



**Skil India**  
कौशल भारत-कुशल भारत



# Participant Handbook

Sector  
**Retail**

Sub-Sector  
**FMCG**

Occupation  
**Sales**



Reference ID: **RAS/Q0604, Version 1.0**  
**NSQF Level 4**

**Distributor Salesman**

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Prime Minister of India

“ Skilling is building a better India.  
If we have to move India towards  
development then Skill Development  
should be our mission. ”



## Certificate

### COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

**RETAILERS ASSOCIATION'S SKILL COUNCIL OF INDIA**

for

### SKILLING CONTENT : PARTICIPANT HANDBOOK

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

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**Pioneer Agencies**

**Ideal Enterprises**

## About the Book

This Participant Handbook is designed to facilitate training for Distributor Salesman Qualification Pack (QP). It provides learners with the necessary knowledge to efficiently carry out the job role and function of a Distributor Salesman effectively. The handbook provides knowledge about Product Merchandising, Business and Productivity Targets, Elements of Product Selling, Credit management and Building effective relationship with Trade. The handbook aims at rendering as much detail as is required for a Distributor Salesman to work effectively and efficiently in field Sales operations.

The handbook is divided into five National Occupational Standards (NOS). NOSs are Occupational Standards which have been endorsed and agreed to by the Industry Leaders for various roles. The OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently.

### Key characteristics of this handbook:

- (i) It gives an understanding of the policies and regulations in the FMCG sector.
- (ii) It provides guidance to perform important functions safely and cautiously.
- (iii) It helps learners understand the job role and responsibilities of a Distributor Salesman.

## Symbols Used



Key Learning Outcomes

The key learning outcomes are listed at the beginning of each module. These outline the focus areas that the learners will cover in every module.



Tips

Wherever possible, tips are included in every module. They provide additional insight to learners on a particular topic being discussed.



Steps

These provide step-by-step instructions for a specific process.



Notes

Notes at the end of each module is a space for learners to list down their key points related to the topic.



Activity

It is designed to bring or create the condition for learning.



Unit Objectives

These are listed at the beginning of each unit under every module. They highlight the focus areas that the learners will cover in every unit.

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# 1. Introduction to Distributor Salesmanship



- Unit 1.1: Overview of FMCG Industry in India
- Unit 1.2: Overview of Distributor Salesman
- Unit 1.3: Career Progression of a Distributor Salesman
- Unit 1.4: Strategic Planning and Decision-making in Distribution



## Key Learning Outcomes

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

1. Describe who is a distributor salesman
2. Explain the role and responsibilities of a distributor salesman in the Indian context
3. Describe the functions of a distributor salesman
4. Discuss the concept of strategic planning
5. Analyse the need of strategic planning
6. Examine the steps involved in strategic planning
7. Describe the skills needed for distribution sales person

## UNIT 1.1: Overview of FMCG Industry in India

### Unit Objectives

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

1. Explain the FMCG Industry in today scenario
2. Describe the modern marketing principles and techniques emerging in retail industry

### 1.1.1 FMCG Sector

The Fast Moving Consumer Goods (FMCG) industry is one of the fastest growing industry which has consumers at each point in the value chain. The major growth drivers of this sector are growing awareness among consumers, easy accessibility, and changing life style of consumers.

FMCG products are also popular by the name 'consumer packaged products'. This category includes all items of consumable products except groceries/pulses. The items are generally bought by people at regular intervals. The products such as shampoos, detergents, soaps, shaving products, toothpaste, shoe polishes, packed food items and household accessories are listed in popular products lists of FMCG sector products. These products have a frequent or daily consumption and these products also enjoy a high return.

Three key functions in the FMCG sector are marketing function, sales function and research & development function. These are discussed below:

- **Marketing:** Marketing in this industry moves very quickly and entails fast adaptation of new products, methods and strategies. What is wanted by consumers' today vis-à-vis tomorrow may be different, hence it is important for marketers to be fully aware of consumer preferences and behavior shifts. A FMCG marketer also requires to manage a complete lifecycle of the product. He /she have to manage the product life cycle from research & development of products to its launches and till the ongoing marketing efforts.
- **Sales:** The selling function in the FMCG sector is considerably different and fast-paced as compared to other industries. The products of this sector are not specific to certain group of people, rather than it caters the need of a wide range of cultures and ages to buy the product. A FMCG sector salesperson should have an excellent communication skill and interpersonal skill. He/she should be able to develop a connection and maintain interaction with a wide range of people/customers.
- **Research & Development:** The Research & Development function in the FMCG sector is simply related to making small, incremental improvements in the existing products, coming up with new and latest versions of the existing products. For example a tea manufacturer comes up with new flavour of tea in short interval of time.

The FMCG sector market is a huge growth potential market. Working in this industry provides people with various opportunities to come up with new innovative products and related marketing schemes.

