Telecom Sector Skill Council

SCPwD
दिव्यांग व्यक्तियों के लिए कौशल परिषद्
Skill Council for Persons with Disability

Participant Handbook

Sector
Telecom

Sub-Sector
Handset

Occupation
Sales and Distribution - Handset Segment

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SCPwD Reference ID: PWD/TEL/Q2101, Version 4.0
NSQF Level : 3

In-Store Promoter
(Divyangjan)
For Locomotor Disability
For Low Vision

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Note: SCPwD
SCPwD has borrowed the qualification of In store Promoter from Telecom SSC
which is approved by NCVET in the 26th meeting of NSQC on 31st January 2023 (Link of MOM
https://ncvet.gov.in/wp-content/uploads/2023/05/MoM-26th-NSQC-held-on-31.01.-2023.pdf
And uploaded on NQR WWW.nqr.gov.in
The book caters to the job role aligned to the following disabilities as
per the NQR codes mentioned below:
LD - 2020/PWD/SCPWD/04061
LV - 2020/PWD/SCPWD/04060

> " 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: In-Store Promoter (Divyangjan) QP. No. TEL/Q2101, NSQF LEVEL 3

Date of Issuance: 30/12/2022

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Authorised Signatory
(Skill Council for Persons with Disability)

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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 InStore Promoters in the Telecom Sector. In-Store Promoter in the telecom industry is also known as In-Shop Promoter/Sales Representative/Retail Sales Representative/Sales Executive.

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

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

1. TEL/N2108: Perform Sales related Activities at the Store/Showroom
2. TEL/N2109: Sell Telecom Products and Services to Customers
3. TEL/N9101: Organise Work and Resources as per Health and Safety Standards
4. 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

Table of Contents

1. Role and Responsibilities of an In-Store Promoter

Key Learning Outcomes

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

1. State the objectives of the program and skills required for the job
2. Describe the mobile handset industry in India
3. List the top industry players in the mobile handset industry in India
4. Identify different types of customers
5. Illustrate the influences on the purchase decision of a customer
6. List the role, responsibilities and personal attributes of an In-Store Promoter
7. Explain the basic terms and concepts of the telecom industry in India
8. Elaborate on the concept of customer service
9. Practice customer service to promote sales and brand recall
10. Discuss the significance of maintaining the confidentiality of client information and know the areas where data confidentiality is a must

UNIT 1.1: Objectives of the Program

Unit Objectives ⊚

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

1. Discuss about the telecom industry in India
2. Explain the overview of the program
3. Discuss the necessary skills on which the participant will be trained

1.1.1 Overview of the Program

This program will facilitate an overview of:

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

Fig. 1.1.1: ISP interacting with a customer

1.1.2 Basic Skills

The skills that this program trains you on are:

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

Fig. 1.1.2: ISP at billing counter

Main Activities

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

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

1.1.3 Ground Rules

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

- Arrive and start on time.
- All participants are expected to participate in all phases of the workshop.
- Mobile phones of the participants should be switched off or in silent mode.
- Participants must adhere to the timelines. If the break given to the participants is of 15 minutes, then everybody has to be in the training room within those 15 minutes.
- All the doubts should be raised to the facilitator. They should not talk among themselves.
- Listen actively - respect others when they are talking.
- Learn and ask questions if you don't understand.

UNIT 1.2: Mobile Handset Industry in India

Unit Objectives 🎯

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

1. Outline the growth of the mobile handset industry in India
2. Explain the trends in the industry
3. List the top mobile handset players in India

1.2.1 An Overview of the Telecom Sector in India

Telecom Industry at a Glance

- In today's world, telecom services are the most important tool for socio-economic development.
- It is one of the prime support services needed for the rapid growth and modernization of various sectors of the economy.

Telecom in India

- In recent years, the Indian telecom industry has witnessed phenomenal growth.
- A conducive business environment, favourable demographic outlook, and the political stability enjoyed by the country have contributed to the growth of the industry.
- India achieved the distinction of being among the world's lowest call rates, the fastest sale of mobile phones, the cheapest mobile handset, and the most affordable colour phone.
- The Indian telecommunication sector has undergone significant policy reforms, beginning with the National Telecom Policy (NTP) 1994, which was subsequently re-emphasized and carried forward under NTP 1999.

1.2.2 The Mobile Handset Industry

India 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.

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, according to 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.

Fig. 1.2.1: Handset manufacturing unit in India

Another vital part of the survey is the increasing use of smartphones by the 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 in the urban areas are reaching 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 expected to grow tenfold in the coming year.

1.2.3 Trends in the Industry

1. **Multi-SIM Smart phones:** Multi-SIM Smart phones give you greater flexibility and a more comprehensive range of choices for using data, voice, and text services on different phone numbers. For example, you can assign one SIM card to be the primary SIM, which you use for data and voice, and assign the secondary SIM to only receive calls and text messages.

Fig. 1.2.2: Multi-SIM Smartphone

2. **Latest Operating System:** Changing the operating system is typically automated through a bootable disc but can sometimes require changes to the hard drive. Changing the Operating System can cause loss of data or even a temporary disabling of certain hardware components.
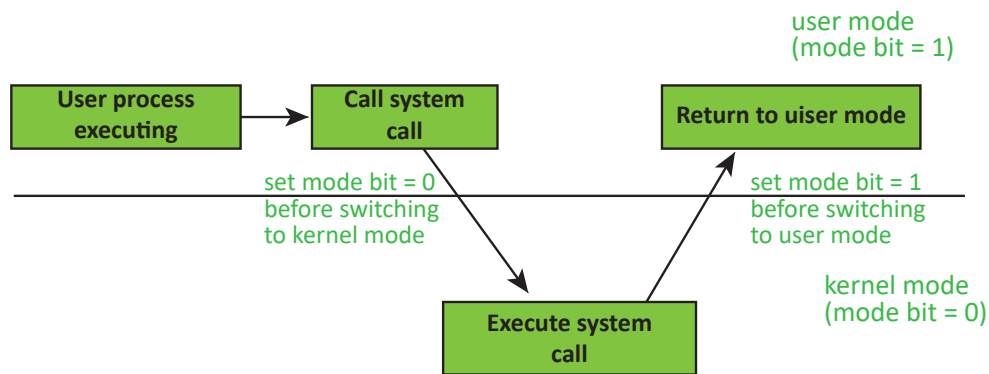
Fig. 1.2.3: Change in Operating System

3. **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.

Fig. 1.2.4: Mobile Phone Processor

4. **Near Field Communication:** Near Field Communication (NFC) technology allows users to make secure transactions, exchange digital content, and connect electronic devices with one touch. NFC transmissions are short-range (from a touch to a few centimetres) and require the devices to be in close proximity.

Fig. 1.2.5: Near Field Communication

1.2.4 Top Mobile Handset Players in India

India is 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.

India's Smartphone Market Share
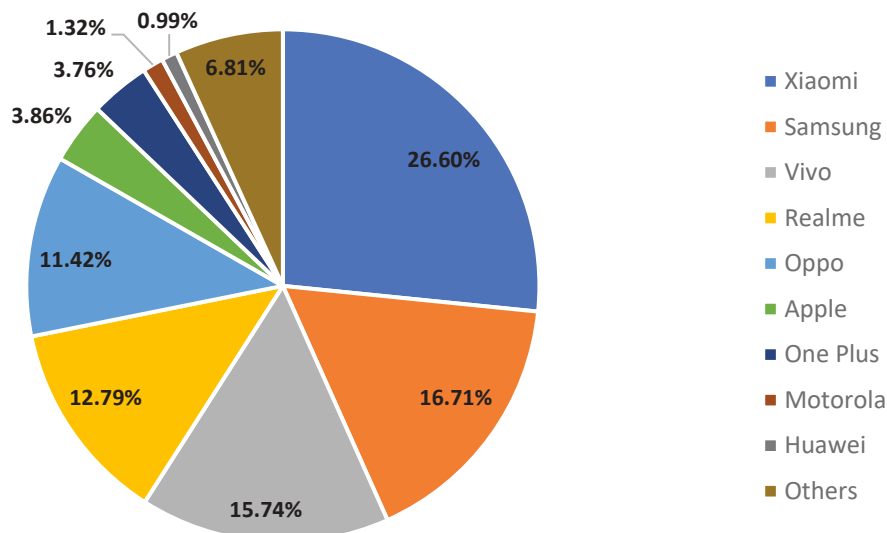
Fig. 1.2.6: Indian Smartphone Market Share

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

youtu.be/TO-kUr7K-0g

Made in India Smartphone

UNIT 1.3: Roles and Responsibilities of an In-Store Promoter

Unit Objectives 🎯

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

1. List the roles and responsibilities of an In-store promoter
2. Identify the skills required for an In-store promoter
3. Demonstrate relevant product knowledge
4. Identify different types of customers
5. Interpret customer's purchase decision

1.3.1 Who is an In-Store Promoter?

An in-store promoter is a person who represents a brand, company, or product in exchange for compensation. This term is widely used to refer to a person who works for a particular business and is responsible for promoting the business and its products. In-Store promoters are employed by a product manufacturer or brand and deployed on the shop floor to maximize the sales of that brand. In-Store promoters must maximize the company's profit and expand the scope of the business.

In-Store Promoter in the telecom industry is also known as In-Shop Promoter/Sales Representative/Retail

Fig. 1.3.1: In-store promoters

Sales Representative/Sales Executive. An individual at this job demonstrates and highlights the product FAB (Features, Advantages & Benefits) to walk-in customers.

What do they do?

The main objective of this role is:

• To gain perspective on commercial operations, roles and responsibilities of an In-Store Promoter.
• To gain in-depth knowledge of store counter activities and effective promotional and selling techniques.
• To learn how to deal with a customer, close the sale, report and records maintenance along with the basic computer skills.

In-store promoters have many different roles depending on the company. Some companies may have one in-store promoter for each shift, while others may have multiple in-store promoters working during one shift.

The roles of an in-store promoter can be separated into two broad categories:

• Operational In-Store promoter
• Marketing In-Store promoter

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

• Manages daily activities at the retail counter
• Keeps areas neat while working and returns items to correct locations following demonstrations
• Stocks shelves with products
• Offers customers the opportunity to touch and feel the product(s) on display
• Responds to queries of customers on products and services.
• Individuals are responsible for creating, maintaining and updating daily work reports

Fig. 1.3.2: ISP performing daily duties

1.3.2 Skills and Product Knowledge

People who want to be Sales Promoters should demonstrate excellent communication and listening skills, observation spirit, and selling abilities.

The in-store promoter is the face of your brand to customers. They interact with customers, provide assistance and information about your products, and help to drive customer loyalty. As an in-store promoter, you'll be a brand ambassador making a difference in customer experience and driving sales.

An In-store promoter should have the following skills:

Excellent Communication Skills	→	Multi Lingual Proficiency	→	Proper Grooming Skills
Art of Influencing	→	Excellent Time Management	→	Customer Centricity
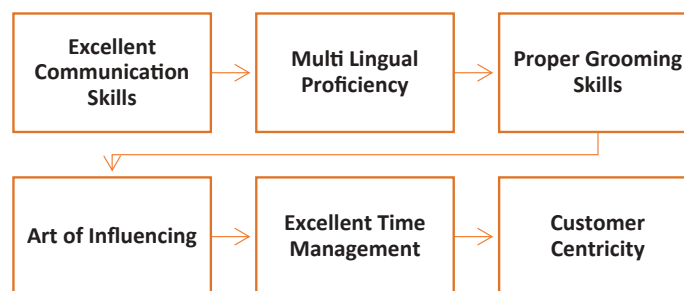
Fig. 1.3.3: Skills needed for an ISP

An in-store promoter is a person who demonstrates the products to the walk-in customers and tells them about the features of the product, intending to influence the customer to buy that product. He lets the customers touch and feel the product's quality before deciding to buy it. Their duties include showing potential customers how a product or service works and answering customers' questions to convince them to buy a product or service.

The sales promoter's responsibilities include attracting new customers and improving profits, assisting with product launches and events, improving knowledge of the product range, answering questions, and addressing customer issues. In-store promoters need to be a good representatives to promote the product, as they are your best advocate. They should provide honest and confident customer feedback regarding merchandise style and fit.

Personal Attributes Needed for an In-Store Promoter

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

1.3.3 Understanding Your Customer

As an in-store promoter, you'll be a brand ambassador making a difference in customer experience and driving sales. An In-Store promoter is responsible for setting sales goals and then working towards meeting them in the long run.

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

Given below are some common types of customers:

- **Basic Users:** These consumers use their cell phones just for communication purposes.
- **Mobirati Users:** Cell phones are considered to be the lifeline of these users. They have grown up with cell phones and can't imagine their life without them.

Fig. 1.3.4: Mobirati Users

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

youtu.be/iWsO5NUq8Aw

Decoding the Indian Consumer

- **Pragmatic Adopters:** These users are also learning to use cell phones for other purposes, which has become an essential part of their life but is still mainly functional.

Fig. 1.3.5: Pragmatic Adopters

- **Social Connectors:** These users use their cell phones to bridge the gap between them and the social world. They are kept updated about their friends and social events with the help of these cell phones.

Fig. 1.3.6: Social Connectors

1.3.4 Importance of Product Knowledge

An in-store promoter is a trained professional devoted to creating awareness of products through demonstrations, distributing samples, making presentations, and creating public interest. They should create a positive brand presence and come up with innovative marketing strategies.

One of the most critical aspects of an in-store promoter's role is acquiring product knowledge.

Product knowledge is a vital skill each marketing and sales employee should have. It shows that an employee is highly knowledgeable about the product's features and can clearly explain its benefits to the customer. If an employee doesn't understand how their company's product helps to solve a customer's problem, they won't be able to assist the customer appropriately. Hence, they'll fail to persuade them to buy. Product knowledge helps turn the employee into enthusiastic experts who know how and whom to sell your product.

Benefits of product knowledge

- **Provides confidence -** Sales persons are generally afraid of not finding an answer to a customer's question. Therefore, excellent product knowledge makes them experts, providing them with enough enthusiasm and confidence to successfully deal with customers.

- **Helps in objection handling -** It doesn't matter what is the subject of the customers' complaints — whether it's the price or product quality. With proper product knowledge, one will be able to manage to explain why their product is the best choice.

- **Analyse market competition –** It enables the in-store promoter to realize how the product outperforms the opponent's— whether in terms of pricing, quality, target audience, or core value.

- **Boost Sales -** A complete understanding of the product lets the individual effectively communicate with customers and present the benefits of the products the way the customer needs them. Hence, this approach turns into a customer-oriented one and helps increase sales.

Types of product knowledge include:

- Brand history
- Customer experience
- Complementary products
- Usage instructions / Standard Operating Procedure
- Troubleshooting
- Policies and procedures

1.3.5 Understanding Customer's Purchase Decision

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

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

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

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

Pre-store & In-store purchase decisions: Each shopper has different views on the importance of phone categories. Thus, companies must know which purchases occur at the store and brand levels and which purchases are not planned. Most pre-store decisions are brand-driven in the customer's mind as he may have purchased the product in the past and will likely continue with the same in the future. However, purchase decisions made inside the store are often based on perceived value, merchandising, packaging and the rapport with the in-store promoter. Thus, promotions and displays are a good investment in any store.

UNIT 1.4: Telecom Store Specific Concepts

Unit Objectives 🎯

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

1. Define the various concepts specific to the job role
2. Explain the different types of phones

1.4.1 Product and Promotion

- **Mobile:** A mobile phone (also known as a cellular phone, cell phone, and a hand phone) is a device that can make and receive telephone calls over a radio link while moving around a wide geographic area.

Fig. 1.4.1: Handsets

- **Product Description:** The product Description gives a short summary of the product on sale. There is no particular way to describe a product, but most of them have some emotive element to appeal to a potential customer.
- **Brochures:** Brochures are written advertising cards used to introduce a company or organisation, with information about products and/or services to a target audience. Brochures are placed in brochure racks, distributed by mail, handed personally, etc.

Fig. 1.4.2: Brochures

- **Feature:** Feature is an aspect of a product; for example, in the case of a mobile phone, the colour, technology, speed of the operating system, size of the screen etc.
- **Benefit:** The value that the customer gains (tangible or intangible) from the product or service.

- **FAB (Features, Advantages, Benefits):** FAB is the link between a product description, its advantage over others, and the gain derived by the customer by using it. It is one of the main techniques used in the presentation stage of the selling process.
- **Stock Mix:** Stock Mix is the mixture of products a company manufactures or sells. The stock mix is determined by the demand and profitability of certain products.

1.4.2 Process

- **Sales Target:** The term is used to describe an individual sales representative or sales team's expected performance over a given time period.
- **Up-Sell:** A sale is called an up-sell when the customer purchases another product or service that increases the total price of the purchase. It can be either a higher-priced item or additional smaller-priced items.
- **Cross-Sell:** Cross-selling is the action or practice of selling an additional product or service among or between existing customers, established clients, markets, traders, etc.
- **Sales Reporting:** The reporting functions manage a company's overall sales structure. Sales reporting starts with an analysis of the lowest level of data. It means building the data, giving a detailed view of sales within a defined period and projecting it into the future. Sales reporting provides visibility into a company's sales pipeline and helps to integrate information from sales and other financial sources for a complete picture of sales performance.

1.4.3 Types of Phones

Today in the market, there are four types of phones:

- **Basic Phones:** A basic phone is a phone that serves the primary purpose of making calls and receiving calls, and it allows users to send and receive text messages. For example, the old Nokia mobile phone had a popular game Snake.

Fig. 1.4.3 Basic Phone

- **Feature Phones:** These phones are low price phones which provide basic functionality like calling, internet access, camera, music player, etc. but they don't have highly integrated applications, multitasking, etc. Most feature phones are designed to excel with one or two functions like high-quality photos or large memory for music storage. Feature phones run on proprietary firmware, with third-party software support through platforms such as Java ME or BREW. Currently, most of the world's mobile users use feature phones as, according to a survey, 70 per cent of mobile phones sold are feature phones.

Fig. 1.4.4 Feature Phone

- **Smartphones:** Smartphones are high-end cell phones that are distinguished from traditional ones due to their more advanced features. A Smartphone is a mobile phone that operates on an operating system similar to a mini-computer. They offer a variety of features like:

  o Calling capabilities

  o Computing capabilities

  o Video conferencing

  o Online surfing

  o Cameras

  o Media players

  o GPS navigation units

Fig. 1.4.5 Smartphones

Any mobile phone that lets you do the work of a computer is considered a smartphone. Smartphones are powered by operating systems such as android, iOS, Windows Mobile, etc.

The term 'smartphone' was introduced into the market by Ericsson in 1997. Operating systems are programs managing computer software and hardware resources to provide specific services. It is the core, the brain, and the most crucial part of a computer or any other device such as a smartphone.

The most common smartphone operating systems are Google's Android, Apple's iOS, Microsoft's Windows Phone, Nokia's Symbian and RIM's BlackBerry OS. These days, sales figures in application stores show a change in OS preference. Various brands like Samsung, Nokia, iPhone, and Xiaomi come in updated models, styles and operating systems.

