

# Participant Handbook

Sector  
**Telecom**

Sub-Sector  
**Service Provider**

Occupation  
**Sales Distribution**

Reference ID: **TEL/Q0201, Version 1.0**  
**NSQF Level 4**



**Sales Executive  
(Broadband)**

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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: 'Sales Executive (Broadband)'  
QP No. 'TEL/Q0201 NSQF Level 4'

Date of Issuance: **May 5<sup>th</sup>, 2016**

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Authorised Signatory  
(Telecom Sector Skill Council)

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The preparation of this handbook 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 Handbook 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% 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 Sales Executive (Broadband) in the Telecom Sector.

A Sales Executive (Broadband) is stated as a Territory Sales Executive (Broadband)/ Territory Sales Representative/ Field Sales Executive (Broadband)/ Field Sales Representative/ Feet on Street (FOS)/ Business Development Executive. This part is outsourced to a channel accomplice for example, a Consultancy/DSA. A person at this occupation distinguishes the prospect (potential buyer) and sells broadband/landline services to them. This person is also responsible to achieve monthly targets, adhere to process compliance for new customer enrolment and increase customer base. He must also know about various sales execution styles like door to door sales, suspecting and prospecting.

This Participant Handbook is based on Sales Executive (Broadband) Qualification Pack (TEL/Q0201) & includes the following National Occupational Standards (NOS):

1. Day to day sales planning and preparation - TEL/N0204
2. New client enrolment by knocking door to door - TEL/N0205
3. Enculcating for lead generation - TEL/N0206
4. Process Compliance for broadband subscriptions - TEL/N0207

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 enrol new customers so as to cover the entire population in his 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



Notes



Unit Objectives



Practical



Exercise

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# 1. Introduction to the Program



Unit 1.1 - Objectives of the Program

Unit 1.2 - Introduction to Telecom Industry in India

Unit 1.3 - Role of a Sales Executive (Broadband)



## Key Learning Outcomes



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

1. Recall the purpose of the program
2. State the objectives of the program and the skills required for the job
3. Describe the Telecom Industry in India
4. Understand the growth and trends in the Telecom industry in India
5. List the top operators in the Telecom industry in India
6. Discuss the roles, responsibilities and personal attributes of a Sales Executive (Broadband)

## 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 Introduction

Telecom companies are the companies that facilitate the telephonic communication to the the community.

This program is aimed at training candidates for the job of a “Sales Executive (Broadband)”, in the “Telecom” Sector/ Industry. Sales Executive (Broadband) in the telecommunication industry is also called as Territory Sales Executive (Broadband)/ Territory Sales Representative/ Sales Executive (Broadband)/ Field Sales Representative/ Feet on Street (FOS)/ Business Development Executive.

The Sales Executive is responsible for the delivering the stock to all the retailers in the assigned territory.

The most important personality trait of a Sales Executive (Broadband) 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 have active listening skills. If required, the person should be ready to do this if required.

#### 1.1.2 Overview of the Program

This program will facilitate the overview of:

- The Telecom industry in India
- Roles and responsibilities of a Sales Executive (Broadband)
- Behavioral, professional and technical skills required for performing your job effectively
- Everyday sales planning and preparation
- New client enrollment by door knocking
- Activities that generates lead
- Process Compliance for broadband subscriptions
- Handling customers issues and complaints

### 1.1.3 Basic Skills

The skills that this program trains you in are:

- Communication Skills/Business etiquette
- Language Skills (Listening, Speaking, Reading and Writing Skills)
- Interpersonal Skills
- Rapport Building Skills/Customer-Centricity Skills
- Time Management Skills
- Selling Skills

### 1.1.4 Main Activities

As a Sales Executive (Broadband), you have to perform three main activities:

- Plan and prepare for daily sales
- Door-to-door sales for new customer enrolment
- Generate leads
- Ensure Process Compliance for broadband subscriptions

### Exercise

1) What are the objectives of the program?

