



Participant Handbook

Sector
Telecom

Sub-Sector
Handset

Occupation
Sales and Distribution

Reference ID - TEL/Q2100, Version 1.0
NSQF Level 4



**Distributor Sales
Representative**

Published by:

All Rights Reserved,
First Edition, November 2017

Printed in India at
New Delhi – 110016

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Telecom Sector Skill Council
2nd Floor, Plot No: 105,
Sector-44, Gurgaon-122003
Ph.: 0124- 4148029
Web: <http://www.tsscindia.com>

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Shri Narendra Modi
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

TELECOM SECTOR SKILL COUNCIL

for

SKILLING CONTENT : PARTICIPANT HANDBOOK

Complying to National Occupational Standards of
Job Role/Qualification Pack: 'Distributor Sales Representative'
QP No. '**TEL/Q2100 NSQF Level 4**'

Date of issuance: **May 15th, 2016**

Valid up to*: **May 15th, 2018**

*Valid up to the next review date of the Qualification Pack or the
'Valid up to' date mentioned above (whichever is earlier)



Authorised Signatory
(Telecom Sector Skill Council)

Acknowledgements

Telecom Sector Skill Council would like to express its gratitude to all the individuals and institutions who contributed in different ways towards the preparation of this “Participant Manual”. Without their contribution it could not have been completed. Special thanks are extended to those who collaborated in the preparation of its different modules. Sincere appreciation is also extended to all who provided peer review for these modules.

The preparation of this manual would not have been possible without the Telecom Industry’s support. Industry feedback has been extremely encouraging from inception to conclusion and it is with their input that we have tried to bridge the skill gaps existing today in the Industry.

This participant manual is dedicated to the aspiring youth who desire to achieve special skills which will be a lifelong asset for their future endeavours.

About this Book

Looking at statistics of the last five years, the growth of the telecommunication sector has firmed up as compared to the overall economic growth. In the short term, we can expect a healthy growth rate close to 15 percent in short term during 2013– 17. This is primarily because of the growth in organised retail, changing consumer preferences, advances in technology and government support. With over 1000 million subscribers, India is the second largest telecom market in the world.

The sector is expected to create over 2.1 million jobs over the next nine years with the total employee base increasing from the present over 2.08 million to nearly 4.16 million employees by 2022.

This Participant book is designed to impart theoretical and practical skill training to students for becoming a Distributor Sales representative. Distributor Sales representative in the Telecom Sector is also known as Distributor Sales Executive/Field Sales Representatives/Feet on Street/Field Service Executive.

Individuals at this job needs to generate sales for mobile handset & related accessories, steer sales as per organization's target matrix, increase width & depth of distribution and work in a specified area as per the Beat Plan & Route Plan. Individual is also responsible for handling/escalating retailer's complaints & queries as per the organizational policies and must be able to handle cash related transactions.

This Trainee Manual is based on Distributor Sales Representative Qualification Pack (TEL/Q2100) & includes the following National Occupational Standards (NOSs)

1. Pre –planning
2. Manage retailer relationship to achieve sales targets
3. Educate retailer's counter sales person
4. Process compliance for product distribution

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 promote/sell/secure orders from existing and prospective customers and help distributors resolve any issues.

We hope that this Trainee Manual will provide a sound learning support to our young friends to build an attractive career in the telecom industry.

Symbols Used



Table of Contents

S. No	Modules and Units	Page No.
1.	Introduction and Orientation	1
	Unit 1.1: Introduction to Telecom Industry	3
	Unit 1.2: Roles and Responsibilities of a Distributor Sales Representative	6
	Unit 1.3: Distributors	8
	Unit 1.4: Selling	11
2.	Pre-Planning	17
	Unit 2.1: Pre-Planning	19
3.	Manage Retailer Relationships	27
	Unit 3.1: Manage Retailer Relationships	29
	Unit 3.2: Basic Commercial Accounting	49
	Unit 3.3: Sales Techniques	54
4.	Educate Retailer's Counter Sales Person	57
	Unit 4.1: Educate Retailer's Counter Sales Person	59
	Unit 4.2: Product Specification	76
	Unit 4.3: Effective Display to Promote Sales	87
	Unit 4.4: Promotions and Loyalty Schemes	91
	Unit 4.5: Customer Relations and Improvements	96
	Unit 4.6: Personalised Sales	100
	Unit 4.7: Continuous Improvement in Service	107
	Unit 4.8: Maintaining Stocks for Sale	110
5.	Compliance	115
	Unit 5.1: Compliance	117
	Unit 5.2: Visual Merchandising	124
	Unit 5.3: Prepare Product for Selling	134
	Unit 5.4: Provide Information and Advice to Customers	138
	Unit 5.5: Product Portfolio	146