- **Tablet:** Along with smartphones, tablets are also gaining popularity. Most of these tablets utilise similar operating systems as those being used by smartphones. The only difference between these tablets is that they have more features and are pretty similar to a miniature laptop.

Fig. 1.4.6: A tablet

UNIT 1.5: Customer Service and Data Confidentiality

Unit Objectives ⊚

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

1. Understand the importance of customer service
2. Explain the characteristics and skills required for excellent customer service
3. Understand the customers' expectations from an in-store promoter
4. Explain the importance of data and client confidentiality in the telecom industry

1.5.1 Customer Service

The customer is the reason why we or anybody is in business. A customer consciously chooses to spend his money. He is choosing to spend his money on your brand. The product should always be changed to suit the customer. It's never the other way round. The customer makes a business a success or a failure, not the products. One can have an impeccable line of products but not an impressive clientele. This depends on how the customer is treated and how he feels. So eventually, it boils down to customer service and customer experience.

Customer service is providing service before, during, and after a purchase. This makes it an essential part of the customer's value chain; hence it is the ability to provide service in the way it promised to the customers.

Fig. 1.5.1: In-store promoters providing customer service

Importance of Customer Service

- Any organisation's objective is to fulfil a customer's needs; hence customer satisfaction plays a vital role in any business
- Customers help in meeting business objectives
- Customers are a source of revenue generation for the business

1.5.2 Characteristics of Excellent Customer Service

- **Communication:** Supplying needed information in a clear/convenient way
- **Consistency:** Service provided should be the same every day
- **Dependability:** Doing what is said to be done.
- **Friendliness:** Positive and supportive 'service.'
- **Fairness:** Trying honestly to do what is in the customer's best interest while keeping in mind the interest of the company
- **Flexibility:** Willing to adjust services according to customer's need
- **Responsiveness:** Moving quickly and effectively to meet Customer's needs and requests
- **Respectfulness:** Not wasting the customer's time and listening without interruption
- **Sincerity:** Being honestly and genuinely concerned with serving customer's needs
- **Speciality:** Meeting specialised needs
- **Sensitivity:** Treating customers as important by being alert and caring
- **Solving Problems:** Taking action quickly and decisively

1.5.3 Customers' Expectations from the In-Store Promoter

The skills required for good customer service vary from customer to customer. Certain customers will need the experience to be pleasant, and certain others will require it to be quick service. So it all depends on the customer's expectations. Though customer expectations can vary, there are these generic qualities that the customer expects from the In-Store Promoter.

Customer's expectations from an in-store promoter are:

- Be knowledgeable
- Be friendly
- Give additional information
- Be a sales consultant and not a salesman
- Build customer confidence
- Create a good company image
- Be entertaining
- Be informative
- Give them importance

Practical

Get in pairs and discuss how different customers will have different expectations. Recall all your different friends and relatives and discuss how their expectations will be different from others.

Write the different ways in which these different types of customers should be treated:

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

1.5.4 Data Confidentiality

Data is the primary asset of any organisation, and its security is essential. This data could be:

- The client's information, like contact number, financial information, personal information, etc.
- The way your organisation functions, like its process flow, how departments work, the names and contact information of those people, etc.
- The policies and procedures of your organisation.

Data confidentiality means that personal data, trade secrets, and other private business data are protected against unauthorized access, disclosure without permission, and theft.

A data breach occurs when confidential data falls into the wrong hands. Hence, a data breach is a failure to preserve data confidentiality. Data breaches are extremely dangerous for businesses since they can cause significant financial losses and reputational damage

Information Security

As an In-Store Promoter, you must take all measures for information security. Information security is defending information from unauthorized access, use, disclosure, disruption, modification, inspection, recording or destruction. This data could be electronic data, physical data, etc.

- Do not reveal the customer's financial and personal information to anybody other than the account holder that too after verification.
- Classified information, written or verbal, should not be given to any person/ customer/ competitor/ without permission.
- Be careful not to share information about one customer with another.

1.5.5 Client Confidentiality

The client places a lot of trust in the organisation and the In-Store Promoter before sharing his information. The in-store promoter must maintain that trust and faith by maintaining the confidentiality of the client's information. It's a criminal offence to share this data. If you are found guilty, you can be convicted and imprisoned.

The measures that the organisations take to maintain data security are:

• The data received from the client during the processing in any form, such as hard copies or soft copies, is destroyed or returned after the completion of the work.

• None of the employees is allowed to bring any storage devices like memory cards, CD/DVD/ Blue Rays Disc, external hard disk, floppy disk, pen drive, etc.

• At the entry and exit points, the security guards frisk the employees to check that none of the storage devices is carried in or out.

• CDs, DVDs, pen drives, disk drives or other storage devices are not allowed in individual PCs and office premises without prior permission from authorized management.

• The users are not allowed to surf or access unauthorised websites on the internet due to the restriction laid down by professional firewalls.

• The firewall restricts the rights of all the users within the company.

• A written Non-Disclosure Agreement (NDA) is obtained from each employee at the time of joining.

• Entrance in the operations area is restricted by fingerprint software, as per the privacy norms and requirements.

• The server for the website is protected, and the In-Store Promoter must ensure that they don't use or access or try to dig for unauthorised information.

• Limited access to the network is given through login IDs and password protection.

• Passwords and access controls are well defined for authorised internal persons.

Practical

Assume that you are in a mobile store deciding the data confidentiality measures to implement. Present the ideas in front of the class.

UNIT 1.6: Health and Safety Measures

Unit Objectives 🎯

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

1. Understand the basic health and safety measures
2. Understand the things to be avoided at the workplace
3. Explain the importance of safety and preventive measures in the workplace

1.6.1 Health and Safety Measures

Successfully managing health and safety in the workplace depends upon the team's commitment and cooperation. Every employee in the workplace needs to understand the need for health and safety, their role in making the workplace safer, and how they can fulfil their responsibilities and duties. As an In-Store Promoter, you should:

• Set your health and safety objectives, and plan how you will achieve them
• Decide who is responsible for getting things done
• Give the person the skills and resources to do the job
• Regularly check that you are meeting your objectives

1.6.2 Practicing Personal Hygiene

Under the basic health and safety measures comes personal hygiene. Personal Hygiene is the set of practices to follow to preserve one's health.

• **Teeth:** Brush twice a day with toothpaste, or toothpowder
• **Bath:** Take a shower every day
• **Clothes:** Always wear washed and fresh clothes
• **Hands:** Wash them before and after the meal and after visiting the toilet.
• **Feet:** Scrub them and cut toe nails regularly
• **Nails:** Keep them short and clean
• **Home:** Clean every day
• **Bad Habits:** None

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

youtu.be/_mFZWmSiPHA

Personal Hygiene in the Workplace

Brush teeth at least twice a day

Shower daily

Wash hair regularly

Wash hands regularly

Shave daily

Use deodrant

Fig.. 1.6.1: Basic personal hygiene

1.6.3 Things to Avoid at the Workplace

Certain habits have severe ill effects on one's health, and such habits should be avoided for a healthy life.

Alcoholism: It is the tendency in which one consumes alcohol to cope with difficulties or to avoid feeling bad.

Effects on Health:

• It increases the risk of heart diseases, cancer, impaired immune system, liver infection (Cirrhosis), etc.
• Reduced work focus and drop in performance
• Degradation of social and economic status
• Withdrawal symptoms like anxiety, trembling, fatigue, headache and depression etc.

Tobacco: Tobacco is the 2nd major cause of death in the world. It causes one death every six seconds. Each sachet of 'gutkha' contains 4000 chemicals, including 50 that cause cancer, such as Betal nut, Tobacco, Flavoring, etc.

Effects on Health:

• It is the biggest reason of oral cancer which affects the mouth, tongue, cheek, gums and lips
• Chewing tobacco reduces a person's sense of taste and ability to smell and causes mouth cancer
• Smokers face a greater risk of suffering from lung cancer

1.6.4 Healthy Habits

Apart from following these hygienic practices, one should also be physically fit. Physical fitness is an outcome of regular exercise, which may be in many forms like jogging, morning walk, weightlifting, gymming, swimming, cycling, yoga and many more.

Fig. 1.6.2: Physical Exercise

Healthy Eating

One can follow hygienic practices and exercise often; however, what you eat significantly impacts your health.

To be healthy, one must eat healthily. Eating a balanced diet provides nutrients to the body. They give energy; keep your brain active and your muscles working. Healthy eating habits include:

- Always try to eat home-made food
- Avoid oily and junk food
- Always cook and eat fresh food
- Avoid junk and oily food
- Consume fruits regularly
- Drink lots of water

Fig. 1.6.3: Unhealthy vs Healthy Food Habits

1.6.5 Health and Safety Measures Related to Workplace

Workplace Ergonomics

The study of work is known as Ergonomics. More precisely, ergonomics is the science of designing a job that fits the worker, rather than physically forcing the worker's body to fit in the job.

Workstation Essentials

- Furniture of office
- A chair that is supportive and adjustable
- Adjustable desks, or a fixed height desk that contains an adjustable height footrest.

Monitor

- The top of the screen must be at or below eye level
- The monitor must be positioned in such a way to reduce reflections and glare
- Change your posture frequently and do take regular breaks from sitting

Sufficient work surface

- The area should be sufficient enough so as to allow entering and movement in the work area
- A storage area must be provided for storing personal items and work requirements

Work environment

- Temperature must be satisfactory
- Not too noisy
- Appropriate lighting
- Good air quality

Workplace Timings

In-Store Promoter has to manage time while performing multiple responsibilities at the store as well as keeping rest. They get one hour break during the entire day.

1.6.6 Importance of Safety and Precautionary Measures

It is very important for a learner to clearly understand the safety and precautionary measures of the shop floor or the work area. The shop floor has several handsets, electronic gadgets and electric connections that can be potentially dangerous if not handled with precaution. Hence, it becomes imperative that the In-Store Promoter understands the safety and precautions of the work area before entering it.

WORK SAFETY

| Safety Training | Tools Knowledge | Experience | Safety First | Regulations | Insurance | Health | Protection |

Fig. 1.6.4: Workplace safety

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

youtu.be/fMk6tuXgu8E

Occupational Safety and Precaution

Consequences of not following Safety and Precautionary Measures

It is a well-known fact that most mishaps and accidents are caused by not following proper safety procedures. Non-adherence to safety and precautionary measures might lead to serious injuries or even fatalities. To be safe and work properly, an In-Store Promoter should have a proper understanding of these measures and be able to follow them every time they step into the shop.

Basic Safety and Precautionary Measures

An In-Store Promoter should understand and follow the subsequent measures while in a shop:

• **Health and Hygiene:** Do not come to work if you are not well or have consumed alcoholic drinks. Do not smoke while working.

• **Proper Clothing:** Always wear neat, clean and well-ironed suitable clothes.

• **Clean Work Area:** The floor must be kept free of oil or any other type of litter. Cluttered work areas lead to accidents. Keep hands, merchandise and tools dry.

• **Working with Metals:** Secure the metal material with a clamp or in a machinist's vice when working with it in order to keep it from moving.

• **Tool Operations:** The power tool must not be used when it reaches the operating speed or when it comes to a stop. Never force a tool by applying too much pressure. Do not force any object into the moving parts in order to stop the machine.

• **Product Maintenance:** Always clean the handsets before putting them away. Put the handsets in their proper place before leaving the store.

Summary

- Objectives of the program and skills required for the job of an in-store promoter
- Roles and responsibilities of an in-store promoter
- Mobile handset industry in India
- Different types of customers
- Customer centricity and customer service
- Sale promotion techniques
- Health and hygiene practices

Exercise

Multiple-choice Questions

1. Indian smartphone market is the _____ largest smartphone market globally.
   a. second   b. third
   c. fifth   d. tenth

2. Younger consumers who grew up with mobile phones and consider it central to their life are known as _____users.
   a. Basic   b. Mobirati
   c. Pragmatic   d. None of the above

3. _____ are low price phones which provide basic functionality like calling, internet access, camera, music player, etc. but they don't have highly integrated applications, multitasking, etc.
   a. Basic phone   b. Feature phone
   c. Smartphone   d. Tablets

4. Which of the following is a characteristic of excellent customer service?
   a. Communication   b. Responsiveness
   c. Problem-solving approach   d. All of the above

5. Protection of personal data, trade secrets, and other private business data is known as:
   a. Data Management   b. Data Confidentiality
   c. Data Breach   d. None of the above

Answer the following:

1. Discuss the importance of workplace ergonomics.
2. List the measures that the organisations take to maintain data security.
3. What do you understand by customer service?
4. What is 'product description'?
5. Illustrate the role of an in-store promoter.

Notes

2. Perform Sales Related Activities

Unit 2.1 - Appropriate Dress Code and Grooming Guidelines

Unit 2.2 - Store Management

Unit 2.3 - Inventory Management

Unit 2.4 - Customer Service

Unit 2.5 - Buying and Selling of Telecom Products

Unit 2.6 - Language Skills

Key Learning Outcomes

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

1. Explain the appropriate dress code as per grooming guidelines of the store/brand or manufacturer
2. Perform counter management activities
3. Explain various visual merchandizing and display norms of telecom products as per store/showroom
4. State the process of collecting sales targets from the store manager
5. Discuss how to implement effective promotional and selling techniques
6. List various Internet of Things (IoT) devices such as sensors, detectors, and environmental and wearable smart systems
7. Perform product demonstration as per the brand's/company's standard
8. Show how to create and maintain sample reports

UNIT 2.1: Appropriate Dress Code and Grooming Guidelines

Unit Objectives ◎

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

1. Discuss about appropriate dress code to be followed in the store
2. Explain the grooming guidelines of the store/brand or manufacturer

2.1.1 In-Store Promoter Grooming

Studies indicate that people with attractive or decent appearance earn better sales, more money and desired results. The primary explanation of this phenomenon is the natural human inclination, and people unconsciously judge and are influenced by looks without even knowing it.

Grooming is essential for creating the right first impression in front of a client and converting more sales. Grooming impacts sales and, thus, indirectly, the salesperson's income.

The in-store promoter will maintain a professional appearance consistent with the job's requirements. The uniform requirements will be assigned by pure retail.

Dressing for success is an important thing for an In-Store Promoter. What you wear can affect how customers, your co-workers and managers treat you, your team views you, and your boss might perceive you.

Appearance

*   The frontline person is the brand ambassador of the store. The customers visiting the stores are greeted and assisted by them. Hence, they are expected to display a neat and clean appearance. They are expected to be in uniforms which must be clean and ironed.
*   Care should be taken to avoid ant stains, broken buttons, or loose are present on the uniform.
*   Shoes should be clean & polished at all times. Sandals/slippers/sports shoes and white socks should not be worn while on duty.
*   Nails must be clean and cut most of the time
*   Hair should be neatly combed before commencing duty, never in front of customers.
*   Display ID cards when on duty so that it helps the customers identify the staff.
*   When in-store premises, even during off-duty hours, a well-dressed appearance needs to be maintained.

Fig. 2.1.1: In-Store Promoter grooming & uniform

2.1.2 Specific Uniform Guidelines

For men

- The uniform prescribed should be clean and pressed
- Shoes should be clean and polished
- Hair must be short, clean & tidy
- One is expected to have a clean-shaven look. In the case of beards/moustaches, they must be trimmed, neat and tidy
- Nails should be trimmed neatly on a regular

Fig. 2.1.2: Clean and pressed uniform

For women

- Women having long hair should tie their hair and not keep it loose. Too much oil should not be applied
- They should avoid bright-coloured nail paint and long nails as they will distract customers or damage the merchandise on display
- Minimum, non-flashy jewellery should be worn. Dangling earrings, noisy anklets and bangles must be avoided on duty
- Only light make-up to be applied (lipstick of light shades only)
- Junk jewellery, studs and bracelets should be avoided while on duty

Fig. 2.1.3: Grooming for women

2.1.3 Grooming Tips

Here are a few grooming tips for the in-store promoter that can impact their image and help convert customers.

- **Be hygienic -** The primary rule of proper grooming is staying hygienic. A person must always stay clean and hygienic while on duty. This includes keeping clean nails, hair, skin, teeth, and odour. Not keeping yourself hygienic can put a poor first impression in the minds of your customers and eventually impact your position. Bad hygiene can distract potential customers and even drive them away.
- **Dress according to the location -** A in-store promoter should dress according to the region they are stationed in. Clothing, like sarees and salwar suits for female, is also considered professional and help the clients feel more familiar and at ease with the person. They should take advantage of this fact to ingrain more trust in their clients.
- **Dress neatly -** Dressing neatly is very important when it comes to putting the right first impression. A brand representative must wear washed and ironed clothes at all times, which impacts not just the salesperson's image but also the brand they're representing.
- **Wear the right attitude -** Wearing the right clothes is the first step. The in-store promoter should at all times be confident about himself and the product he's selling. This impacts hugely on the reliability of the product you are selling. One must also be informative, polite, helpful and patient at all times when it comes to dealing with potential customers to make the right impression.

- **Do not smoke -** Habits like smoking, chewing tobacco, or chewing gum put a really negative image in customers' minds. This is an unacceptable trait in a brand representative and should be avoided at all costs.
- **Proper body posture -** Slouching while on duty and keeping hands in pockets or the hips is not courteous to the customer and hence should be avoided. Maintain straight & upright posture while on duty.

Fig. 2.1.4: A neatly groomed in-store promoter

Practical

On your field visit, observe the body language and grooming of the in-store promoter. Present your findings to the class.

UNIT 2.2: Store Management

Unit Objectives ⊙

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

1. Explain the importance of the store atmosphere
2. Explain the role of in-store promoters in-store operations
3. Illustrate the concept of visual merchandising and its impact on the mind of customers
4. Illustrate the use of planograms
5. Explain the visual merchandising and handset display norms in a telecom store
6. Describe the process of collecting sales targets from the store manager
7. Explain typical selling and buying process of various telecom products at store/showroom
8. List various Internet of Things (IoT) devices available in the telecom store

2.2.1 Store Atmosphere

As an In-Store Promoter, one must understand that every customer is precious. Keeping your store neat and clean is the best way to attract customers and create a pleasant store atmosphere. Here are a few tips to keep your store neat and clean:

- **Cleanliness of the counter:** The counter where you display your goods must be clean and tidy. To prevent infections, all handsets should be cleaned and wiped with an antiseptic solution cloth. All pamphlets, brochures and reading material must be properly displayed in the respective boxes.
- **Restrooms:** Restrooms should always be clean and adequate, even if they are not open for public use. Stock the bathroom well with paper products, soap and dustbins and make sure it is cleaned daily.
- **Music:** Background music in a retail store helps to create a certain atmosphere for shoppers. Music that is too loud or inappropriate can ruin a positive shopping experience.
- **Clean Floor or Ceiling Tiles:** Dirty carpets, stained floors and broken ceiling tiles can be a turn-off. Cleaning, sweeping, vacuuming and repairs should be done on a regular basis.
- **Lighting:** Burned-out lights or bulbs must be replaced soon. Ensure that all the store areas have ample lighting as the store must be well lit for all the customers.
- **Odours:** Bad odours give a bad feeling. Certain odours are understandable. However, shoppers don't want to smell an employee's lunch or the toilet. Use neutralisers to combat any offensive odours. One can also use incense sticks and deodorants to make your store better.

