUs.
Classroom Aids	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
Tools, Equipment and Other Requirements	

Order Book & Physical Bill Copy; Shelves for Stacking Products; Billing dummy Software; Offer / Policy Signage; Gondola; Products for display (Dummy FMCG products); Coupons and Vouchers; Credit Notes; Currency Notes of different Denominations; Bar Code Machine; Customer Feedback form, sample merchandising plan created by trainer, sample planogram created by trainer

Module 3: Business and Productivity Target

Mapped to RAS/N0602

Terminal Outcomes:

- Interpret overall sales target and productivity targets.
- Evaluate achievement of targets.
- Explain the role of Salesperson (Distribution) during the launch of products.
- Demonstrate correct route knowledge to ensure complete coverage of all target outlets.
- Discuss in detail about newly launched products.
- Demonstrate the process to check stock availability at the distributor point and outlet level.

Duration: 10:00	***Duration: 14:00***
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
• Outline the basic concepts of marketing. • List the key attributes of a good Salesperson (Distribution). • Explain the key elements of sales call that help in selling to the retailers. • Discuss target vs. achievement till date and strive towards 100% target achievement. • Summarise the process of breaking down targets into actionable tasks to achieve them for all categories of outlets. • Explain how to do stock count and capture order as per SOQ (Suggested Order Quantity) in outlets speedily. • Summarise the process of ensuring the availability of stocks at the retail outlet. • Explain target outlet coverage and route plan. • Explain the key activities during the daily sales cycle that help in achieving productivity and business targets. • Discuss the key activities that help in achieving category wise route wise outlet targets. • Explain the importance of ensuring the availability of stocks at distributor points and retail outlets. • State the importance of ensuring availability of newly launched products	• Identify overall / productivity targets to set effective objectives. • Identify how to estimate sales from the beat and analyse stock in hand at the outlet. • Identify the different types and categories of retail outlets in Indian Landscape. • Demonstrate on how to select an outlet and its respective trade channel. • Roleplay a situation to demonstrate the use of selling techniquesduring sales call. • Demonstrate on how to prepare a sample sales target achievement plan by breaking down targets into actionable tasks to achieve them for all categories of outlets. • Identify the key elements in the sales target achievement plan to ensure achievements of the billing targets. • Demonstrate ways to update information on the type of outlet and its respective trade channel. • Demonstrate on how to prepare a sample route and beat plan to cover all target outlets/entire route by taking a note of new outlets/closed outlets in the beat. • Verify stock position of each SKU every day atthe distributor point. • Demonstrate the process to verify thestock availability in the selling area for sale and backroom for reserves. • Roleplay a situation to coordinate with supervisor and discuss on action plan for out-of-stock SKUs.

	• Demonstrate the process to check stocks for all brand and capture order as per SOQ.
Classroom Aids	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
Tools, Equipment and Other Requirements	
Order Book & Physical Bill Copy; Shelves for Stacking Products; Billing dummy Software; Offer / Policy Signage; Gondola; Products for display (Dummy Cameras and Mobiles); Coupons and Vouchers; Credit Notes; Currency Notes of different Denominations; Bar Code Machine; Customer Feedback form	

Module 4: Effective Sales Call

Mapped to RAS/N0603

Terminal Outcomes:

- Discuss how to estimate outlet sales accurately to avoid OOS or over stocking.
- Demonstrate how to capture orders accurately.
- Discuss about range selling and scheme communication.
- Perform the steps to enter order details correctly in the palmtop/handheld device.
- Discuss about freshness norms check and maintain FMFO and stock rotation.
- State the importance of maintaining first-manufactured, first-out (FMFO).
- Apply appropriate ways to maintain good personal relations and handle objections.

