Department of Empowerment of Persons with Disabilities (Divyangjan)
Ministry of Social Justice & Empowerment

NCVET

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Telecom Sector Skill Council

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Skill Council for Persons with Disability

Participant Handbook

Sector
Telecom

Sub-Sector
Service Provider

Occupation
Sales and Distribution – Service Segment

Reference ID: **TEL/Q0200, Version 4.0**
SCPwD Reference ID: PWD/TEL/Q0200, NSQF level 3

Field Sales Executive (Divyangjan) Locomotor Disability Low Vision

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This book is sponsored by

Telecom Sector Skill Council of India

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The book caters to the job role aligned to the following disabilities as per the NQR codes mentioned below.
LD -2022/PWD/SCPWD/05849
LV - 2022/PWD/SCPWD/05850

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

Shri Narendra Modi
Prime Minister of India

Certificate

COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

Skill Council for Persons with Disability

for

SKILLING CONTENT: PARTICIPANT HANDBOOK

Complying to National Occupational Standards of

Job Role/ Qualification Pack: Field Sales Executive (Divyangjan) QP. No. PWD/TEL/Q0200, NSQF LEVEL 3

Date of Issuance: 30/12/2021
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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

India is currently the world's second-largest telecommunications market with a subscriber base of 1.20 billion and has registered strong growth in the last decade and a half. The Industry has grown over twenty times in just ten years. Telecommunication has supported the socioeconomic development of India and has played a significant role in narrowing down the rural-urban digital divide to some extent. The exponential growth witnessed by the telecom sector in the past decade has led to the development of telecom equipment manufacturing and other supporting industries.

Over the years, the telecom industry has created millions of jobs in India. The sector contributes around 6.5% to the country's GDP and has given employment to more than four million jobs, of which approximately 2.2 million direct and 1.8 million are indirect employees. The overall employment opportunities in the telecom sector are expected to grow by 20% in the country, implying additional jobs in the upcoming years.

This Participant Handbook imparts theoretical and practical skill training to students for becoming Field Sales Executive in the Telecom Sector.

Field Sales Executives perform a number of sales activities. They negotiate with clients, book appointment, attend meetings, discuss proposals and perform demonstrations of the company's goods and services. Their job allows them to travel extensively to client locations.

This Participant Handbook is based on Field Sales Executive Qualification Pack (TEL/Q0200) and includes the following National Occupational Standards (NOSs):

1. TEL/N0216 – Prepare and plan to achieve sales targets
2. TEL/N0217 – Perform activities to enroll new customers
3. TEL/N0218 – Sell broadband subscriptions
4. TEL/N9101 – Organize work and resources as per health and safety standards
5. TEL/N9102 – Interact Effectively with Team Members and Customers

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 this Participant Handbook will provide sound learning support to our young friends to build an attractive careers in the telecom industry.

Symbols Used

Key Learning Outcomes	Unit Objectives	Exercise	Tips	Notes	Activity	Summary

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1. Introduction to the Role of Field Sales Executive

Unit 1.1 - Introduction to the Program

Unit 1.2 - Telecom Industry and Its Sub-sectors

Unit 1.3 - Roles and Responsibilities of a Field Sales Executive

Key Learning Outcomes

By the end of this module, participants will be able to:

1. Analyse the requirements of the course and prepare as per the pre-requisites of the course
2. Describe the size and scope of the Telecom industry and its various sub-sectors
3. Explain the role and responsibilities of a Field Sales Executive
4. Discuss the various opportunities for a Field Sales Executive in the Service Provider sub-sector
5. Discuss organisational policies on incentives, delivery standards, personnel management and public relations (PR) pertinent to the job role
6. Explain the process workflow in the organization and the role of the Field Sales Executive in the process
7. List the various daily, weekly, and monthly operations/activities that take place at the site under a Field Sales Executive

UNIT 1.1: Introduction to the Program

Unit Objectives

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

1. Outline the course objectives and outcomes
2. List the necessary skills on which the participant will be trained

1.1.1 Overview of the Training Program

This program will facilitate an overview of:

- Telecom Industry
- Roles and responsibilities of a Telecom Distributor Sales Representative
- Telecom store-specific key concepts
- Behavioural, technical, professional, and linguistic skills required for performing your job effectively
- Planning activities to achieve sales target
- Strategy for product distribution
- Methods to maintain, create and update daily reports
- Customer handling
- Gender and PwD sensitization

Basic Skills and Activities

The skills that this training program covers are:

- Effective Communication
- Language Proficiency
- Self Upgradation
- Ability to Influence
- Managing time
- Focusing on Customers

A Field Sales Executive will have to perform the following main activities:

- Plan activities to achieve sales target
- Plan for product distribution
- Optimize resources, work efficiently and adhere to safety standards
- Communicate effectively with customers and colleagues
- Report and review

1.1.2 Ground Rules

All the trainees must follow specific ground rules to aid an effective All the trainees must follow specific ground rules to aid an effective learning atmosphere. These set of guidelines are as follows:

- Reach and begin on the allotted time
- All candidates must participate in all phases of the workshop
- The mobile devices of the candidates must be switched off or silent or kept in aeroplane mode
- Candidates should strictly follow time guidelines. For instance, if the break time is set at 15 minutes, then a candidate must be in the training room within 15 minutes
- All the queries must be cleared with the facilitator. Candidates must not talk among themselves
- Active listening is essential as it displays respect towards others when they are talking
- Learn and ask questions if you don't understand

UNIT 1.2: Telecom Industry and Its Sub-sectors

Unit Objectives

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

1. Discuss about the size and scope of the Telecom industry and its various sub-sectors in India
2. Outline the growth of the Indian Telecom Sector

1.2.1 Introduction to the Telecom Sector in India

In the last five years, the telecommunication sector has led faster than the overall economic growth. In the long term, there has been a healthy growth of close to 15 per cent during 2013 - 17. With over 1000 million subscribers, India is the second largest telecom market in the world. The telecom sector is expected to give many new jobs, mainly supervisory and managerial. Key segments are:

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

The information age is aided and propelled by the growth in the telecommunication sector. The telecom industry is the backbone of all industrial and economic development. This industry has revolutionized human communications as it delivers voice and data services at rapidly increasing speeds. India is the second largest telecommunications market and has grown consistently in the last decade. The Indian mobile sector has registered rapid growth and is likely to contribute substantially 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 likely 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 the 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 were wireline subscribers. (Source: IBEF Telecom Sector Report). The entry of Reliance Industries' Jio network and smartphones (under the brand name LYF) has further opened up the Indian telecom industry, facilitating more benefits and better services to users. The smartphone segment developed at an annual average rate of 32% to about 95 million in 2015 from 77 million a year ago. *Source: Cyber Media Research Report*

Currently, India has been recorded as the world's second-largest telecommunications market. It reportedly has a subscriber base of 1.16 billion, and the Indian nation has registered strong growth in the last decade.

According to the Indian Telecom Market 2022-23 report by TSSC, in 2021, there was a demand of over 1.5 lakh in 5G, Cloud Computing, AI, Big Data Analytics, IoT, Mobile App-Development and Robotic Process Automation. There was a demand-supply gap of 28%. The talent demand-supply gap is expected to widen with the 5G rollout.

Arvind Bali, CEO of TSSC, said, "We're focused on providing the workforce demand for the growth of the 5G ecosystem in India. With OEMs setting up shops in India, they will need many job roles to set up their supply chain. We aim to aid the ecosystem with a world-class skilled workforce for 5G and allied technologies."

TSSC plans to train the workforce in 5G, IoT, AI, ML, and M2M. Further, TSSC plans to expand telecom manufacturing and service clusters.

1.2.2 Ground Rules

India is noted as one of the largest smartphone markets in the world, and so are the number of players in the market.

Xiaomi is leading the market at a 26.60% market share, even though its demand has recently decreased. Several 5G model launches and aggressive marketing promoted this Chinese brand to the top spot. Samsung recaptured the second spot with a 16.71% market share and is India's top-selling 5G smartphone brand. This South Korean tech giant also maintained its lead in the affordable premium segment. Vivo, Realme and Oppo captured 15.74%, 12.79% and 11.42% of the market share, respectively and are among the fastest growing smartphone brands in the market. Apple stands next with 3.86% of the market share; however, it is one of the top-selling brands in the premium segment. OnePlus grew at a stunning rate to capture 3.76% of the market. Motorola, Huawei, Nokia, and others together capture the remaining 9.12% of the market share.

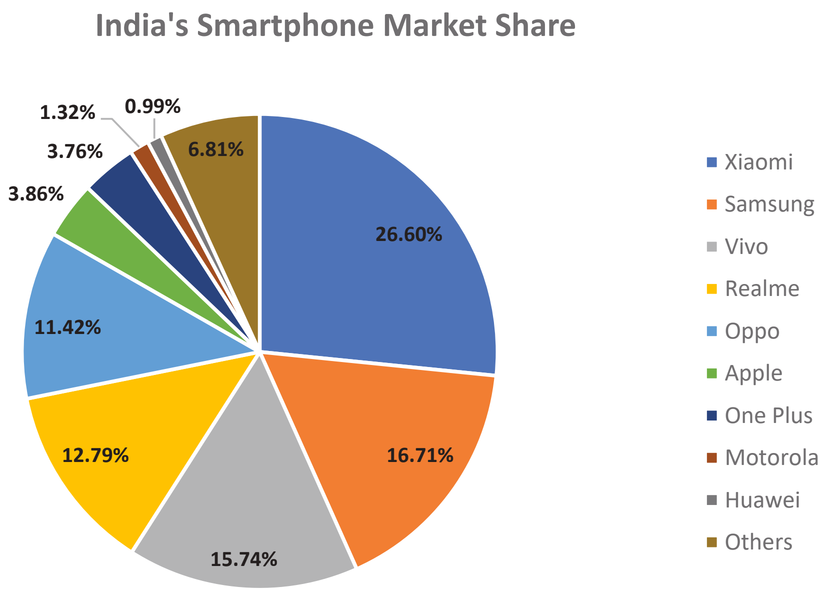

Fig. 1.2.1: India's Smartphone Market Share

Mobile Handset Industry

The Indian nation is the second largest mobile handset market in the world. According to a recent study by Frost and Sullivan, the Indian mobile handset market is expected to continue to grow.

Fig. 1.2.2: Handset manufacturing unit

The Indian smartphone market surpassed the USA for the first time on an annual level, becoming the second largest smartphone market globally, reaching 158 million shipments in 2019 with a 7% year-on-year growth, as per the latest research from Counterpoint's Market Monitor service. It is projected to 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 vital part of the survey is the increasing use of smartphones by Indian consumer. The growing 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 of the urban regions are attaining a saturation point, many mobile manufacturers like Micromax, Karbonn, etc. have also started manufacturing phones for rural and semi-urban areas. The smartphone market is therefore expected to grow tenfold in the coming year.

Major subsectors of the Telecom Industry

The telecommunications industry is broadly classified into the following subsectors:

1. Infrastructure
2. Equipment
3. Mobile Virtual Network Operators (MNVO)
4. White Space Spectrum
5. 5G
6. Telephone service providers and
7. Broadband

On a broad outlook,the three basic subsectors are as follows:

- **Telecom equipment**

  Telecommunications equipment consists primarily of telecommunications hardware, like Transmission, Access and Core network equipment such as SDH-based multiplexers (STM-1, STM-4, STM-16 & STM-64), Carrier Ethernet solutions, RF & Microwave antennas, Repeaters, Switches, Testing & Measurement equipment, etc. It covers communication technologies such as radios, telephones, and even computers.

  Major telecom equipment manufacturers globally include Huawei, Nokia Siemens Networks (NSN), Ericsson, ZTE, Cisco, Ciena, Motorola and Samsung.

Fig. 2.1.3: Telecom Equipment

- **Telecom services**

  Telecom service is the service provided by a telecom provider for the consumers, i.e., voice and data services. Telecom services include fixed-network services (data retail, Internet retail, voice retail and wholesale) and mobile services. Major telecom service providers in India are:

  - Reliance Jio Infocomm
  - Bharti Airtel
  - Vodafone Idea Limited
  - Bharat Sanchar Nigam Ltd. (BSNL)
  - Tata Teleservices

- **Wireless communication**

  Wireless communication refers to any transmission that takes place without the use of a wire or a cable. On the other hand, Wi-Fi is a specific subset of wireless that is well-defined by a set of technical specifications drawn by IEEE (Institute of Electrical and Electronics Engineers).

  We have different types of wireless communication devices like Cordless telephones and mobiles. Zigbee wireless technology, Wi-Fi, satellite television, GPS, and wireless computer parts. Wireless phones include features like Bluetooth, 3 and 4G networks, and Wi-Fi technologies.

UNIT 1.3: Roles and Responsibilities of a Field Sales Executive

Unit Objectives

By the end of this unit, participants will be able to:

1. Explain the roles and responsibilities of a Field Sales Executive
2. List the qualities of a Field Sales Executive
3. Illustrate the career progression of a Field Sales Executive

1.3.1 Who is a Field Sales Executive?

Field Sales Executives (FSE) usually administer sales of products and services by travelling from location to location within a decided territory to meet probable customers and sell them various products. Delivering the prepaid telecom products/services to the retailers in accordance with the daily route/ beat plan is the main job function of a Field Sales Executive.

Field Sales Executive's one of the primary functions involve achieving the monthly targets, new customer enrolment with the process compliance, and increasing the customer base.

Below is an example of a telecom operator to illustrate the hierarchical existence of the Field Sales Executive:

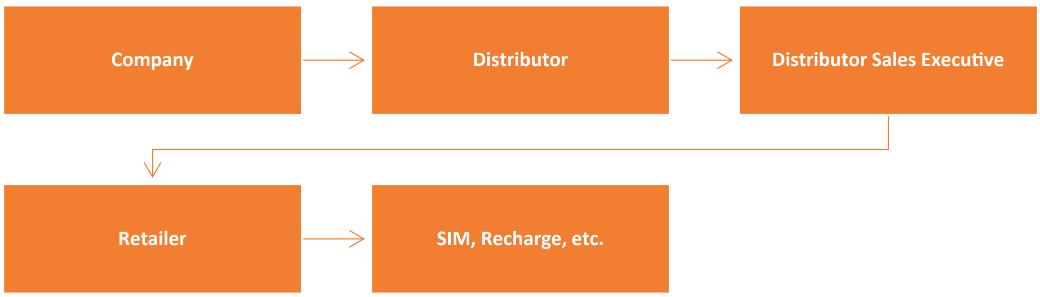

Fig 1.3.1: Hierarchical existence

A Field Sales Executive follows the indirect distribution channel by adopting a 2-tiered distribution sales and service model. Associate distributors are generally appointed to cater to the rural population and are responsible for their designated area. He can also be responsible for providing telecom-specific services to the operator.

A Field Sales Executive hierarchically reports to a Team Sales Manager, who is responsible for leading and guiding a team of sales people in an organisation. They set sales goals and quotas, build a sales plan, analyse data, assign sales training and territories, mentor their sales team members, and are involved in the hiring and firing process.

1.3.2 Key Responsibilities

The growth of an organization is entirely dependent on the sales team's effectiveness. As a member of that Sales Team, a Field Sales Executive has a crucial role in influencing the company's security and its employees

The main responsibilities of a Field Sales Executive are related to the following areas:

- Sales Performance
  - Pre-sales Preparation
  - Increase the revenue and customer base by Sale of new connections, both new SIMs and MNP SIMs
  - Loading recharge for the retailer both Voice and Data
  - Increasing the Visibility of the brand at a retailer outlet
  - Increasing the width of distribution by adding new retail partners
  - Maintaining optimum stock in the retailer outlet (both new SIM and MNP SIM)
  - Ensuring timely collections from the retailer
- Administrative Duties
  - Manage customer accounts
  - Provide all relevant or requested reports to Head Office
  - Update retailer database
- Competitor/ Market Information
  - Provide Head Office with information on a potential new customer and competitors' activities (promotions, price changes)

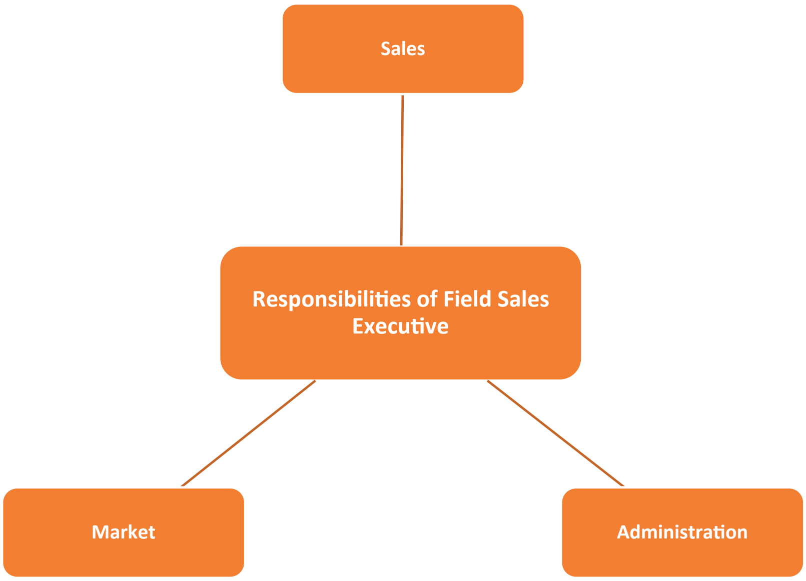

Fig: 1.3.2: Area of Responsibility of a Field Sales Executive

A Field Sales Executive must be:

- Smart and presentable as per organisational grooming guidelines
- Fluent in regional language
- Quick learner and have a strong customer focus
- Adjustable to continuous changes and should be proficient in handling relations
- Ready and enthusiastic about working for long periods
- Target-focused and an active listener

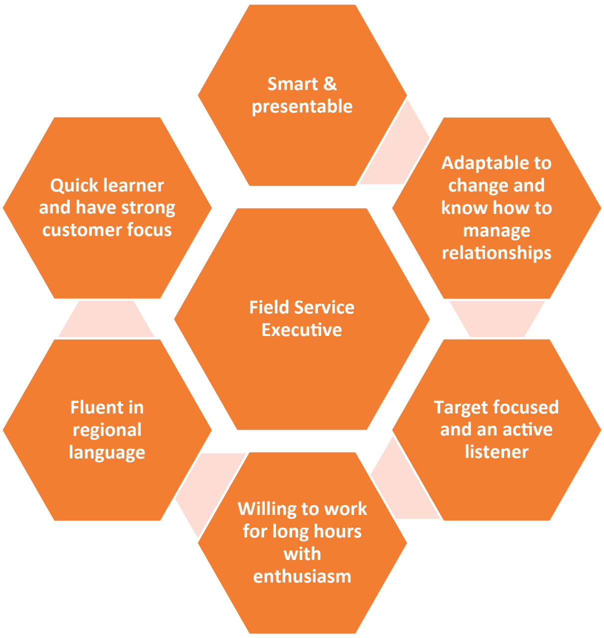

Fig: 1.3.2: Responsibilities of a Field Sales Executive

1.3.3 Qualities that make a successful Field Sales Executive

A Field Sales Executive is a company representative, so he must travel and hold meetings with existing and potential customers. He also needs to generate revenue for the company by selling as many products and services as possible.

In order to be successful, an FSE must possess the following qualities:

They must be self-confident and polite.

- They must follow the company's procedures and guidelines when at work.
- They must be dedicated and honest in their work.
- They must clearly convey their thoughts and ideas to the other person. Words like "um," "uh", or "like" should be avoided while dealing with customers, and this shows incompetence.
- They must not have lethargic body language and be full of energy and enthusiasm while dealing with customers.
- They must be able to tackle different kinds of customers.
- They must be prepared to handle any kind of situation without any hesitation.
- They must be a creative thinker and must be passionate about their work.

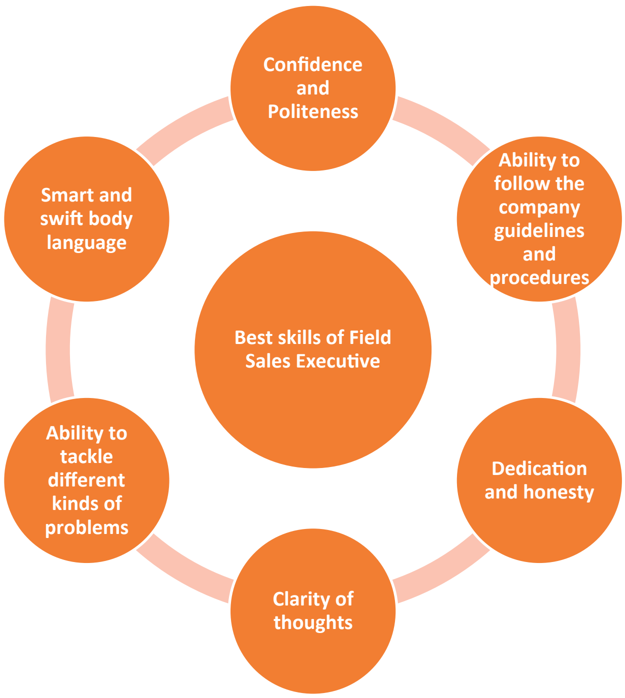

Fig: 1.3.3: Qualities of a Field Sales Executive

1.3.4 Opportunities for a Field Sales Executive in the Service Provider sub-sector

Across the telecom industry, Field Sales Executives are employed for their skill, dedication, and experience. The telecom industry relies on the credibility of the Field Sales Executives to enhance their reach. While most telecom providers do have an existing customer base, it always intends to broaden the base. The Field Sales Executives do make a lot of possibilities through their presentation skills, knowledge of the services, building upon reliability, and so on.

Hence, in an effort to build upon what it already has or to strengthen a new venture, the telecom industry offers a plethora of opportunities to field service executives to grow their careers and more. In India, most of the telecom industry is privately owned, but that does not mean opportunities are any less. With the keen inclination towards online working platforms, the demand for telecom services has grown more than ever. The companies rely on their field service executives to market their services and further build customer loyalty.

A Field Sales Executive can begin as a fresher, but the skills can be built upon and enhanced daily. Every new day is a learning experience. While this enhances the stash of skills, it also adds to the experience level. The mixture of everything makes a Field Sales Executive indispensable to a telecom company. Needless to say, once the Field Sales Executive brings in customers, generates more profit, and enhances the company's approach, the ladder to further growth is always there.

The recent boom in the retail sector also plays a key role in providing more opportunities to the telecom industry Field Sales Executives. Gone are the days when executives had to wait in the shopping malls or outside it to sell or promote sim cards and the respective telecom services. Now, they have the opportunity to go directly to the retailers to make them more competent in selling the services. The retail sector has also provided opportunities for rural artisans to sell their craft to urban dwellers. The Field Sales Executives make them aware of their potential to do more with the services provided by their companies.

With the world being made into an open platform, the opportunities for Field Sales Executives in the telecom industry are rising and reshaping dimensions. The Field Sales Executives now are the representation of services, transparent communication, enhanced lifestyle, and opening up of new avenues of growth.

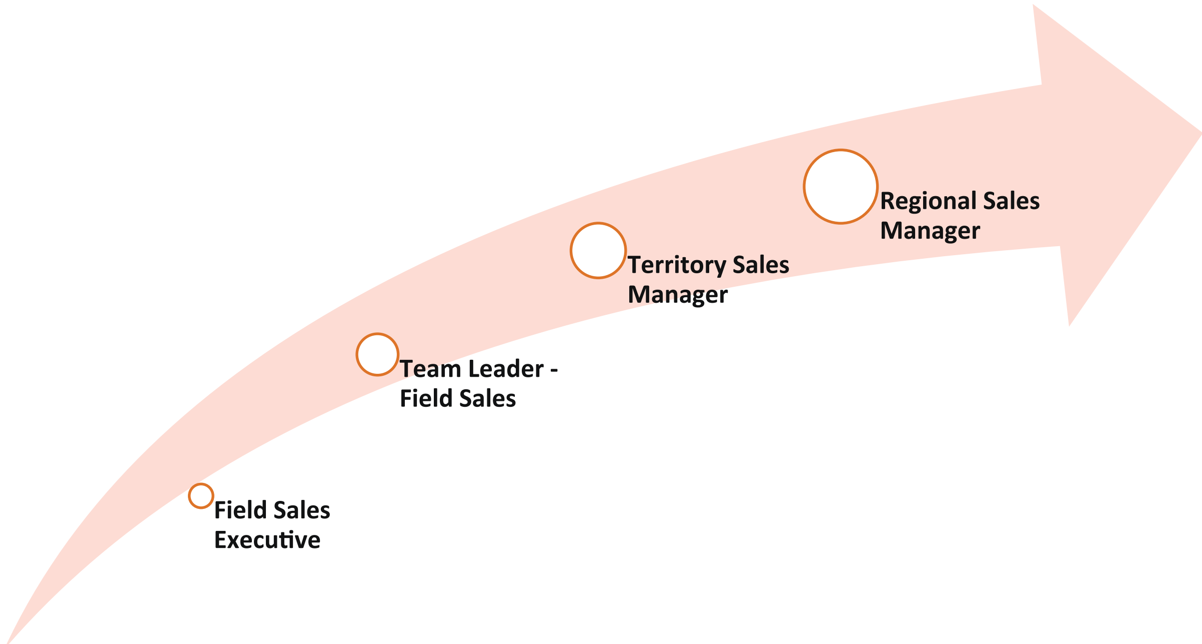

Fig: 1.3.4: Opportunities for a Field Sales Executive in the Service Provider Sub-Sector

1.3.5 Organizational Policies for Field Sales Executive Job

In the telecom industry, Field Sales Executives are offered several organizational policies to help them do a better job. As the Field Sales Executives have the immense responsibility to reach newer and existing leads, it is only natural that there will be several organizational policies that garner greater support from the employees in doing their best job.

The many organizational policies that help to inspire the Field Sales Executives of the Telecom sector to do the job even better including the following:

Incentives: In any job, incentives are a great way to boost better performance. As Field Sales Executives spend a great chunk of their day conducting a market survey, promoting and marketing the products and services, and identifying enhanced sales options, it is only natural that the company will be introducing incentives to make sure that the employees know that their extra effort will not go into vain. The incentives act as confidence boosters and make employees strive to do better than their best. From daily allowance bonuses to perks like food coupons and discount vouchers, the company's organizational policy is or should be designed so that incentives are an integral part of the benefits offered to a Field Sales Executive. Marketing competence, sales converts, lead generation, and so on should be applauded, not once but daily. This ensures that the great work continues without any lack whatsoever. Incentives are a great tool that benefits both the employee and the employer.

Delivery Standards: A Field Sales Executive in the telecom industry is responsible for ensuring that the services and products are delivered to the retailers and consecutive customers within the stipulated time. Hence, the organizational policy should clearly mention the delivery standards that are expected from the Field Sales Executive. It should mention the schedules, zones to cover, and all other relevant details. This will ensure that the Field Sales Executive is able to perform their job responsibility properly. If delivery standards are clearly mentioned and Field Sales Executives have trained adequately about abiding by them, the telecom industry may be able to do more than it aspires to.

Personnel and public relations (PR): As a Field Sales Executive, the job requires responsibility and accountability. It is quite mandatory to maintain warm and cordial relations on all grounds. The personnel and Public Relations (PR) show how well the company wants to connect with the customers at large. The organizational policy should lay down all the personnel and Public Relations (PR) requisites from the Field Sales Executive. From branding to managing retailers, every bit should be covered. This will not only simplify the understanding of the job responsibilities but also ensure that the telecom industry is as effectively presented as the company seeks.

Fig: 1.3.5: Organizational Policies for Field Sales Executive job

1.3.6 Activities under Field Sales Executives

Field Sales Executives usually administer sales of products and services by travelling from location to location within a decided territory to meet the probable customers and sell them various products. Field sales executives typically work for B2B and wholesale organizations whose sales processes rely on relationship-building and long-term contracts.

Field sales executives are especially effective with these long-term accounts since they can visit customers on a recurring basis to perform maintenance, place replenishment orders, or take any other initiative necessary to keep the client happy and maximize profitability.

Regular activities of a Field Sales Executive include:

- Conducting presentations and product demonstrations
- Trading with SMEs and Corporates
- Generating new business as well as ensuring existing clients are fully serviced
- Setting up meetings with potential clients and listening to their concerns

Summary

- Analyse the requirements of the course and prepare as per the pre-requisites of the course
- Describe the size and scope of the Telecom industry and its various sub-sectors
- Explain the role and responsibilities of a Field Sales Executive
- Discuss the various opportunities for a Field Sales Executive in the Service Provider sub-sector
- Discuss organisational policies on incentives, delivery standards, personnel management and public relations (PR) pertinent to the job role
- Explain the process workflow in the organization and the role of the Field Sales Executive in the process
- List the various daily, weekly, and monthly operations/activities that take place at the site under a Field Sales Executive

Exercise

Multiple Choice Questions:

1. ____________ refers to any transmission that takes place without the use of a wire or a cable.

   a) Wireless communication b) Wired communication

   c) Wifi communication d) none of the above

2. The personnel and __________ show how well the company wants to connect with the customers at large.

   a) Public Relations b) Private Relations

   c) No Relations d) None of the above

3. A Field Sales Executive follows the _________ by adopting a 2-tiered distribution sales and service model.

   a) indirect distribution channel b) direct distribution channel

   c) no distribution channel d) none of the above

4. A Field Sales Executive is a _________.

   a) company representative b) company associate

   c) company admin d) None of the above

5. Across the telecom industry, Field Sales Executives are employed for their skill, dedication, and __________.

   a) experience b) courage

   c) punctuality d) none of the above

Descreptive

1. Discuss about the top mobile handset players in India.
2. Who is a field sales executive?
3. Describe the roles and responsibilites of a field sales executive.
4. Describe the organisational policies for field sales executive job
5. List the activities under field sales executives.