Fig. 2.2.1: Cleanliness and organisation of the store

Organised Billing Counters: The particular area where a customer's financial transaction is taking place should not show any signs of disorganisation. Keep the billing areas neat and tidy.

2.2.2 Store Operations

'Managing the brand activities of the store on a day-to-day basis to increase the store's as well as the brand's profitability and satisfy customer needs.

The three stages of store operations are:

• Store opening
• Post store opening
• Store closing

Store opening activities:

• Be present when the store is opened for the staff to keep the store ready for customers
• Check physical stock vs system stock to know the stock status
• Physical inventory check is the process of counting by hand the number of each type of product in your store at any given time. A physical inventory ensures that the stock in hand matches the quantities of products that are actually available in the store.
• Ensure the store is clean and hygienic
• Stack the products neatly on the shelves according to the planogram and check the promotional display, promotional talkers, banners, etc.
• Planogram: A planogram is a visual description, diagram or drawing of a store's layout that shows the placement of particular products and product categories. Based on the company's display policy, the products are arranged either price-wise or size-wise

Post-store opening activities:

• Replenish the products and stack them according to the planogram. Rearrange products neatly on the shelves, floor or promo areas, as and when required -this is a continuous activity because, as customers browse through items, they often change their minds and leave random products scattered throughout the store.
• Prepare and check sales and other store-related reports (as per the company guidelines/SOP)
• Indent products as per the requirements: Prepare a list of products required and place a requisition for the same (check for shelf stock, back room stock, damaged stock, excess stock and promotional stock before preparing an indent)
• Help customers choose the right product and explain to them the new promotions. Remember: customer service is the most important activity in a retail environment, and every customer interaction is an opportunity to create a positive impression about the brand.

Store closing activities:

• Carry out face-ups: arranging the products at the edge of the shelf to make a display shelf look full is known as giving face-ups (identical products/SKU facing out toward the customer). This activity will make it easy for the morning shift staff members to arrange the products.
• Ensure that all the branding and promotional materials are kept in the proper place

2.2.3 Visual Merchandising

Visual merchandising is the representation and use of attractive sales displays and retail floor plans to engage customers and boost sales activity at a retail store. Visual merchandising requires products (for sale) to be arranged in a visually appealing way so that customers are drawn to the best features and benefits of the products or services on offer.

Fig. 2.2.2: Visual merchandising in a mobile retail outlet

Importance of Visual Merchandising

Visual merchandising enhances store aesthetics and bridges the gap between better-selling stores and average-selling stores. However, there are several other reasons why it is a vital element of retail management.

- **The visual display attracts customers:** If a customer is not sure about their choices, displaying and emphasising products are better ways to attract possible buyers and help them with their purchasing decision.

Fig. 2.2.3: Use of visual display to attract customers

- **A good ambience attracts customers:** Colours, display, light, sound, and scent – all contribute to attracting customers by influencing their five senses. For example:
  o The bright images of food at the food outlets increase the appetite of customers
  o Music makes retail stores vibrant and the customers happy
  o Thus, soothing music and ambience in stores attract and retain high-end customers to increase their purchase
  o The position of lighting and placement of products are essential factors for drawing the attention of the customers
- **Accessibility retains customers:** Appropriate visual merchandising gives visual access to what one is looking for.
- **Visual merchandising utilises the seasonal advantage:** Stores are set up as per the season of the year. For example, visual merchandising depends on upcoming festivals and national occasions like Diwali, Holi and Independence Day.

2.2.4 Planograms

Planograms are visual representations of a store's products or services and are essential to visual merchandising.

The Oxford Dictionary says, "It is a diagram or model that indicates the placement of retail products on shelves to maximise sales."

Planograms, help dictate a retail store's layout, and the ultimate effectiveness of the planogram can be measured by sales volume.

Fig. 2.2.4: Planogram

The positive benefits provided by planograms are given below:

• Allotting selling potential to every inch of space and satisfying customers with a better visual appeal to the customer

• Ensuring rigid inventory control and reduction of out-of-stocks

• Easier product refill

• Better related product placement

• Effective communication tool for staff-produced displays

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

youtu.be/vWsZPIOF31k

What is Planogram In Retail?

2.2.5 Different Ways to Display Handsets in Telecom Stores

Fig. 2.2.5: Different ways to display handsets in telecom store

2.2.6 Fixtures in Telecom Stores

Display Islands

Fig. 2.2.6: Display islands in a telecom outlet

Wall Units

Fig. 2.2.7: Wall units at a telecom outlet

Transaction Counters

Fig. 2.2.8: Transaction counter

Brochure Holders

Fig. 2.2.9: Free standing, wall mount and tabletop brochure holders

Phone Holders

Fig. 2.2.10: Phone holders

Accessories Display

Fig. 2.2.11: Accessories display

2.2.7 Handset Display Norms in a Telecom Store

Telecom stores face unique challenges when it comes to perfecting their merchandising. A cluttered look is all too easy to achieve when you are displaying wireless and small telecom merchandise. Instead, your goal should be to convey 'lots of selection' without overwhelming your customers. With too many things to look at, customers cannot focus on individual displays. In addition, giving them too many choices within a display merely confuses them. When prospective shoppers feel uncomfortable, they leave. So pay attention to these merchandising norms for wireless and telecom stores.

Successful visual merchandising capture your prospect's attention, draws them in, makes them feel at home and leads them around your store so they can browse without missing a thing.

Tips ⌖

Choose the right fixtures and arrange each display attractively:

• Shelves, racks, endcaps and wall fixtures can all come into play to show off wireless items, depending on your store size and shape.
• Use varied light levels and spotlighting to draw attention to featured products, sale items, etc.
• Be careful to display small items at eye level.
• Put phone accessories at an appropriate height for adults and teens.

- Use stand-alone displays for smartphones or branded props.
- Always keep the rules of basic merchandising that pertain no matter what you are selling.
- Make the most of storefront windows if you have them.
- Photograph your displays. Keep notes about which ones work (or not).

2.2.8 Sales Target

Specific and realistic sales targets will help the sales team perform confidently, consistently and clearly understand the Company's expectations. Choosing the correct type of targets and making the team choose these targets can help achieve sales goals to grow profits.

"Sales Process" is the term used to describe an individual sales representative or sales team's expected performance over a given time period.

A monthly target is a specified amount of sales management sets for achieving or exceeding within a specified time frame. For example, for an In-Store Promoter, it could be to sell a total of 100 handsets every month. Within this 100, it could mean to sell 50% from the 8000 range and above and the remaining from the entire range.

Setting Sales Target

In setting sales targets, one needs to:

- Consider the profit margins each of your sales will achieve (there's little point in reaching your sales target figure but shrinking your margin to achieve it)
- Be realistic – your targets must be supported by marketing plan information
- Keep all your business costs in mind and plan for growth.

Collection of Sales Target Plans

In-Store promoters are employed by a product manufacturer or brand and deployed on the shop floor to maximize the sales of that brand. In-store promoters attract new customers and help the company to reach its revenue targets.

In-Store Promoters without a clear set of sales goals and an action plan, store promoters won't know what target to work toward. You will likely never get there if you don't know where you're heading.

Annual sales goals are set to reach them within the next year. Usually, these types of goals specify the overall sales revenue target for your retail business within one fiscal year. Setting quarterly, monthly, weekly, and daily goals helps break them down into more achievable steps you can measure along the way. These goals are easier to reach, keeping the staff motivated throughout the year.

2.2.9 IoT Devices

Internet of Things (IoT) devices supports the expansion of internet connection beyond the usual standard devices like computers, laptops, smartphones etc. These are basically smart devices with internet connectivity support and can interact with other devices over the internet and grant remote access to a user to manage the device as per their need.

There are several top devices in the market. Smartphones, intelligent refrigerators, smartwatches, smart fire alarms, smart door locks, smart bicycles, medical sensors, fitness trackers, smart security systems, etc., are a few examples of IoT products. Various sensors, lights, alarms and cameras (all of which can be controlled from a smartphone) are also available in the telecom store.

IoT devices are meant to make our life easier and daily tasks simpler. Here are a few popular IoT devices:

Fig. 2.2.12: Google Home Voice Controller

Fig. 2.2.13: Amazon Echo Voice Controller

Fig. 2.2.14: Philips Hue Go Smart Light

Fig. 2.2.16: Smart Door Lock

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

youtu.be/sWjSNhCExOs

Top IoT Products That You Can Buy in India

Smart Wearable Devices

Fig. 2.2.15: Smart Watch and Bands   Fig. Smart Shoe Fig. Smart Glasses

Fig. 2.2.17: Smart Television

UNIT 2.3: Inventory Management

Unit Objectives ⊚

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

1. Explain inventory management and its elements
2. Explain the ways to measure stock
3. Explain the ways to handle stock
4. Understand stock management in a retail supply chain

2.3.1 Inventory Management

Any business cannot run successfully without the knowledge of the position of its stock because one cannot sell what one cannot see. That is why retailers use a system called the inventory management system to keep a tab on what is in stock, how much is in stock, what needs to be refilled, and what needs to be thrown out.

The bedrock of every successful business is inventory management, as it provides uninterrupted production, sales and/or customer service.

- Goods, raw materials and finished products are referred to as inventories. Effective inventory management is key to making profits and having optimum stock of items.
- The inventory management system tracks the sale, purchases, and payments related to inventory.
- The factors which come under inventory management are replenishing stock, tracking profit and cost of inventory, forecasting inventory prices, demands etc.
- The process may use software that predicts inventory status and tracks materials.
- These factors help set targets, check costs, maintain a proper merchandise assortment and monitor profits efficiently.

Elements of an Inventory Management System

A few basic elements are present in the inventory management system. Before we start discussing about inventory management system, we must have clarity about the goods, inventory number and storage location.

Suggested primary elements are given below:

- The objectives for the inventory tracking system must be listed.
- A purchase plan for inventory management has to be made to ensure that neither too much nor too little of the item is purchased.
- The storage location must be clean and easy to understand, and each location must have a tag.
- The inventory labels must be easy to read.

Fig. 2.3.1: Inventory Management System

- Each item must have unique and short item numbers.
- Well-defined and clear with item descriptions
- Units of measure for quantifying your inventory (per box, per product piece, per 100 pieces, etc.).
- The inventory stock must have starting count.
- Software that tracks inventory activity. Inventory management software helps create invoices, purchase orders, printing, and payment receipts. The software should ideally be usable by multiple people who track and work with the inventory.

Terms and Procedures to Know

- **Stock Keeping Unit (SKU):** The unique combination of all components assembled into the finished product is considered a single SKU. The alphanumeric identifier of distinct stock items is the stock-keeping unit. A new SKU is created if there are any changes in product and packaging.
- **Stock-Out:** Falling short of the inventory of an SKU.
- **New Old Stock (NOS):** The unused merchandise manufactured long ago is being offered for sale.
- **Buffer/Safety Stock:** To ensure that the product does not run, stock of items is kept, known as buffer/safety stock.
- **Anticipation Stock:** These are extra stocks built up for when there is increased demand.
- **Pipeline Stock:** Those goods which are still in transit or in the process of being distributed.
- **Distressed Inventory:** These are the expired stock or inventory whose potential to be sold at a normal price has passed or will soon pass.
- **Stock Rotation:** Changing the way inventory is displayed regularly.
- **Inventory Credit:** In order to raise finance, stocks can be used as collateral. This type of stock is referred to as inventory credit.

2.3.2 The Goal of Effective Inventory Management

The most crucial goal of effective inventory management is to balance order fulfilment needs while minimizing the inventory carrying costs. An inventory management plan has to balance several conflicting goals – like overstocking/under-stocking, shorter lead times, rapid order fulfilments, smooth product flow, fluid workflow, improved visibility, good selectivity, more productivity, and maximum capacity.

The function of understanding the stock mix of a company and the different demands of that stock is referred to as stock management. Both external and internal factors influence the demand, and it is balanced by creating purchase order requests to keep supplies at a reasonable or prescribed level.

As an In-Store Promoter, you must know the store's sales targets and maximum product demand. Always monitor the stock and, as per need, request new stock from stores.

If the In-Store Promoter is not careful, the store might run out of its most popular items. In that case, at the very least, you lose particular sales, and in some cases, you lose the customer. Properly managing inventory means that you don't have to disappoint your customers, and it raises morale as you don't have to deal with the frustration of not being able to fulfil an order.

2.3.3 How to Measure Stock?

Sales

How many pieces do you sell in a day, a week or a month? This will enable you to learn the demand for the product in the market. Suppose you sell a particular handset's ten pieces a day, 50 pieces a week and 180 pieces in a month. By calculating this, you will be able to know that by purchasing 300 handsets, you will actually overstock the goods, or in other words, you will end up blocking a good amount of money for a single model of handset.

Purchasing

The second most important parameter to check stock is the purchase cycle of the store. If your purchase cycle is of one day, then you have to take your daily sales into cognizance. However, if your purchase cycle is weekly or monthly, then you have to consider your weekly or monthly sales. For example, in case of a weekly cycle, you should buy at least 60 handsets. If you purchase 50 handsets or less, you are at risk of losing sales if there is a rise in demand. On the other hand, if you buy over 60 handsets, all additional investment above 50 handsets is blocking working capital.

Time Elapsed in Delivery of Goods

You also need to maintain a reserve stock to counter the loss of sales due to the unavailability of the goods.

Then till the next stock is available, you have to ensure that the store's sale is not hampered. For instance, you are aware that the particular model of handset is in demand and the order is being delayed by more than two days. If your purchase cycle is weekly, then you need to be prepared for such exigencies. In this case, you need to maintain a stock of at least 70 mobile handsets of that brand to overcome the situation of delay.

2.3.4 Ways to Handle Stock

Too Much Stock

Avoid overstocking. In a high-tech industry like telecom, every day, a new model with new features keeps coming up. Stocks that don't sell can get damaged, depreciated, and obsolete. Old inventory is tough to move.

Solution: You can start with a projection of how much supply you will need and when you'll need it. The best way can be based on what you've sold in the past. For example, if you've sold 50 items per month for the past six months, chances are that you'll need 50 this month.

Accurate Inventory Tracking

Once you assess how much you need, you must ensure you have it. Miscounting of goods can happen anywhere while receiving or during order fulfilment. Also, watch out for common pilferage.

Solution: Electronic data interchange (EDI) and bar code scanning can help eliminate data entry errors. You can also implement a system of "cycle counting." Choose a few daily items and compare the inventory record to the actual count. High sellers should get counted more often.

Prioritise Products

Focus on your effort on the items that matter most. Generally, 80% of demand will be generated by 20% of your items. Categories your items as per importance and sale. Concentrate on "A" items, reviewing the in-stock position and reordering more frequently. The next highest-selling "B" items will generate about 10% of sales. The slowest-selling "C" items usually account for half the items you stock but only generate 10% of sales.

Stock Management in the Retail Supply Chain

| **Step 1** Request for new stock from stores to head office | → | **Step 2** Head office issues purchase orders to the vendor | → | **Step 3** Vendor ships the goods |

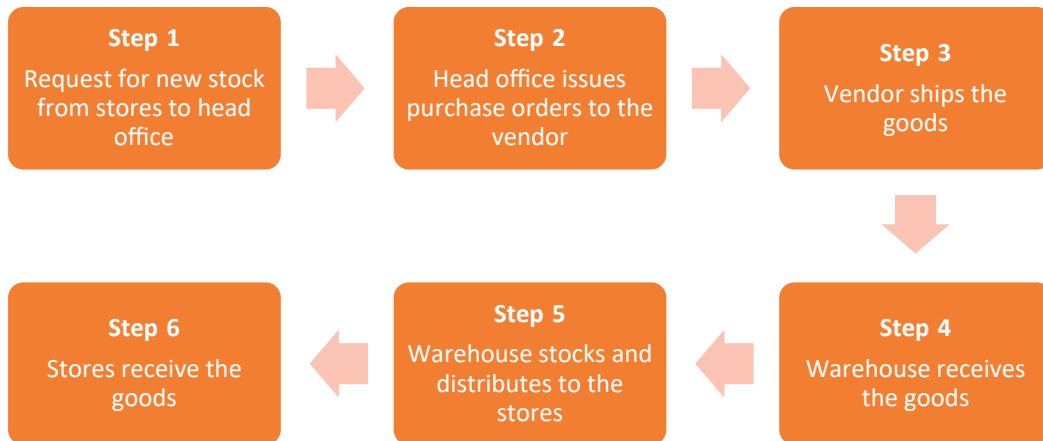| **Step 6** Stores receive the goods | ← | **Step 5** Warehouse stocks and distributes to the stores | ← | **Step 4** Warehouse receives the goods |

Fig. 2.3.3: Stock Management

Practical

Consider a scenario where a new lot of stock has arrived at the store. List the steps you would take to organise the inventory.

UNIT 2.4: Customer Service

Unit Objectives 🎯

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

1. Outline the organisational procedures for opening a sales call
2. Explain how to convert a sales call into a positive lead
3. Perform product demonstration and sales process as per the given brand's/company's standard
4. Perform steps to complete billing and delivery process
5. Explain various customer segments for Telecom products
6. Discuss typical customer queries, doubts and objections to telecom products and services

2.4.1 Steps Open a Sales Call

Sales Promotion is a marketing type aimed at target customers or distributors in the market. Sales promotion is the key to boosting sales in the short term for a little while to introduce a new product in the market, clear the stock left, or attract traffic for the business.

In-store promoters are needed to promote the product, as they are the best advocate. Here are the aspects that make a rep a good sales promoter. Good in-store promoters should:

• Understand sales basics and the 4P's of sales

• Have excellent product knowledge

• Offer competent advice (how to prepare the product, how to use the product, product storage, possible side effects)

• Demonstrate excellent customer service

2.4.2 Understand Sales Basic and the 4P's

The basic foundation of selling is to provide the customer with the 4P's - The right choice of product, at the right place, with the correct prices and with the right promotions.

A good sales promoter will understand this but also know the 4Ps of the product in-depth.

• **Product:** A good promoter should not only have extensive knowledge of the product, but they should also be familiar with the product profile and the categories of products. They should also have knowledge of competitors' products.

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

youtu.be/N5P6N3g3568

4 p's of Marketing

- **Place:** Good promoters should know where to best place their table for in-store promotions. Ideally, it should be located near the product and in high shopper density areas where the promo can be easily spotted. The idea is to have your table "disrupt" the shopper on their shopping trip. Good promoters will also know the rules for positioning certain goods so that they are always in compliance with the retailer or venue they are operating out of.

- **Price:** Price knowledge is important, as customers will often ask about the discount offered, the regular price of the product, and the promotional price. Price is a large factor in a customer's purchase decision, so if you can prove that the discount you're offering is good or that your product is priced cheaper than your competitor's, you have a better chance of convincing the customer to buy your product.

