



Participant Handbook

Sector
Telecom

Sub-Sector
Handset

Occupation
Sales

Reference ID: **TEL/Q2101, Version 1.0**
NSQF Level 4



In-Store Promoter



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: 'In-Store Promoter' QP No. 'TEL/Q2101 NSQF Level 4'

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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

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 percent in the short term during 2013–17, driven by growth in organised retail, technological advancements, changing consumer preferences and government support. With over 1 million subscribers, India is the second largest telecom market in the world.

The sector employed over 2.08 million employees as of 2013, 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 book is designed to impart theoretical and practical skill training to students for becoming an In-Store Promoter in the Telecom Sector. In-Store Promoter in the telecom industry is also known as In-Shop Promoter/Sales Representative/Retail Sales Representative/Sales Executive.

In-Store Promoter demonstrates and highlights the product FAB (Features, Advantages and Benefits) to walk-in customers and offers them the opportunity to touch and feel the product(s) on display and respond to queries on products and services.

This Trainee Manual is based on In-Store Promoter Qualification Pack (TEL/Q2101) and includes the following National Occupational Standards (NOSs):

1. Managing the counter - TEL/N2104
2. Sale and promotion of handsets - TEL/N2105
3. Daily reporting - TEL/N2106

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 manage the counter, promote and sell the products and respond to queries on products and services.

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

Symbols Used



Key Learning
Outcomes



Steps



Tips



Notes



Practical



Exercise



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1. Introduction

Unit 1.1 – Objectives of the Program

Unit 1.2 – Introduction to Mobile Handset Industry

Unit 1.3 – Role of In-Store Promoter



Key Learning Outcomes



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

1. State the objectives of the program and skills required for the job
2. Describe the mobile handset industry in India
3. Understand the growth and trends in the mobile handset industry in India
4. List the top industry players in the mobile handset industry in India
5. Understand the difference in customers of different types of handsets
6. Understand the various influences on the purchase decision of a customer
7. Discuss the role, responsibilities and personal attributes of an ISP

UNIT 1.1: Objectives of the Program

Unit Objectives



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

1. Explain the overview of the program
2. Discuss the necessary skills on which the participant will be trained

1.1.1 Overview of the Program

This program will facilitate an overview of:

- Telecom Industry
- Roles and responsibilities of an In-Store Promoter
- Telecom Store specific key concepts
- Behavioral, professional, technical and language skills required for performing your job effectively
- Techniques for managing the retail counter
- Methods for sales and promotion of handsets
- Ways to maintain, create and update daily reports
- Interview skills



Fig 1.1.1 ISP interacting with a customer



Fig 1.1.2 ISP at billing counter

1.1.2 Basic Skills

The skills that this program trains you on are:

- Communication skills
- Language Skills
- Grooming Skills
- Art of Influencing
- Time Management
- Customer Centricity

1.1.3 Main Activities

As an In-Store Promoter, you have to perform three main activities:

- Manage your store
- Sell the product
- Report and review

1.1.4 Ground Rules

All the participants are expected to follow certain ground rules which will facilitate an efficient learning environment. These rules are:

- Arrive and start on time.
- All participants are expected to participate in all phases of the workshop.
- Mobile phones of the participants should be switched off or in silent mode.
- Participants must adhere to the timelines. If the break given to the participants is of 15 minutes, then everybody has to be in the training room within those 15 minutes.

- All the doubts should be raised to the facilitator. They should not talk among themselves.
- Listen actively - respect others when they are talking.
- Learn and ask questions if you don't understand.

Exercise



Q1. What are the objectives of the program?

Q2. What are your expectations from the program?

Notes



UNIT 1.2: Mobile Handset Industry

Unit Objectives

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

1. Discuss about the mobile handset industry in India
2. Explain the trends in the industry
3. List the top mobile handset players in India

1.2.1 The Mobile Handset Industry

India is the second largest mobile handset market in the world.

The Indian Mobile Handset Market is expected to continue to grow as per a recent report by Frost and Sullivan.

It is projected that there would be a threefold increase in the number of telecom participants and the current number of sixty eight mobile handsets players will go up above 200.

Another important part of the survey is the increasing use of smartphones by the Indian consumer. The increasing preference for high-end handsets and the desire to use new emerging web technologies could see the smartphone markets' revenues go very high.

While the revenues in the urban areas are reaching a saturation point, many mobile manufacturers like Micromax, Karbonn, etc. have started manufacturing phones for rural and semi urban areas too. The smart phone market is expected to grow tenfold in the coming year.



Fig 1.2.1 Mobile collage

1.2.2 Trends in the Industry

- Emergence of Multi-SIM smart phones
- Shift in the Operating System
- Faster Processor
- Near Field Communication

1.2.3 Top Mobile Handset Players in India

1. Nokia
2. Samsung
3. Micromax
4. Blackberry
5. Karbonn
6. HTC
7. Spice
8. LG
9. Huawei
10. G'Five
11. Lava



Fig 1.2.2 Some mobile company logos

Exercise



Q1. Name top 5 mobile handset companies in India.