S. No	Modules and Units	Page No.
6.	Soft Skills	153
	Unit 6.1: Grooming	155
	Unit 6.2: Communication Skills	157
	Unit 6.3: Time Management	160
	Unit 6.4: Problem Solving	162
7.	Employability and Entrepreneurship Skills	167
	Unit 7.1: Personal Strengths & Value Systems	171
	Unit 7.2: Digital Literacy: A Recap	190
	Unit 7.3: Money Matters	195
	Unit 7.4: Preparing for Employment & Self-Employment	205
	Unit 7.5: Understanding Entrepreneurship	215
	Unit 7.6: Preparing to be an Entrepreneur	236





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1. Introduction and Orientation

Unit 1.1 - Telecom Sector

Unit 1.2 - Roles and Responsibilities of a Distributor Sales Representative

Unit 1.3 - Distributors

Unit 1.4 - Selling



Key Learning Outcomes



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

- Get familiarized with Indian Telecom Sector
- Identify and perform roles and responsibilities of a distributor sales representative
- Identify type of distributors and their functions
- Identify steps and key selling skills

UNIT 1.1: Introduction to Telecom Industry

Unit Objectives

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

- Get familiarized with Indian Telecom Sector

1.1.1 Introduction

In the last five years, telecommunication sector has led and been faster than the overall economic growth. In the short term, a healthy growth close to 15 percent is expected during 2013–17.

With over 1000 million subscribers, India is the second largest telecom market in the world. The telecom sector is expected to provide a large number of new jobs, mainly in the supervisory and managerial roles. Key segments are:

- Network and IT Services
- Service providers
- Retail and distribution

The information age is aided and propelled by the growth in telecommunication sector. The telecom industry is considered to be the backbone of all industrial and economic development. Human communications have been revolutionized by this industry as it delivers voice and data services at rapidly increasing speeds.

Presently, India is the second largest telecommunications market and has consistently grown in the last decade and a half. The Indian mobile sector has registered rapid growth and is likely to be a substantial contributor to India's Gross Domestic Product (GDP). The Indian smartphone market is expected to quadruple to 810 million users by 2021, and the smartphone traffic is also expected to increase 15-folds, i.e., 4.5 Exabyte (EB) per month during the same period.

India has made rapid progress in mobile penetration and now has the world's second largest mobile subscriber base. According to Telecom Regulatory Authority of India (TRAI), by December 2015 India's total telecom subscriber base was 1.04 billion. Of these, 1.01 billion were mobile subscribers and 25.52 million wire line subscribers. (Source: IBEF Telecom Sector Report).

The entry of Reliance Industries' Jio network and smartphones (under brand name LYF), has further opened up the Indian telecom industry, which will facilitate more benefits and better services to users.

The smartphone segment grew at an annual average rate of 32% to about 95 million in 2015 from 77 million a year ago (Source: Cyber Media Research Report)

The top player in retail and distribution sub-sector of the telecom industry are:

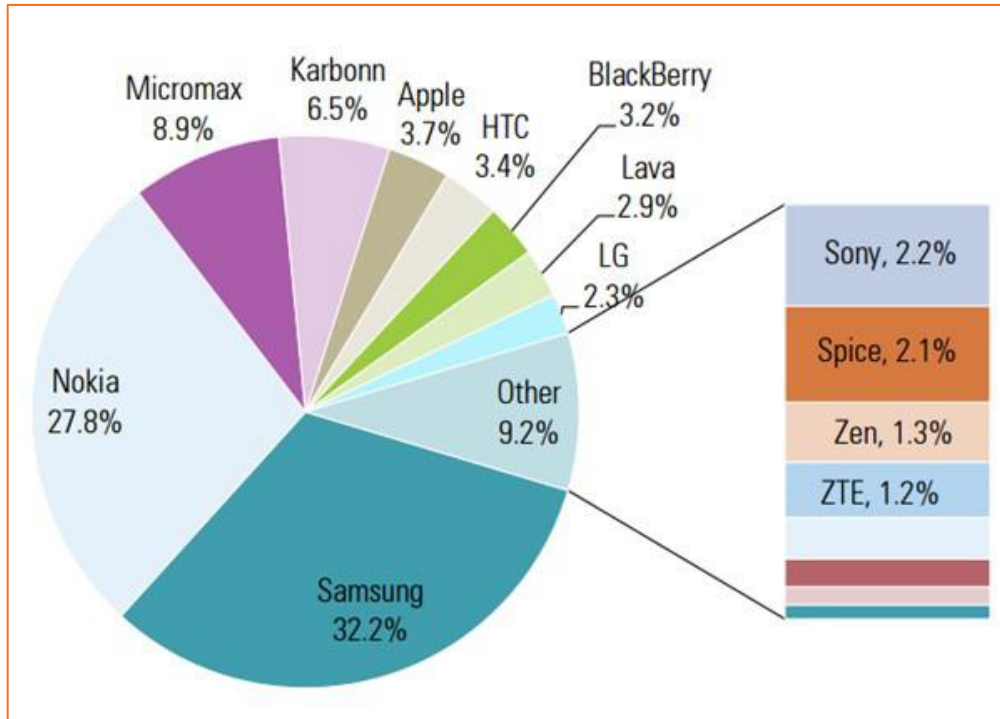


Fig:1.1.1: Retail and Distribution (India) - Source NSDC-KPMG Report)

The telecom sector employs around 2.08 million people and this figure is expected to grow to 4.16 million by 2022 (Source: NSDC-KPMG Report).

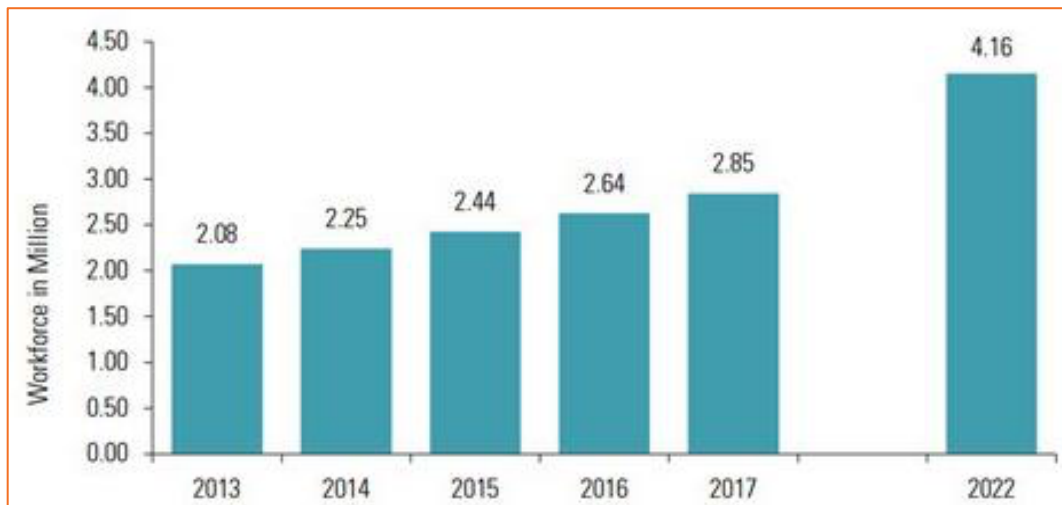


Fig:1.1.2: Workforce Growth (Source: NSDC-KPMG Report)

Exercise



1. Name any two major handset companies in India:

2. The number of people working in Telecom sector are expected to decrease by 2022. True or False, why:

UNIT 1.2: Roles and Responsibilities of a Distributor Sales Representative

Unit Objectives

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

- Identify and perform roles and responsibilities of a Distributor Sales Representative

1.2.1 Distributor Sales Representative - Job Description

A Distributor Sales Representative is also known as Distributor Sales Executive/Field Service Executive/Feet on Street/Field Sales Representative. They are expected to generate sales for mobile handset and its accessories, steer sales as per organization's target matrix, increase depth & width of the distribution network and work in his allocated area as per the Beat and Route Plan.

They also handle complaints & queries of retailers and if required they escalate them to the next level. Apart from this they are in-charge of managing the cash too.