### 1.1.2 Overview of FMCG Industry and Retailing Formats

With the advent of modern marketing principles and techniques, more and more investors in India have started investing in different formats of retailing, which are well organised and oriented towards customer satisfaction. Organised retailing has created various roles in the sales function. One amongst them is of the distributor salesman who carries out functions in the field sales operations for retail/wholesale outlets. Retail giants, like Big Bazaar, Pantaloons, Reliance & Tesco employ more

than one million sales persons in their outlets; it is estimated that the requirement of workforce including the sales persons in the next four years will be around 10 million in India. The sector is expected to grow at 15- 20 % in India year after year.



*Fig. 1.1 Recruitment for Sales Persons*

## UNIT 1.2: Overview of Distributor Salesman

### Unit Objectives

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

1. Describe who is a distributor salesman
2. Explain the role and responsibilities of a distributor salesman in the Indian context
3. Describe the functions of a distributor salesman

### 1.2.1 Distributor Salesman

Distributor salesmen are people who interact with trader/retailers to understand their needs and provide them with relevant product offerings. They are engaged in selling of products and are positioned as front-end staff of the company. They work cordially with the team. They also carry out sales operations, like displaying of products & merchandise for creating demand at the point of sales.

Sales and distribution functions are as follows:

- Sales, customer service and receivables
- Order administration and preparation
- Order processing and invoicing
- Dispatching, transporting, door to door delivery
- Stock checking, inventory and credit control
- Sales administration (Retail call cards/competition/negotiation)
- After sales service (Communication, merchandise and evaluation)



*Fig. 1.2 Distributor Salesman*

### Formats of Retailing

The modern retail industry is characterised by various formats of retailing such as:

1. Speciality stores
2. Departmental stores
3. Full-line discount stores
4. Branded stores
5. Company franchisee/stores
6. Convenience stores and others

Departmental store is a retail establishment offering a wide range of products in different categories known as “departments”. For example Big Bazaar, V Mart, Vishal Mega Mart, Reliance Mart are the few examples of departmental stores. They keep various items, such as kitchen utensils, bathroom products, toys, household items, groceries and individual clothing sections (men, women, kids). These stores offer several discounts at regular intervals to attract and motivate the customers to shop in order to fulfilling their requirements.



Fig. 1.3 Departmental Store

### 1.2.2 Job Role and Responsibility of a Distributor Salesman

The distributor salesman is a company ambassador who directly communicates and sells the company’s products to the customer in that particular trade in right quantities, at right place, right price and right time, thus keeping the customers satisfied.

The job role and responsibilities of a distributor salesman include the following:

- Developing a territory and route plan
- Identifying and categorising outlets by potential customers and making a plan with frequency of service
- Pre-sales evaluation of calls cards/retailer cards on a daily basis
- Calling the dealer and stock checking in the dealer’s outlet
- Selling into the outlet (communicating trends/pricing/product Unique Selling Proposition (USP) and policies relating to sale)
- Cash collecting/receivables
- Counselling the dealer and giving credit information
- Developing frontline relationship with assigned customers
- Keeping abreast with the competitive activities in the territory
- Developing product knowledge
- Administrating calls made to dealer (call card, evaluation of call, negotiation)
- Displaying/merchandise in the outlet
- Participating in sales and marketing meetings related to company business
- Meeting company goals and targets



Fig. 1.4 Salesman Interacting with a Customer

### 1.2.3 Functions of a Distributor Salesman

The functions of a distributor salesman include:

- Calling and checking of stocks and inventory
- Selling products to the dealer's outlet
- Collecting dues and credit information
- Maintaining and trying to extend sales territory
- Increasing product line and mix
- Tracking market and product trends
- Counselling the dealer
- Merchandise/display at the dealer's outlet
- Giving feedback to the distributor/company

#### Tips

The foremost duty of every salesman, in general, is to call on existing and potential customers and sell company products into the retail outlet in right quantities at the right price and at the right time. He/She builds customer relations with the objective of retaining existing customers and extending their number.

#### Notes

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## UNIT 1.3: Career Progression of a Distributor Salesman

### Unit Objectives

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

1. Discuss the various opportunities available for people as a distributor salesman
2. Explain the growth a distributor salesman enjoys in his career life

### 1.3.1 Career Opportunities for a Distribution Salesman

Being in the FMCG segment offers exciting career opportunities for people.

A distributor Salesman is a part of Channel Distribution vertical and performs the role of Sales. He has an opportunity for vertical mobility after spending productive time on field.

He can progress from being a Distributor Salesman to Sales Supervisor and then take on future higher roles with a wider span of control such as Territory Sales Manager, Area Sales to Regional Head State Head and eventually leadership position of National Sales Head.

Today's FMCG companies are demanding individuals who are able to perform well in a fast-paced working environment. They should have a firm will to do their work with a positive energy and creative approach towards their work. The candidates willing to work in FMCG sector should be able to meet deadlines and service focused. Effective communication and interpersonal skills are primary requirements for the individuals to work in this sector.