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2) What are your expectations from the program?

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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. Discuss about the mobile handset industry in India
2. Explain the trends in the Industry
3. Discuss about the top players of mobile handset in India
4. Discuss about the top operators in India
5. Define the Regulatory Authorities for Telecom players in India

### 1.2.1 The Telecom Industry

Indian telecom industry is the second largest. In the past decade and half it has shown its rapid growth and contribution in a substantial form, in turn contributing a major chunk of our GDP (Gross Domestic Product).



Fig 1.2.1 Telecom industry

Due to the strong consumer demand the government of India has been liberal and reformed many policies to benefit the telecom providers. Easy access to the telecom equipment and smooth market access have contributed a great extend for making the services at affordable prices.

Due to de regulations of Foreign Direct Investment (FDI) norms, this industry has been amongst top 5 employment generator in the country.

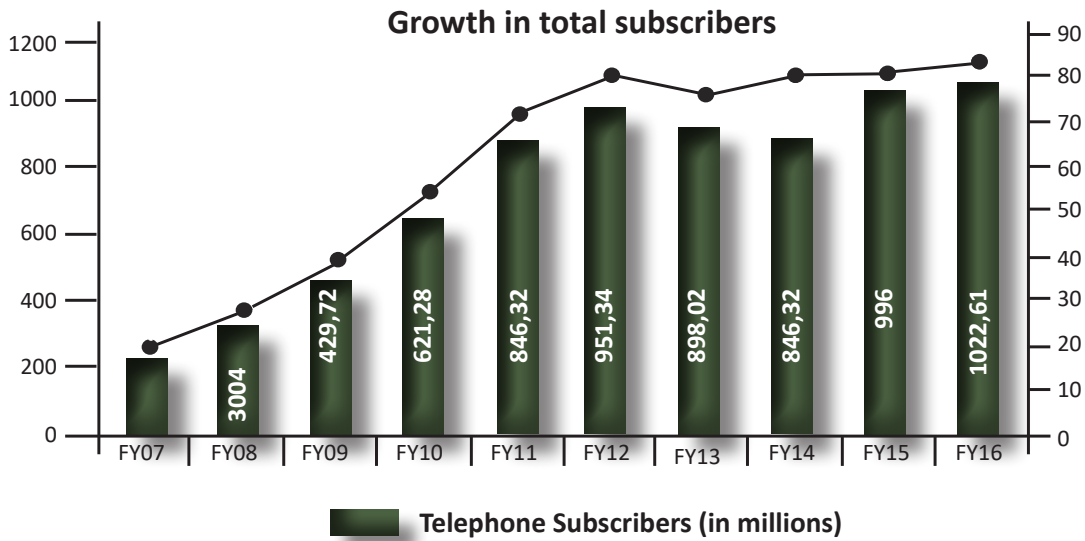
- Total market revenue of the mobile services is expected to touch US\$ 37 billion in 2017, due to strong adoption of the data consumption of hand held services.
- Smart-phone traffic is expected to grow 15 times to 4.5 exabyte (EB) per month by 2021 and the subscription of smart phone by 810 million (Four times).
- Total subscription of the telecom was at 1.04 billion in Dec 2015 out of which 1.01 billion were mobile subscribers & 25.52 were wire line subscribers. This makes India second largest mobile subscriber base in the world.
- As per GSMA the broadband services would be at 250 million connections by 2017.