Duration: 20:00	***Duration: 30:00***
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
• Define the term current stock control system. • Explain the importance of recommendation that will boost retailer's sales. • Explain the importance of range selling for all the categories. • Describe the steps involved in sales process. • Describe the process of range selling by leveraging on own brand and strengthen portfolio presence in the outlet. • Discuss the process of communicating trade schemes to the retailers • Explain the importance of range selling • List the advantages of palmtops/ PDAs • Describe ways to ensure product list & scheme details are available in the palmtop. • Explain the process to ensure summary reports/productivity reports are available in the palmtop/handheld device. • Describe ways to ensure retail survey features are available in the report. • Explain the stock rotation process in those outlets where the movement of stocks is very low. • State the meaning of stock return • Discuss about maintaining appropriate distance from the retailer/outlet owner. • State the importance of maintaining first-manufactured, first-out (FMFO) • Explain the elements of professional behavior that is needed at work • Explain the importance of trust and credibility at work	• Demonstrate the steps to analyze current stock on hand and sales of the outlets. • Roleplay a scenario of asking open-ended questions to identify retailer's needs. • Roleplay a situation to advise retailers for optimum order depending on projected sellout and reserve stocks to avoid stockouts. • Identify the importance of cross-selling and up-selling. • Evaluate the potential of the outlet and discuss relevant schemes/slabs. • Communicate all the benefits to the retailer in short and concise manner. • Demonstrate the use of palmtop/handheld device in getting the route list & outlet list. • Show how to capture order in the palmtop/handheld device. • Demonstrate the correct syncing process to be followed. • Verify the summary of the order and submit the order. • Identify methods of mitigating stock loss. • Roleplay a situation to communicate the order value to the customer. • Identify the importance of freshness norms • Verify the stocks physical condition and freshness. • Demonstrate the steps to arrange stock as per FMFO and even educate retailer on the same. • Apply appropriate ways to replace damaged or expired goods with fresh stocks and enter

• Explain the importance of maintaining personal cleanliness and hygiene.	information about damaged goods in the handheld device. • Roleplay a situation to maintain a pleasing personality for an effective sales call. • Demonstrate ways to maintain proper posture and eye contact while talking with the retailer. • Demonstrate the steps to enter ordered quantity against each SKU ordered • Roleplay a situation to maintain a pleasing personality for an effective sales call. • Demonstrate ways to maintain proper posture and eye contact while talking with the retailer. • Demonstrate the steps to enter ordered quantity against each SKU ordered.
Classroom Aids	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
Tools, Equipment and Other Requirements	
Order Book & Physical Bill Copy; Shelves for Stacking Products; Billing dummy Software; Offer / Policy Signage; Gondola; Products for display (Dummy Cameras and Mobiles); Coupons and Vouchers; Credit Notes; Currency Notes of different Denominations; Bar Code Machine; Customer Feedback form	

Module 5: Credit Management in Retail Outlet

Mapped to RAS/N0604

Terminal Outcomes:

- Explain the need of credit management in retail
- Gather information on pending bills, pending display payment, and pending delivery

Duration: 20:00	***Duration: 30:00***
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
• Describe the concept of credit management with retailers. • State the meaning of pending invoices. • Discuss the role of Salesperson (Distribution) in handling pending invoices. • List the causes of overdue payment • Explain the process of collecting details of pending invoices from the distribution point before starting the beat for the day. • Discuss various methods to track pending payments and keep the distributor and organizations representative aware of the status. • List the advantages of online and mobile-based automated messaging and alerting mechanism • Define accounts payables and accounts receivables	• Identify the process to gather credit ageing information. • Demonstrate appropriate methods to gather credit ageing information of retailer bills and set beat objectives accordingly. • Identify how to assess pending payments. • Demonstrate the steps to reconcile both receivables and payables to outlets and settle all queries on these issues. • Roleplay a scenario to resolve pending delivery issues and keep distributor and organizations representative aware of the status.
Classroom Aids	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
Tools, Equipment and Other Requirements	
Order Book & Physical Bill Copy; Shelves for Stacking Products; Billing dummy Software; Offer / Policy Signage; Gondola; Products for display (Dummy Cameras and Mobiles); Coupons and Vouchers; Credit Notes; Currency Notes of different Denominations; Bar Code Machine; Customer Feedback form	

Module 6: Use Technological Tools and Applications

Mapped to RAS/N0618

Terminal Outcomes:

- Update self on product knowledge and merchandising practices
- Follow business productivity targets and work towards achieving them
- Make effective sales calls
- Use Technological Tools and Applications.
- Handle credit, receivables, and payables of retail outlets
- Build and maintain trade relationships with retailers and resolve objections