Fig. 2.4.1: Sales basics and 4P's

- **Promotion:** Most importantly, good in-store promoters should be aware of all aspects of the promotion. From the advantages it provides to the customer to the marketing materials and point-of-purchase displays that have been planned for the promotion, the in-store promoter must be aware of everything.

2.4.3 Customer Segment for Telecom Products and Brands

- **Customer Value segmentation** is the practice of dividing a customer base into groups of individuals that are similar in specific ways relevant to marketing, like age, gender, interests and spending habits.

- **Customer Behavioral Segmentation** is a form of customer segmentation based on customer behaviour patterns displayed by customers as they interact with a company or make a purchasing decision.

- **Customer Lifecycle Segmentation** refers to the process of prospects becoming aware of a product, making a purchase from a brand, and ideally becoming a company's longtime customer.

  The process is made up of five stages:

- o Reach
- o Acquisition
- o Conversion
- o Retention
- o Loyalty
- **Customer Migration Segmentation:** A customer's migration to a new segment usually suggests a marketing opportunity. Customers could be segmented by their body weight (which might be important for a speciality-clothing retailer), how they respond to a survey, demographics such as ZIP code, or buying behaviour.

2.4.4 Product Demonstration

Demonstrations are required for various purposes and are essential to give the right experience to the customer. A few key reasons why the products need to be demonstrated can be:

New products

- The demonstration is required when a product is newly launched, when a customer is keen to buy the product, or even if an old product is launched with modifications. Stores use this as a form of promotion to sell the products.
- Demonstrations also help the customers to get acquainted with the new product, which might help them purchase or upgrade immediately or later.

Compare various products

- When the market is flooded with many products from various brands, the in-store promoter needs to demonstrate their product.
- It helps the customers compare and choose based on their needs. For example, looking at an array of mobile phones from different brands makes it difficult for a customer to make a decision; a demonstration of features and benefits will help the customer make a choice.

Provide experience—look and feel

- Customers require a hands-on experience with telecom devices they buy.
- They would like to use it and see the features. For example, when a customer desires to purchase a smart watch, they want to experience its utility before deciding to buy it.

Advertisement and promotions

- Demonstrations act as advertisements and promotion of the product too. This is the store's major advantage; it helps promote the products through advertisements inside the store.
- The customer might not be looking for a particular product at the time of the demonstration, but at a later stage could buy the same by recalling the demonstration organised at the store.

2.4.5 Typical Customer Queries, Doubts and Objections

- "It's too expensive."
- "Isn't this cheaper online?"
- "I need to consult with my significant other first."
- "I've had a bad experience with this product or brand in the past."
- "I need to think about it."
- "I'm happy with what I have right now."
- "I'm not familiar with this brand" or "I don't trust this brand."

2.4.6 Customer Service and Problems

Customer service is an essential driving force of any business. Therefore, every company must have a customer support department. They create direct contact with their customers. Companies consider that excellent customer service boosts sales.

Below are a few common customer complaints you can expect your service team to encounter:

1. **Out of Stock or Unavailable Products**

   It's usually a positive sign when a product goes out of stock, but customers can become impatient for its return if it stays out of stock. They may demand a special order or frequently call for product updates. This typically indicates a time-sensitive need for your product which should be fulfilled immediately.

   How to resolve this customer complaint?

   You might not have any say when a new shipment is ordered. However, you should report these issues to the managers, who can notify the sales and product management teams. You should encourage customers to remain patient and tell them they'll reach out when the shipment arrives. This proactive customer service will assure customers that you're aware of their time-sensitive needs.

2. **Repeating Customer's Problem**

   Customers hate repeating their problems. When customers have to describe their issues multiple times, it's both frustrating and inefficient.

   How to resolve this customer complaint?

   If a customer is complaining about having to repeat their issue, the best step you can take is to stop transferring their call. Even if you need to connect the customer with a specialist, reach out to that specialist separately and see if you can convey the advice. This may be more tedious, but it will meet the customer's immediate needs.

3. **Uninterested Service Representative**

   Some customers won't get along with your customer service representatives, whether it's their tone, personality, or even the time of day. When a representative fails to meet their needs, some customers think it's due to a lack of interest in their case. Sometimes this is true, while other times, customers have higher expectations than your team can provide.

How to resolve this customer complaint?

When dealing with this customer complaint, you should consider what they can do to provide above and beyond customer service. Management should always investigate the issue if a customer reports a problem with a representative.

4. **Poor Product/Service**

When your product breaks, you can expect the customer to complain. Sometimes, the product isn't damaged; the customer doesn't understand how to use it. While other times, customers aren't a good fit for your product or service but blame your company for failing to fulfil their needs. No matter how customers arrive at this conclusion, you need to know how to prevent them from moving to your competitors.

How to resolve this customer complaint?

If the product isn't broken, educate the customer first. Find out what their needs are, then teach them how they can use the product to achieve success. If the product is broken, provide options for immediate replacement and try to determine how it broke. If it was a user error, politely point out to the customer how they can avoid this outcome in the future.

Consider adopting customer feedback tools to survey customers about your product for a long-term solution. These feedback tools provide both quantitative and qualitative data that can be used to improve product development.

5. **No First Call Resolution**

Customers expect their issue to be resolved after the first call when they call your service team. Studies show that majority of the customer churn is avoided if the service request is fulfilled during the first interaction.

How to resolve this customer complaint?

When you begin a customer interaction, you should make a note of the case's urgency. If the customer has time-sensitive needs, try to resolve the case in the first call but don't waste time repeating steps or researching irrelevant information. This creates a more enjoyable and convenient service experience for your customers.

6. **Lack of Follow Up**

When you have to follow up on a case, customers will often have different expectations for follow-up communication. Some customers will expect an ongoing chain of updates, while others will be more patient. If you aren't consistently clear about response times, your customers may think you've forgotten about their case.

How to resolve this customer complaint?

If you must follow up on a case, your service rep should clarify communication expectations. Ask the customer if the proposed frequency works for them. If not, establish a system that works for both your representative and the customer. If you constantly provide updates, customers will wait longer for solutions.

If your team has trouble keeping track of follow-ups, you should consider adopting a ticketing/token system. Ticketing/token systems document incoming requests and make it easier for you to manage active service cases.

7. **New Product or Feature Request**

This one isn't necessarily a complaint but something that customer service teams encounter daily. If your product/service doesn't meet all of the customers' needs, ask if you can propose a new product or feature. While some of these are helpful, most fulfil specific use cases that don't apply to the bulk of your customer base.

How to resolve this customer complaint?

You should have a self-service space to which you can direct these requests. These product requests are valuable, but you can't afford to have others spending their day listening to customer ideas. Create a forum where customers can post these ideas for your product development team to see. This will allow your team to comment and engage with customers who want to improve your product.

2.4.6 Importance of Customer Service

Customer service is important to your business because it retains customers and extracts more value from them. Your customer service department is an excellent place to start if you're looking for ways to increase company profitability. A well-trained customer service team can reflect a positive company image and help you attract and retain customers.

The following reasons make customer service crucial and significant:

• Good customer service can boost your revenue
• The more happy your customers are with you, your reputation will be better
• Customer Satisfaction will retain your business relations
• Better customer care decreases churn
• Your employees' happiness is also dependent upon the customer's happiness
• Improved customer sentiment strengthens the company's culture
• A positive customer experience can boost brand awareness
• Valued customer service unites the goals and simplifies the processes of the organization
• The longevity of the business relies upon customer satisfaction
• Positive word of mouth from your customers will have a positive impact

UNIT 2.5: Buying and Selling of Telecom Products

Unit Objectives ◎

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

1. Explain typical selling and buying process of various telecom products at store/showroom
2. Discuss the significance of maintaining sales reports

2.5.1 Selling and Buying Process

You can develop a successful sales process using these essential steps to selling.

- **Identify prospect customers**
  - Research your potential customer base
  - Identify the tactics for finding new customers in the sales and marketing plans
  - Gather information about customers' needs, such as:
    - What motivates them to buy?
    - How do they prefer to shop?
    - What do they spend their disposable income on?
- **Plan the approach**
  - Review information gathered about the customers and their needs and ensure it is up to date
  - Consider what products, services or experiences you have that meet their needs
  - Communicate to create trustworthiness
  - Be clear about your purpose
- **Make primary contacts**
  - Approach your prospective customer in a way that comforts them and builds their trust in you. Use friendly and courteous body language and facial expressions
  - Practice active listening
  - Use an anecdote or relevant fact to establish their interest
  - Where suitable, use humour
  - Always be open and genuine
  - Don't consume more time than you need, and get to the point quickly
  - Observe something your customers have, or say that relates to your products
- **Confirm specific customer needs**
  - Confirm an individual customer's needs by assessing their requirements
  - Ask questions those relevant to your customer's needs and your products. Questions can be:
    - Direct – 'Do you find it hard to keep your carpets clean?'
    - Open-ended – 'Tell me about the products you're using at the moment.'
    - For clarification – 'So you're looking for a product you can use outdoors, is that right?'
- **Select appropriate product/service**
  - Consider your product range and choose the product, service or experience that best meets the customer's identified needs
  - If you have several options, pick one and focus on it

- **Make the sales presentation**
  - Present your product's features, and focus on its benefits
  - Be enthusiastic and show your belief
  - Explain the USP of your product
  - Anticipate likely questions or reactions and be prepared to respond to them
  - Use examples of your product's success
  - Use up-selling or cross-selling techniques to introduce your customer to related products
  - If using a presentation, ensure it is up to date and tailored to your customer
  - Be open to feedback
- **Objection handling**
  - Be prepared for what customers will say, and be ready to respond
  - Objection: 'Sorry, I don't have the time today."
  - Response: 'No problems. I'm happy to book you a 10-minute test run another afternoon this week so you can take advantage of our complimentary offer.'
  - Recognise your customers' comments by acknowledging their views and responding with solutions.
  - Ask questions about their views to find ways to address them
  - Restate the customer's objection. By saying it aloud, you can reduce its impact
- **Close the sale**
  - Look for signals that indicate the client is ready to make a purchase (e.g., they ask specific questions about availability or warranties).
  - Stop talking – give your customer a chance to fill the silence and say yes.
  - Offer a choice that assumes their purchase (e.g. 'Would you prefer the medium or large?').
  - Address the customer's minor questions or decisions about the product to eliminate all of their obstacles.
- **Follow up**
  - Offer after-sales service and deliver on whatever you have said you will do.
  - If you did not close the sale, follow up with additional opportunities or maintain the relationship.
  - Update your sales matrix and/or customer relationship management tool.
  - Check-in with your customer after the sale to see if they are happy with the product.
  - Look for the next selling opportunity by drawing the customer's attention to related products or upcoming specials.
  - Build on your rapport to establish a relationship over the longer term.
- **Review the sales**
  - Gather information about the business's sales performance and product popularity.
  - Do some customer research. You can use customer feedback forms to evaluate customer satisfaction.
  - Look for product performance and take-up issues, and identify where your sales tactics and team are most and least effective.
  - Evaluate what you have learned and make necessary changes to your sales plan.

2.5.2 Maintenance of Sales Reports

Various reports are generated to provide valuable information to management on the system's finance, sales and performance. Different kinds of reports, like financial, management, reconciliation, network activity, etc., can be generated.

- **Financial Reports:** Payment reports provide information on the customer's account payments during a period of time. Account receivables ageing reports provide information on the account receivables, outstanding dues, etc. Disputes & adjustment reports help identify the reasons for disputes & adjustments and help to understand the reason for such disputes and adjustments and take appropriate corrective action.

- **Management Reports:** It provides information on customers, their products & services usage, call patterns, feedback, etc. These reports help to take appropriate steps to reduce customer churn and introduce new services. Churn is the process where a customer disconnects from one service provider and/or moves to another service provider. There can be multiple reasons for churn, like inadequate customer service or lack of competitive products or competitive charges, or it can be due to a natural reason of geographic relocation of the customer.

- **Reconciliation reports:** These reports provide Revenue Assurance (RA) information ensuring that all the sources of revenue and expenses are under observation and there is no leakage of any sort of revenues. For example, revenue can be lost due to many reasons like leakage in the network system or mediation or billing mistakes, demand for introducing new services quickly, etc. Revenue assurance reports help to identify where the leakage is so that appropriate actions can be taken.

- **Network Activity Reports:** These reports provide information about the areas of network congestion so that remedial measures (rerouting or adding more resources) can be done to overcome these problems.

- **Other Reports:** Revenue Classification reports summarize revenue information for a specific date range by credit class, customer details, price plan, charge type, etc. Aged Receivables, Customer Details and Open Item reports are provided primarily to assist with the collections chasing. Daybook reports summarise the day's activities and present general ledger information. Product and Package reports give details of the products in a database and the packages available in a particular billing/rating catalogue.

2.5.3 Features, Benefits Vs Sales Targets

Features are nothing but the existing properties of the product, whereas Benefits are something which the customer wants to get by using the product.

Features: The features of a product are its characteristics in terms of appearance, traits, components and properties (form, weight, screen size, body material, colour), which adds value to the end-user, as well as ensure product diversity, which helps in enhancing its appeal to the prospective buyers.

Benefits: Benefits are the list of advantages that the product offers that satisfy the customers' needs, expectations, wants and desires. It is something which the manufacturer promises that the customer will get by using the product, and hence, it gives the reasons to customers for buying the product.

Feature-benefit selling is the process of helping potential customers make connections between the features a product offers and the benefits they may enjoy from those features. This process entails sales professionals identifying customer needs, helping customers understand the product's features and drawing conclusions about the benefits a product can provide.

As a strategy, it allows sales professionals to guide customers towards recognizing the results a product or service may help them achieve. It also offers various advantages to sales professionals and companies seeking to market products to prospective customers.

Fig. 2.5.1 Difference between features and benefits

2.5.4 Data Analysis

Data analytics involves measuring and analyzing data generated by mobile platforms and properties, such as mobile sites and mobile applications and other sources. It tells the story about consumer behaviour on mobile and how their experiences with mobile apps and websites can be improved to generate greater revenue. Marketers can use data analytics to determine the effectiveness of different campaign efforts in the telecom sector.

There are four types of Data Analytics:

- Descriptive analytics - What happened?
- Diagnostic analytics - Why did this happen?
- Predictive analytics - What can happen?
- Prescriptive analytics - What should be done?

Now that you have an idea of what is likely to happen, you might want to know what should be done. Or what can we do to make ... happen?

UNIT 2.6: Language Skills

Unit Objectives ◎

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

1. Understand basic LSR (Listening, Speaking and reading) skills
2. Implement listening, speaking and reading skills

2.6.1 Listening Skills

A good listener is someone who understands what is being said and what is left unsaid or partially said. Listening involves noticing inconsistencies between verbal and nonverbal messages and observing body language. Listening requires complete concentration and the use of senses in addition to simply hearing the words spoken by the other person.
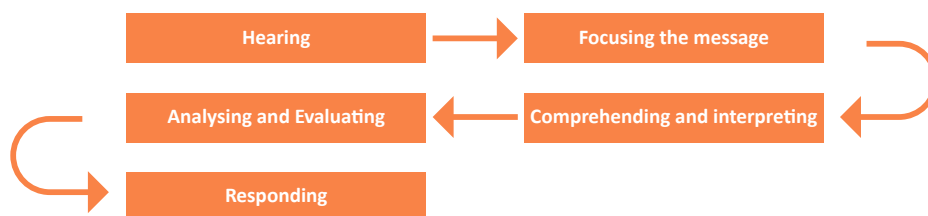
We listen:

- To get information
- To understand
- To learn

Stages of the Listening Process:

Guidelines for Effective Listening

If you try and follow these guidelines while listening, you will become a better listener.

Hearing	→	Focusing the message
Analysing and Evaluating	←	Comprehending and interpreting
Responding		

Fig. 2.6.1: Listening process

- **Do not talk too much -** Try to listen more than you talk. Talk to clarify only when the other person has finished speaking.
- **Prime yourself to listen well -** Focus fully on the speaker. When in a conversation, put other things out of your mind.
- **Encourage the speaker -** Help the speaker to feel free to speak; in your case, it would be the customer. It may also be your colleague or superior. Never forget their needs and concerns. Use body language such as other gestures or words to encourage them to continue.
- **Remove Distractions -** Focus on what is being said: do not do other activities such as scribbling on paper, shuffling papers, arranging your desk, looking out of the window, etc.
- **Empathies with the speaker -** Look at issues from their perspective. Put yourself in the other person's place and understand their point of view

- **Be Patient -** Do not try to finish other sentences; give them time to complete their thoughts. Do not interrupt pauses.
- **Avoid Personal Prejudice -** Try to be impartial. Do not get irritated or biased due to the person's habits or mannerisms.
- **Listen to the Tone of the Speaker -** The volume and tone of voice are both important and tell us more than the words the speaker is trying to convey.
- **Non-Verbal Communication -** Non-Verbal communication or body languages such as Gestures, facial expressions, and eye movements are very important. This will be useful while interacting directly with your friends, colleagues and superiors.

2.6.2 Speaking Skills

As an In-Store Promoter, it is very important to speak effectively. Therefore, how you speak to the customers creates an image in the customer's minds. Thus, you have to speak effectively. Practice is the key to effective speaking. All the good speakers and successful people practice a lot before speaking. So should you.

Components of Speaking Skills

The important components of speaking skills are:

Tone	Modulation

Body language	Pronunciation

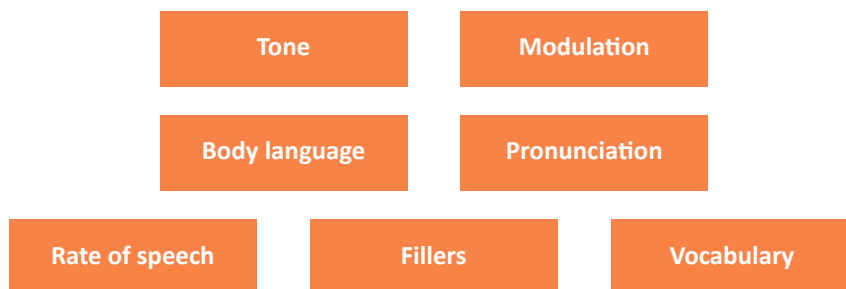| Rate of speech	Fillers	Vocabulary

Fig. 2.6.2: Speaking Skills

Tone: Tone involves the volume, the level and type of emotion that you communicate and the emphasis that you place on the words you choose. If you speak with a lack of energy and in a monotonous tone, then certainly the customer will get bored.

Modulation: Voice Modulation refers to a change in pitch, loudness, or tone of voice while speaking. Do not shout, but make a big difference in your voice level. Slow down, speak clearly and concisely, and allow moments of pause in important phrases to allow the listener to digest what was just said.

Body Language: Most of our face-to-face interactions involve verbal and non-verbal communication. Body language means communicating through body posture, gestures, facial expressions and tone of voice. Body language must be in sync with our words; otherwise, it is likely to confuse the other person. Positive body language is important in supporting our words and ensuring that our message is understood correctly.