Attributes

Some of the key attributes of a Distributor Sales Representative are:

- Persuasion and Communication Skills
- Negotiation skills
- Time Management Skills
- Flair for selling
- Teamwork
- Positive attitude
- Willingness to travel

1.2.2 Roles and Responsibilities of Distributor Sales Representative

The key roles and responsibilities of a distributor sales representative are:

- Generating sales for mobile handset and related accessories
- Handling/escalating retailers' complaints and queries
- Meeting the sales goals as per organization's target matrix
- Handling cash related transactions
- Increasing width and depth of distribution network as per the Beat and Route plan
- Being up-to-date with latest company handsets or accessories

Exercise 

1. Mention any two roles and responsibilities of Dealership Sales Representative are:

2. Dealership Sales Representative is also known as:

UNIT 1.3: Distributors

Unit Objectives

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

- Identify the function of distributors
- Identify types of distributors

1.3.1 Distributors

Distributors are part of the sales channel. Distributors, dealers, and retail outlets embrace a complete distributor channel. The manufacturer's products are purchased and stocked in significant quantities by them. They purchase products from the manufacturer, or from each other, at large discounts from the list prices. They then resell these at a higher price and the markup price gives them the profits.

Distribution organizations buy and stock products of multiple manufacturers, including products that directly compete with one another. The stocks can run into thousands of products. They act as a single point of source for a wide range of products for their customers. These companies can sell to customers located anywhere as they run their businesses independently.

Primary Benefits of Distributors

- Manufacturer gains access to the established customer base of distributor organizations.
- Profitably handles small quantity orders for manufacturer's products

Distributor's revenue flows from the profit margins at which they resell products. In the electronics business, a typical gross margin on sales is around 20%. Most products are sold at moderate to large margins from manufacturers' list prices. They typically demand and obtain discounts in excess of 30% and even as much as 50% from unit list price of manufacturers. The sales team are typically paid commissions on the Gross Profits not by total orders. The sales people should therefore be aware of margins and be skilled at maximizing them. Higher margin products generate higher commissions and thus are of greater interest to the sales people.

In most marketing systems, the key factor is distributors. They buy products from a large variety of manufacturers and resell them to their customers. Marketing typically comprises of selling standard products and financial benefits; technical solutions are not sold by them.

Distributors usually specialize in one group or product class, such as clothing, food, pharmaceuticals, electronics, etc. Further specialization is also possible, for example in "passive electronic components." They provide convenience as products of multiple manufacturers which are sold through them. Overall revenue generated by customers determine the discounts they get on individual products. The distributor system ensures faster delivery and better terms and conditions than the manufacturer, because the latter has one track mind of only focusing on sales. Their customer list includes Original Equipment Manufacturers (OEMs), high-tech distributors, system integrators, retail outlets and end users.

Common Types of Distributors

- **National Distributors:** These are large businesses having a large variety of products and annual sales running into crores of rupees. A handful of larger suppliers and customers may pressurise and exercise influence over decisions. The rest have to accept their policies and procedures for conducting business.
- **Regional distributors:** They are medium-sized businesses who have lesser number of customers and lesser variety of products than national distributors. Closer interaction with customers and suppliers is the norm. However, because of lower volumes, they get less favourable pricing and technical support. Being more approachable, they are generally preferred by less established manufacturers.

1.3.2 Marketing System

The organization and processes that are used by any business to sell its products is called a Marketing System. It implies identification of prospect customers, establishing business relationships and meeting customer needs by selling solutions and not mere products. The marketing and sales are two parts of customer organizations. It also includes third-party organizations that are independent of any customer organization.

Operation of a marketing system is through sales channels. A sales channel connects the business to the customer. There could be one or more sales channels commonly known as Direct Distribution, Original Equipment Manufacturer (OEM), System Integrator, Manufacturers Reps, Value Added Reseller (VAR), and Retail.

A sales channel comprises of a single or multiple channel organizations that do similar work and have similar characteristics. For example, a distribution channel comprises of distributors who are third-party organizations and sell products obtained from the manufacturer at a discount. On the other hand, employees of a direct channel are hired by the manufacturer himself and they directly interact with customers.