Duration: 20:00	***Duration: 28:00***
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
• Outline the basic functions of smartphones and tablets in sales operations. • Discuss the basic digital tools used for logging sales orders, recording inventory, and managing delivery schedules. • Illustrate effective communication strategies using messaging apps like WhatsApp or SMS for managing customer and distributor interactions related to orders and deliveries. • Explain the importance of customer relationship management (CRM) systems. • Describe the purpose and functionality of point-of-sale (POS) systems. • Explain the benefits of using mobile applications for sales and inventory tracking. • 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. • Discuss the importance of utilizing digital platforms to handle product catalogs and promotional materials for sales.	• Show how to operate a smartphone or tablet to efficiently access and navigate sales information, customer data, and order forms. • Demonstrate the ability to use sales applications for logging orders, tracking inventory levels, and updating delivery schedules on a mobile device. • Demonstrate the use a point-of-sale (POS) system to enter product details, track stock levels, and generate digital receipts during sales transactions. • Demonstrate how to operate a CRM system to log customer interactions, schedule follow-ups, and manage customer history via a mobile device or tablet. • Show how to access, update, and retrieve sales data from cloud-based platforms or mobile apps used by the organization. • Demonstrate how to draft and send emails to confirm orders or provide product details to customers. • Show how to report issues like delayed deliveries or stock shortages through digital support channels. • Demonstrate the presentation of product catalogs or promotional materials via digital platforms during a sales engagement.
Classroom Aids	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
Tools, Equipment and Other Requirements	

Smartphones and Tablets, Laptops/Desktops to demonstrate CRM systems, POS operations, email communications, and sales software integration, Point-of-Sale (POS) System or Simulators, Sales Management Software (e.g., Zoho, Salesforce) – For practical demonstrations on CRM operations and customer interaction tracking, Sales Applications, Messaging Platforms (e.g., WhatsApp, SMS), Email Clients (e.g., Gmail, Outlook), Cloud Storage Solutions (e.g., Google Drive, Dropbox), Digital Catalog or Marketing Tools (e.g., Canva, Google Slides), Case Studies and Real-world Examples – To discuss how digital tools, CRM systems, and sales tracking applications are used in different sales scenarios, Troubleshooting Guides – For addressing common issues with mobile devices, sales apps, or connectivity problems.

Module 7: Building Relations with Trade

Mapped to RAS/N0605

Terminal Outcomes:

- Create a rapport with the traders based on punctuality, regularity, courtesy, good manners and interest in increasing the retailer's business and uplifting the outlet's appearance.
- Perform objections handling and issue resolution.

Duration: 20:00	***Duration: 30:00***
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
• Discuss the importance of building rapport with the traders in increasing retailers' business and uplifting the outlets appearance. • Explain the benefits that the retailer will have from sale and promotions. • Explain the concept of objection handling. • List objection-handling techniques and methods. • Outline important points which are needed to be considered to improve retailer's customer service skill. • Explain the concept of issue resolution process.	• Demonstrate the use of open-ended questions to seek clarification on retailer's problems and grievances. • Demonstrate how to listen to the retailers patiently and understand their needs and problems. • Role play a scenario to handle objection and resolve issues by himself/herself or escalate to the supervisor. • Illustrate legal issues at workplace.
Classroom Aids	
LCD Projector, Laptop/Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards	
Tools, Equipment and Other Requirements	
Order Book & Physical Bill Copy; Shelves for Stacking Products; Billing dummy Software; Offer / Policy Signage; Gondola; Products for display (Dummy Cameras and Mobiles); Coupons and Vouchers; Credit Notes; Currency Notes of different Denominations; Bar Code Machine; Customer Feedback form	

Module 8: Employability Skills

Mapped to: DGT/VSQ/N0102

Key Learning Outcomes

Introduction to Employability Skills **Duration: 1.5 Hours**

After completing this programme, participants will be able to:

1. Discuss the Employability Skills required for jobs in various industries
2. List different learning and employability related GOI and private portals and their usage

Constitutional values - Citizenship **Duration: 1.5 Hours**

3. Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen
4. Show how to practice different environmentally sustainable practices.

Becoming a Professional in the 21st Century **Duration: 2.5 Hours**

5. Discuss importance of relevant 21st century skills.
6. Exhibit 21st century skills like Self-Awareness, Behavior Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learningto learn etc. in personal or professional life.
7. Describe the benefits of continuous learning.