Q2. State True or False:

- a) India is the world's second largest mobile manufacturer.
- b) Smartphones will grow faster than other phones in the mobile industry.
- c) Mobile phones are available in rural and semi-urban areas also.

Notes



UNIT 1.3: Role of an In-Store Promoter

Unit Objectives

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

1. Understand the different types of customers
2. Understand the purchase decision
3. Understand who is an in-store promoter
4. Discuss the roles and responsibilities and personal attributes of an In-store promoter

1.3.1 Understanding Your Customer

In the phone industry there are different kinds of customers. Customers can be divided into various categories based on their usage (Work, Fun, Play) and buying behaviour (Geeks who want latest and best, Late Adopters who seek reassurances).

Given below are some common types of customers:

- **Basic Users**

These consumers use the cell phone just for communication purpose.

- **Mobirati Users**

Cell phones are considered to be the life line of these users. They have grown up with cell phones and can't image their life without it.



Fig 1.3.1 Different users of mobile phones

- **Pragmatic Adopters**

These users are learning to use cell phones for other purposes as well. It has become an important part of their life but still mainly functional.

- **Social Connectors**

These users use the cell phone to bridge the gap between them and the social world. They are kept updated about their friends and social events with the help of these cell phone.

1.3.2 Understanding the Purchase Decision

Background: A new retail paradigm has been created due to increased information and competition. In the old days when there was less information and competition, the pre-store decisions were driven by big-media. Now a days we are confronted with 24/7 information, millions of products, a fragmented media, and multiple channels and retailers, which has resulted in shoppers increasingly making more decisions later in the purchase process.

Over 50% of purchase decisions are made in-store, at the time-of-purchase.

Consumers and Shoppers: One begins to understand the purchase decision only when one is able to identify the difference between the consumer and shopper.

Each one of us is a consumer but we are different types of shoppers. Each one of us has categories in which we decide to spend a specific amount of time and money and categories in which we prefer to spend least amount of time and money. In some categories we fulfill the need of others and in some we shop for ourselves.

Pre-store & In-store purchase decisions: Each shopper has different views on the importance of phone categories thus, companies must be aware of which purchases take place at the store level and the



Fig 1.3.2 Understanding the purchase decision

brand level, and which purchases are not planned at all. Most pre-store decisions are brand driven in the mind of the customer as he may have purchased the product in the past and will likely continue with the same in the future. However, purchase decision made inside the store, are often based on perceived value, merchandising, packaging and the rapport with the In-Store promoter. Thus, promotions and displays are a good investment in any store.

1.3.3 Who is an In-Store Promoter?

An In-Store Promoter, also known as Sales Promoter, is a sales assistant located in a store who is asked to help sell a specific company's product to a consumer. Typically, promoters are not on the company payroll but are trained and managed directly by company staff.

Companies roped in promoters when they realised their internal sales force and distributors make products available at the retail shelves, but don't really impact the last mile, the end consumer sales. Also, given the complexity of selling high fast changing technology products like smart phones and tablets, retailers' sales people did not always measure up, often lacking the necessary information and training.

1.3.4 Specific Responsibilities of an In-Store Promoter

Individual at this job demonstrates and highlights the product FAB (Features, Advantages & Benefits) to walk-in customers and influence them to buy the product.

Some of the specific responsibilities of an in-store promoter are as follows:

- Manages daily activities at the retail counter.
- Keeps areas neat while working and returns items to correct locations following demonstrations.
- Stocks shelves with products.
- Offers customers the opportunity to touch and feel the product(s) on display.



Fig 1.3.3 ISP performing daily duties

- Responds to queries of customers on products and services.
- Individuals are responsible for creating, maintaining and updating daily work reports.

1.3.5 Personal Attributes Needed for an In-Store Promoter

- You should possess influencing, persuasion and active listening skills.
- You should have excellent verbal and non-verbal communication skills.
- You should have English & regional language proficiency.
- You should be service oriented.
- You must be energetic and flexible and should have a pleasing personality.

Exercise



Q1. Why is the role of an In-Store Promoter crucial for the company?

Q2. What are the skills required to be a successful In-Store Promoter?

Notes



2. Key Concepts



Unit 2.1 – Telecom Store Specific Concepts

Unit 2.2 – Customer Service

Unit 2.3 – Data Confidentiality

Unit 2.4 – Code of Ethics and Code of Conduct

Unit 2.5 – Health and Safety Measures



Key Learning Outcomes



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

1. Understand the basic terms and concepts of the telecom industry in India
2. Understand the concept of customer service
3. Practice customer service to promote sales and brand recall
4. Understand the importance of maintaining confidentiality of client information and know the areas where data confidentiality is a must
5. Practice the code of ethics and code of conduct for an effective sales promoter
6. List basic health and safety measures necessary for a sales promoter to perform effectively