Notes

Scan the QR codes or click on the link to watch the related videos

https://youtu.be/Cag-bcbivtM

Introduction to the Telecom Sector in India

https://youtu.be/0O8UoLcYYbI

Top Mobile Handset Players in India

https://youtu.be/mcHW-EBh4Iw

Mobile Handset Industry

https://youtu.be/wvFrZXmKW1o

Basic Sales Terminologies

https://youtu.be/kZMrd0m9eBY

Selling Techniques

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2. Interact with Retailers

TEL/N0216

Key Learning Outcomes

By the end of this module, participants will be able to:

1. Discuss the importance of personal grooming and hygiene
2. Analyse sales target received from territory sales manager
3. Identify the features, strengths, and benefits of the products and the latest schemes/offers applicable to retailers
4. Elaborate on the importance of maintaining query logs, feedback, and customer referrals
5. Identify open-ended and close-ended questions
6. Inspect stock and merchandise and report any damages/anomalies to the authorities
7. Identify and discuss some strategies for retailers to generate sales leads
8. Analyse the Business Health Report (BHR) of retailers created as per the standards formats or organizational system software to analyse their sales and growth
9. Describe the different types of merchandising products and services offered by the organization
10. Elaborate on the importance of creating brand visibility in a retailer's outlet
11. Follow pre-defined routes and beat plan while going into the field
12. Distinguish between different types of selling, such as line selling and range selling
13. Calculate month till date (MTD) sales by applying basic arithmetic and numeric calculations
14. Explain know your customer (KYC) guidelines and norms as per Telecom Regulatory Authority of India (TRAI)
15. Perform steps to compile daily reports along with the unresolved concerns for validation by Territory Sales Manager (TSM)
16. List the considerate factors to categorize customers for follow-ups
17. Describe different payment collection methods to the retailers

UNIT 2.1: Personal Grooming of a Field Sales Executive

Unit Objectives

By the end of this unit, participants will be able to:

1. Discuss the importance of personal hygiene and grooming
2. List the grooming guidelines for the Field Sales Executives

2.1.1 Personal Grooming and Hygiene for a Field Sales Executive

An important part of pre-sales planning is personal grooming. As a Field Sales Executive, you must be dressed in full uniform as per company norms and properly groom yourself as per the service standards.

Appearance

- The field team is the organisation's brand ambassador, representing the company in front of the customers they visit. As a result, they are expected to present themselves in a well-maintained manner. They must be in their designated uniforms (including shirts, trousers, shoes and socks), which must be worn clean and pressed.
- It must be seen that there are no stains, broken buttons, or loose thread present on the uniform.
- Shoes should be clean and polished regularly. Casual footwear like sandals, slippers, or sports shoes should be avoided. Socks should be white while on duty.
- Nails must be trimmed and shaped as, most of the time, one will be handling merchandise.
- Hair should be trimmed and neatly combed before commencing duty. One should avoid adjusting hair in front of customers.
- ID cards should be maintained and displayed while on duty so that the customers are able to identify the staff.

Uniform Guidelines for Men and Women

Men	
The Uniform prescribed should be clean and pressed Shoes should be clean and polished	

Men	
Hair must be short, clean and tidy Men must have a clean, shaved profile	
Men keeping beards/moustaches must maintain a trimmed and clean look Nails must be trimmed neatly and maintained regularly	
No earrings, studs and bracelets are allowed on the floor during official hours	
Women	
Women having long hair should tie their hair, not keep it loose. Not much oil should be applied	
Women must avoid bright coloured nail polish and long nails as they will be a cause to distract customers or damage the merchandise on display Jewellery should be minimum and non-flashy Dangling earrings, noisy anklets and bangles must not be worn on the floor	

Men	
Absolutely minimal make-up to be applied (Only very light-shaded lipsticks are allowed)	

Personal Hygiene

- Staff needs to keep their hands clean at all times as they will mostly be handling merchandise or in contact with customers
- Avoid biting nails on the floor
- Bad body odour and bad breath to be controlled
- Maintain a straight and upright posture
- Avoid slouching on the floor
- Hands must not be in pockets or on the hips

Make sure you carry your official identification Badge (ID) and visiting cards, which clearly state your position in the company, along with your contact details, such as email and phone number, with you at all times. Certain habits have severe ill effects on one's health. Such habits should be avoided for a healthy life.

Things to Avoid

The things or practices that a Field Sales Executive should avoid are:

Alcoholism

It is the tendency to consume alcohol to cope with difficulties or avoid the feeling of grief.

The negative impacts of alcoholism are:

- Enhances the chances of cardiac diseases, cancer, impaired immune system, liver infection (Cirrhosis) and so on
- Minimised concentration on work failure to perform
- Loss of prestige in society and financial crisis
- Triggers symptoms of withdrawal like anxiety, trembling, fatigue, headache, depression etc

Tobacco

Tobacco is the second largest cause of death in the world. It claims one death every six seconds. Its impacts are as follows:

- The greatest reason for oral cancer which affects the mouth, tongue, cheek, gums and lips

- Not only can chewing tobacco cause health issues, but it also deteriorates the person's taste and smelling sense
- Increase in chances of suffering from lung cancer

Gutka

Each sachet contains 4000 chemicals, including 50 that cause cancer, like betel nut, tobacco, and flavouring.

Impact of Gutkha on health:

- Disfiguration of the mouth and loss of sensation in the tongue
- Heightened sensitivity to heat, cold and spices
- Loss of flexibility of the jaws
- Sore gums, swelling, lumps, rough spots inside the mouth
- Difficulty in swallowing, random bleeding without any reason, finally leading to Mouth Cancer

Punctuality

Reaching the customer location for your sales call is a very important aspect of the meeting. Always take a buffer time as the delay can happen due to various reasons like traffic, Construction, etc. Reaching late can disturb or annoy the customer, making a Field Sales Executive lose his creditability or even lose a client. Being late can have a replicative effect as well:

- Reliability issue between you and your customer
- No respect for customers' time and yours
- Customers can feel that as you have no respect for his and your time, commitment can be a big issue dealing with you

Reaching at least 15 minutes before the time of the meeting is always good. In case, Field Sales Executive has multiple meetings planned on the same day. Buffer time should be taken for the travel time and any unavoidable delays.

This is always helpful and reduces stress, and makes a person mentally prepare for the next meeting.

In a professorial world, punctually plays a vital role in establishing rapport with the customer:

- This shows that you are trustworthy and a reliable person for the customer.
- You are committed to your work and stand by your words.
- Reaching on time reduces the stress and the restlessness of being late.
- Being on time makes you represent a professorial person and always appreciated.
- Makes a strong and impact-full reputation on your client.

UNIT 2.2: Merchandizing Products to Retailers

Unit Objectives

By the end of this unit, participants will be able to:

1. Discuss the importance of pre-sales planning
2. Explain the importance of maintaining query log, feedback and referrals of customers
3. State the importance of creating brand visibility at a retailer's outlet
4. Describe the different types of merchandising products and services offered by the organization
5. Identify open-ended and close-ended questions

2.2.1 Pre-sales Planning

Pre-sales planning helps you improve your credibility as a sales executive. The Territory Sales Manager has the responsibility to ensure alignment between the company's strategic goals and the activity of each individual member of the sales team they manage. Revenue growth is the main objective of a Territory Manager. This can be achieved by growth in revenue, profitability and small, medium and large customer trading base.

- The acquisition of new customers
- Retention and development of existing customers
- Improvement of revenue quality
- The above will be a result of:
- Selling the full range of the customer's products and solutions
- Ensuring customers are charged the correct price for the service provided

Selling of 'simplified Tariffs'

As a Field Sales Executive, you must understand your targets from your Team Sales Manager and divide them into monthly, weekly and daily targets. Clear targets help a Field Sales Executive approach the market in an organised and efficient manner. For Field Sales Executive, it is easier to close a deal by keeping track of orders, proposals and customers.

Each day for a Field Sales Executive is very important as his daily targets add to his weekly targets, and his weekly targets add to his monthly targets. A sample target report for Jun 2011 is mentioned below:

2.2.2 Understanding Monthly Targets and Dividing them into Weekly and Daily Targets

Sl. No.	FSE	RCV%	GA	LSO	SSO	ZD
1.	Ojha	24.00	1100	75	75	4000
2.	Baidya	16.60	750	90	90	4000
3.	Chinmya	16.00	1000	80	80	4000
4.	Bapi	17.50	1050	85	85	4000
5.	Purna	12.50	1050	85	85	3000
6.	Santosh	9.00	300	64	64	2600
7.	Manoj	8.50	300	60	60	3000
8.	Rajiv	10.50	950	76	76	2600
9.	Sisir	12.50	550	85	85	3000
Total		127	7000	700	700	30,200

Sample target report for Jun 2011

Here GA means Gross Add – Number of new SIMS added

RCV includes Recharge coupons, easy recharge, DATA packs etc.

LSO, SSO and ZD are names of outlets accessible to the Field Sales Executive.

Tips on target setting

A Field Sales Executive must break down sales objectives by outlet to see BTS sales. Below are the expectations for merchandising actions in a territory.

- Sales merchandise objective as per the outlet
- How a Field Sales Executive can define and analyze the objectives
  - A promotional programme should be conducted
  - Sales and pre-sales programme
- Field Sales Executive should also identify their routine activities
- Always discuss your concerns with the Team Sales manager. Discuss what can help in achieving your objective and how to overcome the obstacles
- Always plan your visits and make a weekly plan in advance for the next week
- It is very important to update and review your daily plan at the starting of the day
- Daily and weekly plans need to be monitored and compared to achieve the target and analyze the challenge faced

The role of a Field Sales Executive is to sell the company's products and services to the customers. Hence the Field Sales Executive must have comprehensive knowledge of the company's offerings to the customer. This can be done through company training, information from the Team Sales Manager or through reading brochures, pamphlets or daily reporting sheets. One must also update self about the latest schemes/offers.

2.2.3 Understanding Products and Services for Sale

Telecom Products and services

Some of the products and services that a Field Sales Executive sells are:

- New connections Voice
    - New SIMs
    - MNP SIMs
- New Connections Data
- Dongles: 3G, 4G
- Recharges
- Voice
- Data
- Paper Coupons

The Field Sales Executive also should communicate the current offers and schemes to the retailers and subscribers.

Merchandising Elements

In addition to the knowledge of products and services, the Field Sales Executive needs to drive sales through increasing visibility.

As a Field Sales Executive, you should plan to collect all the advertising merchandise such as danglers, flex boards, standees, and gates from the distributor and make sure they are put up at the retailers either by the merchandiser or by you.

Fig: 2.1: Merchandise Elements

Understanding Your Territory

The Field Sales Executive needs to understand the territory he will be operating in and proceed as per the pre-defined route and beat plan.

The daily plan of visiting the existing and prospective customers as per timetable or schedule is called the Beat Plan.

Steps to manage territory

- Always make the plan by identifying your territory (industry, channel, customer and geography) within your territory.
- Always monitor the cost per call.
- Plan the daily and weekly call as per the route, prospective and use the waiting time at the customer premises/ call effectively (Like reading, writing memos and answering the emails)
- Post every meeting, and schedule the time for the next meeting with the customer. This would help you to increase the prospect sales closure.

The availability of different mobile telecom operators has become the reason for extreme confusion amongst people. Consumer tastes, preferences and purchase behaviour change with time due to many factors. The varying purchase behaviour of people living in a particular locality must be analysed to assist the country's business environment and economy with respect to the cellular service sector. Products and services have gone through a complete change. Consumers' knowledge has increased, and now they are well aware of their needs and wants more than ever.

Always understand your customer. This makes you proactive in full filling the demands of the customer and increases the rapport with the customers. The most important part of this is to deliver the product/ services as per the promises made. Once you understand your customer well, you can exceed the customer's expectations. Being attentive to the customer is the key to gaining the customer's trust.

2.2.4 Understanding Your Customer

There are three main ways to understand customers better.

- Always understand the customer's point of view and understand the issues from their perspective
- Understand the customer by analyzing his buying behaviour
- Take customer opinion on your company's product and services

Always maintain a good relationship with your existing customer. These are the loyal customers who will buy your products and services. Always take the customers' opinion on your products and services, which would help you track the new customers and take references. Regular customers are loyal and tend to contribute more to the company's revenue. Offer the customer what they want and desire.

Example:

- A customer would always like to change the services and offerings as per their needs. Like Field Sales Executive would target the market for the parents who are looking forward for the customized services, who need very restricted services for their kids like blocking certain numbers, no network during specific hours of the day (during school, bedtime), blocking certain websites and numbers and also GPS notifications on their phones if the kid reaches home after school.
- Every telecom makes marketing schemes to target certain sections of society. Like GIV mobile offers users to give 8% of their monthly bill to a charity of their choice, the company have called this scheme "Give back".

Mobile telecom provider has targeted the youth as the marketing choice - For this, they have advertised a plan "back to school plan" where youth can pay as per the use. No credit is required for accessing the casual websites, focusing on trends and marketing copy.

The sales trend of the company determines the target audience, and Field Sales Executive, with the help of his sales trends, helps the companies in doing the same. Once, Field Sales Executive identifies his target section of the customer; they help the company in achieving revenue growth.

The main components determining the target audience are "Who, Where, Why and How".

- Demography: First, decide who is the end consumer. This determines by the demographic components and details such as age, gender, family, size, educational level and occupation of the target customer
- Geography: Understand the location of your target customers, where they are located, the size of the geographical area, population density, etc
- Psychographics and Ethnographic: Always under the reasons behind the customer purchasing your products
- This is based on the purchase trends, attitudes and tastes of the people in the area
- Buying habits: How do customers purchase products and services? Understand their culture and religion and offer your product to suit the same. E.g., different religious festivals like Diwali, Eid and even occasions like birthdays and anniversaries govern buying habits

2.2.5 Pre-Sales Information

Be well prepared before meeting/ calling the customer. To understand your customer, know your customer and gain information on your prospectus client

Field Sales Executive should know the right person to be met in a dealer location so that those results can be achieved with no obstacles

Importance of pre-sales Information

Always follow the process of approaching the dealers. Field Sales Executive should know how to approach the dealer and the expectation of the dealers. If a dealer says that he would like to cater for the top 3 products of the sections, Field Sales Executive should check the latest rating of the company (if it's in the top 3) and inform the dealer. Post that should make an appointment as per the dealer's availability.

Sources of pre-sales Information

Sources of pre-sales information mean always having detailed information about prospective dealers and distributors. The main motive and benefit of this are that it helps to extract the most prospective and qualified dealers who need to give the demonstration.

FSE has the information on the dealers, and distributors can work on the sales and approach the clients. Few best tips for ensuring the best results in stimulated time are as follows:

- Knowing the area and having a map of the area can help with planning the visits as per the geographical area.
- Working in a planned manner, sort the database of the dealers as per the area, zip code, city and street. Share the information with other FSEs post standardizing the data. It can be sorted as per the state you are handling.
- Appointments should be fixed as per the route defined.
- The week's calendar should be defined in advance. Work schedules should be made regularly, which helps work systematically and should not be broken.
- Scheduling your work and helping you to be productive. Discuss if any help is required from your area manager. Follow your supervisor's example.

2.2.6 Importance of maintaining query log, feedback and referrals of customers

When a Field Sales Executive contemplates or formulates ways of merchandising products to retailers, one of the key areas to focus upon is maintaining the details of the customers. The details that are crucial for the business are query logs, feedback and referrals of the customers. These details show the customers' engagement with the products and services, what they seek from the company, how they enjoy (or not) the products and services, and if they bring in more customers.

Why is maintaining a query log important?

Any business thrives best in the market when there is good communication. And the telecom industry is no exception in this regard. Maintaining good communication with the retailers entails maintaining every piece of information received from the customers. In the telecom industry, it has been noted that customers send in queries about products and services. Maintaining this information means that the business values what or who values it the most.

Interestingly, every query will not be relevant or focused enough, but that does not mean those can be ignored. It is the amalgamation of all the customers that run a business properly. When the query log is maintained, the company can analyze the performance of the products and services, where improvement is required, and which are not acceptable or accessible to the customers.

The Field Sales Executive is responsible for maintaining the query log of the assigned zone. This helps in analyzing the zonal performance. Just like communication, coordination is also a must. This coordination is maintained only when the Field Sales Executive maintains the query log adequately. It helps to streamline the action to take along with marking the areas where the queries have been solved.

Why is maintaining feedback important?

Customers' feedback is the honest opinion of everything the company sells to them. Normally a customer will have things to say after using the products and services, and this feedback makes the company understand its stand in the market. Apart from the monetary aspect, the customer response shows how the ‘market’ accepts the company or what it wants from it.

The Field Sales Executive has the responsibility of managing the feedback received from the customers. The feedbacks of all the respective products and services show the company's overall performance and how each product and service is performing in the market. Maintaining the data helps prepare detailed reports in the long run.

Why is maintaining referrals of customers important?

The referrals of customers reflect their loyalty towards the products and services of a particular telecom brand. It shows that customers enjoy certain products and services so much that they want to bring in more people to avail of them. The referrals indicate that as much advertising and marketing play a role in promoting the brand, the existing customers also do much through their referrals. As a result, it is extremely important to maintain the referral data. In this way, the company will be able to curate exclusive deals and offers for these customers, showing their appreciation and inviting more referrals.

Streamlining customer loyalty is not a huge challenge when a Field Sales Executive maintains the referral data. The data collected from the different Field Sales Executives spread across different zones helps the company to understand not only the performance of the Field Sales Executive in merchandizing the products and services of the company but also segregating customers according to the successful referrals.

Knowing the Products

For a Field Sales Executive to perform as per the company standards and expectations, it is important to know the products to be sold in detail. This includes knowing the features, strengths, and benefits of the products. Knowing the latest schemes and offers applicable to retailers is a bonus. This improves the appeal of the business marketing as well as the credibility of the Field Sales Executive.

Range of products and services

The Field Sales Executive should have a clear and in-depth idea and knowledge of the range of products and services offered by the telecom company.

The mobile services offered by a company include:

Prepaid Connection	
Recharge	Plans
New Connection	Bill Payment
Roaming pack	Roaming Plans
Special Recharge offers	New Connection
	MNP Connection

The data services offered by a company include:

Mobile Internet	Home Internet	Office Internet
4G Post Paid Prepaid	4G Wifi Fibrenet	4G Wifi Fibrenet
Unlimited Packs Daily Packs Made for You Popular		

Prepaid services

While it is true that internet and call charges have been made unlimited in India, and most of the customers opt for that, many do not need unlimited plans and adhere to the traditional prepaid services of telecom companies. The prepaid services include:

- Prepaid service is the Pay As You Go service wherein the users buy a recharge balance from the provider as per their requirement.
- Users can only use these services up to the available balance amount post, which they would not be able to make calls out.
- Roaming, STD, and ISD services are pre-activated in prepaid connections.
- As per TRAI regulations w.e.f 22nd March '13, Services to any Prepaid Mobile connection will be deactivated for subscribers with less than Rs.20 balance and if there is no usage, i.e. without any usage (incoming or outgoing voice/video calls, Outgoing SMS, Mobile Internet / Data usage, VAS usage or purchases with balance) for 90 days.

Prepaid Mobile connections can be reactivated within the grace period of 15 days from the deactivation date by making a payment of Rs.20.

MRP (Rs.)	Rs. 55	Rs. 45	Rs. 30	Rs. 15	Rs. 41
Initial Talktime	0	0	0	0	0
SIM Card Validity	Lifelong	Lifelong	Lifelong	Lifelong	Lifelong
Local call rates					
ABC-to-ABC calls	1.2p/sec	1.2p/sec	2p/sec	1.2p/sec	1.5p/sec
ABC - Other Mobiles	1.2p/sec	1.2p/sec	2p/sec	1.2p/sec	1.5p/sec
To Landlines	1.2p/sec	1.2p/sec	2p/sec	1.2p/sec	1.5p/sec
STD call rates					
ABC-to-ABC calls	1.2p/sec	1.2p/sec	2p/sec	1.2p/sec	1.5p/sec
ABC - Other Mobiles	1.2p/sec	1.2p/sec	2p/sec	1.2p/sec	1.5p/sec
To Landlines	1.2p/sec	1.2p/sec	2p/sec	1.2p/sec	1.5p/sec
ISD call rates					
USA & Canada; SE Asia; Landline numbers in Australia	Rs 6.4	Rs 6.4	Rs 6.4	Rs 6.4	Rs 6.4
Middle East including UAE and Saudi Arabia	Rs 11	Rs 11	Rs 11	Rs 11	Rs 11
All other countries	Rs 15	Rs 15	Rs 15	Rs 15	Rs 15
Satellite Calls	Rs 550	Rs 550	Rs 550	Rs 550	Rs 550
SMS					
Local SMS	Rs 1	Rs 1	Rs 1	Rs 1	Rs 1
National SMS	Rs 1.5	Rs 1.5	Rs 1.5	Rs 1.5	Rs 1.5
International SMS	Rs 5	Rs 5	Rs 5	Rs 5	Rs 5

Lifetime Validity

There are options of lifetime validity that customers can opt for:

Lifetime for all Circles except Jammu and Kashmir, Assam and North East. Validity up to the license period and Minimum recharge of Rs.200 every 180 Days. For Jammu and Kashmir, Assam and North East Circles:

- Validity is 90 Days
- Minimum recharge of Rs.100 every 90 days to get 90 days extension in validity

Validity extension shall be subject to the permission granted by DOT to run prepaid services in these Telecom Circle.

Strengths of Services

The Field Sales Executive should be closely aware of the strength of the services marketed and promoted by them. It highlights the strengths that make a telecom company reach higher heights. To highlight the retailers' strengths, the Field Sales Executive should be clearly aware of them. A few strengths that a Field Sales Executive may highlight include:

- **Cutting-edge technology**

  A Field Sales Executive should be clearly aware of the technology the respective telecom company uses to make them more accessible to the customers. The better the technology, the smoother and more efficient the services. Hence, the use of cutting-edge technology should be mentioned clearly to the retailer.

- **Customer support**

  The Field Sales Executive should be able to say what kind of support the customers will receive clearly should they face any glitch. As most companies provide 24/7 round-the-clock services, the Field Sales Executive should emphasize it while merchandising the product.

- **Competitive Pricing**

  Competitive pricing is one of the key strengths of a telecom company. The Field Sales Executive should know what services are given at what prices. The value-added services like subscriptions to OTT platforms like Hotstar should also be emphasized.

- **High-performing cable equipment**

  The Field Sales Executive must highlight the high-performing cable equipment used by the telecom company. This will enhance the strengths that appeal to the retailer to sell it further to the customers. When a company has high-performing cable equipment to distribute its services, it becomes more reliable to the retailer and the customers.

Benefits of the Services

The Field Sales Executive should be closely aware of the benefits of each product and service. It is important to highlight these benefits to ensure that both retailers and prospective customers understand what they will get from the telecom company's products and services. The company should ensure that the Field Sales Executive is informed well in advance about the benefits to focus upon while merchandising the brand in the market.

- **Superior network**

  In this age, having a great network is one of the best perks of any telecom company. Any customer wants to be covered by a good network across the country. It will be an incredible benefit if the Field Sales Executive is able to promise to provide the same, irrespective of location and time of the day.

- **Added services**

  When a customer is recharging a certain amount, apart from the usual services, the added bonuses will be the benefit that will attract the customer to a particular telecom company. If a customer can get an OTT subscription on every recharge, the telecom company will surely get more customers than others.

- **No interruption**

  No customer will want to face frequent disconnections while they are using the cellular or data pack. Suppose a telecom company is able to convey via the Field Sales Executive that there will be no call or data discontinuity. In that case, it will surely be a benefit that will bring in more customers.

The key reason why a Field Sales Executive is expected to focus on benefits is to bring in more customers. The benefits are more as silent promoters that show customers what they will enjoy once they avail themselves of the services of the respective telecom company. The better the Field Sales Executive knows, the better the presentation and the in-flow of more customers will be.

It is not only adequate for the Field Sales Executive to know the benefits, features, and strengths; it should also be presented to the customers in a way that appeals to them.

USP stands for Unique selling propositions. The unique factor distinguishes your product from the market and your competitors. Factors such as lower cost, highest quality in the market, or the first ever segment product. It is the most fundamental factor that makes your product ahead of the competition and is a key component of the marketing campaign.

Answering the question - How does the product benefit the customers, which the competitor doesn't?

USP defines the company's business model and implies what the company does, its reason, and why. It explains all the business goals and value add to the target market. USP can make any marketing campaign successful by offering and clearly explaining the benefits to the customers that your competition is not offering. For example Airtel " 4G Sim, with unlimited calls and Internet".

The company's strength determines how the products or services differ from the competition. USP of the company attracts more customers. The product, when offered to the customers, the benefits should be explained to the customer as per their needs and requirements.

For example, SIM card utilities are as follows:

- Customers can switch phones, keeping the existing service
- All contacts are stored on SIM
- All the information available can be transferred to SIM. Most phones have this default feature

The process is as follows:

- Settings - Copy the information to the SIM card
- The information in the phone should be transferred to SIM, and this helps if SIM stops working one day
- All the information can also be transferred to the computer by purchasing a SIM card reader

FAB (Feature, Advantage and Benefit) can be used for offering products/ services to the customer.

Feature: Every product and service has its own unique characteristics, which is known as a feature.

Advantage: It means what makes the features of the products add to the benefits. Always explain the advantages to the customer in detail as it helps them make decisions.

Benefit: How the advantages would help your customer. Like explaining to the customer if the services will save his time, money, status increase and mind peace.

Features	Advantages	Benefits
Prepaid SIM	• Total Cost Control	No more rentals or deposits
	Pre activated STD/ISD without deposits or rentals	Hassle-free calls
	Strong Network Coverage	Complete clarity when calling
	Instant Balance and Validity Enquiry	Account balance is updated on the screen of your handset at the end of each chargeable call
	Prepaid Roaming	Stay connected no matter wherever you are
	Recharge your Prepaid	Choose the Prepaid Recharge Coupon that's right for you

Fig: 2.2: Features, Advantages and Benefits of Services

Field Sales Executives should always start with the most impactful feature and explain it to the customer with the complete benefits and advantages. Always use the word “You” when explaining the benefits to the customer, it is a small tool, but this makes the customer visualize him using the products. It also adds a personalized touch.

Limit your number of presentation points to three, as explaining every feature and benefit would make the customer confused. Do not make this mistake. What you explain, do that with confidence and explain with advantages and benefits. If you feel that the customer is showing interest, go ahead, which means they are inclined to buy your product. Explaining to the customer about your product feature helps you to impress the customer.

2.2.7 Open-ended and Closed-ended Questions

Open-ended questions are questions that allow someone to give a free-form answer. Closed-ended questions can be answered with “Yes” or “No,” or they have limited possible answers.

Open Ended Questions	Close Ended Questions
• Open-ended questions are those questions which cannot be replied to with a one-word answer. • Open-ended questions require detailed answers and explanations from the respondent, allowing insight into a customer's mindset. • Open-ended questions also enable understanding feedback correctly, helping analyse a customer's preferences. • Open-ended questions make the customer explain their points in detail, allowing the customer care executive to understand the customer's requirements clearly. • Open-ended questions generally start with “What”, “Why”, or “How”. In other words, the customers are not bound by a limited choice of answers and can answer freely.	• Close-ended questions are usually short and to the point and demand one-word answers like a “yes” or “no”. • Close-ended questions are generally used to conduct surveys and are very important for gathering statistical information. • In close-ended questions, the customers are bound by choices beyond which they will not be able to answer. • Close-ended questions ensure answers which are expected and nothing more or less.

Table 2.2.1: Open and Closed-Ended Questions

Examples of closed-ended questions are:

- Are you feeling better today?
- May I use the bathroom?
- Is the prime rib a special tonight?
- Should I date him?
- Are you feeling better today?
- Where did you go to school?
- Which internet browser do you prefer?
-

Examples of open-ended questions are:

- What led the two of you to disagree?
- What do you look for when choosing a veterinarian?
- How did you and your best friend meet?
- How can I know it's the right time to get married?
- What major effects did World War II have on the United States?
- What suggestions can you share to help me prepare to buy a house?
- What is it like to raise children as a single parent?
- Why can't I come along with you?
- What makes the leaves change colour?

Closed-ended questions are appropriate when looking for a quick, definitive answer, but they're not conversation starters. When you're looking for an explanation or a rich level of detail, you'll want to use open-ended questions.

UNIT 2.3: Trends and Sales Strategies

Unit Objectives

By the end of this unit, participants will be able to:

1. 1Evaluate strategies to reach/meet/influence the most retailers possible and generate sales leads
2. Analyse the latest trends and sales strategies trending in the market
3. Analyse sales target received from territory sales manager
4. Use effective ways of communication with superiors to achieve sales targets
5. State the importance of creating brand visibility at a retailer's outlet
6. Explain the Know Your Customer (KYC) guidelines
7. Discuss the guidelines of the Telecom Regulatory Authority of India (TRAI)

2.3.1 Strategies to meet/ reach/ influence retailers to generate sales leads

Before engaging with the retailers, it is important to understand the role and relevance of customers. Customers are the backbone of any organization, and the entire success depends on how they are handled. It is very important to remember the following points in this context:

- Regular customers are the loyal customers for any organization, as they use the services/ products regularly and serve as a backbone of any business organization that should focus on building customer loyalty and satisfaction. Only happy and satisfied customers would repeat the business with the company.
- No organization would exist without the customer base. The main objective of an organization is to serve its customers.
- The business aim can be achieved with the customer demand only.
- Without customers, the organisation would not exist, and the organisation's purpose is to fulfil the customers' needs.

Satisfied customers will enhance the customer base, which can only be achieved by building a strong customer relationship. The energy and the cost involved in attracting a new customer are five times as compared to making an existing customer happy. So, in every aspect, a loyal customer is a very important part of the business.