Basic English Skills **Duration: 10 Hours**

8. Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone
9. Read and interpret text written in basic English
10. Write a short note/paragraph / letter/e -mail using basic English

Career Development & Goal Setting **Duration: 2 Hours**

11. Create a career development plan with well-defined short- and long-term goals

Communication Skills **Duration: 5 Hours**

12. Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette.
13. Explain the importance of active listening for effective communication
14. Discuss the significance of working collaboratively with others in a team

Diversity & Inclusion **Duration: 2.5 Hours**

15. Demonstrate how to behave, communicate, and conduct oneself appropriately with all genders and PwD
16. Discuss the significance of escalating sexual harassment issues as per POSH act.

Financial and Legal Literacy **Duration:5 Hours**

17. Outline the importance of selecting the right financial institution, product, and service
18. Demonstrate how to carry out offline and online financial transactions, safely and securely
19. List the common components of salary and compute income, expenditure, taxes, investments etc.
20. Discuss the legal rights, laws, and aids

Essential Digital Skills **Duration: 10 Hours**

21. Describe the role of digital technology in today's life
22. Demonstrate how to operate digital devices and use the associated applications and features, safely and securely
23. Discuss the significance of displaying responsible online behavior while browsing, using various social media platforms, e-mails, etc., safely and securely

24. Create sample word documents, excel sheets and presentations using basic features
25. utilize virtual collaboration tools to work effectively

Entrepreneurship Duration: 7 Hours

26. Explain the types of entrepreneurship and enterprises
27. Discuss how to identify opportunities for potential business, sources of funding and associatedfinancial and legal risks with its mitigation plan
28. Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement
29. Create a sample business plan, for the selected business opportunity

Customer Service Duration: 5 Hours

30. Describe the significance of analyzing different types and needs of customers
31. Explain the significance of identifying customer needs and responding to them in a professional manner.
32. Discuss the significance of maintaining hygiene and dressing appropriately

Getting Ready for apprenticeship & Jobs Duration: 8 Hours

33. Create a professional Curriculum Vitae (CV)
34. Use various offline and online job search sources such as employment exchanges, recruitmentagencies, and job portals respectively
35. Discuss the significance of maintaining hygiene and confidence during an interview
36. Perform a mock interview
37. List the steps for searching and registering for apprenticeship opportunities

LIST OF TOOLS & EQUIPMENT FOR EMPLOYABILITY SKILLS		
S.No.	**Name of the Equipment**	**Quantity**
1.	Computer (PC) with latest configurations – and Internet connection with standard operating system and standard word processor and worksheet software (Licensed) (all software should either be latest version or one/two version below)	As required
2.	UPS	As required
3.	Scanner cum Printer	As required
4.	Computer Tables	As required
5.	Computer Chairs	As required
6.	LCD Projector	As required
7.	White Board 1200mm x 900mm	As required
Note: Above Tools &Equipment not required, if Computer LAB is available in the institute.		

Module 9: On-the-Job Training

Mapped to Salesperson (Distribution) RAS/Q0604

Mandatory Duration: 60:00 hrs.	***Recommended Duration: NA***
Location: Workplace/ On Site	

Terminal Outcomes

- Demonstrate the steps to inform the supervisor about the relevant schemes/slabs and plan to utilize them correctly.
- Identify hotspots in an outlet.
- Demonstrate the correct way of stocking products to maximize the number of facings.
- Show how to convince the retailer for providing hotspots for displaysto achieve high order visibility by correct deployment of merchandising material.
- Demonstrate the steps to articulate USP of new products features and benefits to the retailer.
- Roleplay a situation to demonstrate effective sales call to convince the Retailer to place order for focus SKUs.
- Demonstrate on how to select an outlet and its respective trade channel.
- Demonstrate the use of selling techniques during sales call.
- Demonstrate on how to prepare a sample sales target achievement plan by breaking down targets into actionable tasks to achieve them for all categories of outlets.
- Prepare a sample route and beat plan to cover all target outlets/entire route by taking a note of new outlets/closed outlets in the beat.
- Verify stock position of each SKU every day at the distributor point.
- Coordinate with supervisor and discuss on action plan for out-of-stock SKUs.
- Demonstrate the steps to analyze current stock on hand and sales of the outlets.
- Roleplay a scenario of asking open-ended questions to identify retailer's needs.
- Demonstrate the use of palmtop/handhelddevice in getting the route list & outlet list.
- Demonstrate the steps to arrange stock as per FMFO and even educate retailer on thesame
- Roleplay a situation to maintain a pleasing personality for an effective sales call.
- Demonstrate the steps to enter ordered quantity against each SKU ordered
- Demonstrate appropriate methods to gather credit ageing information of retailer bills and set beat objectives accordingly.
- Demonstrate the steps to reconcile both receivables and payables to outlets and settle all queries on these issues.
- Roleplay a scenario to resolve pending delivery issues and keep distributor and organizations representative aware of the status.
- Demonstrate the use of open-ended questions to seek clarification on retailer's problems and grievances.
- Demonstrate how to listen to the retailers patiently and understand their needs and problems.
- Role play a scenario to handle objection and resolve issues by himself/herself or escalate to the supervisor.

