Participant Handbook

Sector
Telecom

Sub-Sector
Service Provider

Occupation
Sales and Distribution

Reference ID: **Tel/Q0200, Version 1.0**
NSQF Level 4

Field Sales Executive

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

> " 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

TELECOM SECTOR SKILL COUNCIL

for

SKILLING CONTENT: PARTICIPANT HANDBOOK

Complying to National Occupational Standards of
Job Role/ Qualification Pack: 'Field Sales Executive'
QP No. '**TEL/Q0200 NSQF Level 4**'

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Authorised Signatory
(Telecom Sector Skill Council)

Acknowledgements

About this book

In the last five years, the growth of the Indian telecommunications sector has outpaced the overall economic growth. This sector is poised for strong growth of about 15% in short term during 2013–17, driven by growth in organised retail, technological advancements, changing consumer preferences and government support. With over 1 billion subscribers, India is the second largest telecom market in the world. The sector currently employs over 2.08 million employees and is slated to employ more than 4.16 million employees by 2022. This implies additional creation of 2.1 million jobs in the nine-year period.

This Participant Handbook is designed to impart theoretical and practical skill training to students for becoming a Field Sales Executive (FSE) in the Telecom Sector.

A Field Sales Executive (FSE) is known as Feet on Street (Feet on Street)/Distributor Sales Executive (DSE)/ Distributor Sales Representative (DSR). Individual at this job visits retail outlets to deliver prepaid telecom products/services to retailers, as per daily Route/Beat Plan. Individual is also responsible to achieve monthly revenue target, increase width and depth of distribution, adhere to process compliance for new customer enrollment and increase customer base.

This Participant Handbook is based on Field Sales Executive (FSE) Qualification Pack (TEL/Q0200) & includes the following National Occupational Standards (NOS):

1. Pre-sales preparation - TEL/N0200
2. Increase customer base and revenue - TEL/N0201
3. Increase distribution width - TEL/N0202
4. Process compliance - TEL/N0203
5. Data expertise - TEL/N0110

The Key Learning Outcomes and the skills gained by the participant are defined in their respective units.Post this training, the participant will be able to deliver stock to retailers and increase outlet universe, to cover entire population in the assigned territory.

We hope that this Participant Handbook will provide a sound learning support to our young friends who want to build an attractive career in the telecom industry.

Symbols Used

Key Learning Outcomes	Steps	Notes	Unit Objectives
Exercise	Tips		

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1. Introduction to the Program

Unit 1.1 – Introduction to the Program

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Unit 1.3 – Role of an FSE

Key Learning Outcomes

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

1. Recall the purpose of the program

2. Identify the growth and trends in the Telecom Industry in India

3. List down the role and responsibilities of an FSE

4. Discuss the personal attributes of an FSE

UNIT 1.1: Introduction to the Program

Unit Objectives ⌖

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

1. Recall the purpose of the program

1.1.1 Introduction

Telecom is a communication sector consisting of companies who provide telephonic communication facilities to the public.

This program is aimed at training candidates for the job of a "Field Sales Executive", in the "Telecom" Sector/Industry. A Field Sales Executive delivers stock to retailers and increase outlet universe, to cover entire population in the assigned territory.

The post important personality trait of a Field Sales executive is to be presentable, well groomed as per the organizational guidelines, smart, strong customer focused. In addition to that he/she should be customer focused ,well versed with the local language and market and should be have active listening skills. The work requires to work for long hours if required, the person should be ready to do this if required.

This program will facilitate the overview of:

- The Telecom industry in India
- Roles and responsibilities of an FSE
- Pre-sales preparations
- The sales cycle
- Increasing the width of distribution, customer base and revenue
- Way of dealing with customers
- Handling customers issues and complaints
- Behavioural, professional and technical skills required for performing your job as an FSE

The skills that this program trains you in are:

- Communication Skills
- Language Skills (Listening, Speaking, Reading and Writing Skills)

- Interpersonal Skills
- Rapport Building Skills
- Time Management Skills
- Selling Skills

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UNIT 1.2: Introduction to Telecom Industry in India

Unit Objectives

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

1. Identify the growth and trends in the Telecom Industry in India

1.2.1 Introduction to the Telecom Industry

Due to revolution in human communication the Telecom communication have played a major role in growth and development of the country. Due to the high demand of the voice and data services at increasing speed this sector have become the backbone of the Industrial and economic development .