## 1.2.2 Trends in the Industry

**Following are the growing trends in the Telecom industry:**

- Long-Term Evolution (LTE) a major trend, is a standard for higher speed wireless communication for cell phones and data terminals. It is classified on the GSM/ EDGE and UMTS/ HSPA network technologies. LTE is a 4G mobile communications standard.
- In 2015, two state government have also initiated the project of providing public Wi-Fi to the the citizens like Delhi Government an Pune Government. Our Prime Minister Narendra Modi has also announced Wi-Fi in Indian Railways in partnership with Google. Wi-Fi hot spots are roll out with the joint venture of two major telecom operators.
- With the people being conscious on maintaining healthy lifestyle, Smart watches and fitness tracker wearable have been a trend these days amongst urban individuals.
- The subscriber base has increased tremendously with the major reduction in the price of the data plans.
- India stands amongst top three in the number of Internet users and second largest in the telecommunication market. India's telephone subscriber base have shown as a compound annual growth of 19.5% (CAGR) to 1022 million. Tele density was at 80.98 as compared to total subscription stood at 1022.61 in September 2015.
- Segment dominating the market is wireless.



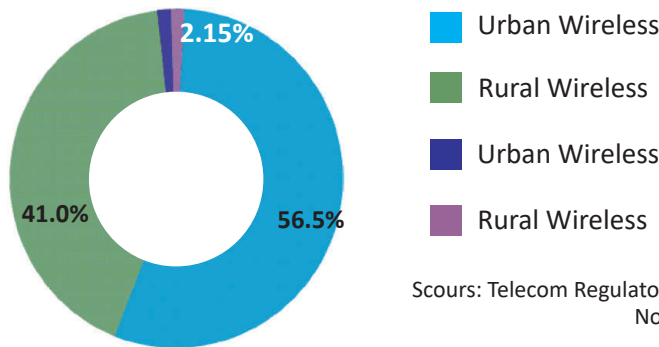


Scours: Telecom Regulatory Authority of India, Techsci Research  
 Note: CAGR - Compound Annual Growth Rate: FY16\*- Till September 2015

Fig 1.2.2 Growth in total subscribers

India’s telephone subscriber base reached 1,022.61 million in September, 2015. The wireless segment (97.46 per cent of total telephone subscriptions) dominates the market, while the wireline segment accounts for the rest. Urban regions account for 58.58 percent of telecom subscriptions, while rural areas constitute the remaining.

**Composition of telephone subscribers (FY16\*)**



Scours: Telecom Regulatory Authority of India, Techsci Research  
 Note: FY16\*- Date as of September 2015

Fig 1.2.3 Composition of telephone subscribers

**1.2.3 Top Players**

The Players in the Telecom Industry can be divided into Handset and Operators. There is a further sub-division in the Operators based on the services they provide: 2G, 3G & 4G Prepaid and Postpaid connections for mobile as well as data services, broadband connection, etc.

Marketing techniques of products and services always vary from the segment its catering to, like the strategies of consumer and business sector are different. Every telecom company follows its own strategy and policies.

Customer loyalty and strong network helps the telecom companies to gain and maximize revenue.

In consumer market the aim is to sell the all products of the company however in the business sector it is of targeting to generate business by building strong marketing channels. Sales process must be followed for successfully selling telecommunications.

