



Model Curriculum

QP Name: In-Store Promoter

QP Code: TEL/Q2101

QP Version: 2.0

NSQF Level: 3

Model Curriculum Version: 1.0

Telecom Sector Skill Council of India,
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Training Parameters

Sector	Telecom
Sub-Sector	Handset
Occupation	Sales and Distribution – Handset Segment
Country	India
NSQF Level	3
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5242.0401
Minimum Educational Qualification & Experience	Class 10 th
Pre-Requisite License or Training	NA
Minimum Job Entry Age	15 Years
Last Reviewed On	30/12/2021
Next Review Date	30/12/2024
NSQC Approval Date	30/12/2021
Version	2.0
Model Curriculum Creation Date	30/09/2021
Model Curriculum Valid Up to Date	30/12/2024
Model Curriculum Version	1.0
Minimum Duration of the Course	270 Hours, 0 Minutes
Maximum Duration of the Course	390 Hours, 0 Minutes

Program Overview

This section summarizes the end objectives of the program along with its duration.

Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills.

- Perform sales related activities at the store/showroom.
- Sell Telecom Products and Services to Customers.
- Organize work and resources as per health and safety standards.
- Inclusive communication, interpersonal skills, and sensitization towards gender and persons with disability (PwD).

Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
Bridge Module	04:00	00:00	00:00	00:00	04:00
Module 1: Role and Responsibilities of an In-Store Promoter	04:00	00:00	00:00	00:00	04:00
TEL/N2108 – Perform Sales related Activities at the Store/Showroom NOS Version No. 1.0 NSQF Level 4	44:00	56:00	00:00	60:00	160:00
Module 2: Perform Sales related Activities	44:00	56:00	00:00	60:00	160:00
TEL/N2109 – Sell Telecom Products and Services to Customers NOS Version No. 1.0 NSQF Level 4	40:00	46:00	00:00	60:00	146:00
Module 3: Sell Products and Services	40:00	46:00	00:00	60:00	146:00
TEL/N9101 – Organise work and resources as per health and safety standards NOS Version No. 1.0 NSQF Level 4	16:00	24:00	00:00	00:00	40:00

Module 4: Plan Work Effectively, Optimise Resources and Implement Safety Practices	16:00	24:00	00:00	00:00	40:00
TEL/N9102 – Interact Effectively with Team Members and Customers NOS Version No. 1.0 NSQF Level 4	16:00	24:00	00:00	00:00	40:00
Module 5: Communication and interpersonal skills	16:00	24:00	00:00	00:00	40:00
Total Duration	120:00	150:00	00:00	120:00	390:00

Module Details

Module 1: Role and Responsibilities of an In-Store Promoter

Bridge Module

Terminal Outcomes:

- Explain the job role of an In-Store Promoter.

Duration: 04:00	Duration: 00:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Explain the role and responsibilities of In-Store Promoter. • Identify the various electrical and electronic components and their functionalities. • Explain sales related activities at the store/showroom. • Identify the customer requirements w.r.t brand/price restrictions/specifications. • Discuss ways to sell products to the customers. • State any precautions or handling specifications about the product to the customer. • Discuss the safety, health and environmental policies and regulations for the workplace as well as for telecom sites in general. 	
Classroom Aids:	
Laptop, white board, marker, projector	
Tools, Equipment and Other Requirements	

Module 2: Perform Sales related Activities

Mapped to TEL/N2108 v1.0

Terminal Outcomes:

- Perform counter management activities.
- Discuss how to implement effective promotional and selling techniques.
- Create and maintain a sample report.