The customer's regular involvement with the company (regular use of goods and services) builds a loyal relationship.

The below-mentioned steps show how a customer becomes a loyal customer (4 being the highest):

- Advocates
- Regular customer
- Occasional user
- One of purchase

How a one-time purchaser can become a loyal/regular customer of an organization entirely depends on how the company handles him. Well-handled customers, very focused sales methods, and focusing on customer needs not only helps FSE to achieve the targets but also make a loyal customer base.

2.3.2 Importance of Increasing the Brand Visibility

The retailer and the company need to ensure that the brand is clearly visible to the customers. The Field Sales Executive should consider this and devise ways to increase the brand visibility at the retailer's outlet.

It can be done in the following ways:

  - o The use of posters and dangles helps in increasing the brand visibility and presence in the market
  - o Road shows should be regularly organized
- Drawing retailers' attention through:
  - o New offers and schemes
  - o Offering freebies
  - o Motivating retailers
- Stock Management and collection of payment
- Showcasing new products offering the feature benefit analysis approach
- Monitoring sales performance

Increasing brand visibility

- **Using posters, danglers etc.**

  Posters play a very important role in outdoor advertising and target a larger number of customers in a faster way. They present a logical and budget-friendly path to communicating with specific customers. Properly positioning them using interesting posters can attract the local population by awarding them an about-to-be-launched service or item. Small- to medium-sized businesses can benefit immensely from posters as they can stick in viewers' minds and be a great tool for and are cheaper than common forms of advertising such as print, radio and television. The advantages of using posters are:
- **High Visibility and Frequency:** As the posters reach the masses due to visibility to a lager section, the organization should be very careful about what is displayed. The placement should be correct, and communication should be clear.
- **Diverse Audience Reach:** As posters cater to larger numbers and different groups, this helps acquire a larger number of target customers.
- **Strong Visual Impact:** Visuals always have a better impact. As posters and dangles are larger, they leave a strong and better impact. Smaller forms of advertising (Eg. website ads) sometimes do not leave that powerful impact on the customers.
- **Brand Growth and Awareness:** Posters are ideal for any organisation to establish awareness of the brand, product or campaign. Posters should be placed in the right position to increase their effectiveness.
- **Impact via Location:** Placement of the posters should guide the target customer to the right location or can be customized per the location and placement. Like posters can be designed to guide the customers to a specific mall or customer store. The geographical placement of the posters/dangles is vital in impacting the customers.

Danglers are hung in a store to highlight important plans and schemes the company is offering. They also help in advertising, as they are so clearly visible that they catch customers' attention and entice them to use the services.

Fig: 2.3.1: Danglers

Organising Road Shows: Roadshows can help spread the business far and wide and can also help convey the message you want to spread to your customers and thus increase your customer base.

- Roadshows enhance the chances of a sale
- As it involves face-to-face interaction, an FSE can help the customers in taking the decision
- Roadshow can help an FSE get the test run done with the customers and get feedback from their hand to hand. This involves both current and prospective customers
- Expanding the customer base - 67% of Professionals who have attended the road shows say that new prospects or potential customers attend road shows and special events. This also helps, in the long run, to acquire market share by attracting new customers

While organising the road shows, two things should be kept in mind:

- **Timing is Everything:** The most important aspect to consider while planning a road show is the detailed analysis of which part of the year is happening so that the source market and supplier marker are rightly targeted. Also, consider what the timing for the roadshow is
- **Picking Cities and Venues:** City and the venue selected should be done in a planned manner

2.3.3 Latest Trends in the Telecom Market

Customers these days want handsets with the latest features. It is one of the key motivators well above price, while another driver has been the prevalence of OTT apps and the want to consume them. The telecom industry is an ever-evolving sector. With the introduction of new technologies and uses, the market trends and sales strategies are also redefining. The latest trends and sales strategies that are trending at present in the telecom market include the following:

- **Connectivity technologies**

  Leaving 4G behind, 5G is gaining popularity at an alarming speed. Telecom networks must design their services accordingly so that their customers remain loyal to their connectivity technology

- **Speed**

  Like connectivity technology, speed will be a dominant factor in the market regarding which connection is in trend and which company is achieving higher sales. It is needless to say here that when the telecom company can provide better speed, it will be able to achieve better sales and ace the trends chart

- **Compliance and cyber security**

  The world of online transactions is so common that the next thing that customers want is compliance and cyber security. From filtering out spam calls to ensuring that the network stays updated with the ongoing requisites and innovations in the market, customers want more than just a great network. When a telecom company can fulfil those expectations, the sales will gravitate towards that

- **Secure automation**

  While various online sites collect customers' data, telecom companies are now faced with the demand to secure auto data collection and ensure anonymity. This trend is immensely popular and will determine later sales

Two out of five smartphone customers intend to purchase a handset costing Rs 30,000 or more, with a higher tendency among the 35-44 age group to do so. Over 53 per cent of smartphone users use their gadget for more than four hours a day, while one out of three people living in metros also owns a smartwatch or a fitness band. Research has also found that men are more brand conscious and have twice the share than women in the Rs 50,000 and above smartphone segment, while women appear price and deal-conscious and have more share in the Rs 10,000 segment.

Source: Zee5 Intelligence Monitor report

Over the last two decades, we have witnessed extraordinary growth in digital penetration and its crucial impact on our daily lives. Smartphone companies offer premium phones, affordable flagships, and mid-range devices with high-end features, an unprecedented push for 5G access, slimmer designs, better cameras, and contemporary ergonomics. With rising social media awareness, OTT consumption on the go, and work and study from home, the smartphone industry is evolving to cater to the customer's needs.

Let us look at some of the trends that are currently dominating the smartphone industry:

5G Technology: The buzz around the 5G network in India is at an all-time high, with consumers, smartphone manufacturers and service providers eagerly waiting for the 5G experience. As download and upload speeds increase with 5G, expect smartphone manufacturers to leverage cloud storage, improve battery consumption and create an upswing in mobile-friendly OTT content. It will change the network landscape and shift from smart homes to smart cities.

Faster Processor: The processor is the central hub of your smartphone. It receives and executes every command, performing billions of calculations per second. The effectiveness of the processor affects every application you run. The current generations of smartphones come in a range of multi-core processors. Most commonly found are dual-core (two), quad-core (four) and octa-core (eight), with the latter being the most powerful. Some processors also come with Hexa-core (six), but they are rare. Bionic, Snapdragon, Exynos, HiSilicon Kirin and Mediatek are the leading players in the processor market.

Fig 2.3.2: Mobile Phone Processor

Adaptable screens: With smartphones becoming the primary devices for content consumption, the customers' demand for bigger and better screens is rising. Users are looking for larger displays that are compact and follow an ergonomic design. We are witnessing a rise in foldable screens and innovative foam factors that provide the productivity of a tablet and the convenience of a phone.

Fig 2.3.3: Foldable screen

Gaming Smart Phones: Gaming is a rapidly growing industry in India that has seen 40% growth in 2019-2022. We are seeing an exponential increase in smartphones focused on performance as their core criteria. Brands are targeting the younger generation to showcase high-performing features that are great for gaming (battery, storage, and charging) while delivering excellent optics. Building technologies to enhance the gaming experience is one of the top trends.

Fig 2.3.4: Gaming smartphone

Bigger battery, fast and wireless charging: Customers need a massive battery to support 5G enabled smartphones with giant displays and high performance for smooth usage. However, with smartphones becoming more of a fashion accessory, manufacturers are constantly trying to invent means to increase battery size without making the phone look bulky. Customers are also looking for fast and safe charging options for their smartphones. To cater to this need, almost all brands have released many fast-charging features that can charge the smartphone in no time. Wireless charging is another emerging trend in the handset industry. These chargers are very convenient for customers as they are effortless to use and help charge smartphones faster.

Fig 2.3.5: Wireless charging technology

Fig 2.3.6: Wireless charger charging multiple devices at a time

Superior Camera: A remarkable spike in digital penetration, social media and influencers content has suddenly shifted all focus on smartphone cameras. Excellent cameras are one of the primary reasons people prefer one smartphone over the other. Nowadays, the camera performance is increased by increasing the camera's megapixel and improving the associations between hardware and algorithms. The focus of the manufacturers is on both rear and front shooters. At the same time, we can expect innovations in domains such as stabilization, sensors, Ai, zoom and how the camera is concealed in the smartphone.

Sustainable Technology: Many brands have started reusing and recycling the materials for their smartphones and making production more energy efficient. Moreover, brands are strengthening smartphones to limit damage and reduce unintended replacement. This commitment of brands enables older smartphones to work well, flow better and consume less energy. Customers also prefer refurbished smartphones over brand-new ones, leading to less e-waste. This trend of sustainable smartphones is likely to surge in the coming years.

2.3.3 Drawing the Attention of the Retailer

Bundling products: Telecom companies can bundle their few products together and offer a scheme to the customer

like - special pricing for a landline and broadband connection special offer pricing.

- **Upsell:** Upselling is selling the related products along with the existing service/ products, e.g., Voice recharge sale to a customer who is using the data recharges
- **Offering inside information:** Customers should know the company's upcoming schemes and offerings. Giving free coupon recharges and offering freebies may not cost a big amount but increase sales by attracting new and as well as regular customers
- **Quote high-selling retailer's achievements to motivate:** Always offer high-selling retailers' achievements. This will inspire and motivate your retailers to sell your products

Sample Conversation

Field Sales Executive: Hey! How are you?

Retailer: Not too good; the sales have not been much in the last three months. I am considering dropping the idea of buying more SIM cards, and it is better not to take a risk.

Field Sales Executive: Why do you get bogged down so easily? You know what? I sold around 500 SIM cards this month in my area, and even other shopkeepers had a good sales margin.

Retailer: That is great!

Field Sales Executive: Yes, it is; even though they have been tensed about their sales for the past few months, they are determined to work hard to increase their sales.

Retailer: Thanks for motivating me, even though I would not give up and work harder than before to increase my sales.

Monitoring retailer performance: Ways to generate more sales

Another important aspect of increasing revenue is monitoring the retailer's sales performance. The retailer's sales performance is monitored on two parameters:

- Recharge performance
  - Voice
  - Data
- Sale performance
  - New SIM
  - MNP SIM
  - Data Card
  - Dongles

Some of the formats that help an FSE in monitoring his sales performance are:

- Sale Register
- Business health report of Retailer

2.3.4 Increasing Customer Base

Below are a few steps to be followed to be the best in your domain.

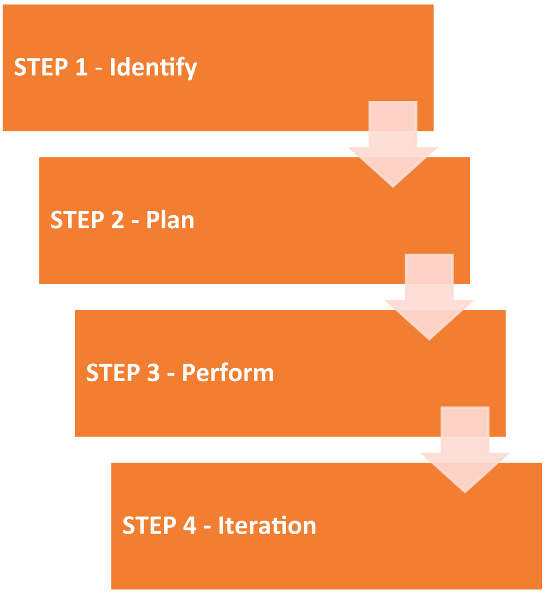


Fig 2.3.7: Steps to increase customer base

STEP 1 - Identify

You must be well informed about your new territory in order to start with the following action:

- Get familiar with your territory- Go through the CRM provided to you and get the basic knowledge about the accounts so that the process becomes easier for you
- Get in touch with the sales representatives who had the territory before. You can save your time by requesting them to share the copies of territory information
- Fix up meetings with managers in the geography last year. Gain knowledge about the key customers and prospects and try to know about the representative(s) who held the territory before you. Learn about the measures they adopted in order to increase customer base and profits

STEP 2 - Plan

- Prioritise your customers by conducting reviews. Do not overburden yourself; make targets according to your potential
- Make a territory management plan. Finalize your target list based on the previous exercise. You need to decide how often you need to call your top targets, i.e., Weekly, Bi-Weekly, Monthly
- In order to find out about the hidden opportunities, you need to do a SWOT analysis

STEP 3 - Perform

- You must set appointments with key contacts to learn about your customers and how they buy. And their thought process while buying
- Make changes in your CRM based on information provided by customers. Maintain a record of call notes and enter new prospects into the system

STEP 4 - Iteration

You must not follow the same plan for the entire year and must be reviewed quarterly. The following customers must be removed from your call cycle and replaced with new prospects

- Not easily contacted contact
- Longer than average buying cycle
- Low money potential
- Geographically undesirable

You can contact these customers later to find out if anything has changed.

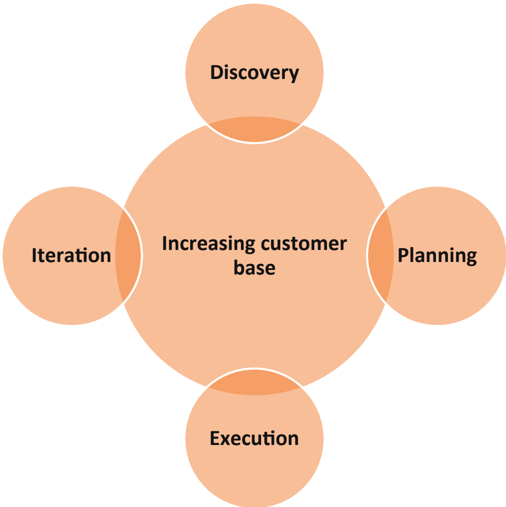


Fig: 2.3.8: Steps to increase customer base

Steps To Increase Sale

A person can be a great sales executive if they follow the steps given below:

- **Make a friend**
  - Rapport building is something which helps in making human interaction a success.
  - Finding something common between you and the customer helps build rapport.
  - It can also be called a contact window which requires a salesperson to notice something physical like jewellery, clothing, or even the type of smartphone the person in front of them has.
  - The salesperson then talks about that item followed by a question and shares something related to them based on what that customer answered.
  - It acknowledges that each person, i.e., the customer and the salesperson is unique, different and interesting.
- **Sell products which are beneficial for customers**
  - Selling products and services which are not useful for the customers might leave a bad impression on you and the company. The customer might never return to you again to buy anything and might also spread it to the people they know. This will reduce your customer base, which will make you regret it. Therefore, you must always sell products which are of some value to the customers and are best suited to customers' needs.

- **Always be honest**
  - Most customers are able to find out when someone is being honest or dishonest, so always be true towards the customer and never overstate the value of any product because if they come to know about the true value, they will stop trusting you and might not buy anything from you
- **Add-on, Upsell or Cross-sell.**
  - Adding on sales helps the sales executive increase the sales total once the customer has selected their products. A sales executive must perform up-selling and cross-sell by identifying the needs or worries of customers and then offering the product accordingly in order to solve their problems.
- **Learn from your successes and mistakes.**
  - Learning is an on-going process. A good sales executive always tries to find out where they are lacking and what ways they should adopt to build rapport with the customer and increase the customer base. He treats every customer as an opportunity to learn new things.

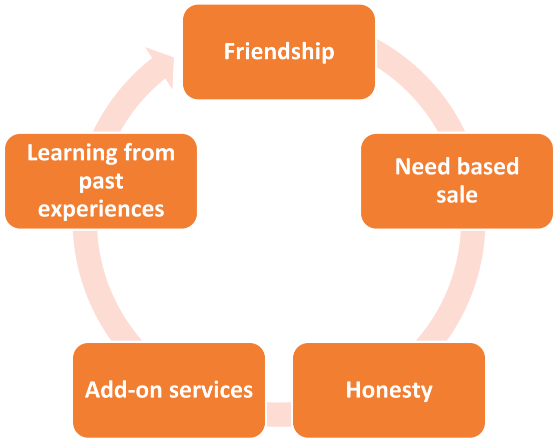


Fig: 2.3.9: Steps to increase the sale

2.3.5 Know Your Customer (KYC)

Background of customers has been an area of focus of regulatory authorities working to curb the menace of identity theft, money laundering, terrorist funding, etc. As a result, many industries, like banking, insurance, financial services, telecom etc., have to follow stringent KYC norms and ensure strict AML compliance. While compliance is a must, organisations must also have robust identity verification and document validation processes. Or, corporates can partner with a KYC Screening company to ensure quick processing of Know Your Customer requirements to avoid losing a potential customer.

The RBI has issued strict orders to all Financial Institutions to comply with specific guidelines in customer identification. This has to be done to monitor suspicious transactions and report them to the concerned authority. The recommendations made by the Financial Action Task Force (FATF) on Anti Money Laundering (AML) standards and on Combating Financing of Terrorism (CFT) standards have become the international benchmark for framing Anti Money Laundering and combating the financing of terrorism policies by the regulatory authorities. Compliance with these standards by the banks/ financial institutions, including HFCs, has become necessary for international financial relationships.

RBI has issued the guidelines under Section 45K and 45L of the RBI Act, 1934 and Rule 7 of Prevention of Money-Laundering (Maintenance of Records of the Nature and Value of Transactions, the Procedure and Manner of Maintaining and Time for Furnishing Information and Verification and Maintenance of Records of the Identity of the Customers of the Banking Companies, Financial Institutions and Intermediaries) Rules, 2005 and any contravention thereof or noncompliance might result in punishable offence, and fines may be charged according to Banking Regulation Act. The guidelines also implement aspects covered in the Basel Committee document on customer due diligence, which reflects the International Financial Community's resolve to assist law enforcement authorities in combating financial crimes. This policy document is prepared considering the laws stated in the Master Circular released on July 2, 2012, issued by RBI on Know Your Customer (KYC, Anti Money Laundering Act, 2002, and other obligations of NBFC in terms of rules notified there under.

- **Objectives of the Policy**
  - Laying down the policy framework for abiding by the Know Your Customer Norms and Anti Money Laundering Measure as set out by the Reserve Bank of India, based on the recommendations of the Financial Action Task Force (FATF) and the paper issued on Customer Due Diligence (CDD) for banks issued by the Basel Committee on Banking Supervision.
  - KYC/AML/CFT Policy aims to prevent NEDFi from being used intentionally or unintentionally by criminal elements for money laundering activities.
  - Enabling NEDFi to know/understand its customers and their financial dealings better would help it manage its risks prudently.
  - Laying down specific parameters for acceptance of customers.
  - Establishing methods to verify the bonafide identification of individuals/non-individuals customers.
  - Establishing methods and techniques to track high-value cash transactions and/or transactions of suspicious nature.
  - Developing ways to conduct due diligence in respect of customers and reporting such transactions.
  - In place, appropriate controls for detecting and reporting suspicious activities, along with applicable laws, procedures, and regulatory guidelines, were laid down.
  - Complying with applicable law and regulatory guidelines
  - Taking necessary steps to ensure that the relevant staff are adequately informed and trained in KYC/AML procedures.
  - Managing the risk associated with dealing with customers who are potentially in contravention of KYC and AML norms.
- **Scope of the Policy**
  - It is applicable across all branches and business segments of NEDFi and is to be read along with changing operational guidelines issued periodically
  - The components of the policy must be read in tandem/auto-corrected with the changes/ modifications which may be advised by RBI and/or by any regulators and/or by NEDFi from time to time
- **Primary components of the policy of KYC**

  The four main components of the KYC guidelines as specified by RBI are as follows:
  - Customer Acceptance Policy
  - Customer Identification Procedures
  - Monitoring of Transactions and
  - Risk Management

2.3.6 TRAI Guidelines

Telecom Regulatory Authority of India (TRAI) is an independent legal entity. It was established to regulate telecommunication services and discharge various functions.

Two guidelines among them are as follows:

- Ensuring compliance with terms and conditions of a license, which includes customer service, Tariff etc.;
- Ensuring to lay down the quality of service to be provided by the service providers and to ensure the quality of service and to conduct the periodical survey of such service provided by the service providers so as to protect the interest of the consumers of telecommunication services.
- Income Tax Assessment order of last year
- Driving Licence
- Vehicle registration certificate

In the case of prepaid SIM

- A photograph of the customer
- An identity proof

In the case of foreign customers, the documents required are:

- Copy of passport+ visa of the customer (both mandatory)is to be obtained along with a reference letter from local reference mentioning they know the applicant. Also, the POA of the local reference (family relative/friend/employer etc.) is to be obtained for verification purposes.

In case none of the above can be provided, the Customer should arrange for a certificate from the Embassy/ High Commission/ Consulate General Office in India, which should verify the customer's address in that country. Some countries do not have an address mentioned on the passport, so other government-issued documents from that country should be obtained in which address is captured(e.g. Social Security Card/ ID Card/ Driving License, etc.)

2.3.7 Considerate factors to categorize customers for follow up

Situations may so arise that customer feedbacks and responses need to be followed up. The Field Sales Executive needs to understand the customers' concerns and categorize the steps accordingly. The considerate factors are a part of tackling customer problems, and the following steps will ensure a smooth follow-up.

Customers' complaints are something which cannot be avoided; sometimes you will be able to deal with their complaints and sometimes it will be difficult to deliver what they want, in any of the cases the following rules must be kept in mind:

- **Be a good listener**

  Listen to want the customer wants to say, do not interrupt the customer while they are speaking, as they might get offended. Try to understand why the customer is unsatisfied with your services and assure them that the problem will be solved soon.
- **Understand the point of view of the customer**

  You can only understand someone's situation in that person’s place, so put yourself in the shoe of the customer and try to understand what is troubling the customer or what the customer is going through.

- **Do not fight**

  You must defend yourself when necessary but do not argue or fight with the customer as it will give a very bad impression about your organisation. Fighting will not resolve the problem, and it will only aggravate it. Therefore, you must find ways to solve the problem instead of fighting.
- **Resolution**

  You must offer a resolution to the customer by listening and understanding their problem.
- **Resolve**

  An FSE must try his best to resolve the customer's problem. However, there may be some situations where providing a solution would be difficult, and you must not give up and offer the best possible solution.
- **Learn**

  Always be a good learner; one should never hesitate to learn from mistakes. An FSE must learn how to handle customer complaints so that they can resolve them easily in the future.

The various categories of customers can be:

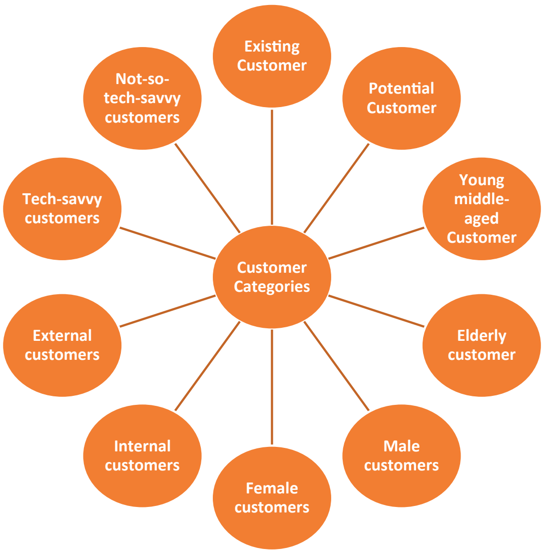


Fig: 2.3.9: Categories of Customers

- Existing Customer
- Potential Customer
- Young middle-aged Customer
- Elderly customer
- Male customers
- Female customers
- Internal customers
- External customers
- Tech-savvy customers
- Not-so-tech-savvy customers

2.3.8 Line Selling and Range Selling

Line selling and Range selling are marketing strategies for selling several related products.

Range selling

In business terms, 'Range Selling' is the method by which the business agrees to sell a larger portfolio of products and services. Range Selling is the practice of offering a variety of products to customers, reducing the dependency on sales profits from single or limited products. It is a practice to have better visibility at stores, and range selling is one of the major techniques to make better sales.

Importance of Range Selling

- Sales Gain: More SKUs sold per outlet resulting in a gain in business
- Distribution Gain: You cover more than no outlets in your territory.
- Increasing the Range being sold

Tips for Range Selling:

- You should know your markets thoroughly.
- Provide the best service to all your retailer.
- Never leave distribution gaps. It will invite competition to grow.
- You should have the best visibility inside the outlet.
- Open new outlets to increase the distribution.
- Insufficient & inadequate supply will result in loss of sales.
- Do not miss the attention of new brands/packs.
- Never forgets shelving/displays because display sells.
- Never look for easy sales – Develop your markets.

Line selling

Sales representatives sell in a straight line when they are linked to the outcome of their interaction with their prospect, e.g., closing a sale, instead of being linked to the process of (dis)qualifying.

In line selling, more SKUs are sold per outlet resulting in a gain in the business.

Example:

If the average value of one SKU is Rs 100 and if only one new SKU is sold more per outlet per visit, and if a Distributor Sales Representative has 200 outlets, the Increase in Value Sales (Sales Gain) = 100*240 = Rs. 24,000 per month.

This will help in achieving targets.

2.3.9 Importance of continuously motivating retailers

Retailers are the ones who sell the items and services to real customers. Hence, it is important to keep them motivated about the industry and sales they can bring for themselves and the company. The Field Sales Executives must continuously motivate the retailers to ensure that the balance between merchandising, promoting, and final revenue generation is adequately maintained. The importance of continuous motivation for the retailers will ensure:

- **Better promotion of products:** When the retailers are motivated about the quality and consequent sales, it can be assured that they will promote the products adequately and more to the customers. The motivation will inspire them to generate more leads for the company.
- **Make them feel valued:** The Field Sales Executives should motivate the retailers in such a way that they feel valued. Once the retailers feel valued and appreciated, they will be willing to work harder to generate more sales for the telecom company.
- **Constructive feedbacks:** When the retailers are perfectly motivated by the Field Sales Executives, they can provide the constructive criticism they receive from both regular and new customers. This transparency and openness can only be achieved when the retailer is motivated enough by the Field Sales Executives that they can share everything. This will help the company to take more informed decisions in the longer run.

Sometimes, the retailer may feel bogged down due to bad sales or customer criticism. But, when the Field Sales Executive builds that area of trust, it can be ascertained that every little detail will be shared. In this way, the retailer can be encouraged about sale procedures and other business details.

Sales promotions are short-term strategies for increasing sales volume. Sales promotion efforts attempt to attract customers' attention at the point of sale and enhance sales volume. Various sales promotion tools are used to support the sales representative and to back the advertisement process. It may take any or all of the three forms – consumer promotion, trade promotion and sales force promotion.

Trade Schemes - A trade scheme is an additional monetary benefit that is given to the trade partners. These activities are conducted to stimulate consumer purchasing and dealer effectiveness.

Here are a few types of trade schemes:

- **Price Reduction** – In this method, the producers or dealers announce a heavy rebate in the product's prices. It is done to offer value to purchasers typically by lowering the customer's final cost for acquiring the product.
- **Promotional Products** – Among the most widely used methods of sales promotions is the promotional product. Products labelled with the brand or company name serve as reminders of the product.
- **Buy-back allowance**: It is given to encourage the repurchase of a product immediately after another trade deal. A buy-back is a resale opportunity.
- **Free product – Free Product –** Under this method, the producer announces that a free product will be given to the businessman on purchasing a specified quantity. Distributors give free goods, e.g., one free with 11, or 2 free with 10 are common free deals.
- **Lucky draw** – Upon ordering a certain amount, the retailers are eligible for a game where they can win prizes based on a lottery system.
- **Slab-based rewards** – The retailers get a percentage discount or gift items on ordering a certain amount; this discount or gift increases with the increase of order. For example, if the retailer orders 100 handsets from the distributor, they get a 5% discount. If the order is increased to 200 handsets, the discount is increased to 7%, and so on.
- **Loyalty programs for Retailers** - Loyalty programs are an excellent investment because they increase customer retention and maximize their lifetime value to your company. Retail loyalty programs are

essential 'rewards programs' created by individual companies for customers who make frequent purchases. They come in different forms. But the critical, discerning factor is that customers get exclusive discounts or perks for buying regularly.

- **Seasonal offers** - Seasonal promotions convey urgency because they're available for a limited time only.

Sales promotion provides the selling devices. Sales promotion strategies inform, remind and stimulate buyers to purchase products at the point of purchase. People who see these strategies are in a buying mood, and thus they can be easily persuaded to buy those products.

Each form of sales promotion is used to expedite the quick movement of products along the distribution channel and enhance the progression of the sales campaign. It also creates extra incentives or adds value to the distribution channel, e.g., retailers. Hence, sales promotion offers a direct stimulation which gives an additional value or incentive to the retailers, their sales force and the ultimate consumer.

2.3.10 Analysing the product needs and outlets of the retailers

The sole responsibility of a field sales executive is going out in the market, looking for new potential prospects, analysing them, making connections and settling the deal. In simpler words, field sales executives go out in the market and sell directly to retailers. This was the only pattern in the field sales approaches executively until recently. However, now the sales methods have become more complicated and require in-house teams to work as well gather the potential prospects, make contact and close deals. In order to do their work efficiently, there are some parameters that the field sales executives follow. These parameters are as follows:

- **Time spent in each outlet:** The outlet plays a major role while driving business for a brand. And time spent analysis shows the quality of visit done at the outlets. To extract business from an outlet, field sales executives must spend sufficient time engaging with the retailer so that the priority of the brand gets driven in their minds.
- **Activities done in each store**: It helps drive the objectivity of the visit to the outlet and helps field sales executives spend the time at the outlet doing the right things, increasing the probability of the visit being more productive.
- **Total time spent in stores:** It helps identify a field sales executive's total productive working hours by giving an insight into their travel time, break time etc. These insights can be used to further optimise productivity by doing judicious route planning.
- **Total number of working hours:** It helps identify if the field sales executive is spending a sufficient number of working hours in a day; accordingly, review discussions can be driven.
- **Total number of unique outlets visited:** It is often seen that a major per cent of visits of field sales executives consists of less than fifty per cent of the outlets they are supposed to visit, especially where there is no beat plan due to the business model of the brand. It is important to keep a focus that all outlets mapped to a field sales executive is visited at a certain decided frequency to get optimum business output from all the outlet associated with the brand.
- **Total number of new outlets added:** For any business to grow, it is important to get more outlets to participate as a partner to the business. Thus, it is important to track the same.