Annexure

Trainer Requirement for Domain Skills

Trainer Prerequisites						
Minimum Educational Qualification	**Specialization**	**Relevant Industry Experience**		**Training Experience**		**Remarks**
		Years	***Specialization***	***Years***	***Specialization***	
For Trainers						
12th Pass		4	Retail Store Operations or FMCG/FMCD Sales & Distribution			
OR						
12th Pass		2	Retail Store Operations or FMCG/FMCD Sales & Distribution	2	Retail Store Operations or FMCG/FMCD Sales & Distribution	
OR						
Graduate/ Diploma in Sales Management		2	Retail Store Operations or FMCG/FMCD Sales & Distribution			
OR						
Graduate/ Diploma in Sales Management		1	Retail Store Operations or FMCG/FMCD Sales & Distribution	1	Retail Store Operations or FMCG/FMCD Sales & Distribution	

Trainer Certification	
Domain Certification	**Platform Certification**
Junior Supervisor (Sales) QP (RAS/Q0605) Level 4.5 with minimum pass percentage: 80%	Recommended that the Trainer is certified for the Job Role Salesperson (Distribution): "Trainer (VET and skills)", mapped to the Qualification Pack: "MEP/Q2601, v2.0". The minimum accepted score is 80%.

Trainer Requirement for Employability Skills

Trainer Prerequisites						
Minimum Educational Qualification	**Specialization**	**Relevant Industry Experience**		**Training Experience**		**Remarks**
		Years	***Specialization***	***Years***	***Specialization***	
Graduate/CITS	Any discipline			2	Teaching experience	Prospective ES trainer should: • have good communication skills • be well versed in English • have digital skills • have attention to detail • be adaptable • have willingness to learn
Current ITI trainers	Employability Skills Training (3 days full-time course done between 2019-2022)					
Certified current EEE trainers (155 hours)	from Management SSC (MEPSC)					
Certified Trainer	Qualification Pack: Trainer (MEP/Q0102)					

Domain Certification	Platform Certification
Certified in 60-hour Employability NOS (2022), with a minimum score of **80%** **OR** Certified in 120-, 90-hour Employability NOS (2022), with a minimum score of **80%**	NA

Master Trainers Requirements for Employability Skills

Master Trainer Prerequisites						
Minimum Educational Qualification	**Specialization**	**Relevant Industry Experience**		**Training Experience**		**Remarks**
		Years	***Specialization***	***Years***	***Specialization***	
Graduate/CITS	Any discipline			3	Employability Skills curriculum training experience with an interest to train as well as orient other peer trainers	Prospective ES Master trainer should: • have good communication skills • be well versed in English • have basic digital skills • have attention to detail • be adaptable • have willingness to learn • be able to grasp concepts fast and is creative with teaching practices and likes sharing back their learning with others
Certified Master Trainer	Qualification Pack: Master Trainer (MEP/Q2602			3	EEE training of Management SSC (MEPSC) (155 hours)	

Master Trainer Certification	
Domain Certification	**Platform Certification**
Certified in 60-hour Employability NOS (2022), with a minimum score of **90%.** **OR** Certified in 120-, 90-hour Employability NOS (2022),with a minimum score of **90%**	NA