Pronunciation: Pronunciation is the way to produce clearer language when you speak. It deals with the phonological process, which refers to the component of grammar made up of elements and principles that determine how sounds vary and form patterns in a language. It is the knowledge of studying how the words in a particular language are produced clearly when people speak. In speaking, pronunciation plays a significant role in making the communication process easy to understand.

Rate of Speech: Rate of speech is the speed with which one speaks. A fast rate of speech results in information repetition, while a slow rate of speech makes the conversation disinteresting. Speak with a moderate pace and with appropriate volume. An executive should match his rate of speech with that of the customer.

Fillers are the extra words we use while speaking, like "uh" or "um". Concentrate on removing these garbage words. These are speech killers.

Vocabulary: The way to enhance your vocabulary is to read, read and read. You can also use a dictionary and refer to it whenever you encounter a difficult word. Practice ten new words every day to enhance your vocabulary.

Guidelines for Effective Speaking

- While speaking, be aware of your voice's tone and rate of speech. It should be mediumly paced.
- Eyes, eyebrows and mouth send out body signals that can make a lot of difference.
- Smile when you speak, it can be heard. It is a great way to establish a rapport with customers and colleagues.
- Eye contact helps you carry your message effectively. It helps build trust.
- Learn to speak with your hands. Draw lines in the air, and count on your fingers.
- Your body posture shows your emotions.
- Fluency means speaking at a normal speed without hesitation, repetition and self-correction.
- Accuracy means speaking with the correct usage of Grammar, Vocabulary and Pronunciation.
- To be fluent, you mustn't use fillers. Filler words are nothing but empty, unwanted words that restrict conversations and are often used to fill in gaps and pause in conversations like, you know, I mean, aaahhhh, etc. This creates a negative image of the speaker.
- Be Prepared.
- Know your content well.
- Avoid jargon, slang and technical terms.
- If the listener doesn't understand what you are saying, the speaking skills are of no use.
- Use simple language.
- Use examples. The customers will understand when you use examples.
- You must be confident.
- Be aware of your body language so that it shows in your voice

2.6.3 Reading Skills

Skimming

Skimming means reading through a passage quickly to find out what it's about.

- Skimming covers the content at a general level.
- It involves reading at about twice your standard rate.
- Focuses on introductory statements, topic sentences and boldface terms.
- It provides the chance for you to see what kind of information the assignment contains.
- It enables you to gather the surface ideas if you don't have enough time to read deeply.

Scanning

The technique used when looking up a name in the telephone directory: You move your eye quickly over the page to find particular words or phrases relevant to your task. Scanning is what you do after you've read the passage once and have read the questions. You scan through the text and look for words that are linked to the questions. These are called keywords. It's useful to scan parts of texts to see if they're going to be useful to you:

- The introduction or preface of a book
- The first or last paragraphs of chapters
- The concluding chapter of a book

Passage 1

The ICT (Information and Communication Technology) industry remains one of the most vibrant and dynamic global markets. As more and more people are getting connected, new applications and services are being developed, and users' online experiences are expanding worldwide. Living in a networked society certainly brings a host of exciting prospects but also raises questions about how new technologies and services can best be used to achieve society's goals. In this increasingly digital environment, some key questions need to be addressed to assess the readiness of countries' legal and regulatory frameworks and assist policymakers and regulators in pushing forward their national digital agendas within the context of a globalised, connected world.

Questions:

Q1. What is the ICT industry all about?

Q2. Why is the ICT industry still one of the most vibrant and dynamic global markets?

Q3. What are the pros and cons of living in a highly networked society?

Q4. Who is responsible for addressing the key questions related to the Telecommunication industry?

Passage 2

No other industry touches as many technology related business sectors as telecoms, which, by definition, encompasses not only the traditional areas of local and long-distance telephone service but also advanced technology-based services, including wireless communications, the Internet, fibre optics and satellites. Telecom is also deeply knotted with entertainment of all types. Cable TV systems like Comcast are aggressively offering local telephone service and high-speed Internet access. The relationship between the telecom and cable sectors has become even more complex as traditional telecommunications firms such as AT&T sell television via the Internet and compete directly against cable for consumers' entertainment dollars.

Questions:

Q1. Which industry touches the technology business at a high rate?

Q2. What is the definition of telecommunication?

Q3. What is a Cable TV system offering?

Q4. What are the advanced technology based services

Summary

- Appropriate dress code and grooming guidelines
- Counter management activities
- Visual merchandising techniques
- Concept of planogram
- Various Internet of thing (IoT) and smart devices
- Product demonstration techniques
- Buying and selling of telecom products
- Maintaining various sales reports
- Effective communication and language skills

Exercise

Multiple-choice Questions

1. Habits like smoking, chewing tobacco, or chewing gum _____ impact customers' minds.
   a. Negatively
   b. Positively
   c. Neutral
   d. None of the above

2. _____ is the representation and use of attractive sales displays and retail floor plans to engage customers and boost sales activity at a retail store.
   a. Visual Merchandising
   b. Floor Planning
   c. Housekeeping
   d. None of the above

3. _____ are visual representations of a store's products or services and are essential to visual merchandising.
   a. Planograms
   b. Visual Merchandising
   c. Floor Planning
   d. None of the above

4. IoT stands for:
   a. Indian Original Things
   b. Internet of Things
   c. Identification of Things
   d. Institution of Things

5. _____ refers to a change in pitch, loudness, or tone of voice while speaking.
   a. Tone
   b. Voice modulation
   c. Pronunciation
   d. Rate of Speech

Answer the following:

1. Differentiate between skimming and scanning.
2. List the important components of speaking skills.
3. Differentiate between features and benefits using appropriate examples.
4. Explain the 4Ps of marketing.
5. Elaborate the significance of the planogram in retail outlets.

Notes

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3. Sell Products and Services

Unit 3.1 - Communicating with Customers

Unit 3.2 - Selling of Telecom Products

Unit 3.3 - After-Sale Services

Unit 3.4 - Network Operator Aligned Services

TEL/N2109

Key Learning Outcomes

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

1. Demonstrate how to attend to walk-in customers using appropriate etiquette and manners
2. Describe different products, models, their variants and associated services while focusing on the Features, Advantages and Benefits (FAB) of the product/service
3. Describe the add-on plans for required services such as OTT subscriptions and offers
4. State the Annual Maintenance Contracts (AMC) provided by a store or showroom
5. Describe the process of escalating customer objections to the manager for further action
6. Discuss how to handle the complete Know Your Customer (KYC) process
7. Explain how to guide customers for activation of SIM cards/dongles/Wi-Fi hotspot devices
8. Demonstrate how to help customers in payment of postpaid bills or recharge of pre-paid SIM cards
9. Discuss how to guide customers to change or reactivate their broadband plan and other services room
10. Show how to collect customer feedback

UNIT 3.1: Communicating with Customers

Unit Objectives ⌖

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

1. Understand communication skills
2. Describe verbal and non-verbal communication & its importance for an ISP
3. Understand the art of listening and asking questions

3.1.1 Communication Skills

For the promotion and sales of handsets, the In-Store Promoter has to be adept at his communication style.

For effective communication, the In-Store Promoter has to focus on four important things. They are:

- Understanding the Customer's Communication Style
- Clarity in Communication
- The Art of Listening
- The Art of Asking Questions

Understanding the Customer's Communication Style

As an In-store promoter, you should gauge the customer's communication style and respond appropriately. You should switch to the customer's preferred language as and when required. You must not make the customers uncomfortable and annoyed by not facilitating them. Let us see the different customers and how to respond appropriately to them.

Types of Customers

Repeat Customer:

Repeat customers are the most loyal customers who regularly purchase products from one store. This type of customer is the lifeblood of the business and should be treated as such. As they were satisfied the first time, they returned for more services or products. Therefore, as long as you continue to satisfy their needs, you have a repeat customers. It has been estimated that it can take up to five times more work to replace a loyal customer than it would to simply continue to service them well enough to keep them.

Fig. 3.1.1: Customer interaction

Discount Customers:

Such customers frequently visit the store but buy only when offered discounts on regular products and brands, or they buy only low-cost products. Focusing on such customers is also important as they promote a distinguished part of profit into the business.

Impulsive Customers:

These customers are difficult to convince, as they want to buy impulsively. When they enter the store, they do not have any specific item in mind but simply have an urge to buy what they find good and productive at that point in time. Channelising these customers can be a challenge, as they are not looking for a particular product but want the see a display of all useful products in front of them so that they can choose. If impulsive customers are treated suitably, there is a high probability that these customers could be responsible for a high percentage of sales.

Need-Based Customers:

These customers are product specific and want to buy items for which they have a specific need. These are frequent visitors but do not buy every time. These customers should be shown ways and reasons to switch to other similar products and brands and initiate them to buy these. For such customers, identifying and confirming customer expectations is very important. It is easy to lose these customers in the absence of positive interaction.

Wandering Customers:

These are not sure what to buy, so they are the least profitable. They visit stores mostly to confirm their needs on products. They search for features of the most promising products but do not buy them. To make them buy patiently, tell them the positive features of the products so that they develop a sense of interest.

Interpreting and Using Non-Verbal Communication

Non-verbal communication is a non-spoken form of expression—body language (body angle, face, arms and hands), space, and appearance communicate thoughts and emotions.

In-Store Promoter needs to:

• Interpret customers' nonverbal signals
• Use nonverbal communication to improve selling effectiveness

Observing a single gesture or body position is hard to interpret nonverbal signals. Salespeople, thus, need to consider the pattern of signals a customer generates to interpret the person's feelings. To increase their effectiveness, salespeople can also use nonverbal signals as follows:

• Use co-operation signals to indicate a sincere interest in helping customers satisfy their needs.
• Avoid power signals. They frighten customers and make them feel uncomfortable.
• Nothing creates rapport like a smile. The smile should appear natural and comfortable—not a smirk or clown-like exaggerated grin.
• Direct eye contact reflects sincerity; glancing from side to side or at a wall has the opposite effect. However, staring can make a customer feel uncomfortable.

- Hand movements can have a dramatic effect. Pointing a finger can be used to reinforce important points in the presentation. However, too many hand gestures can distract attention from verbal communication.
- Good voice and speech habits are critical. To avoid monotony, one should vary the rate and loudness of their speech. Simple messages may be delivered faster than messages that are more complex.

Tolerating Silences: Tolerating silences means giving time to customers to feel comfortable in the store as soon as they enter the store. The In-store promoter should give time to customers to first see the products and examine them on their own. The In-store promoter should not interrupt or disturb the customer in between. It sometimes irritates the customers and can change their minds about buying the phone.

3.1.2 The Art of Asking Questions

Salespeople should ask questions for several reasons. First, questions get the customer to participate in the sales process. By asking questions, salespeople encourage customers to actively engage in a conversation rather than passively listening to a presentation. Participating in a conversation makes them more likely to hear and remember what's said. Second, questions show customers the salesperson is interested in them. Finally, salespeople can collect valuable information using questions.

Here are some guidelines for effective questioning:

- Encourage longer responses. Don't ask questions that can be answered with a simple "Yes" or "No". For example, ask, "What do you know about this brand?" rather than "Have you heard of this brand?"
- Space out questions. When a salesperson asks several questions, one right after the other, customers may feel threatened. One method for spacing out questions is encouraging customers to elaborate on their responses.
- Ask short, simple questions. Avoid questions with two or more parts. When faced with complex questions, customers might not know which part to answer, and the salesperson might not know which part of the question is being answered.
- Avoiding leading questions. Leading questions just put words into the customer's mouth and don't tell the salesperson what the customer is actually thinking. The question – Why do you think this is a good product?" gets at a customer's positive thoughts but doesn't reveal her reservations.

Clarity in Communication

The In-store promoter should clearly communicate with peers/seniors about tasks at the store. Remind yourself that you have the right to speak and be heard to communicate in a way that conveys your meaning and shows respect for your listeners. Avoid apologies and blame. Be sure of the following in order to communicate with clarity:

- Be very clear as to what you want to achieve as a result of your communication.
- Set a limit to the number of points you will share with your listener to avoid confusing them.
- Do not make any slanderous remarks when offering feedback. Feedback is provided to check and improve performance and not make any enemies.

The Art of Listening

Effective listening is an active endeavour, and it's much more than just hearing what customers say. Good listeners project themselves into the customer's mind. If a customer says he wants a "fancy" phone, the in-store promoter needs to listen carefully to find out what fancy means to that customer.

Through effective listening, the in-store promoter demonstrates concern for the customer's needs by selecting an appropriate product to offer. Techniques for active listening include:
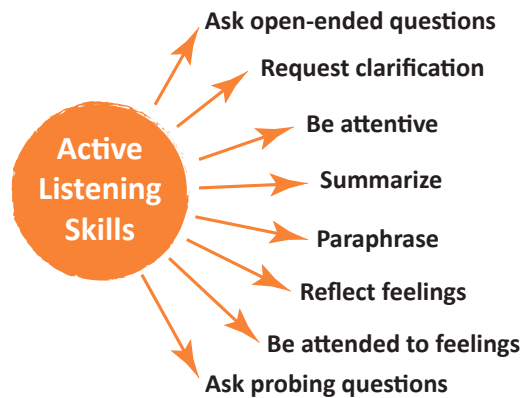
Ask open-ended questions

Request clarification

Be attentive

Active Listening Skills

Summarize

Paraphrase

Reflect feelings

Be attended to feelings

Ask probing questions

Fig. 3.1.2: Active Listening Techniques

Repeating or Rephrasing Information - One technique of showcasing active listening could be repeating or rephrasing what the customer has already said. It helps to create a positive image in the customer's mind that the in-store promoter is listening to him. Active listening means hearing what the customer is telling you, and it means asking clarifying questions when the customer says something vague or requires elaboration.

For example, if a girl enters the store and comes to the in-store promoter and says, "I need a phone which doesn't have lots of complexities, and it should not hang because of so many applications, and it should not catch viruses. Lastly, its display should be so big that I could see the images in a large size; Then the In-store promoter said, "Ok, Ma'am, I got it, you need a simple phone with a large display, and it should be not very expensive." This was a good example of rephrasing information.

Summarising Conversations: Look at the given conversation:

ISP: What type of phone are you looking for?

Customer: I want a phone which has a good life.

ISP: In which range are you thinking of buying the phone?

Customer: I don't want a very expensive phone.

ISP: What about the Camera?

Customer: I like clicking snaps. So the camera should be good.

Sample Questions

1. Would you like to take a glass of water? (To make the customer comfortable)
2. What are you looking for - a tab or a phone? (To understand customer needs)
3. Which phone are you using currently? (To know the customer's choice or brand)

4. What kind of phone are you looking for? (To know the customer's choice or brand can be used to see if the customer speaks explaining)

5. Are you looking for a particular brand of phone? (To know the customer's choice or brand)

6. Do you play games on your phone? (If yes, the customer is looking for a smartphone with a fast processor and the latest games they can download from the internet. If no, then you can suggest a feature phone or a smartphone)

7. Do you watch or download movies on your phone? (If yes, the customer is looking for a wide-screen smartphone with a fast processor that supports MP4, WMV, H.264, H.263 and HD videos without disturbing other operations.)

8. Do you use the camera on your phone? (If yes, the customer is looking for a phone with a camera 5.0 MP or above with autofocus, geo-tagging, panorama, touch to focus and dual flash features)

9. Do you use the internet on your phone? (If yes, show a phone that supports internet usage, e.g., the phone has 21 Mbps download and 5.76 Mbps upload speed. It Supports HTML and helps send emails, instant messaging, YouTube player and much more).

10. Do you have accounts on Social Sites? (If yes, tell the customer that the phone supports all social applications like WhatsApp, Line, Facebook, Hangout etc., and gives you the option to download apps of your choice).

11. Where did you get information about this phone? (Customer knowledge about the phone and technology).

12. How many SIM connections are you using currently? (You can inform customer about dual SIM phones (GSM + GSM)/(GSM+CDMA)/(CDMA+CDMA))

13. What is the payment mode you would prefer? (to tell about various offers available on debit/credit cards)

14. Do you have a credit card? (If they buy it using the credit card of XYZ bank, they will receive some discount on this phone) yes, tell

Explained Questions

1. What do you use your phone for? (To know how they use their phone, like say I am using my phone only for calling or for watching a movie or playing games etc.)

2. What are the features you are looking for in a phone? (To know their choice in the phone, like they want a good camera in the phone so we first show them a phone with a good camera)

3. What is your budget for the phone? (To be more specific to customer needs)

4. What are the operations you perform on your phone? (To know the usage of the phone)

5. Do you like touch screen phones or qwerty keypad phones?

Practical

Prepare a chart on verbal and non-verbal communication skills.

UNIT 3.2: Selling of Telecom Products

Unit Objectives ◎

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

1. Elaborate on the sales process and the steps involved in it
2. Explain how to tackle objections/reservations
3. Describe the essential selling skills required for an In-store promoter
4. Describe the concept of upselling
5. Explain the precautions or handling specifications about the telecom products or services

3.2.1 Introduction

To many customers, the In-store promoter is the store. Typically, they are the people with whom customers come in contact. To be effective, the in-store promoter must understand the sales process.

Role of In-Store Promoter/ Store Promoter: In-store promoters can develop and present a message to each customer they encounter. In-store promoters can also gauge the customer's reactions and alter the presentation during the interaction. This flexibility makes the In-store promoter the retailer's most effective communication vehicle. For the promotion and sale of handsets, In-store promoters should have prior knowledge in order to be effective during the sales process.

Store Policies: When customers are about to make a buying decision, they often want information about the store's policies. For example, an In-store promoter should be able to provide information about a store's program for testing merchandise quality and safety or its unconditional guarantee to replace the product if faulty.

Merchandise: Knowledge of the merchandise is critical. Without it, the salesperson can't satisfy the customer's needs by matching the merchandise features to the benefits sought by the customer. It is not enough for the salesperson to say, "This camera is a good buy, and it has high quality and low price." Customers expect specific information about merchandise: how to operate it, which features justify its price, or how one brand differs from another.

3.2.2 Sales Process

A sales process describes an approach to selling a product or service. It includes seller and buyer risk management, standardized customer interaction during sales and scalable revenue generation.

A sales process consists of the following steps:

Step-1 Approaching the Customers

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

Purpose of Approach: The purpose of the In-store Promoter's approach is to narrow the customer's focus from a broad generalised interest to a consideration of specific items.

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 an In-store Promoter will be too aggressive. The customer's anxiety can be reduced by a smile, an introduction, and an opening comment about something other than the merchandise the customer is looking at. For example, an initial statement can be a flattering remark about something the customer is wearing or 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.

The In-store promoter then starts to direct the customer's attention by asking a question, mentioning a feature or benefit of the merchandise, discussing the good's manufacturer, or pointing out a special value. Given below are examples of these techniques:

- "This mobile has a Wi-Fi facility. These phones are more comfortable in comparison to others as the moment you enter a Wi-Fi zone, and you can access the internet."
- "Try this phone. It has a large display. You will love the images when you see this phone."
- "It's really easy to operate this phone, and this pamphlet shows you how to do it."
- "How much memory storage do you wish or require in your phone?"