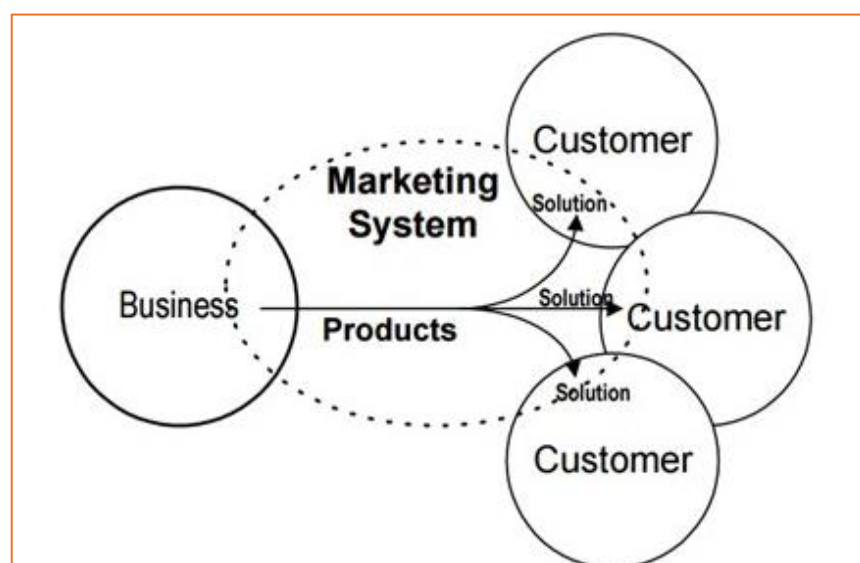


Fig:1.3.1: The Marketing system

Exercise 

1. Distributors are not part of sales channel. True or false, why?

2. Mention two types of dealerships

UNIT 1.4: Selling

Unit Objectives

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

- Identify key selling skills
- Perform different steps of selling

1.4.1 Introduction

Selling is the art of persuading someone to buy one's product or service. In the most basic terms, selling is giving or exchanging goods for money. Today, however, with the growth of marketing, selling does not only mean the mere give and take, but also refers to the tending of consumer needs. It is the way a sales representative assists a customer, identify his needs and motivates him to buy products and services from your business. To be successful, a sales representative needs to make the customer feel that he is getting value for money by buying the specific product or service.

1.4.2 Selling Techniques

Common selling techniques used by businesses to fulfill customer needs are:

- **Direct selling:** Involves direct face to face, customer-salesperson interaction
- **Retail selling:** Involves making products available in a shop where customers can visit
- **Agency selling:** The supplier hires an agent who then sells products and services on his behalf
- **Telesales:** Contact customers by telephone to sell products and services without face-to-face contact
- **Door to door selling:** Potential customers are contacted at their homes by salespeople for direct selling
- **Business to business selling:** Also known as B2B model where direct selling takes place between businesses
- **Business to government selling:** Similar to B2B, but custom-made solutions are developed by businesses and sold to government agencies and departments instead of other businesses
- **Mail order selling:** A publication containing list of merchandise which is shown to a customer for potential purchase without seeing the product first-hand
- **Online selling:** Has become popular with increase of internet penetration. Products and services are sold directly to customers or businesses over the internet

1.4.3 Importance of Selling

The success of businesses depends on the ability to meet customer needs and sell their products and services in a sustainable way. Selling effectively always results in enhanced profitability of the business, both in the short and long term.

It is impossible for a business to stay in the market unless they make substantial amount of sales. No matter how good the product is, till the time it does not meet the requirement of customers, it will not generate considerable amount of sales. Hence it is important for any business to put in necessary amount of efforts in selling their products and services.

1.4.4 Steps of Selling

Steps involved in the selling process are explained below:

Step 1: Identifying and Prospecting

Prospecting is the search for potential customers, who fit the target market or show some interest in the company's offerings.

Step 2: Introduction

The sales person should introduce himself in relation to the selling.

For Example:

- "I am Ranjan, may I help you to choose a phone you are looking for"
- "In this section, different phones are listed that suit the need of different people. I will show you the ones that you may like."

Step 3: Understanding Needs

Understand the exact need or expectation of the customer.

For Example:

- "Do you want a phone mostly for clicking pictures or for business use? I will explain you the features"
- "Do you want a phone with or without front camera flash?"

Step 4: Presenting products

The suitable product should be introduced to the buyer. For this, the seller should have a thorough knowledge of products he is selling. Example

- "Yes, we have a range of mobile phones that exactly suit your requirements. The price will range from Rs. 5,000 to Rs. 45,000 and the features are..."
- "You can opt for this phone because of its long battery back-up."