Duration: 44:00	Duration: 56:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Explain the appropriate dress code as per grooming guidelines of the store/brand or manufacturer. • State the importance of cleanliness and appearance of the counter/display stand to attract customers • Explain how to display merchandise, brochures, leaflets etc. to draw customer’s attention. • State the process of collecting sales target from the store manager. • Outline the organisational procedures for opening sales call and converting into positive lead. • Discuss typical customer profiles for telecom products/brands. • Explain various ways/strategies to offer different range of products to walk-in customers especially OTT platforms services/offers. • Discuss typical customer queries, doubts and objections on telecom products and services. • Discuss the importance of maintaining query resolutions for solving customer’s problems. • Explain typical selling and buying process of various telecom products at store/showroom. • Discuss the importance of maintaining sales reports by tracking number of units, models, product value at regular interval of time. • List various Internet of Things (IoT) devices such as sensors, detectors along with environmental and wearable smart systems. 	<ul style="list-style-type: none"> • Demonstrate how to monitor stocks and replenish item as per market demand. • Create a checklist of steps of pre-buying formalities for customer’s hassle- free experience. • Employ ways to gather sales data to upsell/cross sell associated products and accessories like add-on SIM cards, Over-the-Top (OTT) services, etc. • Prepare a sample report on daily target versus achievement. • Perform steps to review sale targets versus achievement with the store manager. • Perform submission of sample stock requirement reports to the store manager, whenever necessary. • Perform product demonstration and sales process as per the given brand’s/company’s standard. • Perform steps to complete billing and delivery process. • Calculate the monthly sales and performance targets. • Demonstrate use of basic mathematical calculations.

<ul style="list-style-type: none"> • Discuss various visual merchandizing and display norms of telecom products as per store/showroom. • Evaluate the features, benefits and product in competition with their pricing to achieve sales target. • Explain various selling techniques and processes such as billing and delivery. • Discuss how to perform data analysis for understanding trends. 	
<p>Classroom Aids:</p>	
<p>Whiteboard and markers, chart paper and sketch pens, LCD Projector and Laptop for presentations.</p>	
<p>Tools, Equipment and Other Requirements</p>	
<p>Customer enquiry form, Product manuals/Pamphlets, brochures, Service Manual/ User Manuals, Customer Registration, Program Authentication Form, Customer Feedback form.</p>	

Module 3: Sell Products and Services

Mapped to TEL/N2109 v1.0

Terminal Outcomes:

- Discuss how to identify customer needs to be able offer a suitable product.
- Perform sample sale closures.
- Provide sample customer care services.

Duration: 40:00	Duration: 46:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Describe different products, models, their variants and associated services while focusing on Features, Advantages and Benefits (FAB) of the product/service. • Discuss how to apply effective sales technique/approaches. • Explain how to describe product features and benefits to customers • Explain the precautions or handling specifications about the telecom products or services. • Describe the add-on plans for required services such as OTT subscriptions and offers. • List the complementary products or services. • List the various wearable telecom devices such as smart watches, smart glasses etc. • Explain in detail about warranty terms including ways to avail extended warranty. • State the Annual Maintenance Contracts (AMC) provided by a store or showroom. • Discuss how to encourage to customers for purchases. • Discuss how to provide price details after confirmation of the product. • Describe the process of escalating customer objections to the manager for further action. • Discuss how to handle complete Know Your Customer (KYC) process. • Explain how to take customer consent for feedback w.r.t the buying experience and brand/product. 	<ul style="list-style-type: none"> • Demonstrate how to attend to walk-in customers using appropriate etiquette and manners. • Demonstrate the body language and gestures that make customers feel uncomfortable and unwelcomed. • Employ proper questioning techniques to find out about customer requirements. • Demonstrate physical or technical features and prepositions of different telecom products. • Demonstrate the process how to assist the customer through the final billing and delivery process. • Demonstrate how to resolve customer queries regarding postpaid/pre-paid bill plan. • Demonstrate how to help customers in payment of postpaid bills or recharge of pre-paid SIM cards.

- Discuss how to guide customers for activation of SIM cards/dongles/Wi-Fi hotspot devices.
- Discuss how to guide customers to change or reactivate their broadband plan and other services.
- Discuss how to port mobile number from one operator to another.
- Differentiate between the types of broadband, post-paid and pre-paid plans, OTT platform etc.
- Explain the importance of customer awareness on safety and handling of products and services.
- Explain the typical customer profiles.
- State the typical line of business and product offerings in the telecom sector for in-store products.
- Differentiate between the types of customer and the after-sale support provided to customers.
- State different models of after sale support typically provided by companies in the telecom sector.

Classroom Aids:

Whiteboard and markers, chart paper and sketch pens, LCD Projector and Laptop for presentations.

Tools, Equipment and Other Requirements

Service Manual/ User Manuals, Customer Registration, Program Authentication Form, Customer Feedback form.

Module 4: Plan Work Effectively, Optimise Resources and Implement Safety Practices

Mapped to TEL/N9101 v1.0

Terminal Outcomes:

- Explain how to plan work effectively, implement safety practices and optimise use of resources.