The Benefits of the approach of Field Sales Executive

Field Sales executives are efficient in closing more deals than in-house teams as they are able to convince more retailers and convert them into potential customers. The main benefits of having a field sales executive are as follows:

- **Boosting Sales** – The field sales executives on their path of interacting with various retailers ensure to convince them to launch new items, increase the sales of existing items, and provide numerous offers for both retailers and their customers. This automatically boosts the sales of a product
- **Demonstrations having a better influence on retailers** – The field sales executives implement various kinds of techniques like demonstrations, presentations and samples. These techniques attract more sellers and encourage them to close deals.
- **Building great relationships with retailers** – visiting retailer outlets and having a face-to-face conversation proves to be a more effective approach when it comes to influencing these retailers for future prospects. In turn, it assures the growth of business and minimises the chances of miscommunication.
- **Exceptional sources for collecting feedback from retailers** – While visiting retailers and having conversations, the field sales executives pick up valuable information like retailer feedback, specific requirements, and other details, which prove to be very important from the point of view of the organisation.

Analysing the product needs of retailers

The product needs of the retailers depend largely upon the outlet's location. The competition between various telecom companies in the market is very tough. A company need to find out the awareness level of retailers or dealers for its product and services; at the same time, they need to focus on the perception of retailers and dealers about their product and services. In order to maximise their sales, companies employ a number of strategies to establish their products and promote sales.

New and advanced facilities and plans are introduced regularly to cater the customer needs. The methodology for enrolling new retail outlets includes:

- Outlet selection
- Offer value proposition
- Negotiate and close a sales call

As a business partner for the sale of telecom products and services, the company needs to know the awareness level of the retailer. Field Sales Executive communicates various offers and schemes to existing or prospective dealers. As a part of the beat plan, a Field Sales Executive:

- Meets all the dealers and retailers who are interested in selling the company’s products and services
- Explains about the business and how to incur profit and gives them competitor’s feedback through one-to-one interaction
- Creates interest in becoming a new dealer or distributor by showing leaflets of different features.
- Convinces and creates interest through pushing sales.
- For outlet selection, an FSE must first understand the extent of his sales territory. Then FSE needs to know shops dealing in telecom products.

The categories of these outlets are given below:

Categorisation of Outlets

- **Multi-brand outlets** – They are stores selling telecom products from more than one telecom provider. They accurately understand telecom customers and act as a sales manager's sales advisor and a source of information regarding the competitors.

- **Branded retail outlets** – These outlets sell a single organisation's telecom products, which are basically company owned

- **Kirana stores (Mom and Pop stores)** – These shops sell different types of products for daily consumption in a household. In order to do business, a telecom organisation needs to place its products within these outlets.

How to do Outlet Mapping

Given below are the ways to do retail mapping:

- **Obtaining and referring to an existing database** - There are times when a new brand is offered by channel sales managers and distributors of an existing brand in anticipation of higher margins and a large salary. They are becoming an extremely important source of this information.

These people bring an already existing list either in a file or their awareness of the geography.

The method mentioned above is the "easy way out." This would help you directly go to those shops.

None of the telecom organisations considers the ready-made list as absolute, and validation and verification are done even if any ready-made list exists. To disclose the list of competitors' outlets is highly unethical, but this type of occurrence cannot be avoided.

- Traversing the geography and visiting the outlets - The channel managers visit their outlet selling telecom products every morning and record the information as needed.

What Should Outlet Mapping Information Convey?

The information helps in making strategic decisions in telecom organisations.

The major information is about the number of activation and recharges done for various telecom companies. This information helps to assess the importance of that outlet. An outlet doing high activations and selling significant recharge is definitely a significant outlet to place stock. While analyzing the outlets, the Field Sales Executives will be able to enquire about the product needs. The location of the outlet will determine the existing and prospective customer base. For instance, the product to be more focussed upon in an urban setting will be largely different from the one in a rural setting. Rural customers will be more interested in calling packs than unlimited or exclusive data packs. In an urban setting, the Field Sales Executive should enquire about the sale of post-paid connections, conversations from prepaid to post-paid, unlimited recharges, and so on.

Summary

- Discussing the importance of hygiene and personal grooming for Field Sales Executives
- Explaining the role of retailers
- Elaborating upon the importance of creating brand visibility in the retailer's outlet
- Stating the difference between line selling and range selling
- Discussing the latest trends in the telecom market

Exercise

Short Questions

1. Business aim can be achieved with the __________ only
   a) customer demand b) Customer supply
   c) customer base d) none of the above

2. It is important to ensure that the brand is __________ loud and clear to the customers
   a) visible b) invisible
   c) blurry d) none of the above

3. ___________ are those which are hung in a store to highlight important plans and schemes which the company is offering
   a) Danglers b) Hangers
   c) Chimes d) None of the above

4. ___________ encompasses the overall range of products that a telecom company and a retailer have to offer
   a) Range selling b) Collective Selling
   c) Group Selling d) None of the above

5. ____________ are the stores that sell telecom products of more than one telecom provider
   a) Multi-brand outlets b) Branded Retail outlets
   c) Kirana stores d) None of the above

B: Long Questions

1. 1What do you mean by KYC norms, and what are the benefits?
2. 2Why is personal grooming important for Field Sales Executives?
3. What are the benefits provided by Field Sales Executives to retailers?
4. Elaborate on the steps of increasing the customer base.
5. Describe the steps of increasing and improving sales.

Notes

Scan the QR codes or click on the link to watch the related videos

https://youtu.be/5QxR_m1KKao

Meaning of Work Ethics

https://youtu.be/JSMvsSrGCHk

Communication

https://youtu.be/FBWcKpZwDYA

Grooming

https://youtu.be/HSS0h9J54XE

Things to be avoided

Telecom
Sector
Skill
Council

3. Expand the Retailer Base

Unit 3.1 - Increasing the scope of product distribution

Unit 3.2 - Procedures and Guidelines for Product Activation

Unit 3.3 - Return on Investment (ROI)

Key Learning Outcomes

At the end of the module, the participants will be able to:

1. Describe the outlet selection guidelines for identifying new retail outlets to promote products
2. Elaborate on the ways of expanding the ways of increasing the market size
3. Identify the ways of selecting new retailer outlets
4. List the steps of calculating return on investment (ROI) as typically advised by the Telecom industry's sales sub-sector
5. State the various procedures and guidelines for the mobile number activation process, along with KYC norms and TRAI guidelines
6. List all the relevant documents required for the mobile number activation
7. Illustrate the correct method to activate a customer's mobile number using a mobile handset
8. Describe the functioning of the SIM card by giving a demo
9. Discuss some common retailers' complaints and their solutions.

UNIT 3.1: Increasing the scope of product distribution

Unit Objectives

By the end of this unit, participants will be able to:

1. Discuss the ways of expanding the market size
2. Explain how to communicate with customers
3. Explain the importance of complying with merchandising and visibility norms

3.1.1 Expanding the market size

The competition between various telecom companies in the market is very tough. A company need to find out the awareness level of retailers or dealers for its product and services. At the same time, they need to focus on the retailers' and dealers' perceptions of their products and services. In order to maximise their sales, companies employ several strategies to establish their products and promote sales.

New and advanced facilities and plans are introduced regularly to cater the customer needs. The methodology for enrolling new retail outlets includes:

- Outlet selection
- Offer value proposition
- Negotiate and close a sales call

Selection of outlet

As a business partner for the sale of telecom products and services, the company needs to know the awareness level of the retailer. Field Sales Executive communicates various offers and schemes to existing or prospective dealers. As a part of the beat plan, a Field Sales Executive:

- Meets all the dealers and retailers who are interested in selling the company's products and services
- Explains about the business and how to incur profit and gives them competitor's feedback through one-to-one interaction
- Creates interest in becoming a new dealer or distributor by showing leaflets of different features.
- Convinces and creates interest through pushing sales.

For outlet selection, an FSE must first understand the extent of his sales territory. Then FSE needs to know shops dealing in telecom products. The categories of these outlets are given below:

Categorisation of Outlets

- **Multi-brand outlets** – They are stores selling telecom products from more than one telecom provider. They accurately understand telecom customers, act as sales advisors to sales managers and are a source of information regarding the competitors.
- **Branded retail outlets** – These outlets sell a single organisation's telecom products, which are basically company owned.

- **Kirana stores (Mom and Pop stores)** – These shops sell different types of products for daily consumption in a household. In order to do business, a telecom organisation needs to place its products within these outlets.
- **How to do Outlet Mapping**

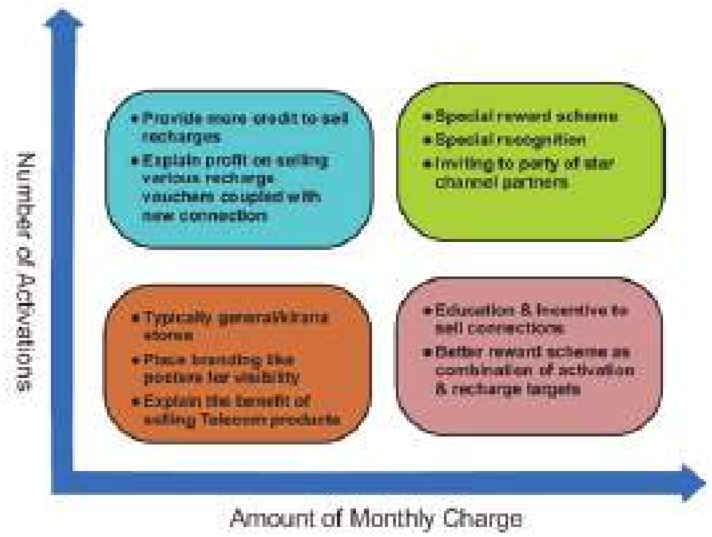
  Given below are the ways to do retail mapping:
- **Obtaining and referring to an existing database** - There are times when a new brand is offered by channel sales managers and distributors of an existing brand in anticipation of higher margins and a large salary. They are becoming an extremely important source of this information. These people bring with them an already existing list either in the form of a file or their awareness of the geography. The method above is the "easy way out." It would help you directly go to those shops. None of the telecom organisations considers the ready-made list as absolute, and validation and verification are done even if any ready-made list exists. To disclose the list of competitors' outlets is highly unethical, but this type of occurrence cannot be avoided.
- **Traversing the geography and visiting the outlets** - The channel managers visit their outlet selling telecom products every morning and record the information as needed.

What Should Outlet Mapping Information Convey?

The information helps in making strategic decisions in telecom organisations.

The major information is about the number of activation and recharges done for various telecom providers, which helps assess that outlet's importance. An outlet doing high activations and selling significant recharge is a very critical outlet in which to place stock.

Outlet Mapping Information and Strategic Decision Making



Example:

Airtel follows a strict policy in the selection of the dealers, and therefore it is necessary to fulfil the following pre-requisites to be eligible to become a dealer:

- The dealers should have a comprehensive financial background. The financial capability of a dealer is solely dependent on the discretion of the company officials.

- The dealers should have a decent market reputation since the dealers help the customers by informing the first impression a customer has about the company.
- The dealer should have a good track record, i.e., timely payments, no criminal background etc.
- The dealers should have good market penetration. The company's ability to gain maximum customers in this era of competition solely depends on the dealers' penetration in the market.
- The last criterion of dealer selection for Airtel is the dealer's area, which would include different geographical areas that a dealer covers.

Sales strategy for retail outlets based on info gathered about them

Process of Outlet Mapping

A template form on printed paper will be provided to each Field Sales Executive representative visiting an outlet. He would inquire about the performance by visiting the shop. They would fill the form with the details as per the template. This activity would be done for each outlet. This information has to be consolidated for each road, colony, area and territory. Then it must be put into an electronic form, such as an Excel spread sheet. Ultimately such lists are consolidated for various districts and add up to become the retail mapping tree for the entire state.

Based on the recorded information, there is a categorization criterion to pigeon-hole the outlets, which helps develop marketing and sales strategies.

Shop Address					
	Number of Monthly Activations				
	Telco V	Telco W	Telco X	Telco Y	Telco Z
	10	25	150	300	50
	Monthly Recharges				
Paper recharge (in Rs.)	100	-NA-	1000	3000	2000
Electronic Recharge (in Rs.)	1000	2000	30000	20000	30000

Fig. 3.1.1: Outlert Mapping

Template of outlet mapping with sample data

Monthly Activations	Category of Outlet
<50	D
51 – 100	C
101 – 200	B
> 200	A
Only Recharges	E

Illustration of Categorisation of Outlets

A GPS device will be provided to each Field Sales Executive in future, and they will gather the data by visiting the shop and feeding it into a hand-held device. This process will eliminate the issues present in the process of retail mapping. Additionally, this process has many other advantages, which are elaborated further in the next section. Since sales are all about handling the geographical territory, it makes great sense to map the parameters, and this can give vital input in formulating a productive strategy.

Consider a hypothetical map and assume the plotting of retail outlets with recharge sales > Rs. 5000/- from 25th Aug 2011 until 3rd Sep 2011. The clutter in the encircled region shows many cellular phone recharges happening in that area during this period. Further research reveals a majority Muslim community in that region. The company can offer special "Full Talk Time" promotions for Rs. 786/- to generate maximum sales from that area during the festival period

of Eid the following year.

Fig. 3.1.2: Categorisation of outlet

Offer Value Proposition

After the completion of outlet mapping, a Field Service Executive must plan a visit to meet all the retailers interested in selling the telecom company's product. They must interact with the outlet's owner or decision maker when he visits the prospective telecom retailers.

As an FSE, it's very important to understand that it does not matter how great a product or service your small business offers if you cannot get it in front of a decision maker. Pitching to the wrong person decreases your likelihood of making the sale.

Identifying the decision maker through cold calls is one of the most effective ways to find prospects. Through cold calling, FSE could save a huge amount of time and effort. Another way to determine a decision maker in an outlet would be introduced through a familiar person. When you have targeted your decision maker, take a minute to qualify that you truly have the right individual. During your first contact with the would-be decision maker, establish answers to the following questions:

- Who makes the purchase decision for these types of products?
- Who all needs to be involved in the decision?
- What are the steps involved in these types of purchase decisions?

You must be able to establish whether you have reached the right decision-maker based on the answers to the questions mentioned above. Once the decision maker is established, you will not be far from making sales.

Offer a value proposition to the prospective decision maker. Give them sufficient reasons why a consumer should buy a product or service. Convince them that their product will add more value than the other offerings in the market. As an FSE, you need to understand the reason why prospective customers typically fall into three major buckets that form the rules of winning value propositions:

- Sell the products according to the needs of potential buyers.
- Potential buyers must be able to differentiate between your product and the competitor's product.
- Potential buyers must have confidence and trust in you.

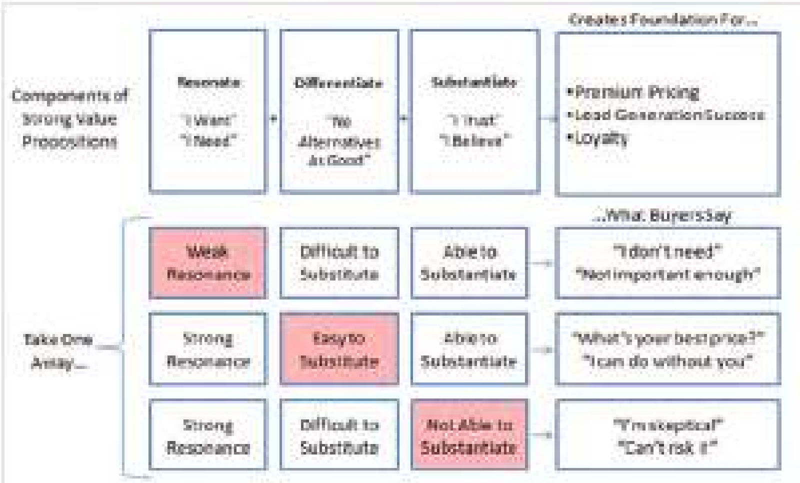


Fig. 3.1.3: Value Proposition

- It is much more difficult to sell if you don't follow all three of the value proposition rules.
- People will not buy what you are selling if you remove the resonance.
- The customer either attempts to get your service from another place or pressurizes you for the price if you do not differentiate.
- If you remove the ability to substantiate your claim, your customer will not trust you and will not take the risk of working with you.

The value proposition of Vodafone is given here for your reference:

	vodafone	airtel	Tata Indicom	Reliance	Idea
Vodafone Stores	465	681	348	217	369
Vodafone Mini Store (Urban & Rural)	7,125	1,151	2,497	1,827	1,105
Total	7,590	1,832	2,845	2,044	1,474

Fig 3.1.4: Recharge plans

Explain to them the business and how to incur their profit. Give them competitors' feedback through one-to-one interaction. Show them a leaflet with different features. As a selling strategy, tell them about:

- Company
- The business strategy
- Awards and recognition
- Mission and vision of the company

Distribution Procedure Margins

An FSE must explain the distribution procedure and margins to the prospective dealer. A sample of the distribution procedure and margins of a telecom company are given here for your reference:

- The telecom company directly supplies the product to its distributors in Urban Areas through Territory Managers.
- The Territory Manager distributes the product as per demand for individual distributors, which is scheduled as per the target for the territory.
- The margin for distributors in urban areas is 1.3%.

- The product is distributed to the FSEs' by the distributors, which is further supplied to the retailers.
- The margin of the retailer is 2.7%. (2.5% margin on RCV Rs.10/and for all other RCVs, the margin is 2.7%).
- LAPU balance for three days has to be kept by the retailer. (minimum amount Rs. 1500 out of which 33% should be in RCV)

Here, RCV is a recharge voucher

LAPU (Local Area Payment Unit) is the standard recharge system that is included in everybody's life. It suggests any recharge, either mobile or DTH, done with LAPU SIM and a SIM utilized to recharge mobile and DTH SIM cards.

3.1.2 Importance of Communication

Communication is the act of giving, receiving, and sharing information -- in other words, talking or writing, and listening or reading. Good communicators listen carefully, speak or write clearly, and respect different opinions.

Every communication involves (at least) one sender, a message and a recipient. This may sound simple, but communication is actually a very complex subject.

The transmission of the message from sender to recipient can be affected by a huge range of things. These include our emotions, the cultural situation, the medium used to communicate, and even our location. The complexity is why good communication skills are considered so desirable by employers worldwide: accurate, effective and unambiguous communication is extremely hard.

Why is communication important?

- Critical elements in your career and personal lives
- Inspires confidence
- Builds respect in business and social life
- Helps make friends
- Develops a distinct personality
- Reveals your ability to others

An FSE interacts with customers in three ways:

- Telephone and SMS
- Face to Face
- Documents

Therefore, the FSE needs to develop his communication ability to ensure that the right message goes across.

Essentials of good communication

For effective communication, the Field Sales Executive has to focus on four important things. They are:

- Understanding the customer's communication style
- Clarity in communication
- The Art of Listening and Art of Asking Questions

Clarity in communication

The FSE should clearly communicate with peers/ seniors about tasks at the workplace. The communication of FSE should be in the way that it shows respect toward the listener and conveys a meaningful message.

- Knowing the information to be conveyed is a very important part of communication, and the person should know what needs to be conveyed in a very short and crisp manner.
- Limit yourself to the main points. If you say anything more than that, you confuse your listener. Anything less, and your message lacks substance.
- Focus on the individual's behaviour and avoid making slanderous remarks when speaking.

Your communication skills help you to build good relations with customers.

If you read that example fast, you might not find any errors. But on closer inspection, you will find one. There is one spelling error, and it is written felicitation instead of facilitation. Correct speaking also includes jargon-free language. The retail trainee associate should avoid jargon, especially when explaining the product's features, advantages and other benefits to the customers. There are chances that they may not be able to make sense of it. Here jargon refers to technical words like "The internet speed of this device is 200 Mbps." Or "The mileage of this bike is 75 km per litre", "This product is heat resistant", etc.

3.1.3 Importance of complying with merchandising and visibility norms

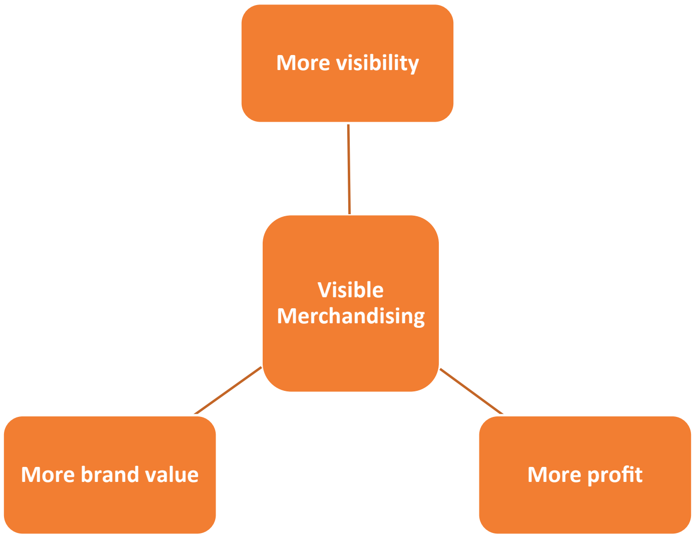
As previously discussed, complying with merchandising and visibility norms has several benefits for the retailer as well as the telecom company.

- **Increased visibility**

  When banners, posters, danglers, and other promotional merchandise are hung and displayed in front and around the retail outlet, it is bound to increase the brand's visibility. It also shows the viewers all the products and services they can avail of, the offers they can get, and so on.
- **Increase in profit**

  When the Field Sales Executive is able to ensure that all the merchandising and visibility norms are being complied with, it can be ascertained that profits will also increase. With the right merchandising and visibility, customers increase in number, and so does profit.
- **Derive the maximum brand value**

  When merchandising and visibility norms are followed, the retailer and the Field Sales Executive can achieve maximum brand value. For instance, if Airtel has a visual poster or dangler that announces festive offers, the customers will surely avail them as they trust the brand and want the best deal.


More visibility
Visible Merchandising
More brand value
More profit

UNIT 3.2: Procedures and Guidelines for Product Activation

Unit Objectives

By the end of this unit, participants will be able to:

1. Discuss the ways of expanding the market size
2. Elaborate the steps to build a retailer network
3. Explain the TRAI guidelines for identity verification
4. Identify the relevant documents required for the mobile number activation
5. Explain the functioning of SIM card
6. Explain the method to activate a mobile number
7. Identify common retailers' complaints and their solutions.

3.2.1 Expanding the market size

Telecom products can be divided into three categories.

- **Primary Products**: The products that are supplied to the distributor are known as primary products.
- **Secondary Products**: The products that are supplied to the retailers from the distributors through FSEs are called secondary products.
- **Tertiary Products:** The products sold by the retail outlets to the customers

SIM (Security Identification Module)

- The base products of the company required for a new subscriber
- The SIM provided by the company is free of cost, which a distributor can sell for up to Rs. 100

LAPU

A SIM is provided to retailers from the company free of cost to provide an easy recharge service. Only regular retailers have this facility. This SIM usually has a memory of 128kb and is specially designed for easy recharge.

A retailer must have a minimum of 5 easy recharge customers per month; failing to achieve the required target, the SIM gets automatically deactivated. This SIM has also Rs 300-talk time free within the same service provided. The recharge target and talk time may vary from service provider to service provider.

Recharge vouchers: Generally, for every Rs. 1000 of easy recharge, retailers must keep 33 % of paper vouchers while the distributor has to keep 35%. But this value and percentage may vary from service provider to service provider. Recharge vouchers are available at different costs from Rs. 10 onwards. Generally, the paper voucher is maximumly available up to Rs. 120, and easy recharge is available up to Rs. 10000, but this may also vary with the service provider.

SIM Activation Procedure

The company provides SIM to the distributor, and the distributors supply the SIM per retailer outlets' demand. The SIM is initially not activated. After any customer purchases the SIM, then the retailer uses a special procedure through its LAPU SIM to activate that SIM. But presently, most service providers are supplying activated SIM to the retailers so that the new subscriber can easily use the new SIM without any delay in the service.

To activate the SIM following procedure is followed

- The retailer sends an SMS through the LAPU.
- This SMS reaches the technical section, and then three new SMS are sent in return: one to the Retailer, next to FSE and the last to the Distributor.
- Then the distributor sends a new SMS.

After this procedure, the new SIM is activated and ready to use.

For pre-activated SIM:

The subscriber can get this SIM only after paying the cost of the SIM and by providing valid documents required by the service provider. After purchasing the SIM, one has to insert the SIM into the mobile phone and then has to call customer care or any other number provided by the service provider, which is usually a toll-free number. Once customer care validates details, the SIM is activated and ready to use.

Necessary Documents for New Subscription:

- The new subscriber must have to be an Indian citizen.
- They have to give one latest photo.
- Any valid document shows his nativity or residential proofs like Pass Port, DL, Voter ID, home electricity or phone bill (landline, BSNL preferred) etc.

Actions on Fake documents: If the documents are known to be fake or doubtful, then the connection will be cut off immediately. Legal action can be taken against the retailer or the distributor for this negligence.

3.2.2 Steps to Build Retailer Network

Retailers have limited shelf space and limited budgets to spend on introducing new products. That makes it tough to sell products in stores, so it pays to plan carefully and prepare a convincing presentation if you are successful. Retailers like to see a record of accomplishments when they take on a new product, so start small and get your products into local outlets before approaching the major retail chains.

STEP 1

List down the types of products offered by your local stores. Identify the gaps where you can fit your products and where there are no competitors. Establish your price and discount level by checking the difference between your and competitors' products. Know the views of customers and store owners regarding product preferences by speaking to them.

Step 2

Demonstrate that your product sells. It is a major risk for retailers to introduce new products as it incurs the cost of buying, displaying and stocking the products. They want to know whether the new product will appeal to the customers or not. In order to demonstrate a sales record, you must sell your product online.

Step 3

Show that there is consumer interest in your product. According to the research, writing a blog about your product and using social media to get feedback will prove that your product has sales potential. Share the findings of your social media program with store owners.

Step 4

Make a detailed presentation related to your product. It must consist of information/facts like the target market for your product, selling price and discount levels, the volume you can supply, reasons why the product will appeal and merchandising or other promotional support you will offer. Ensure that you have all the facts that are required to answer the questions. of the consumer.

Step 5

Begin your sales by approaching the local stores. This experience will help you to polish your presentation, and you will be able to fine-tune your product. You will also understand how to tackle problems.

Mobile Number Activation

In a service area generally consisting of a state, numerous telecommunication service providers are licensed by the Government of India (Department of Telecommunications). They may provide telecommunication services, either basic (landline) services or mobile telephone services or internet services or broadband services or a combination of these services. A person interested in getting any of these services has to approach the service provider of his choice or its authorized sales outlets and submit an application form, generally known as the Customer Application Form (CAF), along with photographs and proof establishing address and identity. A customer may opt for a post-paid or prepaid connection in the case of a telephone connection, especially a mobile one.

Prepaid and Post-paid

The two forms of payment involved in various telecom services are prepaid and postpaid. Prepaid means you pay in advance for a service, whereas postpaid means you pay after having used the service. Thus, using a post-paid SIM, you will have to pay the phone bill later, i.e., after you start using it. While, in pre-paid SIM, you cannot use it without paying for the amount you will be speaking of.

- Postpaid Customers: higher average revenue per user, lower churn, longer customer life
- Prepaid Customers: Lower acquisition cost.

3.2.3 Documentation Required for New Prepaid and Postpaid Mobile Connection

New prepaid/postpaid connections are available through the service provider's Mobile CSC/ distributor network. To get a new prepaid/postpaid connection, one must fill up the Customer Application Form (CAF) correctly and completely and pay the minimum amount fixed by the service provider. Along with the duly filled CAF and financial transactions, the following documents are required:

- One colour photograph
- Passport
- Aadhaar Card
- Permanent Account Number (PAN) Card
- Arms License
- Driving License
- Election Commission ID Card (Voter ID card)
- Copy of electricity or telephone bill showing residential address along with a photograph
- Ration Card with photo and address applicable for the person whose photo is affixed
- Central Government Health Scheme (CGHS)/ EX-SERVICEMEN CONTRIBUTORY HEALTH SCHEME (ECHS) Card
- Certificate of address having a photo, issued by MP/MLA/Group A Gazette Officer on letterhead
- Certificate of address with a photo from Government recognized educational institutions (for students only)
- Certificate of address having a photo, issued by Village Panchayat Head (for rural areas)
- Any document or communication issued by any authority of Central Government or local bodies showing residential address.

Verification Process of Prepaid and Postpaid Mobile Connection

The verification process of the prepaid and postpaid mobile number activation introduced by TRAI (Telecom Regulatory Authority of India) is now very stringent. Prepaid and postpaid customers do not get pre-activated SIM cards; only after physical "verification of subscriber" can the mobile connection be issued or activated. New Mobile connections are to be cleared only after physical verification of all original documents and matching of the applicant and the photograph attached to the application/CAF. In practice, activating a new SIM takes two or more days, including phone calls from the service provider authorization and validation team to confirm the SIM is being used by the person who submitted the document. This is called a telephonic verification of a new customer. In case of verification of the postpaid connection, the service provider conducts an authenticity test of documents provided by the customer by physical verification of the address and details provided. The Indian Security agencies have found out that most people use SIM cards with fake names and carry numerous prepaid connections.