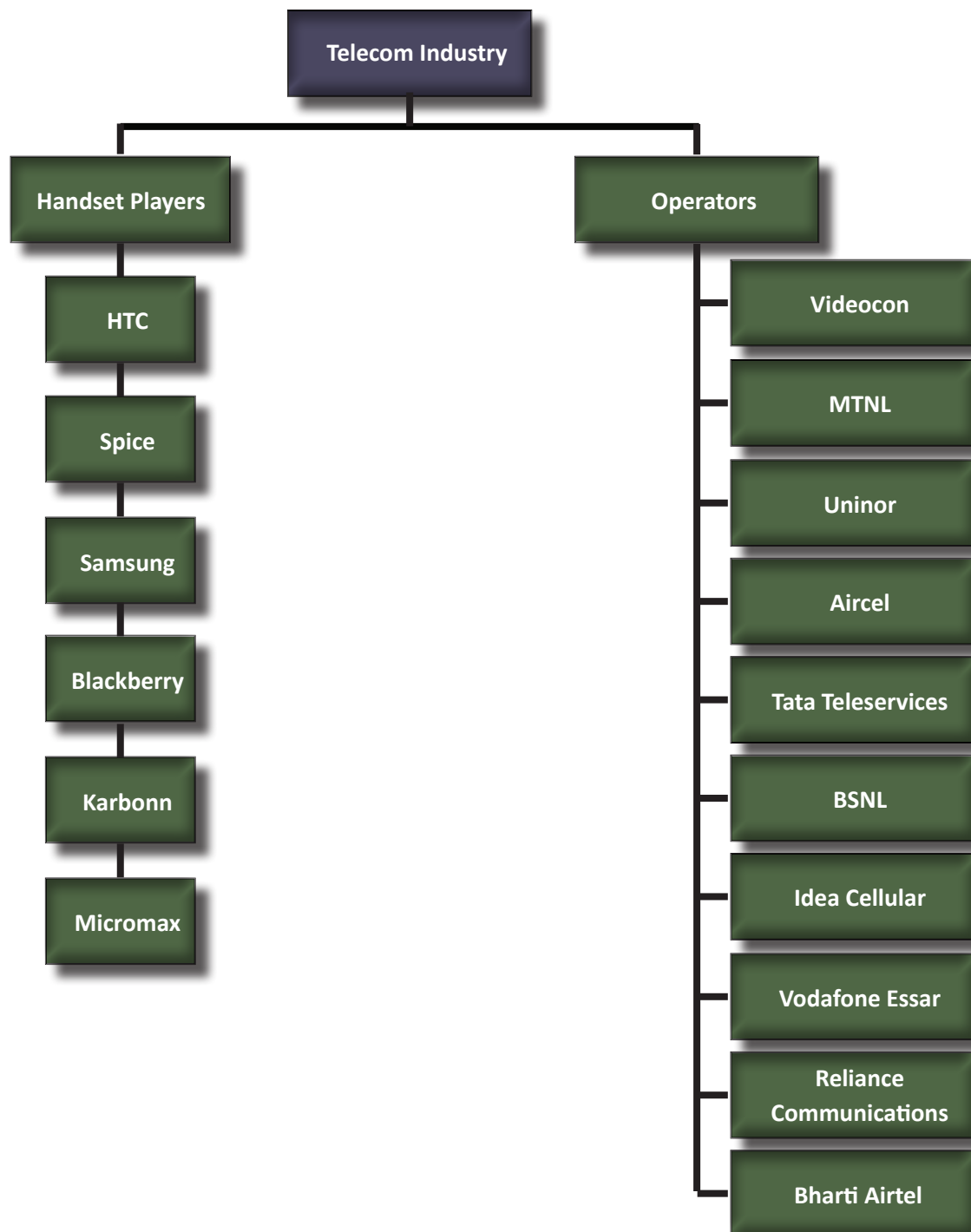


Fig 1.2.4 Top players

### Service Provider-wise Market Share of Broadband (wired+wireless) Services as on 30.09.2015

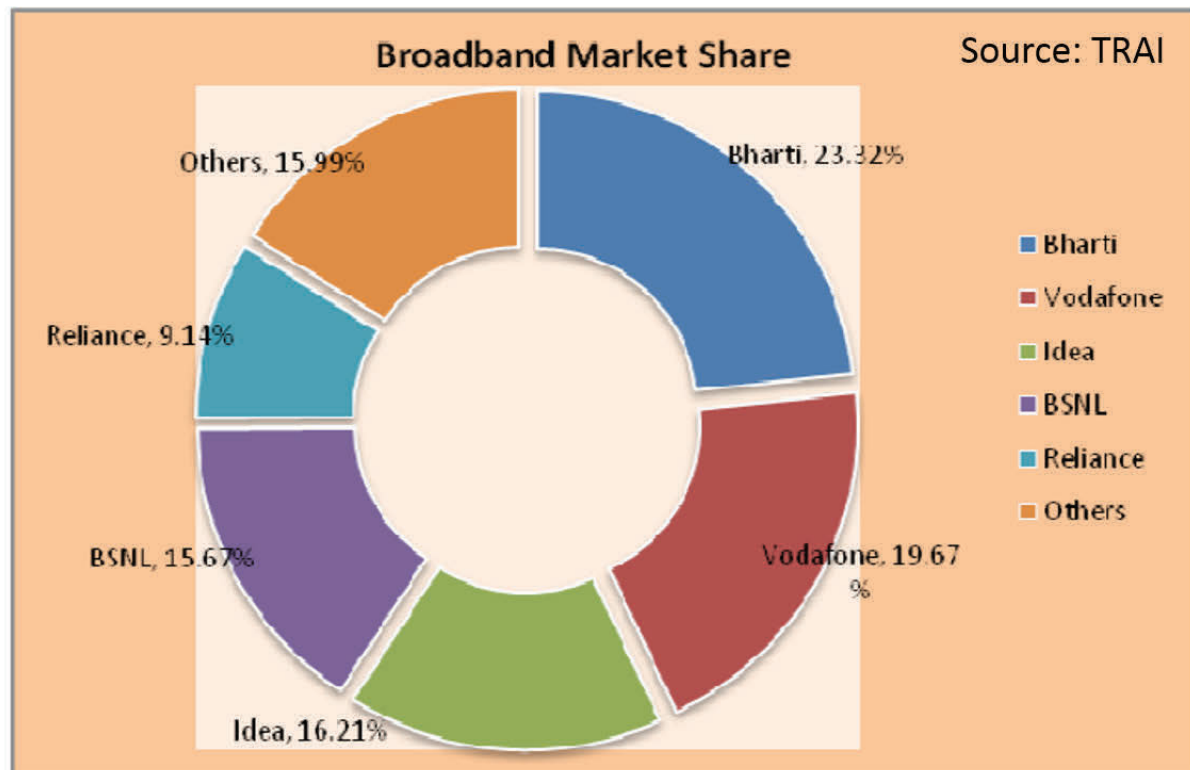


Fig 1.2.5 Service Provider Market Share

#### 1.2.4 TRAI – Telecom Regulatory Authority of India

TRAI (Telecom regulatory Authority of India) is an independent legal entity that regulates telecommunications and discharges various functions.

Two of them are as follows:

- Terms and conditions related to customer service, tariff etc. must be followed without fail.
- To make sure that every telecom company must follow the quality standard provided, regular survey should be conveyed to the end consumer either via call or email. This helps in protecting the interest of the consumers and also protects their interest.

Guidelines/ Directions/ Regulations are set by TRAI to help the end consumer with the major concerns pertaining to the Telecom companies:

- First in May 2007, the telecom Consumers protection and Redressal of Grievances, which was replaced and amended in 5th January 2012 by "Telecom Complain Redresal Regulations".
- In 2006 "Quality of Service" was passed in 21st march 2006, to ensure the protection of the interest of the consumers relating to metering and billing (Code of practice on metering and billing accuracy).
- The quality of service (Billing complaints, refund of dues/ security deposit to consumers, consumer can also get a

concession in the rental amount if the concerns/ faults are not resolved on time). This regulation was made in 1st July 2005 and revised on 20th March 2009.

4. No offer/ advertising/ marketing should misguide the consumers. This is also one of the directions made by TRAI in 16th September 2005.
5. On 16th November 2007, a guidelines was also passed for the telecom providers in reference to the dues collection by the outsourced agencies. The main aim was to address the consumers queries related to the dues.

TRAI ensures that these directions/ guidelines are followed by the service providers. Not only this, if any violation is noticed, necessary action for the remedial is asked from the service provider. TRAI does not get involved in the complain made by the end consumer as per the TRAI act 1997.



Fig 1.2.6 Digital India

### Exercise

1) What does TRAI stand for?

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