Assessor Requirements for Domain Skills

Assessors Prerequisites						
Minimum Educational Qualification	**Specialization**	**Relevant Industry Experience**		**Training Experience**		**Remarks**
		Years	***Specialization***	***Years***	***Specialization***	
For Assessors						
12th Pass		5	Retail Store Operations or FMCG/FMCD Sales & Distribution	-		
OR						
Graduate/ Diploma in Sales Management		3	Retail Store Operations or FMCG/FMCD Sales & Distribution			

Assessor Certification	
Domain Certification	**Platform Certification**
Junior Supervisor (Sales) QP (RAS/Q0605) Level 4.5 with minimum pass percentage: 80%	Recommended that the Assessor is certified for the Job Role Salesperson (Distribution): "Assessor (VET and skills)", mapped to the Qualification Pack: "MEP/Q2701, v2.0". The minimum accepted score is 80%.

Assessment Strategy

This section includes the processes involved in identifying, gathering and interpreting information to evaluate the learner on the required competencies of the program.

Assessment will be done by RASCI-affiliated assessment agencies. The assessors / proctors will be trained & certified by SSC through Training of Assessors / Proctors program. The emphasis will be on practical skills and knowledge based on the performance criteria. The assessment papers are developedby Subject Matter Experts (SME), as per the assessment criteria mentioned in the Qualification Pack. The assessment papers are also checked for the various outcome-based parameters such as quality, time taken, precision, tools & equipment requirement, etc. The assessment sets are then reviewed by SSC official for consistency.

Testing Tools
• Carry out assessments under realistic work pressures that are found in the normal industry workplace. • Ensure that the range of materials, equipment and tools that learners use are current and of the type routinely found in the normal industry workplace environments.

Assessment Type	Formative or Summative	Strategies
Theory	Summative	(Web proctoring/Paper pencil/Tab based): Written test will be Multiple Choice Questions (MCQ) based. In case of availability of internet connectivity, the test will be hosted on web (online). In case of absence of internet connectivity, the test will be administered in offline mode on a tablet or via paper pencil.
Practical	Summative	This test will be administered through online digital assessment platform in the form of situation based / case based multiple choice questions

The assessment results are backed by evidences collected by assessors.

1. The assessor / proctor needs to collect a copy of the attendance for the training done under the scheme. The attendance sheets are signed and stamped by the in charge / Head of the Training Centre.
2. The assessor / proctor needs to verify the authenticity of the candidates by checking the photo ID card issued by the institute as well as any one Photo ID card issued by the Central/Government. The same needs to be mentioned in the attendance sheet. In case of

suspicion, the assessor should authenticate and cross verify trainee's credentials in the enrolment form.

3. The assessor / proctor needs to punch the trainee's roll number on all the evidences.
4. The assessor / proctor can take a photograph of all the students along with the assessor standing in the middle and with the centre name/banner at the back as evidence.
5. The assessor also needs to carry his/her photo ID card.

The assessment agencies are instructed to hire assessors / proctors with integrity, reliability, and fairness. Each assessor shall sign a document with its assessment agency by which they commit themselves to comply with the rules of confidentiality and conflict of interest, independence from commercial and other interests that would compromise impartiality of the assessments.

Assessment Strategy for Employability Skills

The trainee will be tested for the acquired skill, knowledge and attitude through formative/summative assessment atthe end of the course and as this NOS and MC is adopted across sectors and qualifications, the respective AB can conduct the assessments as per their requirements.

References

Glossary

Term	Description
Declarative Knowledge	Declarative knowledge refers to facts, concepts and principles that need to be known and/or understood in order to accomplish a task or to solve a problem.
Key Learning Outcome	Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
OJT (M)	On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on site
OJT (R)	On-the-job training (Recommended); trainees are recommended the specified hours of training on site
Procedural Knowledge	Procedural knowledge addresses how to do something, or how to perform a task. It is the ability to work, or produce a tangible work output by applying cognitive, affective or psychomotor skills.
Training Outcome	Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training.
Terminal Outcome	Terminal outcome is a statement of what a learner will know, understand and be able to do upon the completion of a module**.** A set of terminal outcomes help to achieve the training outcome.

Acronyms and Abbreviations

Term	Description
QP	Qualification Pack
NSQF	National Skills Qualification Framework
NSQC	National Skills Qualification Committee
NOS	National Occupational Standards