The Indian Security agencies have found that most people use SIM cards with fake names and carry numerous prepaid connections.

To control the mobile stores and the individuals from selling and purchasing SIM cards with fictitious names, which actually makes it difficult to find out the crime performers, TRAI has included new regulations to wipe out the menace from the nation. As per the new rules, the countrymen are not allowed to purchase and use more than 09 mobile connections.

Action Against Furnishing Fake Information in CAF

The entire application can be rejected during the verification procedure if any signature or address mismatches are found. Hence it is the sole responsibility of the customers to submit all the valid documents to prevent delays in the SIM card activation. The SIM card seller/ PoS (Point of Sale) or mobile operator's franchise

May file a police complaint against the mobile subscriber if the information furnished in the CAF is found wrong. If the telecom operators fail to take any action against the sellers of the SIM cards and the subscribers who submit forged documents, then legal action can be taken against them.

Know Your Customers (KYC)

Know Your Customers, better known as the KYC, denotes the information about the customers to secure a business relationship with them. Sometimes the term only refers to bank regulations, but the truth is that any kind of business organisation can use the KYC system to ensure secured business deals. Globally the KYC framework is acknowledged as it prevents identity theft, terrorist financing and any kind of financial fraud. For the KYC, the customers are asked to provide valid identity documents like Pan Card, Voter Card, photos etc.

Connection Startup KIT

When enrolling into a network, a customer must get a start-up kit from the service provider. It must contain the following:

- A SIM Card
- A mobile number
- Type of connection, i.e., prepaid or postpaid
- Information regarding the customer care number, general information number and appellate authority

You must be able to explain to the retailer about the mobile number activation process, MNP, recharge and recharge reversal process.

3.2.4 Activating Mobile Number

The general steps for activating a mobile number is:

- Insert the SIM into your device and turn it on (check the device instruction manual to find out more).
- Insert your activation key or temporary account pin (this can be found in your prepaid starter pack)
- Provide a valid form of ID, for example, an election card, driving license, passport etc.

Activating an existing SIM card by SMS:

Both prepaid and postpaid accounts can be activated via SMS.

- SMS Syntex <19-20 digit SIM card number> to the activation number provided by the operator
- You will receive a reply SMS
- Your new SIM will be activated after a specific duration
- Insert your new SIM in the SIM 1 slot of your phone, select LTE/4G from the network settings and enjoy uninterrupted services

Important points to remember:

- SIM activation is free of cost
- SIM card activation is mandatory before you can avail any call or text services
- Subscribers cannot activate a new SIM online. They can only activate their SIM at the store or by phone or SMS, or at their doorstep with the help of our delivery agent

Mobile Number Portability (MNP)

Mobile Number Portability (MNP) is set to roll out all over India today, let us talk about how to activate it and whom to contact regarding this.

Here is how to activate Mobile Number Portability:

- An SMS must be sent from your mobile in this fashion: PORTYOURMOBILENUMBER to for example, if you have an idea connection then port it on this number1900 (toll-free)
- You will receive a Unique Porting Code from your current service provider.
- Go to your “preferred” service provider or SMS them. Fill in an application form with them mentioning the new service provider and the unique code you received on your mobile.
- You will be provided a new SIM with your old number activated if you submit an identity proof with the new service provider.
- Approval for porting will only be sent after the new operator confirms with the existing operator that they are no pending dues.
- An SMS will be received by you on the time and date when the porting took place. Rules suggest that it must take place within four days.
- There will be no downtime on your mobile these four days, and porting downtimes are usually 2 hours at night. As a result, it should not be a problem at all. You can then replace your old SIM with a new SIM.
- Switching to your new network costs Rs.19/- only, and please remember you can avail of this facility just once every six months. So, choose wisely.
- Though some might feel it is a bit lengthy procedure, it is NOT. You can get all this done within one day and relax. Your mobile number will be down for just 2 hours somewhere at night for one time, and you will have a new service provider within seven days. Mobile Number Portability is good because few people are satisfied with their service providers. It is very useful if your current provider is troubling your normal life with unnecessary calls, wrong billing and does not have the SMS pack or some other package suitable for you.

3.2.5 Know Your Customer (KYC) Norms

Customer Background has been an area of focus of regulatory authorities working to curb the menace of identity theft, money laundering, terrorist funding, etc. As a result, many industries, like banking, financial services, insurance, telecom etc., have to follow stringent KYC norms and ensure strict AML compliance.

While compliance is a must, organisations must also have robust identity verification and document validation processes. Or, corporates can partner with a KYC Screening company to ensure quick processing of Know Your Customer requirements to not lose a potential customer.

RBI has asked all financial institutions to follow certain customer identification procedures for monitoring transactions of a suspicious nature and to report them to the appropriate authority. The recommendations made by the Financial Action Task Force (FATF) on Anti Money Laundering (AML) standards and on Combating Financing of Terrorism (CFT) standards have become the international benchmark for framing Anti Money Laundering and combating the financing of terrorism policies by the regulatory authorities. Compliance with these standards both by

the banks/financial institutions, including HFCs, have become necessary for international financial relationships.

RBI has issued the guidelines under Section 45K and 45L of the RBI Act, 1934 and Rule 7 of Prevention of Money- Laundering (Maintenance of Records of the Nature and Value of Transactions, the Procedure and Manner of Maintaining and Time for Furnishing Information and Verification and Maintenance of Records of the Identity of the Customers of the Banking Companies, Financial Institutions and Intermediaries) Rules, 2005 and any contravention thereof or noncompliance may attract penalties under Banking Regulation Act. The guidelines also incorporate aspects covered in the Basel Committee document on customer due diligence, which reflects the International Financial Community's resolve to assist law enforcement authorities in combating financial crimes. This policy document is prepared to consider the guidelines enumerated in the Master Circular dated July 2, 2012, issued by RBI on Know Your Customer (KYC, Anti Money Laundering Act, 2002, and other obligations of NBFC in terms of rules notified there under.

- **Objectives of the Policy**
    - To lay down a policy framework for abiding by the Know Your Customer Norms and Anti Money Laundering Measure as set out by the Reserve Bank of India, based on the recommendations of the Financial Action Task Force (FATF) and the paper issued on Customer Due Diligence (CDD) for banks issued by the Basel Committee on Banking Supervision.
    - KYC/AML/CFT Policy aims to prevent NEDFi from being used intentionally or unintentionally by criminal elements for money laundering activities.
    - To enable the NEDFi to know/understand its customers and their financial dealings better, which in turn would help it to manage its risks prudently.
    - To lay down explicit criteria for acceptance of customers.
    - To establish procedures to verify the bonafide identification of individuals/non-individuals customers.
    - To establish processes and procedures to monitor high-value cash transactions and/or transactions of suspicious nature.
    - To develop measures for conducting due diligence regarding customers and reporting such transactions.
    - To put in place appropriate controls for detection and reporting of suspicious activities in accordance with applicable laws / laid down procedures and regulatory guidelines.
    - To comply with applicable law and regulatory guidelines
    - To take necessary steps to ensure that the relevant staff are adequately informed and trained in KYC/AML procedures.
    - To manage the risk associated with dealing with customers who are potentially in contravention of KYC and AML norms.

- **Scope of the Policy**
  - This policy is applicable across all branches/business segments of NEDFi and is to be read in conjunction with related operational guidelines issued from time to time
  - The contents of the policy shall always be read in tandem/auto-corrected with the changes/ modifications which may be advised by RBI and/or by any regulators and/or by NEDFi from time to time.
- Key elements of KYC Policy

  There are four key elements to the KYC guidelines as set out by RBI
  - Customer Acceptance Policy;
  - Customer Identification Procedures;
  - Monitoring of Transactions; and
  - Risk Management

3.2.6 TRAI guidelines

Telecom Regulatory Authority of India (TRAI), an independent legal entity, was established to regulate telecommunication services and discharge various functions; two of them are as follows:

- To ensure compliance with the terms and conditions of the license, which include customer service, Tariff etc.;
- To lay down the standards of quality of service to be provided by the service providers and to ensure the quality of service, and to conduct the periodical survey of such service provided by the service providers so as to protect the interest of the consumers of telecommunication services.
- TRAI has notified a number of Directions / Regulations/Guidelines to address the major issues related to consumers.

Some of them are as follows:

- Telecom Consumers Protection and Redressal of Grievances Regulation, 2007 on 4th May 2007 provides speedy, effective and inexpensive redressal of consumers' grievances by the services provider. TRAI, on 05/01/2012, issued “Telecom Complaint Redressal Regulations 2012”, which replaces the earlier Regulation of May 2007.
- Quality of Service (code of practice on metering and billing accuracy) Regulation, 2006 on 21st March 2006; for protecting consumers' interest in metering and billing.
- Quality of Service (time period of resolution of billing complaints, refund of dues/security deposits to consumers, rectification of calls, rebate in rent for delayed rectification of faults etc.) of Basic and Cellular Mobile Telephone Services, Regulations on 1st July 2005 and reviewed after that on 20th March 2009.
- Direction on 16th September 2005 regarding not to offer / market / advertise in a manner likely to mislead the consumers.
- Guidelines to Telecom Service Providers regarding Collection of dues by outsourced agencies engaged by them on 16th November 2007; for addressing the concerns of consumers relating to the collection of dues.

TRAI monitors the compliance of the above Directions / Regulations. Whenever deficiencies/violation of TRAI Orders/ Directions / Regulations is noticed, TRAI takes up the issue with the concerned Service Provider for remedial action.

However, the Telecom Regulatory Authority of India Act 1997 does not predict TRAI's redressal of individual complaints.

The retailer should also be made to understand a particular network's recharge and recharge reversal process.

There are some documentation processes which the customers have to follow, and it is different for different customers:

In the case of local customers, the documents which are required are:-

For postpaid connection:

- Customer's self-attested photograph
- Photo proof of identity/signature
- The proof of the customer's address
- The customer can attach the following documents as proof of identity
    - Income Tax PAN Card
    - Photo credit card
    - Voter ID Card
    - Passport
    - Arm's Licence
    - Driving Licence
    - Identity card issued by central or state government
    - Ration card with your photo
    - Government college/university Identity card

In case the proof of identity does not contain your address, you must submit one of the following documents as proof of address:

- Electricity Bill of State company (not older than the last three months)
- Telephone Bill Of Fixed Line (not older than last three months)
- Water Bill (not older than the last three months)
- Ration card
- Income Tax Assessment order (not older than one year)
- Driving Licence
- Vehicle registration certificate (RC)

In the case of prepaid SIM

- A photograph of the customer
- An identity proof

In the case of foreign customers, the documents required are:

- Copy of passport+ visa of the customer (both mandatory) is to be obtained along with a reference letter from local reference mentioning they know the applicant. Also, the local reference (family relative/friend/employer) POA will be obtained for verification.

In case none of the above can be provided, the Customer should arrange for a certificate from the Embassy/ High Commission/ Consulate General Office in India, which should verify the customer's address in that country.

Some countries do not have an address mentioned on the passport, in which case some other government-issued document from that country should be obtained in which address is captured (e.g., Social Security Card/ ID Card/ Driving License, etc.)

Enrolment formalities

You need to validate customer enrolment forms for any discrepancies like:

- **Use of whitener:** If whitener is used in a form, do not accept it
- **Signature mismatch:** Make sure that the signature of the customer is correct because the form will be rejected if there is a signature mismatch
- **Address mismatch**: If the address provided by the customer is not valid, then the customer will not be allowed to avail of the service as the form will not be accepted. After all, verifications, collect and process documents for number activation.

3.2.7 Dealing with Customer Complaints

Common Retailers' Problems and their possible solutions

The common problems of retailers are mostly related to the products and the services.

- The customers are not inclined enough toward a particular product.

  Here, the Field Sales Executive should first hear and then try to make the retailer understand how to make the customers understand the benefits. For instance, if the retailer is complaining that postpaid sim cards are not selling as per the desired profit margin, the Field Sales Executive should say how the retailer should focus on the benefits of postpaid sims and perks the customers are missing upon. This will definitely attract the attention of the customers.
- Customers are mostly focusing on online recharges

  This is a very pertinent problem in the present day. The Field Sales Executive should ask the retailer to form friendly relations with the customers, making them come back again.

The following points must be kept in mind while dealing with customer complaints:

- **Listen** - Listen to want the retailer wants to say, do not interrupt the retailer while they are speaking, as they might get offended. Try to understand why the retailer is unsatisfied with your services and assure them that the problem will be solved soon.
- **Understand** - You can only understand someone's situation in that person's place, so put yourself in the shoe of the retailer and try to understand what is troubling the retailer or what the retailer is going through.
- **No Fighting** - You must defend yourself when necessary, but do not argue or fight with the retailer, as it will give a very bad impression about your organisation. Fighting will not resolve the problem, and it will only aggravate it. Therefore, you must find out ways to solve the problem instead of fighting.

- **Resolution** - You must offer a resolution to the retailer by listening and understanding their problem.
- **Resolve** - A Field Sales Executive must try his best to resolve the problem of the retailer. However, there may be some situations where providing a solution would be difficult, and you must not give up and offer the best possible solution.
- **Learn** - Always be a good learner, and one should never hesitate to learn from their mistakes. A Field Sales Executive must learn how to handle retailers' complaints to resolve them easily in the future.

UNIT 3.3: Return on Investment (ROI)

Unit Objectives

By the end of this unit, participants will be able to:

1. List the steps of calculating return on investment (ROI)
2. Calculate return on investment (ROI) for retailers

3.2.1 Calculating the Return on Investment

Return on Investment is probably the most important calculation one needs to make to ensure the long-term viability of their business. Return on Investment involves all the variables that could impact the outcome. This includes everything that could impact the return and should be considered as a part of the Return on Investment.

Fig. 3.2.1: Return on investment

The basic equation for calculating Return on Investment:

Return on Investment = [(Payback – Investment)/Investment] x 100%

Or

ROI = Net Income / Cost of Investment

Payback is the total amount of money earned from your investment, which relates to the number of resources put into generating the given payback. On the other hand, net income is the final income generated after reducing the investment amount from the total gain.

For example, a dealer made an investment of Rs. 10000 on telecom products, and in month one, his sales were Rs. 8000. Then his Return on Investment would be:

ROI= (10000-80000)/10000 x 100 % = 20%

The simplest way to think about the ROI formula is to take some "benefit" and divide it by the "cost". When someone says something has a good or bad ROI, it's important to ask them to clarify exactly how they measure it.

The Use of the ROI Formula Calculation

ROI calculations are simple and help investors decide whether to take or skip an investment opportunity. The calculation can also indicate how an investment has performed to date. When an investment shows a positive or negative ROI, it can be an important indication to the investor about the value of their investment.

Using an ROI formula, an investor can separate low-performing and high-performing investments. With this approach, investors and portfolio managers can attempt to optimize their investments.

3.3.2 Return on Investment for Retailers

ROI looks at the money you spend to make something happen in your business. Based on how high (or low) ROI is, you can determine if that was a wise use of your resources. The greater your ROI, the better the investment in your business.

While it's tempting to look at store earnings and leave it at that, ROI is more useful than revenue alone—it also accounts for expenses. For example, one of your stores might have record-breaking sales, but if its expenses eat up 50 per cent of the profits, it isn't a very effective store after all.

How is ROI Calculated in Retail?

As far as calculating ROI in your retail business, it comes down to what you want to know. If you implemented contactless pay in your stores, you could calculate its ROI to see if that was a smart investment. You can use this simple retail ROI formula to understand your returns:

ROI = (how much you earned / cost of the investment) / 100

For example, if you earned ₹10,000 from an advertising campaign that cost ₹2,000:

(₹10,000 / ₹2,000) / 100 = 500%

In this case, the ROI would be 500 per cent, meaning you earned ₹5 for every ₹1 spent on the advertising campaign, which is pretty good. The higher your ROI, the greater your returns and the more efficient your business.

In today's digital age, shoppers expect sales associates to serve as their well-informed, trusted advisors. Otherwise, they might as well go directly to Google to get their needed product information.

This is where the retail store has the upper hand over e-commerce giants. A trained FSE is a veritable treasure trove of knowledge, available to immediately assist shoppers with any question or inquiry they might have.

Summary

- Explain the outlet selection procedure.
- Discuss the steps of calculating return on investment (ROI)
- Elaborate on the process of expanding the width and scope of business.

Exercise

Short Questions

1. A ___________ is provided to retailers from the company free of cost to provide an easy recharge service

   a) SIM b) SD Card
   c) Mobile Phone d) None of the above

2. A customer must get a ___________ from the service provider at the time of enrolling into a network

   a) start-up kit b) enrolling kit
   c) telecom kit d) none of the above

3. New Mobile connections are to be cleared only after ____________ verification of all original documents

   a) physical b) online
   c) both a and b d) none of the above

4. TRAI stands for

   a) Telegraph Regulatory Association of India b) Telecom Regulatory Authority of India
   c) Telecom Regulatory Authority of Italy d) None of the above

5. ____________ or better known as the KYC

   a) Know Your Customers b) Know Your Clients
   c) both a and b d) None of the above

Long Questions

1. Name all the relevant documents required for the mobile number activation.
2. Describe the possible ways of solving retailers' problems.
3. Discuss the objective of the KYC policy.
4. Elaborate on the importance of communication and complying with merchandising and visibility norms.
5. Elaborate on the various enrolment procedures for different telecom connections.

Notes

4. Sell broadband Subscriptions

Unit 4.1 - Understanding Customer Needs

Unit 4.2 - Market Visit and CEF Collection

TEL/N0218

Key Learning Outcomes

By the end of the module, the participants will be able to:

1. Identify customer requirements and analyse their needs
2. Explain the plan for selling broadband subscriptions
3. Visit the target area and customers as per the pre-defined plan.
4. Describe the importance of selecting suitable sales strategies as per the requirement/context
5. Present the USPs, strengths and feature advantage benefits (FAB) of the products
6. Explain different financial options for payments
7. Visit the retail outlet to collect Customer Enrolment Forms (CEF)
8. Discuss reasons for compliance/technical issues in CEFs with the retailers
9. Exhibit the steps to assist customer/s in selecting the best plans and resolve any objections raised to ensure their satisfaction
10. List the important factors to identify high-profile customers

UNIT 4.1: Understanding Customer Needs

Unit Objectives

By the end of this unit, participants will be able to:

1. dentify the requirements of a customer
2. Describe the importance of selecting suitable sales strategies as per the requirement/context
3. Use the FAB approach to explain the USPs of the product
4. State the significance of various promotional methods to create product awareness
5. Discuss different financial options for payments
6. Identify high-profile customers

4.1.1 Analysing Customer Needs

Before focusing on the customers, let us discuss a little about Broadband.

In the Broadband over Powerline (BPL) technology, the power lines are virtually installed in all areas, establishing a new broadband facility. This uses an existing electrical connection and outlet. This new technology is only available in limited areas. BPL stands for

"Broadband over Power line" provides services via low and medium electric power connections.

Broadband applications:

- Information browsing/ speedy access
- Larger size emails and heavy size files have faster access

Audio on demand (AoD) - Audio Solutions

- Radio channel access
- Easy access to audio information or songs

Video on Demand (VOD) - Video Solutions

- Watching movies in a customer's comfort
- Different choices of movie view (Single view and multiple views)
- Can save/ record the live programmes/ channels and watch them later

Solutions of communications

- Chat and Email on computer/ laptop
- VC (Video conferencing)

Advantages and Disadvantages of Broadband

- Dial-up connections cannot be trusted if heavier files need to be downloaded in seconds, or in the case of online gaming, a broadband connection is 100 times faster than dial-up connections.
- The phone line is not affected or busy in case a broadband connection is used for voice/ fax or data transmission.
- In these services, the customer does not need access before using or getting a busy signal, and an Internet connection is always available for use.
- The billing is not as per the duration and offers unlimited access.
- This serves as a cheaper option with high-speed internet. VoIP technology is also used, which provides cheap phone services.
- Not a suitable option for rural or remote areas as DSL services equipped with phone wires and cable TV networks are unavailable in all locations.
- Comparatively higher pricing as compared to dialup Internet.
- Due to the higher security risk, a personnel firewall needs to be installed.

Disadvantages of Broadband Internet Access:

- High monthly fee compared to dial-up internet access.
- Higher security risk than a dial-up connection. A personal firewall is needed to protect the computer.
- Not all phone wires are equipped with DSL service, and it may not be available in rural or remote areas.
- Not all cable TV networks are equipped with cable internet access. It may not be available in rural or remote areas.

Equipment needed to use Broadband

- Basic phone connection
- Personnel Computer/Laptop with 10/100 Ethernet Port
- ADSL CPE (Customer Premise Equipment)

Selling broadband subscriptions is an individualistic task, and here, the needs and situations of each customer are different. In order to ensure that the product of the company can be sold across every customer type, the Field Sales Executive must understand the customer's needs.

Approaching the customer

In the first stage of the selling process, the Field Sales Executive approaches the customers with unsatisfied needs and tries to stimulate problem recognition. Approaching a customer is a method for quickly getting the customer’s attention and building interest in the merchandise.

Elements in Approach

The approach consists of greeting the customer with a genuine smile, introducing yourself by name, developing rapport and getting the customer to consider specific merchandise. Many customers are anxious, particularly when considering a major purchase. Customers also may feel threatened, thinking the Field Sales Executive will be too aggressive. A smile, an introduction, and an opening comment about something other than the product can reduce the customer's anxiety. E.g., an initial statement can be a flattering remark about something the customer is wearing or a comment about the weather. The initial rapport building continues until the customer’s verbal or nonverbal communication indicates they are ready to discuss the merchandise. Establish your authenticity. Give an introduction about yourself and the company you represent, as these days, many scams use door-to-door sales executives to snare victims. Therefore, you must establish your authenticity immediately. Do not forget to carry a visiting/ business card, as it acts as proof that you are a verified representative of an actual company. Pay attention to your customer. You must pay attention to what the customer is saying and must maintain eye contact while the customer is speaking. Always notice the customer's body language; this helps analyse the customer's response to your product and services. Crossed arms and avoiding eye contact clearly show that the other person is not very interested. Always close the call or meeting by using phrases like "Thank you for your time", etc.

- Ensuring effective approach

  To understand the customers' needs, the Field Sales Executive should know how to effectively approach them.
- The right time for a sales meeting or sales pitch

  Always select the right time for the sale. The best time to meet the customer is during off business hours, like 5 to 8 pm. The early morning should be avoided as people are in a hurry to go to work or do household work.
- Door knock or ringing the doorbell

  Once you knock on the doorbell, step away. This reflects that you are giving personnel space to the customer. Be friendly and confident. You must be confident and always have a pleasant smile while selling the product to the customer.
- Be persistent and patient

  Don't lose hope if some people do not buy your products. You are looking for people who are interested in buying your products.

Presenting the products to the customers

When the Field Sales Executive presents the products and services (here, broadband subscriptions) to prospective customers, it is always judicious to highlight the product's USPs, strengths, and feature advantage benefits (FAB). This demonstration of the products and what the customers will receive and enjoy creates a sense of trust and allows them to make an informed decision by weighing the different parameters.

4.1.2 Feature - Advantage - Benefit

As a salesperson, you should understand the difference between benefits and features:

1. Features are the characteristics of the products and services.
2. Benefits mean the value added for the customer, like money saved, risk reduction and enhancement.
   - o If the benefit is clear, selling or negotiation becomes much easier. The bridge is often called the advantage.
   - o Customers buy benefits, not features. A benefit is a specific need that is satisfied when a customer buys a product. In every buying situation, customers ask themselves, "What am I going to get out of buying this merchandise?"
   - o A Field Sales Executive answers this question by explicitly indicating which of the needs expressed by the customer will be satisfied by the product.

This technique can be explained in the following way:

This feature will give you this advantage, which means you will get the benefit.

Follow the FAB technique:

- Feature
- Advantage
- Benefit

Let's discuss an example of FAB

3. Because the company is offering high speed.
4. You would be able to download and play games online without any buffering time.
5. This means you can play and watch movies without wasting time buffering.

FAB technique in the above example is as follows:

1. Feature - Fast speed.

2. Advantage - Online games /movies.

3. Benefit - Saves time as no buffering time.

As a sales executive, if you are getting a lot of pricing queries, this means the FAB benefits are not explained correctly to

the customer.

Exhibit - Benefit of a high speed to the customer

The high speed of the Internet offers an advantage to CAIs and businesses. For business, it's very important

to have high-speed Internet as it saves time, business work on the web can be easily conducted and quick information

sharing. Many businesses these days are based on Internet only.

If Internet has high-speed surfing, uploading, downloading, and video conferencing becomes very easy and hassle-free.

Browsing: If Internet speed is high, web browsing can be done without any time lag of browsing.

Downloading: With high-speed Internet, downloads like visual files and software downloads become very easy. No separate

time is to be allocated for this work.

Uploading: Uploading with high-speed Internet is very easy and with no time wastage.

Streaming: Streaming audio and videos becomes very easy as compared to dial-up connections.

Telephone access: Unlike dial-up connections, the phone can be used for calls while the Internet is used.

Demonstration of the product

- Customer should be given a good with a proper demonstration which should involve all benefits and features of the product.
- Demonstration should reflect that you trust your product as a customer also.
- Customers should be given time to think about how it benefits them.
- Demonstration should be given keeping in mind the customer use for it.

4.1.3 Selecting Suitable Sales Strategies

When selling broadband subscriptions, the Field Sales Executive must understand the customer and select the best-suited sales strategies accordingly. For instance, if the customer is hesitating, the Field Sales Executive may opt to follow the steps below:

Learn from the common negative responses

There are situations when you will hear the same negative response from many customers. The best way to deal with these situations is to prepare well. Negative responses are the scope of learning for a sales executive.

Customer benefits - Always focus on the benefits of your product and services. As a sales executive, you should inform the customer about the feature but make him interested in the benefits of your product. The benefit is what makes your products different from the competitor's offerings.

Always have a positive approach towards your product. If the customer is not willing to buy your product, be convinced and positive about your product rather than being convinced with the customer.

Offer to provide more information

If the customer is willing to listen to you, they will invite you inside for further discussion.

If not, kindly take contact information from the customer for further discussion.

In this situation, always advisable to give your product flier to the customer. If not, always advisable to get some.

Be attentive to the rejections

If someone says no, acknowledge that and move to the next house. Do not be pushy with the customer if he has denied it.

4.1.4 Promotional and Financial Aspects of Broadband Subscriptions

A Field Sales Executive is expected to understand the promotional aspects of broadband subscriptions. The best way to show understanding and implementation of promotional matters, the Field Sales Executive is expected to convert a potential buyer into an actual buyer. In order to do this, the buyer needs to be told about the details of the services to be received. This promotion is done in two ways:

- Inbound promotion
- Outbound promotion

Inbound marketing is "The process of helping potential customers find your company. Often before they are even looking to make a purchase and then turning that early awareness into brand preference and, ultimately, into leads and revenue."

You must create a meaningful relationship with your audience by offering them a relevant mix of entertaining and informative content. Ensure that you are distributing your content through all the right channels. Some of the common tactics of inbound lead generation are given below:

- Content
- Website
- Blog
- Social Media

1. **Content**

   Your content is fueling all your marketing campaigns - from email to social. It lays the foundation of your inbound marketing efforts.

   - You can gain your buyer's trust by creating high-quality content.
   - Start promoting your content on social channels once you have a good mix of it.
   - People will link to your content naturally if it is informative as search engines look for natural links.

2. **Website**

   Your website is the place where your audience needs to convert.

   - Whether it is encouraging prospective buyers to sign up for your newsletter or filling out a form for a demo, the key is to optimize your website for converting browsers into actual leads.
   - Pay attention to forms, Calls-to-Action (CTA), layout, design, and content.

3. **Blog**

   You can gain your buyer's trust with your blog's help. If you want your blog to read, make sure it is search

   - engine optimised.
   - Highlight the service of Call-to-Action, which asks the reader to subscribe to the blog or follow the social channel, as the person reading the blog may not want to immediately sign up for the demo.
   - Readers will show interest and return for more if the blog is well laid out.
   - Keep your readership up and position your blog as a gateway to conversion.

4. **Social Media**

   Buyers have been able to research and learn about products and services with the help of social media.

   - Tap into all the social media channels, from Facebook and Twitter, for a casual outreach.
   - Tap LinkedIn and Google+ for those professionals and corporates.

   This way, you can be where your customers are and create that trust.

Inbound and outbound strategies must be included in a well-rounded marketing mix. Broad lead generation activities come under inbound work. Outbound helps in amplifying your inbound efforts and targeting specific opportunities.

- using outbound channels to introduce your message and content to your prospects is known as outbound marketing. It is done through rented attention instead of making your content and messages available on your own properties.
- Outbound communication is often highly targeted, with a very obvious call-to-action.

This section goes into a bit more detail on some of the common strategies for outbound lead generation, which could be enumerated as:

- Email Marketing
- Pay-per-Click Ads
- Direct Mail
- Canopies and Umbrellas
- Brochures and Flyers
- Display Ads
- Posters and Danglers

5. **Email Marketing**

   The key component of every marketing campaign is email. Email is one of the main forms of communication whether you send a new piece of content, host an event, promote a new service offering, etc.

6. **Pay-per-Click Ads**

   You pay for each click on your ad, which is displayed on a search engine such as Google, Yahoo, or Bing, or on a website, with the help of Pay-per-Click (PPC) ads. For PPC on search engines, your ads show up as sponsored results on the top and side of the organic search terms. It is a good way to draw attention to your latest content or service offerings, and they generate very high-quality leads.

   Your ads will display when a keyword query matches your chosen keyword list as advertisers bid on keyword phrases relevant to their target markets.

7. **Direct Mail**

   The most effective means of targeted communication is direct mail, allowing prospects to gain attention by being creative and interested in your presentation and messages.

8. **Canopies and Umbrellas**

   Using canopies and umbrellas is popular to increase product/service awareness.