The Feature-Benefit Approach: Approaches that highlight features or benefits help the customers "See" the merchandise better. Many times customers don't recognise hidden features of the product, such as its multiple uses, the quality of its construction, or even the manufacturer's name.

The 'Just–Looking' Customer Approach: In-store Promoter should avoid using the simple approach "May I help you?" The response to this approach is often "I'm just looking." But most customers aren't just looking. They've come into the store to buy something—and the In-store promoter is there to sell something.

The effective In-Store Promoter shows an interest in helping the customer and then gives the customer a chance to look at the merchandise alone.

After the initial contact has been made, the next step in the retail sales process is collecting information from the customer. The In-Store Promoter needs to determine the customer's needs and the type of product the customer prefers. Basic information a Store Promoter should know about a customer includes:

- The type of product the customer is looking for.
- The price range the customer is considering.
- How the customer plans to use the merchandise.

Step-2 Probing to Identify Needs

In the second stage, customers search for information to satisfy their needs, and In-store Promoter collects information about customers so they can determine what merchandise might be appropriate. The In-store Promoter must find out what the customer is looking for through questioning or probing. What product the customer has currently and what his needs are might be used to get information about the required product. Also, collect information about the customer's preferences for style and colours. Customers often want to know the In-store Promoter's opinion. Even when the customers know the exact kind of phone they want, they might want to know the In-store Promoter's opinion about the phone's features, advantages and popularity. In-store Promoters have expertise in their products the customers want to take advantage of this knowledge.

The conversation below shows how an In-store Promoter (ISP) collects information from a customer:

ISP: Good morning. I'm Rakesh Sinha. May I help you?

Customer: Good Morning. I've looked at some of these models before, but I haven't bought anything.

ISP: If I could find out a little bit about what you're looking for, I can save you some time. Do you plan to use the mobile yourself, or is it a gift for someone?

Customer: Well, I want it for my own use. I would like something that has an excellent email interface and good memory.

ISP: So you are looking for a high-end smartphone. Is that right?

Customer: I think so.

ISP: I think I can show you some of our phones with extra features, please see these four models. Try them out to see the benefits.

Customer: OK. I'm not sure I like this one.

ISP: Why don't you like it?

Customer: The size to begin with. I really don't like very big phones.

ISP: What size are you looking for?

Customer: My wife says something that fits in my trouser pocket.

ISP: What model do you already have?

Customer: Currently, I have a XXX phone, it has a good display and camera, but the email interface is not so good.

ISP: Let's see. You want something that's not too big to hold, has a good display size, a high-end camera, and an excellent email interface and memory. I think you'd be interested in these models, and let me demonstrate them to you.

To satisfy customers' needs, In-Store Promoters must ask questions and listen carefully to customer replies and comments. Effective listening is the most important step in building rapport with customers.

Step-3 Presenting and Demonstrating Merchandise

In the third stage, The In-Store Promoter presents and demonstrates the features and benefits of the product to assist the customer in evaluating alternatives.

Benefits: 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 will I get out of buying this merchandise?" In-store promoter answers this question by explicitly indicating which of the needs expressed by the customer will be satisfied by the product.

Features: Features are a product's qualities or characteristics that provide benefits to customers.

Exhibit 1 Android, v4.2 (Jelly Bean)		
Features	**Advantages**	**Benefits**
Has Dual Sims	Use multiple Sims at the same time	It allows you to use two services without the need to carry two devices at the same time.

Exhibit 1 Android, v4.2 (Jelly Bean)		
Features	**Advantages**	**Benefits**
Quad-Core CPU	More cores result in better parallelism	More tasks can be processed in parallel without slowing down the User Interface
Faster CPU Around 30% faster CPU than Nokia Lumia 520	A faster CPU means a more smooth experience	A faster CPU means a more smooth experience
More RAM Around 100% more RAM than Nokia Lumia 520	RAM means more applications can run at the same time	This makes the device faster
Bigger Screen Around 25% bigger screen than Nokia Lumia 520	The display is more so working with it is more comfortable	Reading, browsing the internet and watching movies is a more pleasing experience on a bigger screen
Better Screen Resolution Around 35% more pixels than Nokia Lumia 520	More resolution means a sharper and crisper screen	It makes all the images, and pictures are better for viewing
Better Camera Resolution Around 60% more megapixels (MP) than Nokia Lumia 520	Better picture quality	Better picture quality
Has Flash For Camera	Having a camera flash helps you to take photos in low light.	Work with the camera both during the day and night
Has Front Camera	The front camera enables you to take selfies and do video calling (on supported devices)	The front camera enables you to take your own photos and do video calling (on supported devices)

Table 3.2.1: Features of Android Jelly bean

Step- 4 Handling Objections/Reservations

Objections can arise at each stage in the sales process. For example, a customer may not be willing to talk with an In-Store Promoter during the approach. Reservations can also arise when the In-Store Promoter is presenting the product.

Types of Objections/Reservations: Some common reservations arise because the customer does not want to buy at the time or is not satisfied with the price, the product, the store and its service, or the In-Store Promoter.

Customers often resist making an immediate decision. These reservations indicate that the customer is not convinced of the need for the merchandise or its benefits. The real reason for postponing the purchase may be the price of the merchandise itself. In addition, some customers do not like to make decisions. Reassurance works better than pressure with indecisive customers.

Exhibit 2: Types of Reservations

1. Timing: I haven't made up my mind
2. Location: I can't find it.
3. Merchandise: I don't think this is made well.
4. Sales person: I don't like him.
5. Price: This is too expensive
6. Decision: I will have to talk it over with my wife, or I think I'll wait awhile.

Uncovering Objections: The reservations customers state is often just excused for not buying. Usually, the customer gives a reason that appears to be the real reservation. Some customers agree to everything or make no comments. Then they decide not to buy the merchandise. Such in a situation, the In-Store Promoter must uncover the reason.

Methods for Handling Reservations: The best approach for handling reservations is to relax and listen. Allow customers to verbalise their feelings completely. Ask questions to clarify their reservations, but don't interrupt to provide an answer, even though the answer might seem obvious. In-Store, Promoter needs to respond to reservations in a way that will not start an argument.

One way is to turn the customer's statement into a question. In-Store Promoter should aim to soften the reservation by getting on the customer's side. This can be done by agreeing with and then countering the objection. Customers usually expect the Store Promoter to disagree with an objection. Instead, the In-store Promoter should recognise that the objection is offered sincerely and respect the customer's view. After agreeing, the In-Store Promoter should provide information the customer might not be aware of. Skill is necessary for stating the counter.

> **For example**
>
> In-Store Promoter might respond to the reservation, "I don't like the way this phone hangs so often", by saying, "You know, Sir, I felt the same way when I first bought this phone, but it has so many useful features, and the battery life and memory are so good that I am very happy with it; also, it is quite stylish." With such a counter, the In-Store Promoter agrees that the customer's reaction isn't unusual but then proceeds to turn the objection into a benefit.

Price Concerns: Price reservations are the most common objections In-Store Promoter faces. Price reservations are best handled with a two-step approach. First, the In-Store Promoter should try to look at the reservations from the customer's viewpoint. Given below are some questions to gain an understanding of the customer's perspective:

"We're usually quite competitive on the merchandise. Are you aware of other brands with a similar model at a lower price?"

"You say you saw this at a lower price at Croma? Please tell me, was it the same model with the same features?"

After learning more about the customer's perspective, the next step is to emphasise the item's benefits. All customers want to buy a less expensive product, believing it has the same benefits as the more expensive one. But many customers will pay a higher price when additional benefits are pointed out to them. Many high-quality products look just like low-quality products, so In-Store promoters should emphasise features that justify the extra cost.

Some benefits are provided by intangible features - which we cannot see in the product, such as:

- The durability of the product
- Service provided by the store
- Credit availability
- The return policy
- The assortment that enables a customer to purchase an entire outfit in one store

Finally, price reservations can be handled by suggesting products with a lower price. But with this approach, customers may not buy merchandise that best meets their needs.

Stalling: Another common reservation arises when a customer says, "I want to think it over." Here's an approach for handling this reservation:

Customer: I want to think this over, and I can't make a decision now.

ISP: I understand how you feel. Many of our customers are uncertain before they buy a smartphone. And you probably have several questions you still need to have answered before you make a decision, isn't that right?

Customer: Yes, that's right!

ISP: Let's make a list of some of your questions; which of these questions is actually keeping you from making a decision now?

Step-5 Making the Sales

The fifth step in the sales process involves getting the customer to make a purchase decision. Sales presentations are made to encourage purchase decisions. The sales promoter must be ready to make a sale when the customer is ready to buy.

Timing: The right time to attempt to close a sale is when the customer appears ready to buy. There is no perfect psychological moment in a sales presentation to make the sale. Customers make up their minds to buy when they feel the benefits outweigh the price. For some customers, this point can occur when they first see the merchandise. For others, it might not occur until they have looked at a wide variety of merchandise, visited several stores, and asked many questions.

Buying Signals: Buying signals are verbal or nonverbal communications from customers indicating they are ready to buy. Facial expressions often show when a customer is not ready to buy. Customers who frown or seem to be puzzled may be indicating they are not thoroughly sold on the merchandise. Customers' nonverbal signals that indicate that an In-store promoter should attempt to make a sale include:

1. Resisting an In-store promoter's attempt to move merchandise out of the way.
2. Intently studying or reexamining the merchandise, handling it, and looking at it from different angles.
3. Smiling or appearing to be excited when looking at the item.
4. Handling or using a product for the second or third time.

Customers' comments are usually the best indicator that they are considering a purchase. The following statements may indicate they are about to make or have made a decision:

"Did you say that this is guaranteed for a year?"

"Do you like this phone in white?"

"I have always wanted a Z-Phone."

Closing the Sale: Closing a sale means reaching a point where both the seller and a buyer agree to the conditions of the sale, and the buyer makes a commitment to buy. Closing the sale is a natural ending of the sales process.

The Trial Close: Throughout the sales process, use the technique of the "trial close" to ensure that you have the buyer's commitment. A trial close makes sure that all conditions for the transaction are known and that the buyer is serious about buying. Read the following scenario for the trial close:

ISP: "Ma'am, after our discussion, are you confident that our phone can deliver the required value to you?"

Buyer: Yes, It seems so; I am sure the benefits will be immense if all the features work as said."

ISP: "Great, let me demonstrate all the features to you so you can be sure of the value it brings."

Use the trial close with every buyer to ensure that the buyer is moving with you to close the sale and remove any obstacles from your buying process.

Ask for the Order: "If you don't ask, you will not get the sale" This is an old principle in sales. Remember, the timing is most important. When all conditions from the trial close have been met, ask the buyer for the order. Some ways in which you could phrase the "closing question" are as follows:

"Shall I take this for billing?"

"Will you pay by cash or card?"

"Will you make a complete payment, or do you want it in instalments?"

Ask one question only. There may be some tension at the moment. Do not fear the silence as the customer may be thinking about the response. Be empathetic with the buyer at this moment.

Possible answers to the "closing question" –

"Yes": Thank the buyer; reassure them that they have made a great choice and move on to discuss the service, etc.

"No": Breathe deeply and take control of your emotions. Ask if the decision is final or whether it can be considered later. Ask the customer sincerely if there is anything you should have done differently or can improve upon. Feedback is very important to improve future sales processes.

"Undecided/I'll get back to you/Maybe/We'll see/Not right now": In such cases, listen to the buyer and ensure the communication stays open. Decide if the buyer still sees value in your offering, and then ask them to suggest a way forward (effectively try to go back to the trial close). In place of a vague response, put gentle pressure on the buyer to commit to a firm next step.

Step-6 Building Relationships and Future Sales

This is extremely important, especially for selling handsets, as a large number of sales consist of upgrades. The relationship between a customer and an In-Store Promoter should not end when a sale is made. It is becoming increasingly important for In-store promoters to build long-term relationships with customers so that they'll return to the store and seek out the In-Store Promoter the next time

they're buying. Goodwill is the value of customers' feelings or attitudes toward the retailer and In-Store Promoter. The fundamental method for building goodwill is to make sure customers are satisfied with the merchandise they purchase. Customer satisfaction is achieved when In-Store Promoter is customer-oriented and not sales oriented.

Methods for building goodwill include:

• Keeping the customer's interest paramount

• Reaffirming the customer's judgment

• Ensuring proper use of the merchandise

• Handling customer complaints, remembering the customer between visits, and providing "above and beyond" service.

After understanding the sales process, some more important concepts that you, as an In-store promoter, should know are briefly described below. These concepts include up-selling and cross-selling as these techniques are pretty simple concepts to understand and can provide lots of value to the customers, enhancing their shopping experience while increasing your organisation's sales volume. It is a win-win situation.

After the purchasing of products comes the billing process. The billing process is required to transit customers smoothly from the sales counter to the billing counter. It helps in making the billing process smooth and convenient for customers.

3.2.3 Essential Selling Skills Required for an In-Store Promoter

Good sales skills are an important ingredient of a successful business. For many customers, especially in handset sales, the salesperson helps in determining the sale. Therefore, if the sales personnel are good, the business is good.

Attributes of an Effective In-Store Promoter

1. **Judgment:** Judgment can be replaced with common sense, maturity and intelligence. As an In-Store promoter, you are not supposed to argue or form any judgments about a customer; instead, you must build the store/brand in front of the customers.

2. **Tact:** Problems can be avoided if an In-Store Promoter has a clear sense of what to say and do in different situations. Sales people should give considerable thought to the impact of their actions. For example, A young boy out to buy his first cell phone is trying all the display phones again and again excitedly. In a blunt manner, the In-Store Promoter asks him to make a choice quickly. Do you think it could have been handled differently?. How does the young man feel about the store? The feeling is not great. The sales promoter did not know what to say or do to maintain good customer relations. It is important to be tactful.

3. **Attitude:** A good In-Store Promoter will keep a positive attitude toward customers, merchandise and the business and will be ready to accept suggestions and learn new things.

4. **Physical Attributes:** An In-Store Promoter must try to adapt to changes; only then can he be successful. In the sales environment, personal appearance and hygiene hold a very important place; therefore, an In-Store Promoter must be dressed properly according to the company's guidelines. A might lose a sale because of body odour, bad breath, soiled clothes, scuffed shoes, and unkempt hair.

Selling Skills

Given below some important skills that every store promoter must have:

- **Prospecting:** You need to meet your sales targets and goals as an In-Store Promoter. Some ways to do new business include getting referrals, approaching previous customers who haven't purchased from you recently and looking for opportunities to sell deeper to existing customers.

- **Questioning:** This is a basic concept but is often not executed by salespeople effectively. As an In-Store Promoter, you must ask questions to understand the customers' needs and engage them in a sales conversation.

- **Listening:** A good salesperson masters the skill of listening to customers' queries and complaints. You must not interrupt the customer while he is speaking and hear his/her problem carefully. In the end, you must also repeat the problem that the customer had shared so as to make them feel that their problem was heard.

- **Presentation Skills:** You must not use words like "Um, Uh" while giving a sales presentation. Given below are the two aspects of the presentation.

  ○ **The content.** Begin your presentation by discussing about buyer's presentation and avoid including too much information. Do not forget to cover those aspects of the offering which are critical for the buyer.

  ○ **The verbal presentation.** It is very important how you say something. Therefore, practice the presentation beforehand and be cautious about your gestures, body language and facial expressions. Video-tape yourself making a presentation and watch it to understand your strength and weaknesses.

- **Rapport Building:** To build rapport, you need to form a connection with the customer, treat their problem as yours and identify their needs; only then will the customer return to your store and help increase the customer base of your store.

- **Objection Handling:** Objections are very natural, but how you deal with them is very important.

  Make a list of all the objections you hear most frequently. Then, practice the most appropriate responses to those objections. Before responding, prepare yourself with these steps.

  ○ **Empathise.** Empathising means verbally stating that you respect and understand the buyer's problem.

  ○ **Clarify.** Repeat the objection to the customer in your own words to confirm that what you have understood is correct. E.g., "So your phone gets switched off on its own when its battery dips to 40%."

  ○ **Seek permission.** Always ask the buyer for approval before you offer a solution. "Mr Kumar, would it be okay if I set an appointment to meet both of you to discuss the deal?"

  Follow this process, and you will find that most people will be more receptive to hearing your solution.

- **Persistence:** You must find creative ways so that your name gets registered in the mind of your prospects; only then can you be successful.

- **Organisational Skills:** As a brand representative, you must be organised and prepare a daily, weekly and monthly schedule.

- **Focus:** Many distractions can shift your focus, like telephone calls, text messages, email, paperwork, problems and traffic, but you must not deviate from your path and stay completely focused.

Effective Sales Techniques:

The effective sales process involves getting the customer to make a purchase decision. Sales presentations are made to encourage purchase decisions. The sales promoter must be ready to make a sale when the customer is ready to buy.

Following are the techniques or approaches:

Timing: The right time to attempt to close a sale is when the customer appears ready to buy. There is no perfect psychological moment in a sales presentation to make the sale. Customers make up their minds to buy when they feel the benefits outweigh the price.

For some customers, this point can occur when they first see the merchandise. For others, it might not occur until they have looked at a wide variety of merchandise, visited several stores, and asked many questions.

Buying Signals: Buying signals are verbal or nonverbal communications from customers indicating they are ready to buy. Facial expressions often show when a customer is not ready to buy.

Customers' comments are usually the best indicator that they are considering a purchase. The following statements may indicate they are about to make or have made a decision:

"Did you say that this is guaranteed for a year?" "Do you like this phone in white?"

"I have always wanted a Z-Phone."

Closing the Sale: Closing a sale means reaching a point where both the seller and a buyer agree to the conditions of the sale, and the buyer makes a commitment to buy. Closing the sale is a natural ending of the sales process.

The Trial Close: Throughout the sales process, use the "trial close" technique to ensure that you have the buyer's commitment. A trial close ensures that all transaction conditions are known and that the buyer is serious about buying.

Read the following scenario for the trial close:

ISP: "Ma'am, after our discussion, are you confident that our phone can deliver the required value to you?"

Buyer: Yes, It seems so. I am sure if all the features work as said, the benefits will be immense." ISP: "Great, let me demonstrate all the features to you so you can be sure of the value it brings."

Use the trial close with every buyer to ensure that the buyer is moving with you to close the sale and remove any obstacles from your buying process.

Ask for the Order

"If you don't ask, you will not get the sale" This is an old principle in sales. Remember, the timing is most important. When all conditions from the trial close have been met, ask the buyer for the order. Some ways in which you could phrase the "closing question" are as follows:

"Shall I take this for billing?" "Will you pay by cash or card?"

"Will you make a complete payment, or do you want it in instalments?"

Ask one question only. There may be some tension at the moment. Do not fear the silence as the customer may be thinking about the response. Be empathetic with the buyer at this moment.