### Notes

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## UNIT 1.4: Strategic Planning and Decision-making in Distribution

### Unit Objectives

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

1. Discuss the concept of strategic planning
2. Explain the steps involved in strategic planning
3. Illustrate the skills required for a distribution sales manager

### 1.4.1 Strategic Planning

#### IF WE FAIL TO PLAN WE THEN PLAN TO FAIL

Each and every business needs to know what is to be done and how is it to be done if it has to generate profits. In short, planning is studying the past to decide in the present what to do in the future and when and how we are going to do it and who will do it. Planning may cover short term or long term period.

Stages in strategic planning process are as follows:

1. Define vision, mission, objective and goals
2. Evaluation of the organisation and environment
3. Selection of appropriate strategies/communications
4. Preparing a sales plan
5. Implementation
6. Evaluation



Fig. 1.5 Strategy Requirements

Business challenges have made modern retailers proactive in managing their business. Information technology has offered several opportunities to tabulate, monitor, analyse voluminous sales data of both the retailer's outlet as well as the competitor's. If the retailer wants to go ahead competitor, the sales data aids him/her make the best business decisions.

With the advent of modern retailing, the job of a sales person has become more complex and purposeful, pushing him/her to make the right decision, hence comes the need for strategic planning.



Fig. 1.6 Prioritising Activities

Strategic planning is a proactive activity that is used to set priorities, focus energy and assign resources to strengthen ways of working. It is aimed to achieve desired goals, outcomes and results.



Fig. 1.7 Salesperson with Focused Goal Plans

### Steps Involved in Strategic Planning

Key steps involved in strategic planning are given below:

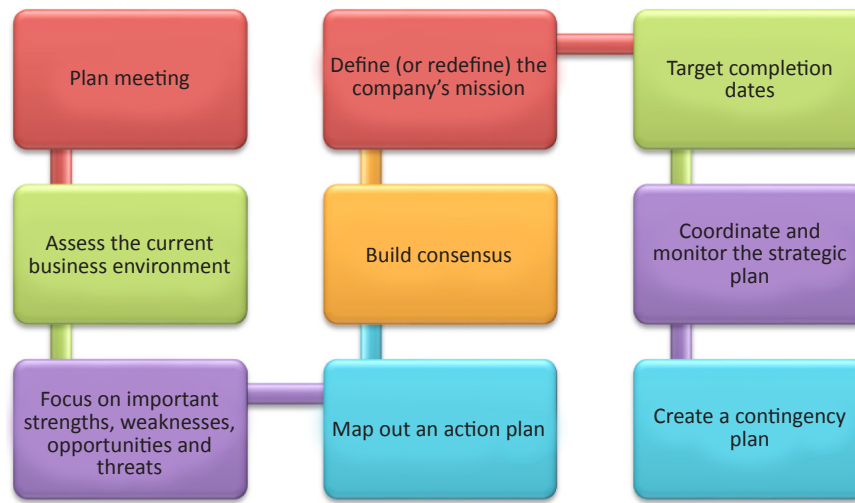


Fig. 1.8 Strategic Planning

### 1.4.2 Skills for Distribution Sales Managers

It is imperative for salespersons to plan their strategy and align their activities to the defined plan. It is even more important to monitor performance and make corrections in case of deviations from the plan. This is generally done by Sales Managers.



Fig. 1.9 Progressing Sales Activities

The guidelines to be followed by a distributor sales manager are as follows:

- Hiring and selecting a competent sales staff
- Devising effective sales plans
- Imparting on-going training and orientation for sales staff
- Conducting regular meetings to examine the performance of a sales staff
- Focusing on selling orders of high bulk products
- Creating a sales and marketing structure
- Preparing overall planning for forecasting departmental sales
- Creating and inspiring team work to create a healthy atmosphere
- Developing leadership qualities

#### Tips

Every organisation has a major role in building the positive image and reputation in the minds of the customers. A company should maintain good product brand image in the market by providing best services to customers.

#### Exercise

**Fill in the blanks:**

1. Distributor Salesman interacts with \_\_\_\_\_ to understand their needs and service them with relevant product offerings.
2. Selling into \_\_\_\_\_ outlet is a function of a Distributor Salesman.
3. \_\_\_\_\_ offers the experience of supermarket retailing in which sales staff is around to assist customers in their choice of goods.
4. Preparing a \_\_\_\_\_ plan is a key activity involved in Strategic Planning.
5. \_\_\_\_\_ is an amount added to the cost price of an article to determine the selling price.

Dealer, Departmental Store Retailing, Sales, Mark Up, Trader

**State which of the following statements are True/False:**

- 6 Replacement products emerge when new products arrive to replace old products.
- 7. Distribution refers to the activities involving the sale of goods or services to the ultimate consumer for personal use and not business use.
- 8. Increasing product line and mix is the function of a Distributor Salesman
- 9. Distributor salesman replaces the old products due to changes on fashion or tastes of consumers or lower cost substitute.
- 10. Warehousing is the actual transfer or movement of goods and people from one place to another.

**Choose the correct option:**

- 11. Which of the following are types of consumer goods?
  - (a) Computer
  - (b) Yeast for breads
  - (c) Welding machines
  - (d) Noodle soup
- 12. Following is the picture of \_\_\_\_\_.



**Notes**



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