Duration: 16:00	Duration: 24:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • List the recent skills and technologies prevalent in the telecom industry. • Discuss the commonly occurring problems with their causes and solutions. • State the importance of keeping the workplace clean, safe and tidy. • List different types of hazards and the procedure to report it to the supervisor. • List the precautionary steps one needs to follow while handling hazardous materials. • State the importance of participating in fire drills and other safety workshops. • Discuss the significance of conforming to basic hygiene practices such as washing hands, using alcohol-based hand sanitizers. • List the different methods of cleaning, disinfection, sanitization, etc. • Discuss the importance of self-quarantine or self-isolation. • Explain the path of disease transmission. • Discuss organizational hygiene and sanitation guidelines and ways of reporting breaches/gaps, if any. • Explain the ways to optimize usage of resources. • Discuss various methods of waste management and disposal. • List the different categories of waste for the purpose of segregation. • Differentiate between recyclable and non-recyclable waste. • State the importance of using appropriate color dustbins for different types of waste. • Discuss the common sources of pollution and ways to minimize it. 	<ul style="list-style-type: none"> • Prepare a time schedule to complete the tasks on the given time. • Demonstrate the use of safety equipment such as goggles, gloves, ear plugs, shoes, etc. • Demonstrate the correct postures while working and handling hazardous materials at the workplace. • Demonstrate how to evacuate the workplace in case of an emergency. • Show how to sanitize and disinfect one's work area regularly. • Demonstrate the correct way of washing hands using soap and water. • Demonstrate the correct way of sanitizing hands using alcohol-based hand rubs. • Display the correct way of wearing and removing PPE such as face masks, hand gloves, face shields, PPE suits, etc. • Demonstrate warning labels, symbols and other related signages. • Perform basic checks to identify any spills and leaks and that need to be plugged /Stopped. • Demonstrate different disposal techniques depending upon different types of waste. • Employ different ways to clean and check if equipment/machines are functioning as per requirements and report malfunctioning, if observed. • Demonstrate ways for efficient utilization of material and water.
Classroom Aids	

White board/ black board marker / chalk, Duster, Computer or Laptop attached to LCD projector

Tools, Equipment and Other Requirements

Personal Protection Equipment: Safety glasses, Head protection, Rubber gloves, Safety footwear, Warning signs and tapes, Fire extinguisher and First aid kit

Module 5: Communication and interpersonal skills

Mapped to TEL/N9102 v1.0

Terminal Outcomes:

- Discuss how to communicate effectively and develop interpersonal skills
- Explain the importance of developing sensitivity towards differently abled people

Duration: 16:00	Duration: 24:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss the importance of following the standard operating procedures of the company w.r.t priority, confidentiality and security. • Explain the standard procedure of communication and escalations of issues at the workplace. • Discuss the importance of timely rectification of issues. • State the importance of coordinating and resolving conflicts with the team members to achieve smooth workflow. • Discuss about the different types of disabilities with their respective issues. • List health and safety requirements for persons with disability. • Describe the rights, duties and benefits available at workplace for person with disability. • Explain the process of recruiting people with disability for a specific job. • Discuss the specific ways to help people with disability to overcome the challenges. 	<ul style="list-style-type: none"> • Use different modes of communication as per requirement and need. • Prepare a sample report of the commonly occurring errors and their solutions. • Demonstrate the use of gender and PwD (Person with Disability) inclusive language. • Prepare a list of institutes and government schemes that help PwD in overcoming challenges. • Demonstrate the ideal behaviour with a PwD in an organization.
Classroom Aids	
Whiteboard and Markers, Chart paper and sketch pens, LCD Projector and Laptop for presentations	
Tools, Equipment and Other Requirements	
Sample of escalation matrix, organization structure	

Module 6: On-the-Job Training

Mapped to In-Store Promoter

Mandatory Duration: 00:00	Recommended Duration: 120:00
Location: On-Site	
Terminal Outcomes	
<ol style="list-style-type: none"> 1. Monitor stocks and identify items to be replenished as per market demand. 2. Plan and make a checklist for pre-buying customer formalities. 3. Collate sales data to upsell/cross sell products and accessories. 4. Record all date as per the prescribed report format for targets. 5. Demonstrate the functionalities of a product and the sales process as per the given brand's/company's SOP. 6. Ensure that all billing and delivery process are complete on a regular basis or daily, as specified by the organization. 7. Demonstrate how to identify monthly sales and performance targets as given by the supervisor. 8. Attend walk-in customers as per the appropriate etiquette and behaviour. 9. Use appropriate verbal and non-verbal communication techniques while interacting with customers. 10. Use proper questioning techniques to enquire customer requirements. 11. Assist customers for final billing and delivery process. 12. Resolve customer queries and complaints related to postpaid/pre-paid bill plan. 13. Advise or guide customers in payment of postpaid bills or recharge of pre-paid SIM cards. 	