Possible answers to the "closing question" -

"Yes": Thank the buyer, reassure them that they have made a great choice and move on to discuss service etc.

"No": Breathe deeply and take control of your emotions. Ask if the decision is final or whether it can be considered later. Ask the customer sincerely if there is anything you should have done differently or can improve upon. Feedback is very important to improve future sales processes.

"Undecided/I'll get back to you/Maybe/We'll see/Not right now": In such cases, listen to the buyer and make sure that the communication stays open.

Decide if the buyer still sees value in your offering, and then ask them to suggest a way forward (effectively try to go back to the trial close). In place of a vague response, put gentle pressure on the buyer to commit to a firm next step.

3.2.4 Up-Selling

Effective sales promoter suggests additional items before the original sales transaction is completed. Many other items (usually of lesser price than the main product) are displayed along with the main or core product. Such items usually complement the main product. Pushing for add-on sales is the responsibility of the sales promoter, as he/she is the one who interacts with the customer—for example, extended warranties, extra batteries, covers, other accessories etc. When selling additional items, sales promoters should avoid becoming too aggressive. The sales promoter can mention available merchandise without offending the customer. When additional suggestions are appropriate, the Store Promoter should positively make them. Asking "Anything else?" is not as effective as saying, "You'll need a cover for your new phone."

Tips on Up-Selling and Cross-Selling

- Once your customer has made a decision to buy, their wallet or pocketbook is open, and additional purchase decisions are much easier.
- Mention the add-ons before the sale is completed, but after the major purchase decision has been made. Do not rush to make an add-on sale before the customer has actually made up his/her mind to buy the main product.
- If you're offering products or services your customers need, recognise that you are helping them. Be sure to put forward the add-on offer in such a way that you make it clear that you are helping the customer rather than merely making money.
- Offer relevant add-ons to your customers based on their shopping cart content or past purchase history. Use techniques like "you might also like" and "other customers purchased". These techniques will help assure the customer that the add-on items are really helpful.
- Make sure whatever you offer your customer is adding value to their original purchase. If not, the customer will simply feel you are trying to cheat them.

3.2.5 Billing

When customers shop from a store, less billing time is one of the key factors they consider. It's the responsibility of the Store Promoter to transit the customer smoothly from the sale counter to the billing counter. Professional training at billing counters can lead to the smooth functioning of the store.

Practical

Case 1: Billing

A recent visit to one of the electronic department stores was quite good until we reached the cash counter. It took us about 15-20 minutes to shop for everything we wanted and an additional 20 minutes just to pay the bill. The whole scenario was put off. First, there were three billing counters but just two people to operate them. There was a customer in front of us who had a discount coupon from the store and wanted to utilise it, with the billing personnel did not know its usage.

Conversation at the billing counters

Cashier 1: "May I help you, sir?"

Customer 1: I have a coupon that entitles me to a discount of 5% on shopping. Kindly adjust

with my bill."

Cashier 1: "Can I have the coupon?"

(Customer handed over the coupon, and cashier 1 looks perplexed)

Question: Discuss how you would feel as a customer if you encountered such a billing counter.

3.2.6 Classification of Phones

Currently, there are four types of mobile phones available in the market:

- Basic Phones
- Feature Phones
- Smartphones
- Tablets

Mobile phones can be categorised in various other ways:

1. Based on network technology:
   - CDMA – Code Division Multiple Access
   - GSM – Global System for Mobile Communication
   - LTE - Long-Term Evolution (for 4G connectivity)
   - 5G – Fifth-generation (5G) wireless standard
2. Based on the platform:
   - Android (Google)
   - iOS (Apple)
   - Bada (Samsung)
   - Blackberry OS (Research in Motion)

- Windows OS (Microsoft)
- Symbian OS (Nokia)
- Tizen (Samsung)
3. Based on the cost:
   - Entry-level
   - Mid-level
   - Flagship phones

3.2.7 Description of Product Features

Product features and benefits are a product's discrete areas of new and upgraded functionality that deliver value to the customers. Broadly, features can refer to capabilities, components, user interface (UI) design, and performance upgrades.

As an In-Store promoter, you should understand each of these elements for any given feature. Features that need to describe by a promoter are:

- **Description:** The task or action the user needs to perform and how the feature serves them
- **User challenge:** The pain point or challenge experienced by the user that the feature solves
- **Benefit:** The benefit or value provided to the user
- **Goal:** The broader product goals or measurable objectives that the feature ties to
- **Initiative:** The high-level effort or theme of work that the feature aligns to.

It is important to have a repeatable and consistent method for describing the features so you can relate each one back to a key business objective. Otherwise, you can end up being confused about the assortment of new functionality and enhancements that are not delivering value.

> **For example**
>
> The dark mode is a display setting for user interfaces, such as smartphones. It means that, instead of the default dark text showing up against a light screen (known as 'light mode'), a light colour text (white or grey) is presented against a dark or black screen.
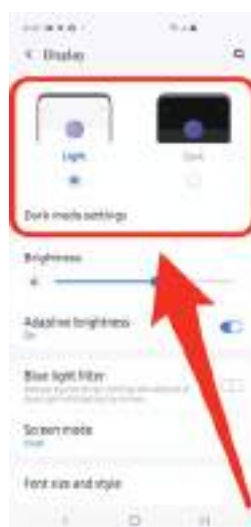
Fig. 3.2.3: Dark Mode Setting on Android mobile phone

How to activate dark mode on an i-phone:

1. Go to settings > Display & Brightness
2. Select dark to turn on dark mode

You can also turn on dark mode from the control centre. To do this, open the control centre, touch and hold the brightness control option, then tap dark mode on or dark mode off. You can also turn on dark mode automatically at sunset or at a specific time:

1. Go to settings > Display & Brightness
2. Select 'Automatic'
3. Tap options to set a schedule for dark mode.

How to activate dark mode on an Android phone:

1. Go to settings > display
2. Tap on advanced
3. Toggle the dark theme On or Off

How to activate dark mode on Samsung phones:

1. Go to settings > Display
2. Toggle night mode

3.2.8 Precautions for Handling Telecom Products

Several important procedures should be followed while handling telecommunications equipment. Adequate precautions should be taken while packaging and transporting telecommunication equipment for distribution worldwide to ensure that products are not damaged.

Handling Telecommunications Equipment

The most important procedure when handling telecommunication equipment is to wear an Antistatic wrist strap or ESD (Electro Static Discharge) wrist strap, which are anti-static devices used to prevent electrostatic discharge by safely grounding a person working on electronic equipment.

Fig. 3.2.4: Anti-static wrist strap/bracelet

It consists of a stretchable band of fabric with fine conductive fibers woven into it. The fibers are usually made of carbon or carbon-filled rubber, and the strap is attached with a stainless steel clasp. They are usually used in conjunction with an anti-static mat on the workbench or a special static-dissipating plastic laminate on the workbench surface. This is very important when handling telecom equipment as even the smallest amount of static could damage the components.

Packaging and Transporting Telecommunications Equipment

Suppose you are dealing with a professional and responsible vendor. In that case, all telecommunications equipment will be sent out in custom-made boxes that fit the items securely and are made economically to avoid unnecessary wastage. Goods will be packaged securely inside the necessary anti-static bags to protect the products from ESD (Electrostatic Discharge). Lastly, appropriate impact absorbing materials will be added for transport protection.

Fig. 3.2.5: Custom-made telecommunication equipment case

By working closely with courier partners, you can offer the most reliable, safe and secure transportation services for telecoms equipment. All items must be packed securely, tracked and delivered by the courier partner, which means that all the equipment arrives and is offloaded safely at its destination.

Telecoms equipment should always be labelled appropriately to ensure that handlers are aware of the fragility of the contents.

UNIT 3.3: After-Sale Services

Unit Objectives

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

1. Describe the add-on plans for required services such as OTT subscriptions and offers
2. Discuss about OTT and related services
3. Explain in detail about warranty terms, including ways to avail of extended warranty
4. Describe the process of escalating customer objections to the manager for further action
5. Explain how to act upon customer feedback

3.3.1 Importance of After Sales Service

The prime objective of any business is customer satisfaction and profits. After-sales service is any support provided to a customer after the product or service has already been purchased.

Companies use after-sales support as a business strategy, leading to higher customer satisfaction, brand loyalty, and even word-of-mouth marketing. After-sales service is a modern and effective tool to satisfy and retain customers. After-sales service is a mandatory section in the overall marketing strategy of any business.

After-sales service boosts the relationship of trust between the seller and the buyer. Of course, trust wins long-term clients, and top-quality customer support can increase customer satisfaction and loyalty.

A store good with after-sales service can convince its customers to buy other products from the same store.

3.3.2 Knowledge of OTT

An Over-the-top media service is a media service offered directly to viewers via the Internet. OTT bypasses cable, broadcast, and satellite television platforms; these types of companies traditionally act as controllers or distributors of such content.

In India, the bundling scenario has become very popular over the last few years. Most telecom service providers in India are offering bundled subscriptions of video streaming services like Netflix, Amazon Prime, Disney+ Hotstar, SonyLIV, etc., with their prepaid, postpaid, and broadband subscriptions.

Most consumers are worried about the expenses of standalone subscriptions to different video streaming services, plus the annual data plans. Addressing this issue, most telecom service providers have bundled offers where customers can save a lot of money by paying for the postpaid or prepaid mobile recharge. Service providers like Airtel, Reliance Jio, and VI are bundling subscriptions for popular OTT platforms.

If a customer opts for a bundled subscription for mobile plans with video streaming platforms, here is how much they can save.

The Disney+ Hotstar VIP needs about INR 399 a year, and the Disney+ Hotstar Premium subscription costs about INT 299 a month or INR 1499 for a year's subscription. The cost of three months of subscription to Amazon Prime is INR 329 or INR 999 for a year. Netflix starts at INR 499 for a month for the basic HD plan and goes up to INR 799 for a month for the Premium Ultra HD plan. Sony Liv charges INR 199 for the special pack and INR 999 a year for the premium subscription. Zee5 comes at INR 999 a year for the all-access pack.

Reliance Jio subscribers get bundled subscriptions for the full range of Jio apps, including Jio Cinema and Jio TV. On the other side, Airtel bundles the Amazon Prime subscription for a year, which includes all the Prime membership benefits. Airtel postpaid customers get Zee5 and Airtel Xstream premium video subscriptions as part of their Airtel Thanks rewards. Vodafone India provides subscriptions to Vodafone Play, Amazon Prime, and Zee5b platforms with all postpaid plans above a specific value.

BSNL has also started offering OTT benefits with its broadband plans via add-on packages to compete against market leaders.

As the customers have to pay less for the OTT subscription compared to the market price and the telecom service provider gains from the internet usage, it is a win-win situation for both.

Fig. 3.3.1: OTT bundling services

It is a great opportunity for the OTT platforms to get more subscribers on board while saving on subscriber acquisition costs. They also get better retention numbers as a subscriber is likely to stay active for the long term if the subscription is a bundle. As OTT platforms don't have to pay for ads, they can attempt to venture into newer markets.

OTT platforms are going to replace the cable and DTH services in our homes sooner or later anyway; it was only the pandemic that accelerated the process. OTT platforms are now getting so popular that they outperform movie theatres. These video streaming services offer exclusive content and access to common films in various languages and genres. You can use various recharge plans to get free OTT subscriptions to Netflix, Amazon, and Hotstar and enjoy watching while saving money.

3.3.3 Warranty & Extended Warranty

A manufacturer's warranty is a promise from the manufacturer that, if the product is within a given time period, they will repair or replace it in case of manufacturing defects.

An in-store promoter can act as a direct link between the customer-facing hardware-related issues and the company. They can either guide the customer to the concerned authorized service centre or collect the defective item and send it directly to the company's manufacturing and repair unit.

Extended Warranty: An extended warranty simply extends the original manufacturer warranty by some period of time against a certain amount of money. Whatever is covered under this original warranty will be covered under the new one. In most cases, this refers only to areas like manufacturing defects or device malfunctions and does not cover issues like cracked screens, water damage or those caused by mishandling.

Replacement/Return: Brands provide free replacement or even return of their product. This facility comes with proper terms and conditions associated with it. After selling the product, this service lasts only for a few months. Replacement can be either of the entire product or one part/accessories only. The product is returned with a refund or another product of the same make. However, every company has a different policy.

3.3.4 AMC Provision by Showroom

Every mobile company offers a one-year service warranty for mobile phones and six months warranty for mobile accessories. But as it is observed, Smartphones are vulnerable to damage within the warranty period, and it's not very easy to get them repaired by the manufacturer.

We all know and must have had annoying experiences at the customer service centers like long queues, uninterested employees at the customer care, lack of assurance of repair etc. When you register at AMC, you don't have to visit the service centre for any mobile related issues, and you don't even have to go outside. There is a free pick-up and drop facility, and the phone will get repaired in a day.

3.3.5 Process of Escalating Customer Objections

How to effectively escalate an issue at work?

Here are a few steps to take when escalating an issue at work:

1. **Acknowledge the problem:** The first step to escalating any issue is admitting that there is a problem. You can do this by alerting the parties involved. At times, the other person is unaware of how their actions are affecting others. Determine the impact the issue has to decide whether it requires escalation or not.

2. **Try to find a solution:** Talk with the individual involved with the issue to see if there is a reason for their actions or lack of actions, and try to find a solution.

3. **Collect evidence:** Start gathering proof of the issue occurring so that you have something to show your upper management. You may consider documenting the discussions you had with the individual or saving email conversations. Doing so can ensure you have proof of your actions and what the other party's response was in case there is any discrepancy later.

4. **Figure out who to escalate to:** If trying to find a solution with the individual is unsuccessful, consider who to escalate the problem to next. Generally, this will be your other direct supervisor.

5. **Explain the issue:** When bringing up any issue to your supervisor or another authoritative figure, explain what is happening. Share evidence with them to provide more context and your recommended actions. Steps to follow when sharing the issue with your supervisor includes:

    *   **Provide background context -** Give a detailed summary of the escalation's situation, including the who, what, when, where, why and how.

    *   **Make a request -** Share with the supervisor what you would like for them to do to help you resolve the issue. Try to provide a time frame for when you need their help.

    *   **Mention any challenges -** Let your supervisor know about any particular challenges you have for them, such as needing a reply by the end of the day or needing their specific expertise.

- **Include the impact -** Share with the team lead what may result if they don't provide you with assistance, such as your team being unable to meet an upcoming deadline due to an employee not accomplishing their tasks.
- **Close your escalation -** End your conversation by offering to assist with resolving the conflict and mentioning any possible solutions to pursue.

6. **Take the issue to a higher authority:** Consider going to the next level of authority if you are unable to resolve the issue at your level. This involves reaching out to the department manager or group leader. The standard procedure is sending an email providing them with the context or scheduling a meeting to discuss the problem.

3.3.4 Customer Feedback about Product/Brand

Customer feedback can help to understand what features to add, what features to get rid of, and where to direct your development efforts.

Ways to get customer feedback:

- Customer feedback through emails
- Customer feedback through surveys
- Customer feedback through focus groups
- Customer feedback through digital channels
- Customer feedback through User Testing

Customer feedback is the most prominent of all because the request for service improvement is directly coming from the consumer.

Customer feedback can be divided into multiple categories:

- **Customer review –** Keeping track of what people are saying about your brand is essential. Ensuring you have a good overview of what is being said about you means that you can better understand your customers.
- **Complaints and Bug Reports -** Dealing with complaints requires a troubleshooting mindset. Don't consider a complaint an insult; instead, consider it an opportunity to improve your offering.
- **Customer Preferences and Feature Requests -** A feature request helps you understand what your customers want from your service and how you can best provide it for them. While they usually come from a pain point, they also allow you to address issues now and road-mapping where to go in the future.
- **Positive feedback -** Highlighting your positive feedback is a fantastic way to show your team how much customers appreciate their hard work, and it is a great way to boost company morale.
- **Questions -** A question means that something is not as obvious as you might like. It is important to log the issues and regularly review the list.

UNIT 3.4: Network Operator Aligned Services

Unit Objectives ◎

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

1. Explain how to complete the Know Your Customer (KYC) process
2. Illustrate how to perform activation of SIM cards/dongles/Wi-Fi hotspot devices
3. Discuss how to guide customers to change or reactivate their broadband plan and other services
4. Explain Mobile Number Portability (MNP)
5. Demonstrate how to resolve customer queries regarding postpaid/prepaid bill plan
6. State the typical line of business and product offerings in the telecom sector for in-store products

3.4.1 KYC Process

A customer has to undergo the "Know Your Customer (KYC) process, which needs a visit to the point of sale or contact centre along with the original copy of the documents of identity and address as proof for obtaining a new mobile connection or conversion of mobile connection from prepaid to postpaid or vice-versa.

KYC process includes ID card verification, face verification, document verification such as utility bills as proof of address, and biometric verification.

KYC procedures are necessary to ensure their customers are real and assess and monitor risks. These client-onboarding processes help prevent and identify money laundering, terrorism financing, and other illegal corruption schemes.

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

youtu.be/7rGKU_ChjzQ

What Is KYC?

3.4.2 How To Activate a SIM Card

Activating Prepaid SIM

Wait for a few minutes after concluding the KYC process for your new prepaid SIM. You will soon get alerts on the current phone number to tele-verify it.

Fig. 3.4.1 SIM Cards

There are different numbers for different network service providers to complete the tele-verification. You will be connected to an IVR (Interactive Voice Response) call when you dial the relevant number. To tele-verify your new prepaid phone number, follow the instructions on the auto-recorded message. Input the 5-digit pin that will be sent to the alternative number and enter the Aadhaar card number's last four digits.

Fig. 3.4.2 Aadhar Card

The new prepaid connection will be activated, and available to use after the procedure is finished. After the tele-verification procedure is conducted, the customer's tariff plan (the first recharge) would be auto-credited to the new mobile number.

Activating Postpaid SIM

The activation procedure for a postpaid connection is different from that of a prepaid connection. To activate the postpaid connection, you must go through a two-step verification process:

Tele Validation - This step is similar to that of the prepaid verification process.

Address Verification - The second stage in activating a postpaid connection is to verify the customer's postpaid number information. A representative from your new operator will visit the customer's place to confirm the address you provided in the records. This is a part of the verification process that all operators would follow in order to validate a postpaid customer. The new postpaid SIM will be enabled after all authentication procedures have been completed.

3.4.3 How to Activate Hotspot

Hotspot activation on Android phone:

- Open the Settings app.
- Go into Network & internet.
- Select Hotspot & tethering.
- Tap on Wi-Fi hotspot.
- This page has options for turning the hotspot feature on and off.
- Follow the instructions to customise the hotspot feature.
- When ready, toggle on Use Wi-Fi hotspot.

3.4.4 How to Set up Dongles

- Make sure your OS is supported
- Install dongle driver if required
- Slide the front cover of the dongle and insert the SIM card
- Plug the dongle into your computer's USB port
- Search for the Data Dongle network and connect to it
- If you're on Pay as you go, you'll need a data pack to access the internet

Fig. 3.4.3: Dongle

3.4.5 Broadband – Types, Plans and Reactivation

Broadband Types

Broadband is a term familiar to all who use the internet on their phones and Wi-Fi services in their house and office. It is a common term, and most of us know the description of broadband and the way it works.