Telephony (Mobile telephony), Internet (Includes broadband data) and television broadcasting are the major sectors of Indian telecommunication industry .

India stand as the second largest in the world's telecommunication network which is based on the total number of users of telephone users. (Fixed and Mobile).

We have 900 million subscribers, and with the gross revenue of INR 57,400 crores as of September 2013.

1.2.2 Key Growth Drivers

- **Rising income and growing rural market**
  - » Nominal per capita income is estimated (International Monetary Fund) to have recorded a compound annual growth rate of 11.2 percent over 2000–12 (INR 89,514)
  - » The emergence of an affluent middle-class is triggering demand for the mobile and internet segments

- **Subscriber base**
  - » The mobile service penetration in the country is currently at 51 percent and is expected to grow to 72 percent by 2016

- **Mergers and Acquisitions Policy**
  - » As per the guidelines approved by the Inter Ministerial panel communications, the telecommunications companies companies can acquire operator in the way that the resultant entity market share should not be exceeding 50 percent.

- **Mobile Value Added Services**
  - » INR 64800 crore by 2015, is the Indian MVAS segemnt growth estimated. This includes semi urban and rural areas, and expected to drive the next wave of the growth subscriptions.

- Handsets
  - » The handset market's revenues in India will grow to INR 46,800 crore in 2016, according to a TRAI report

> » India is the second-largest mobile handset market in the world and is set to grow further with unit shipment of 208.4 million in 2016 at a compound annual growth rate of 11.8 percent from 2010 to 2016

Source: http://www.nsdcindia.org/sites/default/files/files/Telecommunications.pdf

1.2.3 Key Developments in the Telecommunications Sector

Relaxed FDI norms

- Roaming charges have been abolished.

- Establish internet connections

- Unified license have been provided

- Support for the finances provided

- Telecommunications have extended to the rural areas

- The govt have provided merger and acquisitions with relaxing norms

- Reduction in license fees

Telecom sector have been a significant contributor in the direct and indirect employment. The sub sectors of the telecom companies provide the direct employment. Large CAPEX and Skilled Manpower to host the expansion and services is required, generating the employment.

Services provided on telecom sector companies have a a great potential of services like mobile services , connecting services like Television , INTERNET.

A host of jobs are related to the development and maintenance of devices, lines, systems and networks that facilitate communication. This offers a wide range of career prospects, and one can pursue a career in:

- Application/product development

- Application testing

- ERP implementation/integration

- Network planning

- Data networking

- Mobile application development and value-added services

General Trends in Employment

- For the technical jobs, the engineering graduates students are hired (like background in computers, electronics or telecommunications) the reason being the job nature is technical.

- As in Telecom industry teh application development and maintance is an intergral part of the industry, they hire a large number of application developers with strong programming skills in database and graphical user interface development.

- As this industry requires engineers with indepth knowledge of IT, computers and electronics. Students with this background always have an edge as compared to others with system design and computer architecture background.

- Skills like coding and software testing are essential in the development domain of the telecommunications sector.

- When hired for an entry level position, the job may vary from an management trainee to na executive of any vertical .

Challenges faced by recruiters

- Logical reasoning, indepth technical knowledge and lack of exposure are main challenges faced by the recruitors.
- Core telecommunications education and skill set development is provided by very less institutes.
- Entry level roles have an high attrition rate, this is very big challenge for service providers and other sub segments.
- Entrepreneurial abilities, skills combination and lack of resources is also a reason for a challenge.

Current workforce of 2.8 million (2013) is expected to increase to 4.12 million by 2022

Fig. 1.2.1 Graph of workforce increment from 2013 to 2022

The sector currently employs over 2.08 million employees and is slated to employ more than 4.16 million employees by 2022. This implies additional creation of ~2.1 million jobs in the nine-year period (Refer to Fig 1.2.1 above).