ANNEXURE

Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	Any Stream	1	Telecom/Retail	0	NA	Eligible for ToT Program

Trainer Certification	
Domain Certification	Platform Certification
Job Role: “In-Store Promoter” “TEL/Q2101 v2.0”, Minimum accepted score is 80%	Job Role: “Trainer”, “MEP/Q2601” v1.0, Minimum accepted score is 80%

Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	Any Stream	1	Telecom/Retail	0	NA	Eligible for ToA Program

Assessor Certification	
Domain Certification	Platform Certification
Job Role: “In-Store Promoter” “TEL/Q2101 v2.0”, Minimum accepted score is 80%	Job Role: “Assessor” “MEP/Q2701” v1.0, Minimum accepted score is 80%

Assessment Strategy

1. Assessment System Overview:

- Batches assigned to the assessment agencies for conducting the assessment on SDSM/SIP or email
- Assessment agencies send the assessment confirmation to VTP/TC looping SSC
- Assessment agency deploys the ToA certified Assessor for executing the assessment
- SSC monitors the assessment process & records

2. Testing Environment:

- Confirm that the centre is available at the same address as mentioned on SDMS or SIP
- Check the duration of the training.
- Check the Assessment Start and End time to be as 10 a.m. and 5 p.m.
- If the batch size is more than 30, then there should be 2 Assessors.
- Check that the allotted time to the candidates to complete Theory & Practical Assessment is correct.
- Check the mode of assessment—Online (TAB/Computer) or Offline (OMR/PP).
- Confirm the number of TABs on the ground are correct to execute the Assessment smoothly.
- Check the availability of the Lab Equipment for the particular Job Role.

3. Assessment Quality Assurance levels / Framework:

- Question papers created by the Subject Matter Experts (SME)
- Question papers created by the SME verified by the other subject Matter Experts
- Questions are mapped with NOS and PC
- Question papers are prepared considering that level 1 to 3 are for the unskilled & semi-skilled individuals, and level 4 and above are for the skilled, supervisor & higher management
- Assessor must be ToA certified & trainer must be ToT Certified
- Assessment agency must follow the assessment guidelines to conduct the assessment

4. Types of evidence or evidence-gathering protocol:

- Time-stamped & geotagged reporting of the assessor from assessment location
- Center photographs with signboards and scheme specific branding
- Biometric or manual attendance sheet (stamped by TP) of the trainees during the training period
- Time-stamped & geotagged assessment (Theory + Viva + Practical) photographs & videos

5. Method of verification or validation:

- Surprise visit to the assessment location
- Random audit of the batch
- Random audit of any candidate

6. Method for assessment documentation, archiving, and access

- Hard copies of the documents are stored
- Soft copies of the documents & photographs of the assessment are uploaded / accessed from Cloud Storage
- Soft copies of the documents & photographs of the assessment are stored in the Hard Drives

References

Glossary

Term	Description
Declarative Knowledge	Declarative knowledge refers to facts, concepts and principles that need to be known and/or understood in order to accomplish a task or to solve a problem.
Key Learning Outcome	Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
OJT (M)	On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on site
OJT (R)	On-the-job training (Recommended); trainees are recommended the specified hours of training on site
Procedural Knowledge	Procedural knowledge addresses how to do something, or how to perform a task. It is the ability to work, or produce a tangible work output by applying cognitive, affective or psychomotor skills.
Training Outcome	Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training.
Terminal Outcome	Terminal outcome is a statement of what a learner will know, understand and be able to do upon the completion of a module. A set of terminal outcomes help to achieve the training outcome.

Acronyms and Abbreviations

Term	Description
QP	Qualification Pack
NSQF	National Skills Qualification Framework
NSQC	National Skills Qualification Committee
NOS	National Occupational Standards
SOP	Standard Operating Procedures
SLA	Service Level Agreement