Broadband services cover a wide bandwidth and have several signals to be followed and transmitted within their spectrum. It uses a single-channel technology to provide high-speed internet access.

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

youtu.be/3aWGetGW2Lc

Types of Broadband Connection

Different types of broadband are:

Digital Subscriber Line (DSL)

Digital data is transmitted over the normal telephone lines in DSL
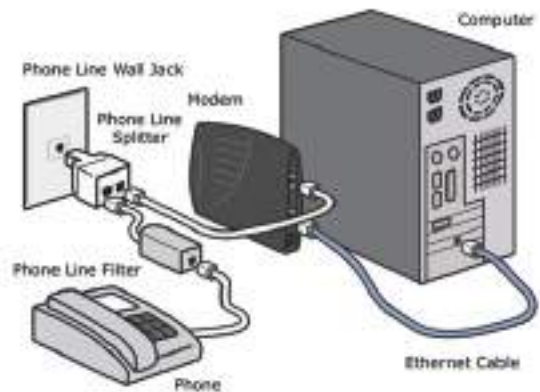
Fig. 3.4.4: Digital Subscriber Line (DSL)

Cable Modem

 A cable modem is used to convert analogue signals to digital and vice versa for transmission over cable television lines, especially for connecting to the Internet.

Fig. 3.4.5: Cable Modem

Fig. 3.4.6: Optical Fiber

Fig. 3.4.7: Wireless WiFi Router

Fig. 3.4.8: Satellite Internet
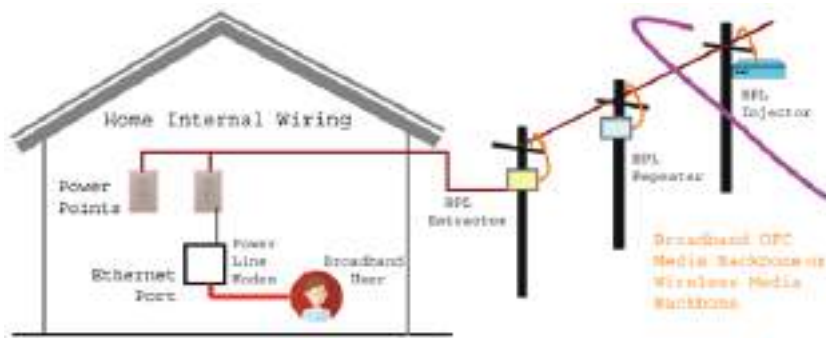
Fig. 3.4.9: Broadband over powerline

Streaming high-definition videos, online gaming and downloading large files consume the most bandwidth. To achieve a virtually seamless experience with less lag, you may want to consider speed plans 100 Mbps and above. For all other activities like streaming music, surfing and video conferencing - anything above 25 Mbps should be enough.

Broadband Plans: Broadband service providers provide lucrative plans to attract customers. Customers have the luxury of choosing from a wide range of plans depending upon their usage.

Fig. 3.4.10: A sample broadband plan

Reactivation of Broadband Connection:

Different service providers have different reactivation norms. While the BSNL customers need to give a written application to restart the broadband services on the landline, the AirTel customers shall have to apply for reactivation of the connection through the contact centre after making the due payment and the applicable restoration charges.

3.4.6 Mobile Number Portability (MNP)

MNP is a unique service that allows a cellphone customer to change telecom carriers while keeping the same phone number.

The process for porting a phone number has been made as simple as possible. The customer only has to send an SMS that says PORT from their phone to 1900. The existing carrier will send the customer a Unique Porting Code, which the customer has to share with the new carrier.

The new carrier uses the porting code to check and make sure the customer's old account is settled. Once this information has been verified, the new carrier will send the customer an SMS informing the customer of the exact time of porting. The maximum time for porting is seven working days (except in J&K, Assam and North East, where it is 15 working days). The existing SIM card will not be operational for about two hours during the actual porting process. Once the porting is complete, the new carrier will send a text message confirming the switch.

The new carrier may request that the customer pay a small charge of Rs 19/- for porting the old number, but many service providers do not charge any fees in hopes of gaining new customers. If the customer is unhappy with the new service provider, he can switch again after 90 days.

3.4.7 Postpaid Bill Payment

In a postpaid connection, users receive services from cellular providers and are asked to pay the bill at the end of each billing cycle. You can easily pay the postpaid mobile bill from the network service provider's website using a Debit/Credit card, and payments can also be made using UPI and wallets.

Most of the service providers let you manage your bill payments seamlessly with the auto-pay feature.

3.4.8 Typical Line of Business of the Telecom Sector

The telecom industry consists of companies that provide data or voice transmission services. Communication on a large scale is possible through these companies by means of phone, airwaves, internet, cables or via a wired or wireless medium. The technology infrastructure developed by telecom companies allows sending of data worldwide in the form of voice, pictures, audio/video and text.

The various segments of these companies include telephone operators, cable network companies, satellite companies, wireless and cellphone service providers, and ISPs. So, telecom companies provide infrastructure facilities for communications and data transmission.
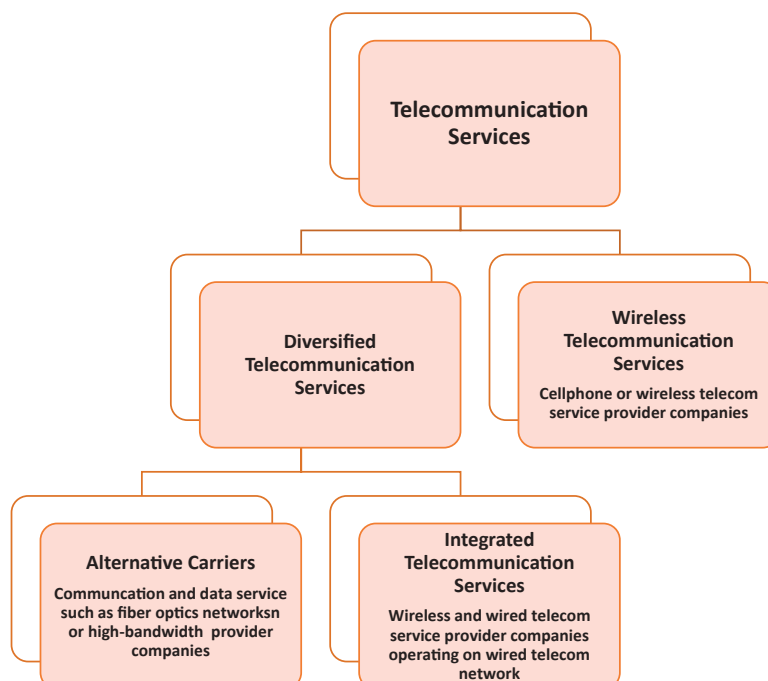

Fig. 3.4.11: Telecommunication Services

Telecommunication services offered by these companies are mainly of two types, i.e. Wireless telecom services and diversified telecom services.

Diversified telecommunication is again categorized into alternative carriers and integrated telecom services. Below is the pictorial representation of the same:

Probable Line of Business in the Telecom Sector

Key Activities	Customer Segment	Value Proposition	Key Partners	Customer Relationship
• Voice • Data provision • Messaging • Broadband services	• Wireless • Wired/ Wireless • Other telecom companies **Key Resources** • Generative capabilities • R&D platform • Technology • Intellectual property • Personnel • Internal integration capacity	**For individuals** • Internet access • Communication services, i.e., wired and wireless • Network access • Broadband services • Voice packages • Data services • Mobile wallets **For corporate** • Better communication • Enhancement of team collaboration • Super customer service • Flexibility enhancement	• Infrastructure vendors • Device or equipment manufacturers • Network operators **Channels** • Retail chains • Own physical stores • Internet • Website and mobile app • Sales and marketing staff • Social media	• Attractive services • Frequent network upgradation • Sales and customer support team • Social Media support
Cost Structure			**Revenue Streams**	
• Infrastructure development • Network installation & maintenance • Staff salary and benefits • License cost • IT upgradation			• Fixed voice or data service • Subscription-based mobile service • Mobility segment, i.e., wireless service • Other telecom companies	

Table 3.4.1: Typical Line of Business in the Telecom Sector

Summary

- Customer handling techniques
- Demonstration of different products, models, their variants and associated services
- Explaining features and benefits to the customer
- Add-on plans and OTT subscriptions
- Warranty, extended warranty, return & replacement policies and AMC
- Handling customer grievances
- KYC and SIM activation procedure
- Collecting customer feedback

Exercise

Multiple-choice Questions

1. _____ customers have the tenency to buy goods and services without planning in advance.
   a. Impulsive   b. Repeat
   c. Wandering   d. Impatient

2. _____ often show when a customer is not ready to buy.
   a. Facial expressions   b. Hand movement
   c. Feet movement   d. Noine of the abvove

3. _____are verbal or nonverbal communications from customers indicating they are ready to buy.
   a. Buying signals   b. Interaction
   c. Proabing   d. None of the above

4. LTE stands for_____.
   a. Long Term Evolution   b. Long Term Evacuation
   c. Long Telecom Evolution   d. Large Tower Evolution

5. A _____ is a promise from the manufacturer that, if the product is within a given time period, they will repair or replace it in case of manufacturing defects.
   a. Warrenty   b. Invoice
   c. Bill   d. None of the above

Answer the following:

1. Briefly explain Mobile Number Portability.
2. How to setup a dongle?
3. Explain the significance of packaging in transportation of electronic equipment.
4. What is upselling?
5. Explain the importance of listning while intertacting with customers.

Notes

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

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 4.1: 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

4.1.1 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.

4.1.2 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 4.2: 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

4.2.1 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:

4.2.2 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. 4.2.1: 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. 4.2.2: 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. 4.2.3: 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. 4.2.4: 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

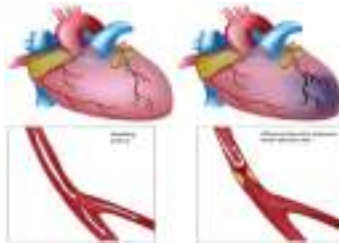•   Immediately call medical/ambulance helpline or get someone else to do it

Fig 4.2.5: 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: 4.2.1: 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.

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.

Fig. 4.2.6: Fast Strap

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. 4.2.7: 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**
   o Announce the type of emergency
   o Offer your arm for help

• **With Impaired Hearing**
   o 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**
   o Evacuate these individuals as injured persons.
   o Assist and accompany to evacuation site if possible.
   o Use a sturdy chair, or a wheeled one, to move the person to an enclosed stairwell
   o Notify emergency crew of their location

4.2.3 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. 4.2.8: Fire exit signage

UNIT 4.3: 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

4.3.1 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. 4.3.1: 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.

4.3.2 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. 4.3.2: 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.

4.3.3 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. 4.3.3: 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 4.4: 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

4.4.1 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:
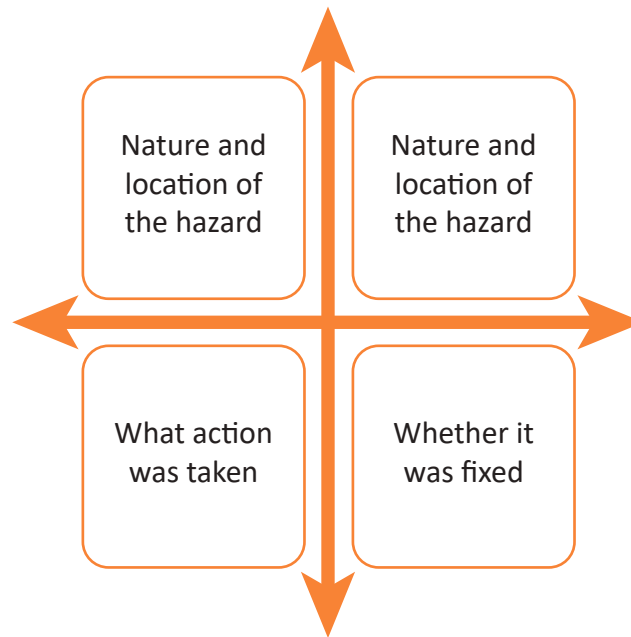

Fig. 4.4.1: Describing hazard matrix

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 4.4.2: Sample form of reporting hazards

UNIT 4.5: 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

4.5.1 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.

4.5.2 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.

4.5.3 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.

4.5.4 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.
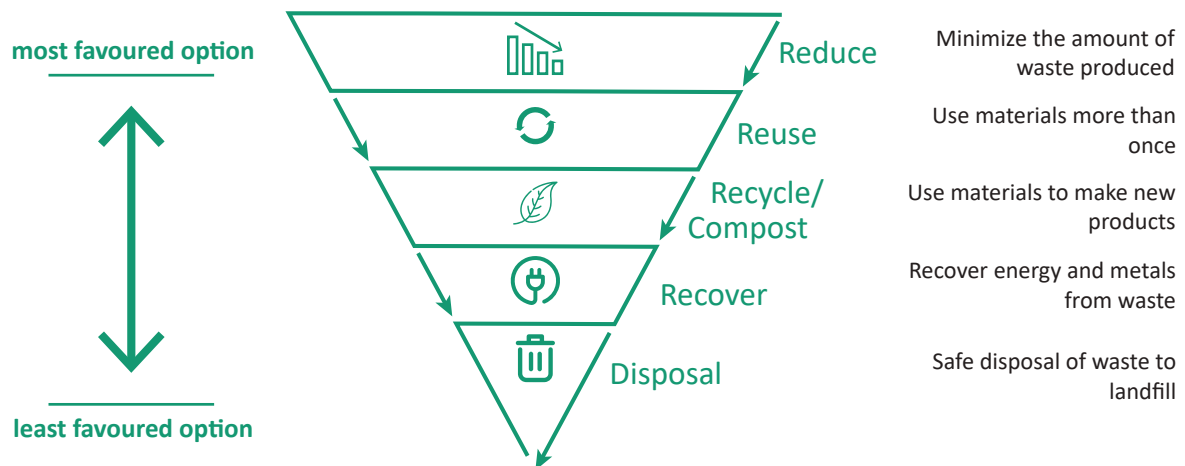
Fig. 4.5.1: E-waste Management Process

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

youtu.be/dq7bBZUFR14

E-Waste Recycling and Management

4.5.5 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.

4.5.6 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.

4.5.7 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.

4.5.8 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.

4.5.9 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.

4.5.10 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 4.6: 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

4.6.1 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.

4.6.2 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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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

5. Communication and Interpersonal Skills

Unit 5.1 - 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 5.1: 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

5.1.1 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.

5.1.2 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-
  - o Colleagues
  - o Customers
  - o Friends
  - o Parents
  - o Relatives

5.1.3 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

5.1.4 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

5.1.5 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

youtu.be/K5qQ77cmNPs

Effective Telephone Tips from Successfully Speaking

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.

5.1.6 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.

5.1.7 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.

5.1.8 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

5.1.9 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

5.1.10 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.

5.1.11 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

5.1.13 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

5.1.14 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.

5.1.15 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.

5.1.16 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.

5.1.17 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.

5.1.18 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.

5.1.19 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.

5.1.20 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.

5.1.21 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

5.1.22 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.

5.1.23 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

5.1.24 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

5.1.25 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.

5.1.26 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

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6. Annexure

Module No.	Unit No.	Topic Name	Page No	Link for QR Code (s)	QR code (s)
1. Role and Responsibilities of an In-Store Promoter	UNIT 1.2: Mobile Handset Industry in India	1.2.4 Top Mobile Handset Players in India	8	youtu.be/TO-kUr7K-0g	Made in India Smartphone
	UNIT1.3:Roles and Responsibilities of an In-Store Promoter	1.3.3 Understanding Your Customer	11	youtu.be/iWsO5NUq8Aw	Decoding the Indian Consumer
	UNIT 1.6: Health and Safety Measures	1.6.2 Practicing Personal Hygiene	21	youtu.be/_mFZWmSiPHA	Personal Hygiene in the Workplace
	UNIT 1.6: Health and Safety Measures	1.6.6 Importance of Safety and Precautionary Measures	24	youtu.be/fMk6tuXgu8E	Occupational Safety and Precaution
2. Perform Sales Related Activities	Unit 2.2: Store Management	2.2.4: Planograms	37	youtu.be/vWsZPIOF31k	What is Planogram In Retail?

Module No.	Unit No.	Topic Name	Page No	Link for QR Code (s)	QR code (s)
	Unit 2.2: Store Management	2.2.9 IoT Devices	42	youtu.be/sWjSNhCExOs	Top IoT Products That You Can Buy in India
	Unit 2.4: Customer Service	2.4.2: Understand Sales Basic and the 4P'S	48	youtu.be/N5P6N3g3568	4 p's of Marketing
3. Sell Products and Services	Unit 3.4: Network Operator Aligned Services	3.4.1 KYC Process	91	youtu.be/7rGKU_ChjzQ	What Is KYC?
	Unit 3.4: Network Operator Aligned Services	3.4.5 Broadband-Types, Plans and Reactivation	93	youtu.be/3aWGetGW2Lc	Types of Broadband Connection
4. Plan Work Effectively, Optimise Resources and Implement Safety Practices	UNIT 4.2: Different types of Health Hazards	4.2.2 First Aid Techniques	104	youtu.be/GrxevjEvk_s	First Aid at Work Place

Module No.	Unit No.	Topic Name	Page No	Link for QR Code (s)	QR code (s)
	UNIT 4.3: Importance of Safe Working Practices	4.3.1 Basic Hygiene Practices	130	https://youtu.be/IsgLivAD2FE	How to properly wash your hands
	UNIT 4.3: Importance of Safe Working Practices	4.3.3 Safe Workplace Practices	130	https://youtu.be/qzdLmL4Er9E	How to give CPR to an Adult, a Child or an infant
	UNIT 4.5: Waste Management	4.5.4 E-waste Management Process	122	youtu.be/dq7bBZUFR14	E-Waste Recycling and Management
5. Communication and interpersonal skills	UNIT 4.1: Interaction with Supervisor, Peers and Customers	4.1.3 Effective Communication	106	https://youtu.be/8v60jWtecrQ	Effective Telephone Tips from Successfully Speaking
	UNIT 5.1: Interaction with Supervisor, Peers and Customers	5.1.5 Types of Communication	134	youtu.be/K5qQ77cmNPs	Types of Communication?

Module No.	Unit No.	Topic Name	Page No	Link for QR Code (s)	QR code (s)
	UNIT 5.1: Interaction with Supervisor, Peers and Customers	5.1.8 Communication with Colleagues & Customers	136	youtu.be/wnzwgExFRR4	Communication with Customer and Colleagues
Employability Skills				https://www.skillindiadigital.gov.in/content/list	

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

सत्यमेव जयते
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N·S·D·C
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Corporation
Transforming the skill landscape

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कौशल शलगुणव तात्पाप्रगतिति

SCPwD
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Skill Council for Persons with Disability

Skill Council for Persons with Disability

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