   A Canopy/ Umbrella event means that your organization puts a canopied table in a neighbourhood intending to increase product/ service awareness. Following are the benefits and uses of this technique:

   - Canopy events provide you with the chance to clarify the solutions you provide, define your brand and establish personal connections with participants.
   - It allows you to converse with prospects, customers, and attendees to interact with one another.
   - Direct words of satisfied customers are the best form of advertising.
   - Events turn a prospect into a strong lead, and it positions your business as a trusted leader in the field of many.

9. **Brochures and Flyers**

   Distributing brochures to educate buyers on broadband plans/ services is a very popular technique implemented as part of Outbound Marketing.

Leaflets are a great way to briefly expand your product/ service and should be very easy to comprehend. They are straight to the point and will have all your contact information, such as the website and email.

Other benefits include:

- Being cost-effective
- Deciding who to distribute to
- Higher rate of responses

Data sheets: Having data sheets means you can go into more depth about a certain feature of your product/ service. These are useful when a prospect is interested in a particular aspect of your product.

Flyers: You can hand these out by using the information from your data sheets. Some of the main benefits of flyers include:

- Great for promoting certain events.
- Measurable for tracking the success (Inserting a QR code for people to scan).
- Easy to distribute.

Remember, the most important thing here is brand consistency; make sure that your offline marketing activities always refer back to your online presence. This content can include leaflets, brochures, memory sticks, and pens, and they should all have links back to your website and social media. You shouldn't forget that even the little things should have brand consistency, e.g. your business cards. Brand consistency can be achieved through your company's colours, logo, imagery, text style, slogan, etc.

Incorporating social media

If you have social media icons on your flyers, leaflets or business cards, try to add relevant links to go to, e.g. a shortened URL link to your Twitter page. It can be pointless to say that if you're on Twitter, then follow us and expect users to search for your name and connect with you. What you should do is copy your Twitter URL and then add that text next to your social media icon, e.g. 'twitter.com/Callbbfast' – this gives your content viewers a direct link that they can directly enter into their browser, therefore saving them time and increasing the likelihood of them following you.

10. Display Ads

Display ads are typically highly targeted to different demographic or behavioural actions. Display ads also serve a purpose at every stage in the funnel - building brand and audience at the top of Funnel, educating and helping evaluation at Mid-Funnel, and increasing conversions at the bottom of Funnel.

11. Posters and Danglers

Posters have a huge effect on outdoor advertising that helps the brand increase its visibility and awareness and spread the campaign message fast. It is the most cost-effective way of communication. Posters and danglers can attract nearby people and alert them about an upcoming product or service. Posters have the potential to stick in the viewers' mind and is cheaper than the common form of advertising.

- High Visibility and Frequency: Posters enhance high visibility and enable detailed exposure about the brand. Placing the poster in the right place enables a high level of visible frequency and communication, as expected.
- Diverse Audience Reach: Posters help to target a large audience as it has the potential to reach a wide audience, Diverse groups, many of which can be converted into buying customers.
- **Strong Visual Impact**: Large format posters (along with attractive designs and well-defined placing) may create a firm visual impact with audiences, forcing the ad to stand out better than other forms of advertisement (e.g. A website ad), which can be easily overlooked by the customers.

- o **Brand Growth and Awareness:** If you are willing to increase the awareness of your brand, product or campaign, posters would be the best to choose. They can massively establish tour brands worldwide if placed at the perfect location, making visual elements like the logo more recognizable.

Fig. 4.1.1: Promotional poster

8. Umbrella Marketing Tent

Now that we know the various activities for lead generation, let us see how a Sales Executive (Broadband) will perform lead generating activities. One of the best options for a Sales Executive (Broadband) to promote leads is

to set up an umbrella marketing tent in his target neighbourhoods.

Follow these steps to set up an effective Umbrella-marketing tent:

- o Select a pre-eminent location for better visibility and a firm impact on the audience regarding the brand.
- o Your customer will prefer your stall only if you provide them with a welcoming atmosphere. Therefore, create a
- o happy, vibrant and clear appearance for your stall.
- o Organise your display well:
  - Danglers that are behind the display table.
  - Create evenly spaced stacks of leaflets and brochures.
  - Create a shape that is attractive and appealing to the eye.
- o Communication:
  - Converse in local dialect to interact with potential buyers.
  - Explain and apprehend Boucher helps the visitors clear their doubts/ objections.
  - Do not use telecom jargon.
  - Present a visiting card to potential buyers.

- Look presentable as per industry standards
  - o Maintain a good posture.
  - o Stand as much as possible.
  - o Prefer tall stool that gives you height and visibility.
  - o Smile and say a simple hello!

Understand CEF or Customer Enrolment Forms

As a Field Sales Executive, you must collect the previous day's CEF. While doing so, you make sure that:

- All the fields are filled with accurate information.
- The required documents and photographs are in place.
- The customer's signature and date of the contract are clear.

Leave a copy of the CEF with the customer and get one for the organization's records.

You must also communicate with enrolled customers to resolve issues such as low speed, poor connectivity, bad service etc.

When you meet an enrolled customer, the first step is

- **Positive Greeting** - The purpose of any sales greeting is to establish positive communication with the customer. The rules for greeting are a genuine smile, good eye contact and a great opening line.
- The second step is rapid problem solving; one of the main problems is billing errors, "My service is down", "My service is slow or erratic", "I cannot get what I want", etc.
    - o To keep your customers, you need to have a reliable way to anticipate customers' problems by keeping track of what most people and this particular customer have asked about. Next, you need to have a good system for letting the customer know what you will do about the problem when it is likely to be solved and how to get back in touch with the right person right away if it is not solved.

4.1.5 Different Financial Options for Payments

In today's age, customers have a variety of payment options to choose from to complete their financial transactions:

- **Debit/credit card** - Ideally, any card machine will allow the customers to swipe any card. Hence, the customer can pay via debit or credit card.
- **UPI** - One of the most common transaction methods is the UPI or Unified Payments Interface. Here, a mobile application streamlines all the linked bank accounts of the user to conduct payments seamlessly. Usually, the financial transaction can be done by scanning the barcode or by paying to the registered mobile number. The most commonly used UPIs trusted by customers are Google Pay, PhonePe, Paytm, BHIM, and so on.
- **Wallets** - Many online sites allow customers to keep their money in their wallets in return for offers like cashback. These wallets like CashKaro, Simpl, and so on can also be an option to conduct financial transactions.
- Cash - The most conventional and fool-proof transaction method is by dealing with cash. Here, the customer and the retailer are able to complete the financial transaction in real time. However, in this case, the retailer is required to provide a bill. It is to be noted here that the record is always and easily available in online transactions.

Cheque - This may be a not-so-common financial option at present, but it is difficult to find a better option regarding bulk payments. This also gives assurance to both parties involved in the financial process.

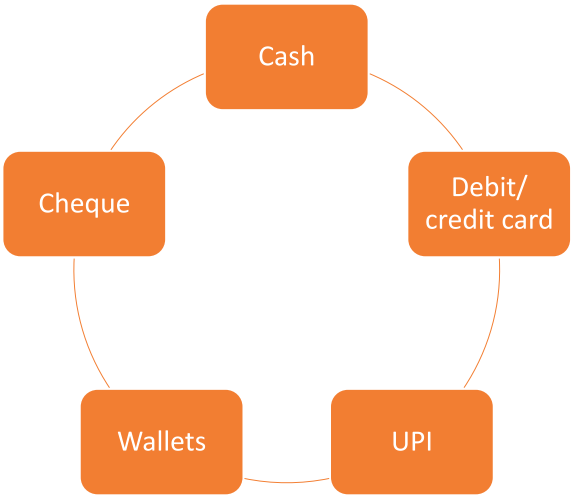


Fig. 4.1.2: Different payment options

4.1.6 Identifying High-Profile Customers

Customer loyalty has been termed the most crucial aspect of marketing. The main reason is the 80/20 marketing costs rule, which says, “top 20% profitable customers contribute 80% of a company’s profits and 80% of a company’s costs are contributed by top 20% of unprofitable customers”. Therefore, companies invest significant time and effort to retain customers, and Telecom companies incline themselves to segment profitable customers by calculating their value.

The crucial steps involved in customer value segmentation are:

- Calculate the customer value measure for every customer (this is the summary of past and predicted future value of customers)
- Use decile analysis that divides the entire customer base into ten equal-sized groups, also known as deciles
- Describe customer profiles to monitor their needs carefully and develop a relevant marketing strategy that answers their needs

High-profile clients rely on you to ensure that all of their needs are met. They are typically involved in large transactions and expect your service to be in line with what they are spending, and you have to take yourself out of the equation. When dealing with high-profile clients, it is all about their needs.

Fig. 4.1.3: Charactertics of High Profile Customers

Certain distinct characteristics that mark a high-profile customer are:

- **Rely on the services**

  A high-profile customer is a valued customer who relies on the company to ensure that all the expectations are fulfilled without any delay or disturbance.

- **Conduct large transactions**

  As a valued customer, every product and service will be available at the highest price (here, plan). Hence, the bills will also correspond to the higher valued services and products availed by the customer.

- **Expect top-notch services**

  The high-profile customers will not accept anything but the best services. When they opt for the most expensive services offered by the company, they will also want to receive service benefits that match their expectations and promises made by the company.

UNIT 4.2: Market Visit and CEF Collection

Unit Objectives

By the end of this unit, participants will be able to:

1. Visit the target area and customers as per the pre-defined plan
2. Visit the retail outlet to collect Customer Enrolment Forms (CEF)
3. Discuss reasons for compliance/technical issues in CEFs with the retailers

4.2.2 Beat Plan

Beat planning is also termed a permanent journey plan. It is a day-level route plan created for field sales/marketing personnel to visit multiple stores at a pre-determined frequency. A beat plan clearly defines whom to visit and when to visit, depending on the company's priority on the store's category.

Effective beat planning is necessary for retailers and brands. It is important to be able to maintain stores sufficiently stocked, and it is important to keep stocks of in-demand merchandise and refill them regularly. The sales beat planning is usually done manually. While handling multiple locations and several product categories, it is exposed to some serious real-world challenges.

Unorganized, incomplete, and inappropriate addresses of the retail outlets are a major issue while planning sales beats. Poor communication between retail storekeepers and warehouse managers may lead to improper beat planning. Mapping specific vehicles to a specific category of products and specific geographical regions is also part of the planning process.

On-ground limitations such as the salesman’s geographical understanding, traffic congestions, route restrictions etc. can disturb a permanent journey plan. Sales representatives quite often face the difficulty of unfair load balancing in terms of the number of retailer visits, time spent, and distance travelled on the road.

Fig 4.2.1: A sample beat planner

How to work as per beat plan before going to the field

An operative beat plan or a personal journey plan is one of the most important parts of sales and distribution management since it forestalls waste of time and effort. The distinct territories guarantee there is no overlap between field force executives and that they are aligned to concentrate on their outlets and generate business, which is the organisation's end goal. This beat plan or personal journey plan. This plan should be insightfully implemented so that business objectives properly fit in with resource capabilities to achieve revenue scores.

It is very often to see that a field sales executive misses the sales target even when the best resources and support are provided to them. On breaking this down further, we find that sales managers recognize PJP or personal journey plans as one of the causes that must be revisited.

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Some offers are the option of assigning the route plan to the field executive. Even a field executive can upload a beat plan and request the manager to approve it. The plan makes sure that the route plan is strictly adhered to by monitoring the location of the field executive along with geo-verified tasks. The route planner helps the field executives to optimize their visits and cover larger business regions in a similar business time. The people working on the plan have got the experience of working with various kinds of businesses and hence believe the following must be taken care of while designing a route plan:

Divide your business region

Depending upon their nature of business, organisations divide retail stores depending on location, client profile, same item needs or size of the retailer.

Route Planning

Once the region distribution is finished, managers can dispense time to every one of their field visits and build up a powerful route map for the week that covers the whole rundown of outlets to be secured.

Delegate

While making the route map, managers must consider the special abilities of each field executive and match them to the regions that are progressively reasonable for them. This includes their network with the retailers, past retail experience and individual qualities. Their route map must mirror the same if they have created solid connections in a specific domain.

When creating a new route plan, it is better to learn from the mistakes of the past:

- Under-utilized sales executives
- Productivity needs to be increased within the same working hours
- Long and cumbersome Beats – A sales executive walks for a significant time in his beat. Hence, it's unfair to expect high productivity throughout
- Overlap in sales executive routes – With overlapped routes, sales executives walked more than they had to. The time spent transacting at every outlet was taking a hit resulting in potential revenue loss

4.2.2 Customer Enrolment Forms (CEF)

Customer onboarding process in telecom is a critical process in which the turnaround time is important to ensure customer satisfaction and loyalty.

The distributor collects the Customer Enrollment Forms (CEFs), also known as Customer Application Forms (CAF) and the KYC documents do the first-level check to ensure the KYC norms are met.

Customer Enrollment Forms (CEFs) are duly filled by the customer, providing details of the customer, Installation Address etc., for availing of the subscribed services.

Further, it also includes:

i. CAF/CEF Number
ii. Service details
iii. Package details
iv. Terms and Conditions
v. KYC details, etc.

HANSIN

HANSIN IT SERVICES PVT. LTD.
6th Floor, Malik Plaza, Opp. S.D. College, G.T. Road,
Panipat-132103 (Haryana) Tel.: +91 180 - 2631111,
E-Mail:- sales@hansinit.com, www.hansinit.com

(Class-C ISP)

SRF / CRF No. :

Paste your photo here and sign across it

Customer Application Form (CAF)

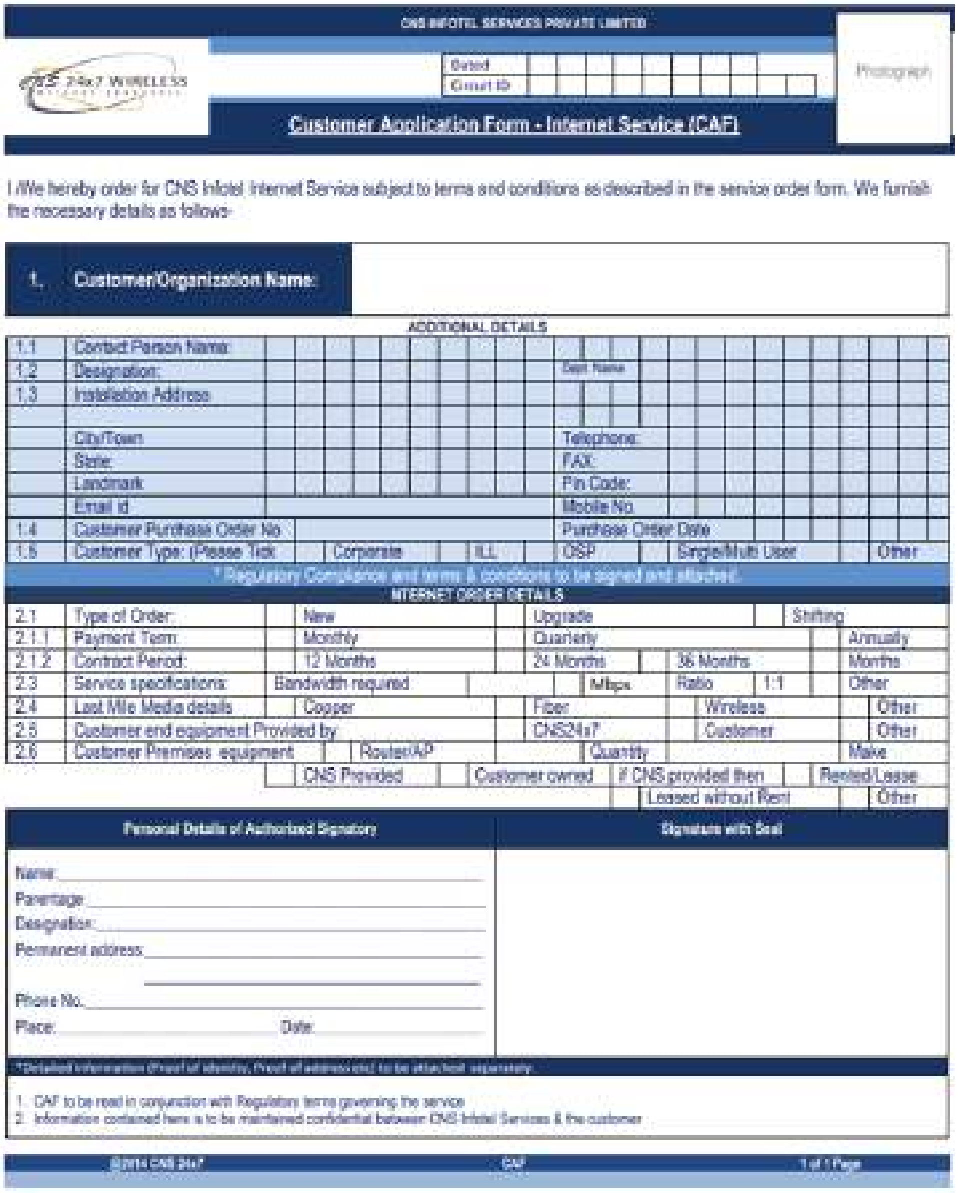
General Information			
Subscriber Name			
Father's & Husband Name			
Subscriber Type (Pone)	Corporate/SME	Institutional	Individual/Home / Organization
Local Address (For Billing & Termination)			
Wired Line Phone No.		Mobile No.	
Address Type (Pone)	Owned / Rented	e-mail	
Contact Details of Landlord			
Wired Line Phone No.		Mobile No.	
Administrative Contact Information (For Corporate Subscriber)			
Owner/Director/Manager			
Residence Address			
Wired Line Phone No.		Mobile No.	
Customer Co-ordinator Information (For Corporate Subscriber)			
Name			
Designation			
Wired Line Phone No.		Mobile No.	
Fax		e-mail	
Customer Billing Address (If Different to above)			
Contact Person Name			
Residence Address			
Wired Line Phone No.		Mobile No.	
Service Details			
Required Service (Pone)	Fixed Wi-Fi Broadband	Broadband on Cable	DIA-LL(Direct Internet Access)
Service Delivery (Pone)	On Fixed Wi-Fi CPE	Copper / Ethernet Cable	Optical Fiber (Fiber to Home)
Plan & Speed	As per plan sheet	Required Static Public IP	
Traffic Limit (UL/DL)	As per Fair Uses Policy & as per Tariff Plan		
Financial Charges Details			
One Time Activation (Non refundable)		Security Deposit (Refundable)	
CPE Cost (Non refundable)		CPE Rental (Non refundable)	
Subscription Type (Pone)	Prepaid / Post Pay	Billing Cycle (Pone)	Monthly / Quarterly
Document Attached			
Address Proof		Identity Proof	
Registration of Company/Firm		Authorised Signatory Proof	
PAN/AADHAR/PASSPORT			
Customer Acceptance			

Signature of the Authorized person with Company Seal

Fig. 4.2.1: A Customer Application Form (CAF) / Customer Enrollment Form (CEF)

A Field Sales Executive collects the CEFs from the distributor's office and then carries them to the nearest processing location to complete the processing of the CEF. The runner may have to do multiple runs in a day between the distributor and the processing centre, depending on the number of forms collected by the distributor.

The Field Sales Executive may also carry rejected forms from the processing centre to the distributor for correction or collection of correct documents.



CNS INFOTEL SERVICES PRIVATE LIMITED

CNS 24x7 WIRELESS

Dated

Circuit ID

Photograph

Customer Application Form - Internet Service (CAF)

I /We hereby order for CNS Infotel Internet Service subject to terms and conditions as described in the service order form. We furnish the necessary details as follows-

1. Customer/Organization Name:

ADDITIONAL DETAILS

1.1	Contact Person Name		
1.2	Designation:	Dept Name	
1.3	Installation Address		
	City/Town	Telephone:	
	State:	FAX:	
	Landmark	Pin Code:	
	Email id	Mobile No	
1.4	Customer Purchase Order No	Purchase Order Date	
1.5	Customer Type: (Please Tick	Corporate / ILL / OSP / Single/Multi User	Other

* Regulatory Compliance and terms & conditions to be signed and attached.

INTERNET ORDER DETAILS

2.1	Type of Order:	New	Upgrade	Shifting	
2.1.1	Payment Term:	Monthly	Quarterly		Annually
2.1.2	Contract Period:	12 Months	24 Months	36 Months	Months
2.3	Service specifications	Bandwidth required	Mbps	Ratio 1:1	Other
2.4	Last Mile Media details	Copper	Fiber	Wireless	Other
2.5	Customer end equipment Provided by		CNS24x7	Customer	Other
2.6	Customer Premises equipment	Router/AP	Quantity		Make
		CNS Provided	Customer owned	if CNS provided then	Rented/Lease
				Leased without Rent	Other

Personal Details of Authorized Signatory	Signature with Seal
Name:	
Parentage:	
Designation:	
Permanent address:	
Phone No.	
Place: Date:	

*Detailed information (Proof of identity, Proof of address etc) to be attached separately.

1. CAF to be read in conjunction with Regulatory terms governing the service
2. Information contained here is to be maintained confidential between CNS Infotel Services & the customer

©2014 CNS 24x7 CAF 1 of 1 Page

Fig. 4.2.2: Customer Enrollment Forms (CEF) for Broadband Internet service

4.2.3 Compliance/Technical Issues in CEFs

CEFs sometimes get rejected by the telecom operator due to various reasons. The Field Sales Executive must be aware of the probable reasons for the CEF rejection and technical issues in CEFs. The most common reasons for CEF rejections are:

- Name and address mismatch
- Photo not clear
- Improper customer signature
- Incorrect details filled
- OTP mismatch
- Issue with doner operator (in case of MNP)
- Other legal objections

Summary

- Analyse customer requirements and needs.
- Describe the process of selecting a sales strategy according to the situation and need.
- Discuss effective communication.
- Elaborate on the FAB of products.
- Elaborate about CEF.

Exercise

Multiple Choice Questions:

1. BPL stands for __________.
   a) Broadband over Power line
   b) Broadband over Point line
   c) Bandwith over Power line
   d) None of the above

2. Equipment needed to use Broadband include __________.
   a) Basic phone connection
   b) Personnel Computer/Laptop with 10/100 Ethernet Port
   c) ADSL CPE (Customer Premise Equipment)
   d) All of the above

3. Some of the common tactics of inbound lead generation include __________.
   a) Content
   b) Website
   c) Blog
   d) All of the above

4. Different financial optiopns for payments include __________.
   a) Debit/credit card
   b) UPI
   c) Wallets
   d) cash
   e) All of the above

5. ___________ is a day-level route plan created for field sales/marketing personnel to visit multiple stores at a pre-determined frequency.
   a) Beat plan
   b) heat plan
   c) treat plan
   d) none of the above

Descriptive

1. Identify the different financial options for payments and elaborate upon them.
2. Discuss how a Field Sales Executive should analyze the customer needs and requirements.
3. Discuss the various promotional methods that can be adopted for selling broadband subscriptions and their importance.
4. Discuss about CEF.
5. Elaborate on how high-profile clients can be identified.

Notes

Scan the QR codes or click on the link to watch the related videos

https://youtu.be/K30rL7EEyO8	https://youtu.be/-zHhxFaP6v8	https://youtu.be/33cehPiKvn0
Merchandising and its Importance	Concept of Planogram	Preparing Sales Reports

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& ENTREPRENEURSHIP

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National
Skill Development
Corporation
Transforming the skill landscape

5. Plan Work Effectively, Optimise Resources and Implement Safety Practices

Telecom Sector Skill Council

TEL/N9101

Key Learning Outcomes

By the end of this module, the participants will be able to:

1. Explain about the work place health and safety
2. Differentiate various health hazards
3. Demonstrate various first aid techniques
4. Importance of safety at workplace
5. Understand Basic hygiene Practices and hand washing techniques
6. Explain the need for social distancing
7. Understand the reporting of hazards at workplace
8. Explain e-waste and process of disposing them
9. Explain Greening of jobs

UNIT 5.1: Workplace Health & Safety

Unit Objectives

By the end of this unit, the participants will be able to:

1. Understand about workplace health and safety
2. Explain tips to design a safe workplace
3. Explain precautions to be taken at a workplace

5.1.1 Safety: Tips to Design a Safe Workplace

Every organization is obligated to ensure that the workplace follows the highest possible safety protocol. When setting up a business some tips to remember:

- Use ergonomically designed furniture and equipment to avoid stooping and twisting
- Provide mechanical aids to avoid lifting or carrying heavy objects
- Have protective equipment on hand for hazardous jobs
- Ensure presence of emergency exits and they are easily accessible
- Set down health codes and ensure they are implemented
- Follow the practice of regular safety inspections in and around the workplace
- Get expert advice on workplace safety and follow it
- Get regular inspection of electrical wiring and also the electrical switches and gadgets
- Install fire extinguishers and fire alarms.

5.1.2 Non-Negotiable Employee Safety Habits

Every employee is obligated to follow all safety protocols put in place by the organization.

All employees must make it a habit to:

- Immediately report unsafe conditions to the supervisor
- Recognize and report safety hazards that could lead to slips, trips and falls
- Report all injuries and accidents to the supervisor
- Wear the correct protective equipment when required
- Learn how to correctly use equipment provided for safety purposes
- Be aware of and avoid actions that could endanger other people
- Always be alert
- Educate the employees about the first/emergency exits on the floor, and also where the fire extinguishers are kept.

Tips

- Be aware of what emergency number to call at the time of a workplace emergency
- Practice evacuation drills regularly to avoid chaotic evacuations

UNIT 5.2: Different types of Health Hazards

Unit Objectives

By the end of this unit, the participants will be able to:

1. Understand the health hazards
2. Demonstrate First Aid Techniques

5.2.1 First Aid

Illness, injuries, and pain are part of human life. This can happen anyway. Every individual is prone to illness and injuries at any time and anywhere.

In case of any of these, some kind of immediate medical attention or treatment is needed to reduce the discomfort, pain, and deterioration of the condition. The medical attention that is given at the first instance before seeking professional medical help is called "First Aid". First aid is the immediate and temporary treatment given to the victim of an accident or sudden illness while awaiting the arrival of "Medical Aid". First Aid means providing the initial treatment and life support for people with an injury or illness. However, First Aid has its limitations and does not take the place of professional medical treatment. Proper early assistance given by First Aider helps in saving the life of a patient.

Illness and injuries can happen anywhere, be at home, the workplace, or in the market place. Whatever safety measures we adopt, we are all prone to illness sometime or the other.

Some common injuries and their rescue techniques:

5.2.2 First Aid Techniques

- Direct pressure must be applied to the cut or wound with a clean cloth, tissue, or piece of gauze, until bleeding stops.
- If blood soaks through the material, it is highly recommended not to remove it.
- More cloth or gauze must be put on top of it, and pressure must be continued.
- If the wound is on the arm or leg, the limb must be raised above the heart to help slow the bleeding.
- Hands must be washed again after giving first aid and before cleaning and dressing the wound.
- A tourniquet must not be applied unless the bleeding is severe and not stopped with direct pressure.

Scan the QR codes or click on the link to watch the related videos

youtu.be/GrxevjEvk_s

First Aid at Work Place

Fig. 5.2.1: Apply pressure

Clean cut or wound

- The wound must be cleaned with soap and lukewarm water.
- To prevent irritation and burning sensation, the soap solution must be rinsed out of the wound.
- Hydrogen peroxide or iodine must not be used to clean or treat the wound since they are corrosive and can damage live tissues.

Fig. 5.2.2: Clean cut or wound

Protect the wound

- Antiseptic cream or solution must be applied to the wound to reduce the risk of infection.
- Then the wound must be gently covered with a sterile bandage.
- Till the wound heals, the bandage must be changed (dressed) daily to keep the wound clean and dry.

Fig. 5.2.3: Protect the wound

Call the Emergency Helpline if:

- The bleeding is severe and deep
- You suspect Internal Bleeding
- Abdominal or Chest wound exists
- Bleeding continues even after 10 minutes of firm and steady pressure

For Burns:

- Immediately put the burnt area under cold water for a minimum of 10 minutes
- If the burned area is covered, take clean scissors, cut and remove the fabric covering the area
- In case clothing is stuck to the burned area, leave it as it is
- Before sterile dressing application, remove jewellery (if any)
- It is better to leave the burned area open
- Do not apply any medication or ointment
- Breaking a blister – it is an absolute no-no!

Fig. 5.2.4: Put Burnt Area under Water

For Broken Bones and Fractures

- **Protruding bone must be left alone**
    - o If a bone has broken through the skin, it must not be pushed back into place.
    - o The area must be covered with a clean bandage and immediate medical attention must be sought.
- **Bleeding must be stopped**
    - o Steady and direct pressure must be applied with a clean piece of cloth for 15 minutes and the wound must be elevated.
    - o If a blood soaks through, one must apply another cloth over the first and seek immediate medical attention.
- **Swelling must be controlled**
    - o The RICE (Rest, Ice, Compression and Elevation) therapy must be applied to control and reduce swelling.
    - o Rest the injured part by having the person stay off of it.
    - o Ice must be applied on the area with the help of an ice pack or by wrapping the ice in a clean cloth. Ice must not be directly placed against the skin.

For Heart Attack/Stroke

- Think FAST. Face: is there weakness on one side of the face? Arms: can they raise both arms? Speech: is their speech easily understood? Time: to call Emergency helpline
- Immediately call medical/ambulance helpline or get someone else to do it

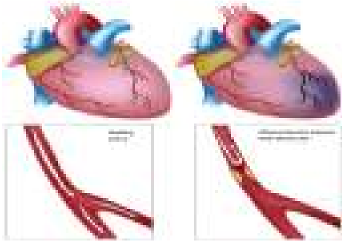

Fig 5.2.5: Anatomy of Heart Attack

For Head Injury

- Ask the victim to rest and apply a cold compress to the injury (e.g. ice bag)
- If the victim becomes drowsy or vomits, call Medical helpline or get someone else to do it

Steps of using breathing apparatus:

Check the parts of the breathing apparatus thoroughly.