The period 2013–17 will see a marginally higher growth in employment vis-a-vis 2017–22 due to expected changes in infrastructure integration and shared services along with increasing share of organised retail leading to higher productivity levels of workforce.
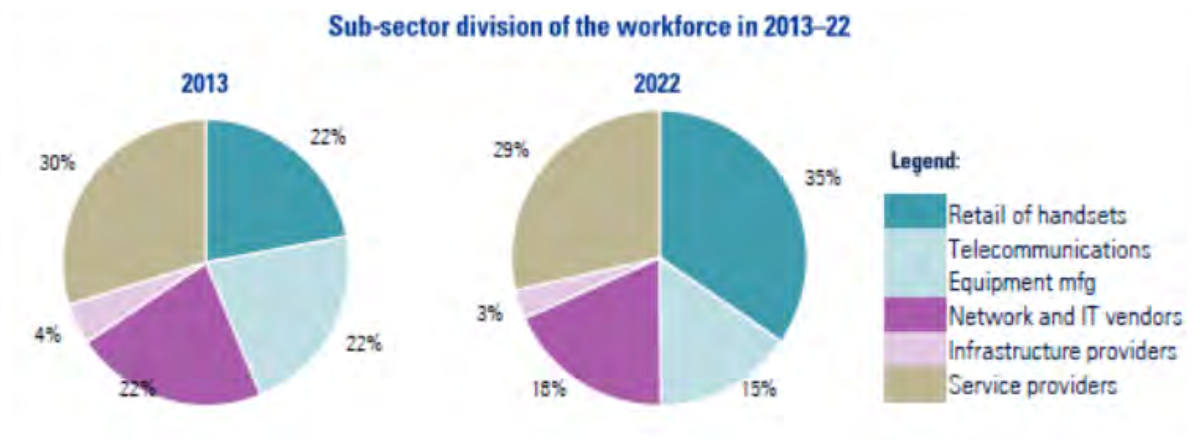

Fig. 1.2.2 Sub-sector division of the workforce in 2013-22

The analysis of the break-up of workforce by sub-sectors indicates that retail segment would show strong employment growth in absolute numbers increasing the share of overall sectoral employment from 22 percent in 2013 to 35 percent by 2022 (Refer to Fig 1.2.2 above).

This industry have a important role in narrowing down the digital divide in rural and urban areas. They have been a great support in socio economic development of india. It also has helped to increase the transparency of governance with the introduction of e-governance in India. Modern telecommunication delivers mass education programs to the rural population of india.

The tremendous user demand led growth of the telecom sector has created enormous prospect for job growth in the country. Some of the Job Roles in the sector which are suitable for entry level job seekers are: customer care executive (at the call centre, relationship centre, and repair centre), in-store promoter, Field Sales Executive, etc. at the sales and customer care segments.

In the manufacturing segment job prospects are in application/product development, application testing, system administration, network planning, data networking, BSS engineering, mobile repairing, mobile application development and value-added services, etc.

Source: http://www.nsdcindia.org/sites/default/files/files/Telecommunications.pdf

1.2.3 Major Players in Telecom Industry

Table 1.2.1 Major players in Telecom Industry

S.NO	Name of the Company
1	Bharti Airtel
2	Reliance Communications
3	Vodafone Essar
4	Idea Cellular
5	BSNL
6	Tata Teleservices
7	Aircel
8	Uninor
9	Videocon
10	MTNL

Telecommunication companies market their products and services to consumers, business customers and other service providers. Marketing techniques vary for each sector.