Check the bypass knob (red). Close it if you see it open. After this, press the reset button (area above bypass nob – black)

Inspect the facemask to see that it is undamaged.

Lift the cylinder ensuring that on the top the cylinder valve should be present.

The back plate of the cylinder should face the wearer.

Wear the breathing apparatus on the shoulder like a bag pack and by the neck strap, hang the facemask.

After wearing the breathing apparatus tighten shoulder straps and fasten the waist belt

The cylinder valve should be opened slowly to inspect the pressure gauge.

 Make sure that 80% of the cylinder is full.	 Wear the mask slowly by resting your chin in the resting cusp and pull the head strap slowly over your head. Pull the head straps for a snug but comfortable fit.
 Breath in and normally to see if you can breathe normally or not.	 Now insert a finger sidewise of the facemask for easy outward airflow.
 Slowly close the cylinder valve without leaving the knob. Be steady for 10 minutes and hold your breath or extremely slow to listen to any wheezing sound. Also, check the pressure gauge for any dip in the pressure.	 Normally Breathe to vent system Listen for a whistle alarm while observing the pressure gauge at 55 bar (+/-5 bar)

Table: 5.2.1: Steps of using breathing apparatus

Briefing and Guidance for Fire Fighters

There are basically three methods with the help of which people can be rescued from a building engulfed in a blazing fire. To ensure on-site reception, here are two of the important steps that we will discuss now. These come under the best safe lifting and carrying practices.

Fig. 4.2.6: Fast Strap

Conventional Technique: This is a good method if there is an open area close by. The first rescuers will make the victim sit reach under their armpits and finally, grab their wrist. The other rescuer will cross the ankle (victim), pull up that person's legs on his shoulder. Finally, on the count of 3, both will lift the person up and move out.

Fast Strap: In case the victim is completely incapable of moving out of the fire zone. The rescuers should follow this method. One of the rescuers will place their knee between victim's shoulder and head. Pin the loop of webbing to the ground with the help of the knee. This acts as an anchor. With the non- dominant hand hold the other end of the webbing and make a loop. With steady hands, pull the victim's hand in from the loop, tie it securely and finally clip the webbing loops.

Fig. 5.2.7: Fast Strap

Essentials for Smooth Evacuation: The following are essential to have a smooth evacuation during an outbreak:

- Clear passageways to all escape routes
- Signage indicating escape routes should be clearly marked
- Enough exits and routes should be present to allow a large number of people to be evacuated quickly
- Emergency doors that open easily
- Emergency lighting where needed
- Training for all employees to know and use the escape routes
- A safe meeting point or assembly area for staff
- Instructions on not using the Elevator during a fire

Special Evacuation Requirements For Specially Abled Persons

- **The Visually Impaired**
    - Announce the type of emergency
    - Offer your arm for help
- **With Impaired Hearing**
    - Turn lights on/off to gain the person's attention, or indicate directions with gestures, or write a note with evacuation directions
- **People with Prosthetic Limbs, Crutches, Canes, Walkers**
    - Evacuate these individuals as injured persons.
    - Assist and accompany to evacuation site if possible.
    - Use a sturdy chair, or a wheeled one, to move the person to an enclosed stairwell
    - Notify emergency crew of their location

5.2.3 Importance of Fire Safety Drills

Fire drills are indispensable in any workplace or public building for rehearsing what to do in the event of a fire. They are also a lawful obligation under the Fire Safety Order of 2005 and all workers in a company must partake. Here's how to get the most out of your fire practice.

Why have fire drills?

There are numerous reasons why fire drills are vital; first of all, fire drills are a chance to practice evacuation techniques to make sure all staff are acquainted with them. The staff will vacate the building quickly and therefore in a real life situation panic will be decreased, as everyone will know what they need to do. Fire drills are also beneficial for testing escape methods to assess their efficiency.

During fire drills, checks can also be carried out on alarm systems to make certain they are working properly and that emergency exits are passable. Overall fire drills help increase safety, so that you will be best equipped if a real fire does happen.

How often?

Ideally there should be two fire drills a year, although this may vary according to the workplace and after checking the firm's risk assessment. If there are people who work in shifts, suitable preparations should be made to ensure all staff partake in at least one fire drill per year and to educate them as to how to handle the situation.

Should you inform staff beforehand?

There are arguments for and against making people conscious of fire drills before they take place. Some people contend that not notifying staff gives an element of surprise, so that people take drills more sincerely. However, this can also have the reverse effect in a real fire, as on overhearing the alarm people may reason that it's only a drill.

The benefit of notifying all staff of fire drills in advance is that initially, they will not panic, which circumvents potential injuries that could be instigated in a rush to exit a building. Furthermore, if the alarm sounds, lacking a prior warning, there will be no uncertainty as to if it is a drill or not and people will act correctly. In public places such as shopping centres, it is prudent to make members of the public alert when a drill is about to happen.

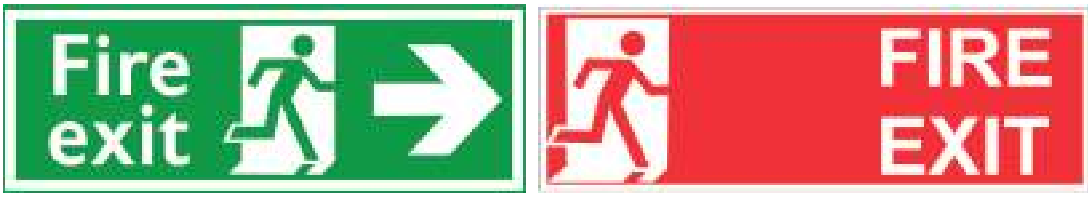

Fig. 5.2.8: Fire exit signage

UNIT 5.3: Importance of Safe Working Practices

Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain Basic Hygiene Practices
2. Understand the importance of Social Distancing
3. Demonstrate the safe working practices

5.3.1 Basic Hygiene Practices

We are living in an environment with millions of germs and viruses. And our body can be a breeding space for these microbial organisms. They grow and multiply and cause many diseases which sometimes can prove to be fatal for the human beings. These disease-causing mi-crobial organisms kill over 17 million people every year. Some simple hacks and little changes of basic personal hygiene habits can bring amazing changes to all of us. We can prevent contracting these diseases if we follow these hygiene practices every day.

Personal Hygiene

Personal hygiene is all about managing your body hy-giene, essentially caring for your well-being incorporat-ing some physical hygiene habits. Also, there are mental health benefits as well, as they affect each other im-mensely.

What are good personal hygiene habits?

Good personal hygiene includes but not limited to-

- Take regular shower
- Maintain oral hygiene
- Wash your hands frequently
- Wash your genitals
- Keep your clothes and surrounding dry and clean

These habits should be practiced on a regular basis, at home, at work, basically where you are!

That's the whole idea of preventing your body system collapse over a tiny mi-crobe!

Personal Hygiene Practices at Home

Your home should be the most comfortable and conven-ient for you to keep up your personal hygiene level to a standard, yet, we find ourselves procrastinating over hygiene issues when we are at home. Even though some of these tasks barely take a minute.

1. **Take Regular shower**

   Do not wait up to feel the dried sweat in your body to feel the urge to take shower, make it a routine, you have the choice to either take them before you head to work or after the long day or even before you head to sleep, whichever one suits your routine. Make sure to rinse your body thoroughly, especially the genitals and underarms as they produce more sweat and are more prone to fungal activities.

2. **Wash your hands frequently**

   We use our hands to do our most physical acts, from picking up the keys, browsing through our phones, cooking or eating to attending our pets. While we agree and accept the importance of washing hands before eating and after visiting the toilet, it is also important to wash our hands with soap or sanitizer every now and then. The pandemic covid-19 which crippled the life all over the world has taught us an important lesson that sanitizing our hands regularly is the only way we can avoid transmission of the disease. Use alcohol based sanitizer to wash hands well to prevent the spread of communicable diseases.

Fig. 5.3.1: 7 steps for Handwashing

3. **Maintain oral hygiene practices**

   It is very important to take care of the teeth and gum, to prevent tooth decay and bad odour. Just brushing them twice a day is not enough, but using fluoride toothpaste and brushing properly is very essential. And wash it well with water to remove any food particles that is stuck in the gap in between the teeth. It is advised to wash the teeth everyday twice to maintain healthy teeth and gum.

4. **Nails and hairs hygiene**

   The cleanliness of nails and hair is also very important. They store dirt and grease. And even the microbes could be in there stuck and spreading. If the nail is not clean they can cause severe food poisoning, as we use our hands to eat food. Trim the nails once in a fortnight and wash hair at least twice a week with a shampoo to keep them healthy

5. **Nose and ears hygiene**

   Wherever we are most likely to breathe in some pollutants, and most of the particles are bound to be stuck in the nasal hair. So, rinse the nose and ear with warm water once you return from outside.

6. **Wear fresh and clean clothes**

   Changing into neat and clean clothes will prevent many infectious diseases. It will also give the mental effect immediately and it will boost the mind. Wash clothes with a good detergent every day and dry it in the sun. This will ward off any microbes attached to the clothes. If possible, Dettol can be used while rinsing which is an anti-disinfectant.

7. **Food hygiene**

   You can get severely sick from food-borne diseases, as most of your foods are raw, purchased from outside, they risk being cross-contaminated with harmful microbes. Food hygiene is basical-ly the idea of better storage, handling, and preparation of food to prevent contamination and to prevent food poisoning.

5.3.2 Importance of Social Distancing

Preventing communicable diseases:

All these above practices will help us to prevent communicable diseases. These diseases are highly infectious and contagious and spread through air, urine, feaces, saliva, skin (through touch) and using same towels and utensils.

Social Distancing and isolation, Self-Quarantine:

Ever since the spread of the pandemic covid-19, several health organisations have been insisting on following social distancing and isolation. Communicable diseases mainly spread through coming close to the infected individual and through physical touch. If a person is infected with diseases like normal flu or cold and spread it to others, the symptoms and may remain with the infected person for a day or two. The virus may be destroyed by taking an antibiotic. But in severe cases like corona virus the infection is severe and can prove fatal to the affected people. To prevent the spread of the virus, the entire world adopted lockdown, social distancing and compulsory face mask. And the infected person has to be in self isolation and quarantine till the time the symptoms are over. This was the advisory from the World Health Organisation, and the entire world followed it to prevent the rapid spread of the virus. The same can be applicable to all types of communicable diseases that are spread mainly through air and touch.

As communities reopen and people are more often in public after the pandemic, the term “physical distanc-ing” (instead of social distancing) is being used to rein-force the need to stay at least 6 feet from others, as well as wearing face masks. Historically, social distanc-ing was also used interchangeably to indicate physical distancing which is defined below. However, social dis-tancing is a strategy distinct from the physical distanc-ing behavior.

What is self-quarantine?

Self quarantine was imposed on people who have been exposed to the new covid-19 and who are at risk for getting infected with the virus were recommended to practice self-quarantine. Health experts advised the self-quarantine for 14 days or two weeks. Two weeks provides enough time for them to know whether or not they will become ill and be contagious to other people.

Self-quarantine was also recommended for people who have recently returned from traveling to a part of the country or the world where COVID-19 was spreading rapidly, or if a person has knowingly been exposed to an infected person.

Self-quarantine involves:

- Using standard hygiene and washing hands frequently
- Not sharing things like towels and utensils
- Staying at home
- Not having visitors
- Staying at least 6 feet away from other people in your household

Once your quarantine period has ended, if the symptoms are not there, then the person may return to normal routine as per doctor's advice.

What is isolation?

Anybody who is infected with a contagious disease needs to practice isolation in order to prevent the spread of the germs to their near and dear ones. This became very popular and was strictly adhered to during the covid-19 pandemic. People who were confirmed to have COVID-19, isolation was mandatory. Isolation is a health care term that means keeping people who are in-fected with a contagious illness away from those who are not infected. Isolation can take place at home or at a hospital or care facility. Special personal protective equipment will be used to care for these patients in health care settings. They are attended by well trained nurses and specialised doctors. And these people have to be in the PPE kits all through their presence in the hospital.

Fig. 5.3.2: Complete PPE Kit

Disposing off the PPE Kits

The PPE kits are worn by health workers and doctors who are attending to patients with highly infectious diseases and who are kept is isolation in order to arrest the spread. They have to wear it every time they go near the patient and have to remove it once their duty is over. Most of the PPE components are used for single use, however the face mask and goggles can be reused provided they are sanitised properly. The PPE kits have to be disposed off safely as they might have contaminants stuck to them and they may infect the healthy person if they are not discarded properly. The health workers may be all the more vulnerable to contact the disease.

5.3.3 Safe Workplace Practices

Every company has the provision of first aid box. As you have already read about the types of injuries that technicians can receive in their field of work, it is imperative for the companies to have appropriate first aid accessories.

The basic first aid supplies and accessories that a first aid box should have are:

Supplies and Accessories in the First Aid Box


Splint


Elastic wraps


Latex gloves


Adhesive tape


Tweezers


Blanket


Scissors


Wound cleaning agent


Triangular bandages


Gauze roller bandage


Adhesive bandages


Gauze pads


Antiseptic cleansing wipes


Burn cream or gel


Eyewash liquid

CPR Kit

Chemical hazards are caused by toxic materials, which are poisonous. And being poisonous in nature, they can either be fatal or cause serious damages in case the preventive actions are not taken on time. Now, the exposure to chemicals can be in 3 forms.

They can be:

- Inhaled (entering the body through nose)
- Directly in contact with skin
- Ingested (consumed)

The symptoms, in this case, will be:

- Seizures
- Partial or complete loss of responsiveness
- Burning sensation
- Stomach Cramping with bouts of excruciating pain
- Nausea
- Vomiting (and in times with blood-stains)

Now, where there are problem, their solutions come side by side. In such situations, the person giving first aid requires to be calm and take certain preventative actions.

Some of the essential actions are:

- Using insulated equipment
- Wearing protective clothing, goggles, masks, shoes and gloves
- Ensuring the place has enough ample ventilation

Remedial action

- The foremost thing that one should do is to provide immediate first aid. However, it is to be remembered that the victim should not be given any kind of fluid (water, milk) until doctors from Poison control unit gives a green signal.
- Aside from this, there are a few things a person can perform to the victim of toxic material exposure.
- Remove the victim from the toxic zone or vicinity
- Call for an ambulance

- Remove contaminated clothing
- Splash water in the eyes
- If ingested, do not try to make the victim puke (vomit)
- Wash their mouth with water

Fig. 5.3.3: CPR

- In case the victim's breathing has stopped, give CPR (Cardiopulmonary resuscitation)
- In case of burning due to toxic material, apply burn gel or water gel on that area.
- Avoid any cream based or oil based lotion or ointment
- Even though giving first aid is the right thing to do in the first place, it is also important to report the incident to their supervisor.

UNIT 5.4: Reporting Safety Hazards

Unit Objectives

By the end of this unit, the participants will be able to:

1. Discuss the process of reporting in case of emergency (safety hazards)
2. Understand methods of reporting hazards

5.4.1 Methods of Reporting Safety Hazards

Every organization, from every industry, has a standard reporting protocol, comprising the details of people in the reporting hierarchy as well as the guidelines to be followed to report emergencies. However, the structure of this reporting hierarchy varies between organizations, but the basic purpose behind the reporting procedure remains same.

The general highlights of the Organizational Reporting Protocol, commonly known as the 6Cs, are:

- Communicate First
  - The first source of information during emergency is the preferred source.
  - Crises situations are time-bound and hence it is important to communicate promptly.
- Communicate Rightly
  - Distortion of information due to panic must be avoided.
  - Proper, accurate information must be provided to concerned authorities and this can save lives.
- Communicate Credibly
  - Integrity and truthfulness must never be forgotten during emergencies.
- Communicate empathetically
  - One must wear the shoes of the victims while communicating emergencies.
- Communicate to instigate appropriate action
  - Communicating to the right authorities help in taking the necessary action.
- Communicate to promote respect
  - Communicating with the victims with respect help in earning their trust and thus eases the disaster management process.

Hazards and potential risks / threats can be identified and then reported to supervisors or other authorized persons in the following ways:

While identifying and reporting a hazard / potential threat / potential risk, one must describe the following:

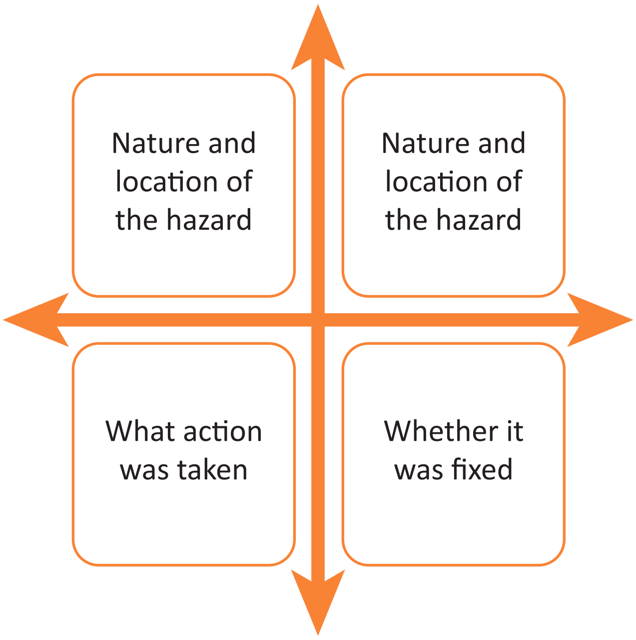

Fig. 5.4.1: Describing hazard matrix

Part A: To be completed by the Worker Details Required:

- Name of Worker
- Designation
- Date of filling up the form
- Time of incident / accident
- Supervisor / Manager Name
- Work Location / Address
- Description of the hazard / what happened (Includes area, task, equipment, tools and people involved)
- Possible solutions to prevent recurrence (Suggestions)

Part B: To be completed by the Supervisor / Manager Details Required:

- Results of Investigation (Comment on if the hazard is severe enough to cause an injury and mention the causes of the incident / accident)

Part C: To be completed by the Supervisor / Manager Details Required:

- Actions taken / Measures adopted (Identify and devise actions to prevent further injury, illness and casualty)

Action	Responsibility	Completion Date

Any job role and any occupation in this world have some hazards, in varying severity, associated with it. These are called Occupational Hazards. Occupational Hazard can be defined as "a risk accepted as a consequence of a particular occupation". According to the Collins English Dictionary, it is defined as "something unpleasant that one may suffer or experience as a result of doing his or her job". Occupational Hazards are caused by the following:

Hazard Report Form	
Name:	Date:
Location:	
Tool/Equipment:	
Description of the hazard:	
Suggested correction action:	
Signature:	
Supercisor's remarks:	
Corrective Action taken:	
Sinature of Supervisor:	Date:

Fig 5.4.2: Sample form of reporting hazards

UNIT 5.5: Waste Management

Unit Objectives

By the end of this unit, the participants will be able to:

1. Understand what is e-waste
2. Understand the concept of waste management
3. Explain the process of recycling of e-waste

5.5.1 Introduction to E-Waste

Electrical and electronic products are all around us. We can't imagine a world without these gadgets. Our life is indispensable without electricity and electronic devices. Growth in the IT and communication sectors has increased the usage of electronic equipment immensely. Frequent change on the technological features of electronic products is forcing consumers to discard their old electronic products very quickly, which, in turn, adds to e-waste to the solid waste pool. What this translates to is mountainous masses of electrical and electronic waste which has a high potential to pollute the environment. This growing menace of e-waste calls for a greater focus on recycling e-waste and better e-waste management.

E-waste means electrical and electronic equipment, whole or in part discarded as waste by the consumer or bulk consumer as well as rejects from manufacturing, refurbishment, and repair processes. E-waste usually is made up of usable and non-usable material. Some of the waste if left unattended will be destructive to the environment. E-waste is made up of hazardous substances like lead, mercury, toxic material, and gases.

There are many companies these days who are engaged in the collection, handling, and disposal of this e-waste in a safer and more secure place to protect the environment.

5.5.2 What is E-Waste?

The amount of e-wastes comprising computers and computer parts, electronic devices, mobile phones, entertainment electronics, refrigerators, microwaves, TV, fridges, and industrial electronics that are obsolete or that have become unserviceable is growing. All these electronic devices contain plastics, ceramics, glass, and metals such as copper, lead, beryllium, cadmium, and mercury and all these metals are harmful to humans, animals, and the earth. Improper disposal only leads to poisoning the Earth and water and therefore all life forms. Our effort is meant to preserve the environment and prevent pollution by proper handling of e-waste. While it will take a lot of effort to educate people to dispose of such wastes in the right way, we are doing our part by providing a channel to collect e-wastes and dispose off them in a sustainably safe manner. We convert waste to usable resources.

The electronic industry is not only the world's largest industry but also a fast-growing manufacturing industry. It has been instrumental in the socio-economic and technological growth of the developing society of India.

At the same time, it poses a major threat in the form of e-waste or electronics waste which is causing harmful effects on the whole nation. e-waste is creating a new challenge to the already suffering Solid waste management, which is already a critical task in India.

5.5.3 Electronic Goods/gadgets are Classified Under Three Major Heads

White goods: Household appliances,

Brown goods: TVs, camcorders, cameras etc.,

Grey goods: Computers, printers, fax machines, scanners etc.

The complete process is carried out as per the government guidelines.

5.5.4 E-waste Management Process

- Collection of e-waste from all the electronic stores, manufacturing companies, etc.
- Transport of e-waste to the disposal units
- Segregation of e-waste at the disposal unit
- Manual dismantling of e-waste to segregate components into various types such as metal, plastics and ceramics
- Convert into raw material (recycle and reuse)
- Supply recovered raw material to processors and electrical/electronic industries
- Dispatch hazardous e-waste for safe disposal

Waste management is carried out to ensure that all types of waste and garbage are collected, transported, and disposed of properly. It also includes recycling waste so that it can be used again.

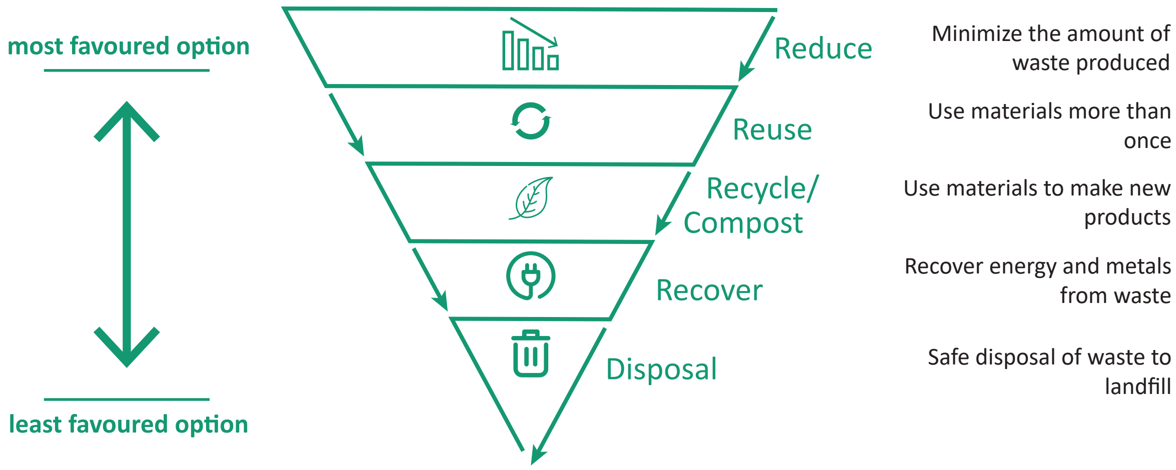

Fig. 4.5.1: E-waste Management Process

Scan the QR codes or click on the link to watch the related videos

youtu.be/dq7bBZUFR14

E-Waste Recycling and Management

5.5.5 Recyclable and Non-Recyclable Waste

Recyclable waste is renewable or can be reused. This means that the waste product is converted into new products or raw material, like paper, corrugated cardboard (OCC), glass, plastics containers and bags, hard plastic, metal, wood products, e-waste, textile, etc

Recycling not only conserves important areas in our landfills but also assists decrease greenhouse gas emissions.

Contrary to this, Non-recyclable waste cannot be recycled and cause a major threat to the environment.

The following items cannot be recycled:

Shredded paper, aerosol cans, paper coffee cups, milk and juice cans, used baby diapers, and bottle caps.

Recycling is one of the best ways to have a favorable influence on the world where we live.

Recycling will greatly help us to save both the environment and us from pollution. If we take immediate action, we can control this, as the quantity of waste we are accumulating is increasing all the time.

5.5.6 Colour Codes of Waste Collecting Bins

Waste collecting bins colour code

India's urban population of 429 million citizens produce a whopping 62 million tonnes of garbage every year. Out of this, 5.6 million tonnes is the plastic waste, 0.17 million tonnes is the biomedical waste, 7.90 million tonnes is hazardous waste and 15 lakh tonnes is e-waste.

According to an estimate, 40% of municipal waste in the city is 'wet' waste, which can easily be composted and used as manure. Nearly 30% of the municipal waste comprises of plastic and metal, which can be sent to an authorized dealer for recycling, and about 20% of it is e-waste, from which precious metals can be taken apart and recycled. However, out of the total municipal waste collected, 94% is dumped on land and only 5% is composted. To gather the garbage two color bin system was suggested. Green bin for wet waste and blue for dry waste. However, there is a drawback in that system. People do through the sanitary napkins and children's diaper along with wet waste causing the contamination of things. Hence the government has come up with three colored garbage collection bins.

1. **Green Bin**

   The green coloured bin is used to dump biodegradable waste. This bin could be used to dispose off wet/organic material including cooked food/leftover food, vegetable/fruit peels, egg shell, rotten eggs, chicken/fish bones, tea bags/coffee grinds, coconut shells and garden waste including fallen leaves/twigs or the puja flowers/garlands will all go into the green bin.

2. **Blue bin**

   The blue coloured bin is used for segregating dry or recyclable left over. This category includes waste like plastic covers, bottles, boxes, cups, toffee wrappers, soap or chocolate wrapper and paper waste including magazines, newspapers, tetra packs, cardboard cartons, pizza boxes or paper cups/plates will have to be thrown into the white bin. Metallic items like tins/cans foil paper and containers and even the dry waste including cosmetics, hair, rubber/thermocol (polystyrene), old mops/dusters/sponges.

Fig. 4.5.2: Waste Collecting Bins

3. **Black bin**

   Black bin, make up for the third category, which is used for domestic hazardous waste like sanitary napkins, diapers, blades, bandages, CFL, tube light, printer cartridges, broken thermometer, batteries, button cells, expired medicine etc.

5.5.7 Waste Disposal Methods

- Incineration: Combusting waste in a controlled manner to minimize incombustible matter like waste gas and ash.
- Waste Compaction: Waste materials are compacted in blocks and are further sent away for recycling.
- Landfill: Waste that can't be recycled or reused can be thinly spread out in the low-lying areas of the city.
- Composting: Decay of organic material over time by microorganisms.
- Biogas Generation: With the help of fungi, bacteria, and microbes, biodegradable waste is converted to biogas in bio-degradation plants.
- Vermicomposting: Transforming the organic waste into nutrient-rich manure by degradation through worms.

5.5.8 Sources of Waste

1. **Construction waste –** waste coming from construction or demolition of buildings.
2. **Commercial waste-** waste from commercial enterprises
3. **Household waste-** garbage from households is either organic or inorganic
4. **Medical or clinical waste -** wastes from the medical facilities- like used needles and syringes, surgical wastes, blood, wound dressing
5. **Agricultural waste-** Waste generated by agricultural activities that include empty pesticide containers, old silage packages, obsolete medicines, used tires, extra milk, cocoa pods, wheat husks, chemical fertilizers, etc.
6. **Industrial waste-** The waste from manufacturing and processing industries like cement plants, chemical plants, textile, and power plants
7. **Electronic waste-** The defective, non-working electronic appliances are referred to as electronic waste. These are also called e-waste. Some e-waste (such as televisions) contains lead, mercury, and cadmium, which are harmful to humans and the environment
8. **Mining waste-** chemical gases emitted in mine blasting pollutes the environment. And the mining activity greatly alters the environment and nature.
9. **Chemical waste-** waste from the chemical substance is called chemical waste.
10. **Radioactive waste-** radioactive waste includes nuclear reactors, extraction of radioactive materials, and atomic explosions.

5.5.9 Source of Pollution

All these above-mentioned waste also adds to environmental pollution.

The contaminants that cause detrimental change to the environment are called pollution. It is one of the most serious problems faced by humanity and other life forms on our planet. The earth's physical and biological components have been affected to such an extent that normal environmental processes could not be carried out properly.

5.5.10 Types of Pollution

Types of Pollution	Detail/Pollutants involved
Air pollution	• Solid particles and gases mixed in the air cause air pollution • Pollutants: emissions from the car, factories emitting chemical dust, and pollen
Water pollution	• Water gets polluted when toxic substances enter water bodies such as lakes, rivers, oceans, and so on. They get dissolved in it and cause it unfit for consumption. • Pollutants that contaminate the water are discharges of untreated sewage, and chemical contaminants, release of waste and contaminants into surface
Soil pollution	• It is the presence of toxic chemicals (pollutants or contaminants) in soil, in high enough concentrations to pose a risk to human health and/or the ecosystem • Sources of soil pollution include metals, inorganic ions, and salts (e.g. phosphates, carbonates, sulfates, nitrates),
Noise pollution	• Noise pollution happens when the sound coming from planes, industry or other sources reaches harmful levels • Underwater noise pollution coming from ships has been shown to upset whales' navigation systems and kill other species that depend on the natural underwater world
Light pollution	• Light pollution is the excess amount of light in the night sky. • Light pollution, also called photo pollution, is almost always found in urban areas. • Light pollution can disrupt ecosystems by confusing the distinction between night and day.

UNIT 5.6: Organizations' Focus on the Greening of jobs

Unit Objectives

By the end of this unit, the participants will be able to:

1. Understand the concept of ESG
2. Explain the different factors of ESG

5.6.1 What is ESG?

The ESG is the short form of environmental, social, and governance. ESG guidelines are used to evaluate businesses on how well they control emissions, governance, human rights, and other factors of their business.

Several companies audit these companies for ESG compliance. They will let the companies know how well the ESG policies are implemented in their company hat let companies know how well their ESG policy is working.

Every business enterprise is deeply intertwined with Environmental, Social, and Governance (ESG) issues. ESG has been looked at seriously by the corporate, government establishments and stakeholders.

ESG is important as it creates high value, drives long-term returns, and global stakeholders are paying attention to the topic.

ESG is said to have created high value, and focuses on long-term returns, and stakeholders are focusing more on this concept.

5.6.2 Factors of ESG

Several factors are used to determine how well a business is doing in maintaining its ESG policies. For creating the ESG Policy, thorough knowledge of these factors are critical.

The factors are divided into three categories; environmental, social, and governance. Knowing about these factors come a long way in designing the effective ESG policy.

Environmental

Environmental factors relate to a business's impact on the environment. Examples include:

- Usage of renewable energy
- Effective waste management
- Policies for protecting and preserving the environment

Social

Social factors relate to the people of the organization. How they are treated in the organization is what it focuses on. The major entities are the stakeholders, employees, and customers. Examples include:

- diversity and inclusion
- proper work conditions and labor standards
- relationships with the community

Governance

Governance factors relate to the company policies for effectively running it. They include:

- tax strategies
- structure of the company
- relationship with stakeholders
- payments to the employees and CEO

Every factor is important and matters a lot to the overall rating of the company in ESG compliance. Ignoring one aspect in favor of another can affect the rating and in turn the reputation of the company.

The companies make a clear communication about these policies to all the employees, and to the public, they should mention what their various activities are that will protect the environment, people, and the governing factors.

Summary

- Every organization is obligated to ensure that the workplace follows the highest possible safety protocol.
- Every employee is obligated to follow all safety protocols put in place by the organization
- The medical attention that is given at the first instance before seeking professional medical help is called "First Aid".
- Every company has the provision of first aid box.
- Chemical hazards are caused by toxic materials, which are poisonous.
- Any job role and any occupation in this world have some hazards, in varying severity, associated with it. These are called Occupational Hazards.
- Time management is the process of organizing your time, and deciding how to allocate your time between different activities.
- Giving committed service to customers every time and on time is very crucial for the success of the brand.
- An escalation matrix is made up of several levels of contact based on the specific problem at hand.
- Key Performance Indicators or KPI is used to evaluate the success of an employee in meeting objectives for performance.
- Managing emotions in the workplace is very important. We cannot overreact under emotional stress.
- The one-on-one, face-to-face communication with each member of the team will give the manager the chance to read their emotions and the expression on their face.
- E-waste means electrical and electronic equipment, whole or in part discarded as waste by the consumer or bulk consumer as well as rejects from manufacturing, refurbishment, and repair processes.
- Recycling is one of the best ways to have a favourable influence on the world where we live.
- The ESG is the short form of environmental, social, and governance. ESG guidelines are used to evaluate businesses on how well they control emissions, governance, human rights, and other factors of their business.

Exercise

Multiple-choice Questions

1. The medical attention that is given at the first instance before seeking professional medical help is called ____________________.

   a. First Aid　　b. Hospitalisation

   c. CPR　　d. None of the above

2. A wound must be cleaned with soap and ________________________ water.

   a. Cold　　b. Luke warm

   c. Hot　　d. None of the above

3. ____________________ cream or solution must be applied to the wound to reduce the risk of infection.

   a. Antiseptic　　b. Moisturing

   c. Ice　　d. None of the above

4. _______________ are caused by toxic materials, which are poisonous.

   a. Chemical hazards　　b. Physical hazards

   c. Ergonomic hazards　　d. Noen of the above

5. CPR is ________________________.

   a. Cardio Pulmonary Resuscitation　　b. Cardio Pulmonary Restriction

   c. Central Pulmonary Resuscitation　　d. Cardio Pulsive Resuscitation

Answer the following:

1. What is ESG?
2. What are the special evacuation requirements for specially abled persons.
3. Explain the first aid steps for burns.
4. Explain the benefits of time management.
5. What is Maslow's Hierarchy of Needs?

Notes

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Scan the QR codes or click on the link to watch the related videos

https://youtu.be/IsgLivAD2FE	https://youtu.be/qzdLmL4Er9E
How to properly wash your hands	How to give CPR to an Adult, a Child or an infant

6. Communication and Interpersonal Skills

Unit 6.1 - Interaction with Supervisor, Peers and Customers

TEL/N9102

Key Learning Outcomes

By the end of this module, the participants will be able to:

1. Understand what is communication and the importance of communication in the workplace
2. Understand effective communication and communicate effectively for success
3. Discuss types of communication -verbal and non-verbal
4. Communicate at workplace
5. Communicate effectively with superiors
6. Communicate effectively with colleagues and customers using different modes viz face-to face, telephonic and email communication
7. Understand the hurdles for effective communication
8. Conduct professionally at work place
9. Respect differences in gender and ability
10. Communicate effectively with person with disabilities
11. Respect for disable people

UNIT 6.1: Interaction with Supervisor, Peers and Customers

Unit Objectives

By the end of this unit, the participants will be able to:

1. Understand the importance of communication
2. Understand types of communication

6.1.1 Why is Communication Important?

- Communication Skills are more important than ever, for all fields of endeavor.
- Whatever the role a person is holding in the organization, having a firm grasp of effective communication will undoubtedly be a key role in the individual's as well as the organization's success
- Oftentimes, people with excellent technical skills don't get promoted to higher roles because of their inability to communicate effectively
- Hence one fundamental skill everybody should be proficient along with the technical skill is Communication Skills
- Effective communication help us to build rapport with the customer both internal and external and help us resolve issues and conflicts easily and quickly.

6.1.2 What is Communication?

- Communication is the process of sending and receiving information among people.
- It is imparting or exchanging of information by speaking, writing, or using some other medium
- The purpose of communication is to convey your thoughts and opinions to others.
- Communication is said to be successful only when both the sender and the receiver perceive it in the same way.
- In your personal and professional life, you would be communicating with the following people-
    - Colleagues
    - Customers
    - Friends
    - Parents
    - Relatives

6.1.3 Effective Communication

Effective communication is the process of delivering messages to a target audience in a way that guarantees satisfactory reception and understanding. If the communication is effective, both the sender and the receiver will share the same information at the end of the process. Effective communication is about more than just exchanging information. It's about understanding the emotion and intentions behind the information

6.1.4 Effective Communication for Success

Effective Communication is critical to a business's success. From top to bottom, among colleagues, from subordinates to superiors, and from the organization to the outside, several messages are delivered daily. All the people must communicate these messages properly. Content, language, remarks, tone of voice, and non-verbal communication are elements that affect the effectiveness of messages

Clear and effective communication will

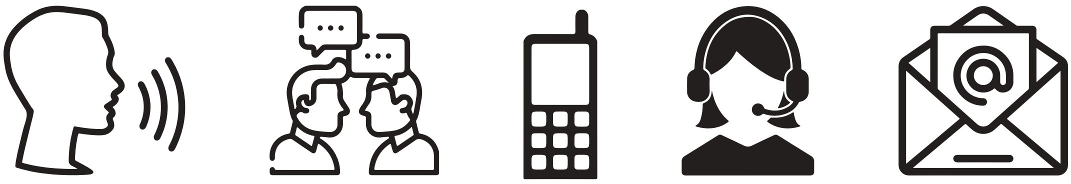
- Increase customer satisfaction
- Bring more business to the company
- Increase productivity among team members

6.1.5 Types of Communication

Communication has been divided into two types:-

- Verbal Communication
- Non-Verbal Communication

Verbal communication takes place when people exchange words with each other, either spoken or written. It includes the choice and use of words and language to convey a message. Examples of verbal communication are face-to-face conversation, telephonic conversation, and a speech or presentation.



Speech | Face to face communication | Phone conversation | Voice chat over internet | Newspapers, e-mails, etc.

Speech has certain characteristics which will affect the message that is being spoken:

- Volume – loud speech may sound bossy, very quiet speech cannot be heard.
- Tone – use warm tones without sounding over-friendly. Cool tones are very unwelcoming.
- Pace – fast speech is not easy to follow. Speak at a reasonable pace so that the other person has a chance to understand.

Scan the QR codes or click on the link to watch the related videos

https://youtu.be/8v60jWtecrQ

Effective Telephone Tips from Successfully Speaking

youtu.be/K5qQ77cmNPs

Types of Communication?

Correct body language also plays an important role in effective communication. For example, a warm smile accompanying 'Have a nice day' or looking directly at the person who is being spoken to give a positive image of the organisation.

Non –Verbal Communication

Non-verbal communication includes the overall body language of a person. There are two kinds of non-verbal communication:

1. **Signs and symbols:** for example pictures, or notices, or signboards, or even photographs, sketches and paintings. Here are some examples of different signs and symbols:

2. **Gestures and expressions:** hand signs, facial expressions, body postures or body language that can help to convey a message. You can learn to communicate better with others if you learn to recognise some of these.

   Facial expressions - A smile or a frown

   Gestures - movements of hands and body to help explain or emphasize the verbal message

   Body posture - how we stand or sit. Maintain a good posture. When you are talking to a colleague or guest, remember to stand up straight, look professional and be positive. Do not slouch, lean against something or fidget with equipment or your hands.

   Orientation - whether we face the other person or turn away

   Eye contact - whether we look at the other person and for how long

   Proximity - the distance we are from a person

   Head nods - for encouragement, indication of agreement or disagreement

   Appearance - dress and grooming

   Non-verbal aspects of speech - tone and pitch of voice

These non-verbal clues are important as they can be used to improve the quality of communication. They can be used to reinforce any verbal communication; for example, leaning forward and looking at the person you are speaking to and smiling naturally. Your expressions, posture and appearance must be appropriate and should tell the guest that you are professional, competent and willing to help.

6.1.6 Communication at Workplace

In every situation, while interacting with people, we make use of both verbal and Non-Verbal Communication. It is the key to the success of any organization. Be it communication with customers, supervisors, or peers. In today's scenario having technical skills alone is not enough to get the work done, but communication skill is also equally important. Completing the task must require the support of the whole team, and without proper communication, it cannot happen. Effective Communication helps managers to perform their jobs and responsibilities and it serves as a foundation for planning.

6.1.7 Communication with Supervisors

Effective and open communication within a team will build a common purpose among team members that will allow them to reach their goals. Team leaders know that group communication enhances organizational efficiency. The team members should always follow the communication guidelines. Some of the points to remember while interacting with supervisors:

1. Be aware of the communication guidelines of the organization.
2. Understand and interpret clearly, the work requirements from the supervisor.
3. Keep the supervisor informed about the progress of the task assigned.
4. Participate in all the discussions which call for decision-making, and provide facts and figures
5. Give/ accept suggestions during the discussions.
6. Accept the feedback positively and work towards rectifying errors if any. Make sure the same mistakes are not repeated.

6.1.8 Communication with Colleagues & Customers

- The main responsibility is to handle customers' concerns
- Interaction with colleagues/peers is also equally essential and it enhances productivity in the workplace.
- Be polite in speaking to your peers at the office.
- Value other people's time as much as you value your own.
- Before you begin discussing something, ask your coworker if it is the right time to talk, and give a true picture of how much time you expect to take. Always start the conversation
- Communication with colleagues/customers can be through face-to-face, telephonic, or email.
- Keeping a few points in mind while communicating will make the interaction pleasant and fruitful.

Scan the QR codes or click on the link to watch the related videos

youtu.be/wnzwgExFRR4

Communication with Customer and Colleagues

6.1.9 Face-to-face Communication

This is an important medium of oral communication, wherein two or more persons talk to each other and see each other physically. This form of communication is direct or straight. Things to remember while you are communicating face to face

1. Adjust the tone of voice, don't be too loud
2. Make eye contact
3. Use appropriate language
4. Maintain adequate distance
5. Acknowledge, nod during interaction
6. Use appropriate non-verbal gestures to communicate with persons with disabilities

Benefits of face-to-face communication

- Instant feedback
- Information conveyed clearly
- Build rapport

6.1.10 Telephonic Communication

Another widely adopted mode of communication is through the telephone. This is the person-to-person conversation where nobody sees others but hears each other and interacts instantly. Nowadays mobile phones are becoming more popular along with landlines as a mechanical media of oral communication.

The following suggestions are recommended to follow while making telephone calls-

1. Make the call at the appropriate time
2. Provide details about your identity like name, company, department, etc.
3. Discuss the purpose of the call
4. Think about the tone of your voice
5. Listen carefully
6. Speak clearly
7. If you don't understand something, ask
8. Use please, thank you, sorry wherever necessary
9. Follow the organization's policies and procedures while interacting on the telephone.

6.1.11 Email Communication

Email or Electronic mail is a method of exchanging messages using electronic media. The official or business communication between colleagues or inter-department communication usually happens through email. The advantage of email is you can send communication to many people at the same time.

Points to remember in email communication

1. Be clear and concise
2. Keep the content short and to the point

3. Avoid using jargon and short forms
4. Re-read the message, before sending it for grammar and spelling mistakes
5. The subject line should describe the main mail content
6. Use readable font size (don't keep it too small)
7. Add signature at the bottom of the mail body
8. Check the attachments for viruses before sending

6.1.13 Importance of Timely Completion of Tasks

Time is a major factor that evaluates the success or failure of a project. Even when the whole team has done a wonderful job and produced high-quality results, with half the cost allotted to the project, everything will be a waste if it was not delivered on time. Any deviation from the timeline will call for a penalty and sometimes may result in losing the project and eventually the customer. so adhering to the timeline is important when it comes to any organization who are into products and services.

Benefits of adhering to timelines:

1. Increased and improved customer satisfaction
2. Increased productivity and efficiency of the individual
3. Team feels motivated
4. Sense of adhering to the SLA's and Standard Operating Procedures
5. Shows the commitment toward the work and the organization
6. Good word of mouth from the customers

6.1.14 Standard Operating Procedure

A Standard Operating Procedure (SOP) is a standardized process that outlines a set of detailed instructions to help workers perform complex tasks properly and safely. The main objective of standard operating procedures is to develop an effective quality system and comply with industry- specific regulations and standards. Failure to follow SOPs can cause significant errors in operations and services.

For a mobile repairing center, the SOP defines the different process of operations, namely handling customer, repairs, sales and interaction among the staff within the repair center.

SOP also clearly defines the responsibility of each and every designated person in the organisation and what is expected from them. It further defines what the various levels of engineers will handle with respect to the handsets coming for repair.

The escalation matrix specifies how the different levels escalate the issue to the next level and adhere to the timelines for repair and communication to the customer.

SOP is created keeping in mind the customer satisfaction as a main motive.

Each and every person in the organisation is expected to read the SOP thoroughly and work accordingly. Because every customer when they go for purchasing a product, one of the main things they see is the post-sales Support. If they find the brands deliver good service support then they don't mind even spending few extra moneys.

6.1.15 Escalation Matrix

Escalation matrix is made up of several levels of contact based on the specific problem at hand. This is being followed by all who are working on that product and have to adhere to the service guidelines. And the problem has to be closed at a minimum turnaround time, and for any reason the repair is taking time proper reason has to be mentioned and notified to all the people concerned including the customer.

6.1.16 Escalation Mechanism

Customer service is a very important aspect of a typical service industry. Giving committed service to customers every time and on time is very crucial for the success of the brand. In recent times, customers do research on how the after-sales support of a product is, and based on that rating they will decide which brand to buy. If the customer service is not good, they will not go for that product even though the product is very good. Hence customer service is a second important aspect of a product and services organization.

For electrical home appliances, the customer logs a complaint and the service engineer is sent to the site for looking into the problem and repairing.

For electronic devices like mobile phones and tablets, the customer is expected to take the product to their service center to get it checked and repaired.

The resolution time matters a lot, as mobile phones have become an indispensable device for people. Their business cannot function without that. Hence too much downtime is also not good. Once at the service center, the technicians at L1 level look for the problem and try to resolve it. If it's beyond their area of resolution the same is escalated to the next level. Every organization has Standard Operating Procedures clearly state the workflow for the repair of the smart phones. Every individual working there must be aware of the same and adhere to the deadline for faster service and enriched customer satisfaction.

6.1.17 Escalation through CRM

Customer Relationship Management is a software, through which most of these companies who are into customer service, manage their customers. The customer details are entered in the system and also the services which are logged against a particular customer. This is the automated system, which takes a particular action after a period of time. For example, if a service request is assigned to an engineer for rectifying a problem of a client, and if the engineer does not update the status of the service in the system within a specified period of time, the problem is automatically escalated to the next level for resolution. Then the new engineer who is responsible for resolving pick it and try to find a solution. This system helps to maintain a track of a particular problem and the current status which will help the organization in effectively managing the customer queries. The complete escalation route is mentioned in the SOP and the same is implemented through the CRM software. This eases the manual escalation procedure which is time consuming and slow.

6.1.18 Escalation Issues at Work

Whether an issue arises among team members or with customers, sometimes the severity of the circumstance requires an escalation to manage-ment. Understanding how to approach an escala-tion can help you better find a solution when con-flicts arise. We explore what it means to escalate an issue in the workplace and provide tips for how to do so successfully.

What does it mean to escalate an issue at work?

Escalating an issue in the workplace is the process of bypassing those involved by contacting upper/ senior management. It involves raising awareness of the context to the right people in order to resolve a chal-lenging situation. Typically, escalation occurs when there is an issue that the current staff working on the problem can't resolve and requires assistance from those with more authority and resources

When should you escalate an issue at work?

Deciding when to escalate an issue depends on the amount of risk it can bring to the company. Because escalating an issue can lead to difficult meetings and cause disruptions in work, you should reserve them for issues that truly require escalation. You can often avoid escalating an issue by solving the problem with the individual first.

However, some issues require support from those with higher authority. Consider escalating an issue at work when:

- You have already tried other strategies but that did not work.
- Resolving may incur additional cost to the company or the customer, while rectifying the
- problem.
- Because of the non-availability of certain parts the repair work is taking longer than usual.
- The engineer broke another part while repairing a part. So escala-tion is required to get the approval to replace the broken part by the company.

6.1.19 Hurdles for Effective Communication

Following are factors contribute to communication not being effective.

Stress and out-of-control emotion. When you are stressed or emotionally disturbed, you're more likely to misread other people and send confusing non-verbal signals. Calm down before continuing the conversation.

Lack of focus. You can't communicate effectively when you're multitasking. If you're checking your phone, planning what you're going to say next, or daydreaming, you're almost certain to miss nonverbal cues in the conversation. To communicate effectively, you need to avoid distractions and stay focused.

Inconsistent body language. Nonverbal communication should support what is being said, not contradict it. If you say one thing, but your body language says something else, your listener will likely feel that you're being dishonest. For example, you can't say "yes" while shaking your head no.

Negative body language. If you disagree with or dislike what's being said, you might use negative body language to ignore the other person's message, such as crossing your arms, avoiding eye contact, or tapping your feet. You don't have to agree with, or even like what's being said, but to communicate effectively and not put the other person on the defensive, it's important to avoid sending negative signals.

6.1.20 Professional Conduct

There are six basic rules to be followed for professional conduct:

- **Be on time:** Being late impedes a company's operations and demonstrates a lack of consideration of the time concerns of others. If you are constantly late for work, meetings, or are always late with your reports and other tasks; it demonstrates to others that you are probably not executive material because you disregard the value of time.
- **Be discreet:** Keep company secrets such as new product designs, sales figures or any other confidences to yourself.
- **Be courteous, pleasant, and positive:** No matter how demanding your clients, customers, co-workers or employees might be; always remain upbeat and positive. Projecting a positive company image has the same effect.
- **Be concerned with others, not just yourself:** Finding out a customer or client's point of view naturally helps you get ahead in any industry. Concern for others should include your superiors, co-workers and subordinates as well.
- **Dress appropriately:** Dress to be comfortable in your environment. Dressing poorly or too casually does not convey a good image, neither does overdressing, which breeds suspicion and mistrust, and will be seen as inappropriate.
- **Use proper written and spoken language:** People who can express themselves clearly are at an advantage. This goes beyond using good grammar, proper spelling, and appropriate diction in all your communications; you should also speak and write to the point.

6.1.21 Respect Gender Differences

In any business, be it a small company to a big corporate, the workforce is a mix of both genders. The ratio of men vs. women varies from 70:30 or 60:40. Studies show that business teams with an equal gender mix perform significantly better than male-dominated teams when it comes to both sales and profits. No two women or men are alike and yet at the same time there are some work related traits that are gender specific. Both men and women approach their work in a different way and deal with many hurdles that come their way. Since they all share the same workspace every organization has devised a policy as to how they treat the opposite gender at the workplace and what are the implications of any abuses

Some of the points to remember while interacting with female colleagues

1. Treat them with respect
2. Support them in case they approach you
3. Value their opinion and suggestions
4. Involve and include the opposite gender in all the discussions

6.1.22 Communication with Disabled Person

A disability is any condition that makes it more difficult for a person to do certain tasks or interact with the people around them (socially or materially). These conditions, or defects, may be cognitive, developmental, intellectual, mental, physical, sensory, or a combination of multiple conditions. Defects may be present from birth or can be acquired during a person's lifetime. Often, disabled people are excluded from full participation in any activity.”

But things are changing; every organization has allotted some percentage of employees from this section of the society. They are also allowed to exhibit their skills in a few jobs which they can perform without putting their life at risk

General tips for communication with disabled people

1. Speak to them as you would speak to anyone else in a soft and low tone.
2. Respect the person first, not their disability. For example, use the term 'a person with disability' rather than 'a disabled person'.
3. Do not use phrases such as 'suffers from' and 'crippled' rather the phrase should be 'people who use a wheelchair' rather than 'wheelchair bound.
4. Don't drag or push a person's wheelchair, and don't move their crutches or walking stick without their permission. It has to be in their personal space.
5. When talking to a person who is in a wheelchair, try to sit in such a way you could reach their eye level. This would not strain them much, to lift their head and talk.

6.1.23 Communicating with People with a Hearing Impairment

Keep these points in mind while interacting with people with a hearing problem

1. Draw the person's attention before you speak. Give a gentle tap on their shoulder, a wave of some other visual signal to the person's attention
2. Stand in front of the person and maintain eye contact
3. Don't cover the mouth while talking. They can figure out what is being said by just looking at the lip movement
4. Speak at a normal pace don't speak fast or slow
5. Choose the words wisely
6. Use short sentence
7. Be gentle while speaking don't raise the tone

6.1.24 Respect People with Disability

Learn the proper way to act and speak around someone with a disability.

1. Do not use offensive or derogatory words like 'handicapped', 'crippled', and retarded etc.
2. Don't criticize or blame them. Don't shout at them or use abusive language
3. Talk slowly with a low tone. Pause while talking
4. Avoid excessive whispering, joking and laughing unnecessarily
5. Assuming things about them or their situation.
6. Don't make jokes about their condition or be sarcastic
7. Don't look down upon them because of their disability
8. Appreciate them for their efforts and work, and motivate them to perform better

6.1.25 Safety at Workplace for People with Disability

Disabilities of all types affect employees and can pose various mental or physical challenges. In many situations, a disability may impact the amount of time it takes for an employee to complete a task or get from one part of a facility to another. Some disabilities may be known while others remain unknown to an employer.

Health and safety legislation should not prevent disabled people from finding or staying in employment so it should not be used as an excuse to justify discrimination against them.

Disabled people and those with health conditions, including mental health conditions, should be given the opportunity to both get into and stay in work.

Responsibilities of an employer towards disabled people

The employer is responsible for the health, safety and welfare of all of their employees, whether they have a disability or not.

Disability is not always obvious so one might not realise a worker is disabled or they might choose not to tell you, particularly if their disability has no impact on their ability to do their job.

Workers do not have to tell anybody unless they have a disability that could foreseeably affect the safety of themselves or anyone else connected to their work. If they do not reveal and there are no obvious indicators of any disability, then the organization are not under any obligation to make workplace adjustments.

Periodically, consult with the employees (whether directly or through their representatives) on issues relating to health and safety. These discussions reflect good safety practice because employees have day-to-day understanding of the job, so they are likely to have good ideas on keeping themselves and others safe.

6.1.26 Workplace Adaptations for People with Disability

Few changes in the workplace to make it a safe place for the disable people will go a long way in the employee satisfaction for an organisation.

Workplace Adaptations

Workplace should be easily accessible for these people with special needs. One major compliance concern deals with accessibility. For example, if workplaces have been adjusted or created more accessible entrances and exits to their facilities, allowing more independence for persons in wheelchairs, would be a great idea. Other subtle changes may include the width of bathroom stalls, hand rails inside the stalls and long ramps instead of stairs. The path of travel that employees take should never be obstructed; there should be no barriers to prevent someone from getting to safety in an emergency.

Workstations easily can be adapted to follow this universal design. Many companies now use slide- out keyboard trays and monitors on swinging arms to allow employees to adjust to their needs.

Desks can accommodate wheelchairs in place of regular chairs, and general work spaces can be lowered to allow easier access. The main goal is to remove all barriers and allow everyone to concentrate more on completing their tasks.

The biggest challenge with universal design is accommodating the multitude of challenges that different disabilities present. Not all disabilities are the same, and not all will present the same challenges for employees. Some employees may have issues with their right hand while others have issues with their left. For some, it may involve not being able to stand or sit. Some may need low lighting, while others need bright lighting. Designing a facility to accommodate all is always going to be a challenge.

Complying with government guidelines can be more difficult in regards to employees with disabilities. This difficulty lies with ensuring that employees are aware of all hazards in the workplace. Multiple disabilities will create multiple reasons that may keep employees from recognizing hazards. Employees with impaired vision, for example, must have other means of identifying hazards. This may be remedied with audible alarms or touch-activated devices that warn employees not to go in an area. Other employees may have difficulties reading and may benefit from shapes or colors to further identify hazardous areas. For workers who lack hearing ability, employers can utilize signs to demonstrate hazards or use flashing strobes to identify when employees need to evacuate an area and head to safety.

Every organization has to make few adaptations in order to make it a better place to work even for people with disabilities. It should provide an environment where they feel they are safe and can carry out their work rather than worrying about their safety.

Summary

- Communication Skills are more important than ever, for all fields of endeavour. Oftentimes, people with excellent technical skills don't get promoted to higher roles because of their inability to communicate effectively
- Communication is the process of sending and receiving information among people.
- Effective communication is the process of delivering messages to a target audience in a way that guarantees satisfactory reception and understanding.
- Communication has been divided into two types – Verbal ad Non Verbal
- Verbal communication takes place when people exchange words with each other, either spoken or written.
- Non-verbal communication includes the overall body language of a person.
- Email or Electronic mail is a method of exchanging messages using electronic media.
- Telephone communication is the person-to-person conversation where nobody sees others but hears each other and interacts instantly.
- In any business, be it a small company to a big corporate, the workforce is a mix of both genders. The ratio of men vs. women varies from 70:30 or 60:40.
- A disability is any condition that makes it more difficult for a person to do certain tasks or interact with the people around them (socially or materially). These conditions, or defects, may be cognitive, developmental, intellectual, mental, physical, sensory, or a combination of multiple conditions.

Exercise

Multiple-choice Questions

1. Add your ________________________ at the bottom of your mail.

   a. Signature　　b. Address

   c. DOB　　d. None of the above

2. Being ____________________ impedes a company's operations and demonstrates a lack of consideration of the time concerns of others.

   a. Late　　b. Courteous

   c. Appropriate　　d. Discreet

3. Be ____________________ in speaking to your peers at the office.

   a. Rude　　b. Polite

   c. Agreesive　　d. None of the above

4. _____________________ are movements of hands and body to help explain or emphasize the verbal message.

   a. Gestures　　b. Body posture

   c. Head nods　　d. None of the above

5. ____________________is the process of delivering messages to a target audience in a way that guarantees satisfactory reception and understanding.

   a. Active listing b. Effective communication

   c. Articulation d. None of the above

Answer the following:

1. What is communication?
2. How to communicate with people with hearing impairment?
3. What are the three points you will focus on when you talk to people face to face?
4. Explain the importance of gender sensetisation.
5. List the hurdles of effective communication.

Notes

सत्यमेव जयते
GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP

N·S·D·C
National
Skill Development
Corporation
Transforming the skill landscape

Skill India
कौशल भारत-कुशल भारत

Telecom
Sector
Skill
Council

7. Annexure

Module No.	Unit No.	Topic Name	Page No	Link for QR Code (s)	QR code (s)
1. Introduction to the Role of Field Sales Executive	UNIT 1.2: Telecom Industry and Its Sub-sectors	1.2.1 Introduction to the Telecom Sector in India	16	https://youtu.be/Cag-bcbivtM	Introduction to the Telecom Sector in India
	UNIT 1.2: Telecom Industry and Its Sub-sectors	1.2.1 Introduction to the Telecom Sector in India	16	https://youtu.be/0O8UoLcYYbI	Top Mobile Handset Players in India
		1.2.1 Introduction to the Telecom Sector in India	16	https://youtu.be/mcHW-EBh4Iw	Mobile Handset Industry
	UNIT 1.3: Roles and Responsibilities of a Field Sales Executive	1.3.1 Who is a Field Sales Executive?	16	https://youtu.be/wvFrZXmKW1o	Basic Sales Terminologies
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