The aim of telecommunication marketing is to generate the highest level of revenue from your network and strengthen customer loyalty. In consumer markets, focus is on selling bundles of products to customers, while in business sectors, the aim is to build strong relationships as a channel for marketing additional services. The first thing needed to remember about successfully selling telecommunications is to follow the sales process.
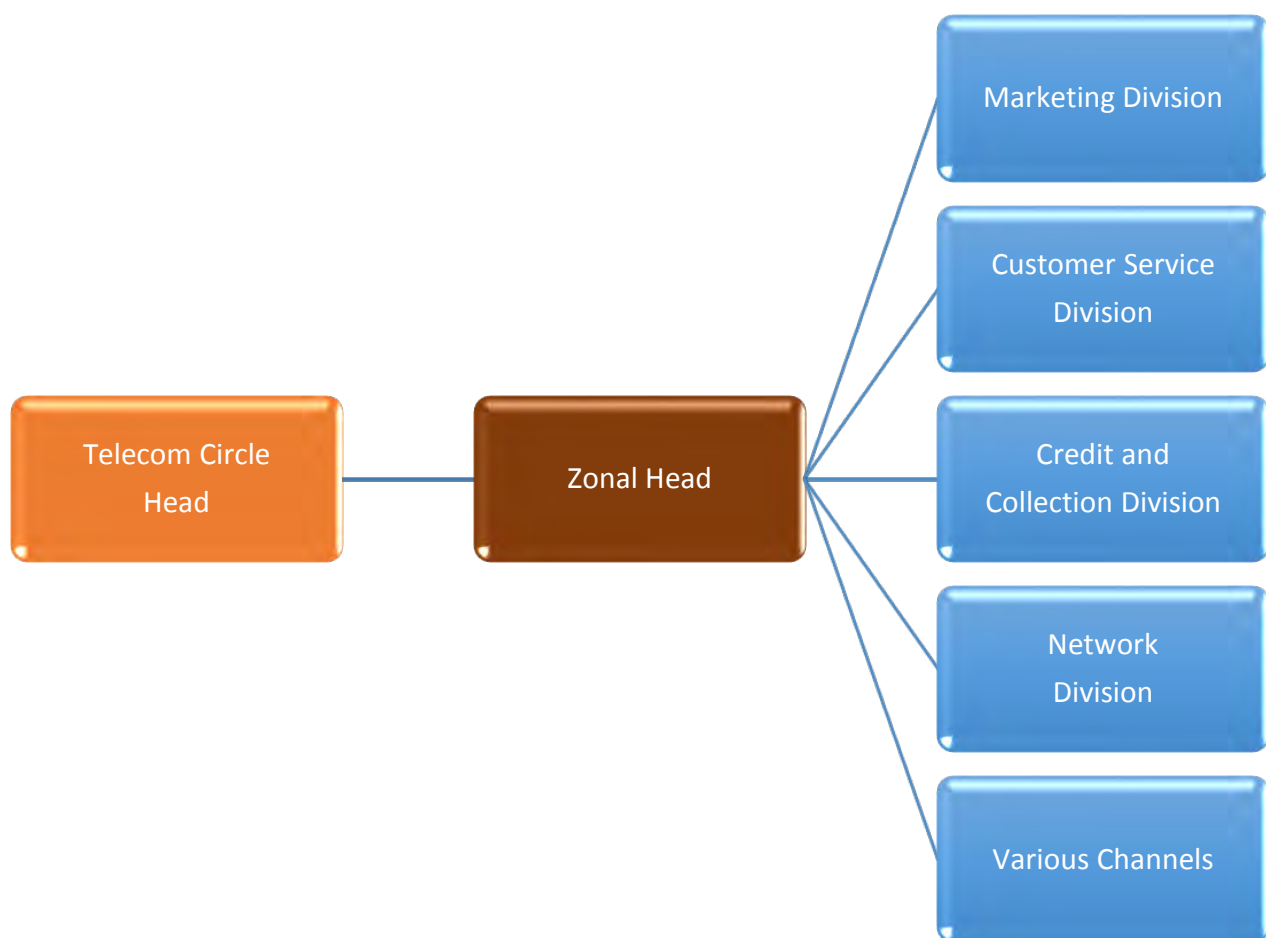
1.2.4 Telecom Zonal Operation Structure

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Telecom Circle
Head  ──────  Zonal Head  ──┬──  Marketing Division
                            ├──  Customer Service Division
                            ├──  Credit and Collection Division
                            ├──  Network Division
                            └──  Various Channels
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Fig. 1.2.3 Telecom zonal operation structure

Exercise

1. List any three recent trends related to telecom industry.

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2. List any five major players of the Telecom Industry in India.

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