Model Curriculum

QP Name: Distributor Sales Representative

QP Code: TEL/Q2100

Version: 5.0

NSQF Level: 3.0

Model Curriculum Version: 5.0

Telecom Sector Skill Council || 3rd Floor, Plot No 126, Sector – 44 Gurgaon – 122003
Email: tssc@tsscindia.com

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Training Parameters

Sector	Telecom
Sub-Sector	Handset
Occupation	Sales and Distribution - Handset Segment
Country	India
NSQF Level	3.0
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5243.0401
Minimum Educational Qualification and Experience	Grade 10 OR 8th grade pass with 3 years of experience in sales and distribution OR Previous relevant qualification of NSQF Level 2.5 with 1.5 years of experience in sales and distribution
Pre-Requisite License or Training	NA
Minimum Job Entry Age	NA
Last Reviewed On	08-05-2025
Next Review Date	30-04-2028
NSQC Approval Date	08-05-2025
QP Version	5.0
Model Curriculum Creation Date	18-03-2025
Model Curriculum Valid Up to Date	30-04-2028
Model Curriculum Version	5.0
Minimum Duration of the Course	420 Hours
Maximum Duration of the Course	420 Hours

Program Overview

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

Training Outcomes

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

- Explain the process of planning tasks to achieve sales targets effectively.
- Elucidate the importance of improving personal skills in sales, customer service, and teamwork for professional growth.
- Describe the process of pre-planning for product distribution to ensure smooth operations.
- Discuss the Employability and Entrepreneurship Skills.

Compulsory Modules

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

NOS and Module Details	Theory Duration (Hours)	Practical Duration (Hours)	On-the-Job Training Duration (Mandatory) (Hours)	On-the-Job Training Duration (Recommended) (Hours)	Total Duration (Hours)
TEL/N2112: Guide Retailers to Achieve Sales Targets **NOS Version No.: 1.0** **NSQF Level: 3.0**	**60:00**	**90:00**	**60:00**	**00:00**	**210:00**
Module 1: Introduction to the sector and the job role of a Distributor Sales Representative	05:00	00:00	00:00	00:00	05:00
Module 2: Sales Planning and Execution	40:00	60:00	30:00	00:00	130:00
Module 3: Personal Skill Development for Sales Success	15:00	30:00	30:00	00:00	75:00
TEL/N2113: Conduct pre-planning for product distribution **NOS Version No.: 1.0** **NSQF Level: 3.0**	**60:00**	**60:00**	**60:00**	**00:00**	**180:00**
Module 4: Pre-Planning for Efficient Product Distribution	60:00	60:00	60:00	00:00	180:00
DGT/VSQ/N0101: Employability Skills (30 Hours) **NOS Version No.: 1.0** **NSQF Level: 2**	**30:00**	**00:00**	**00:00**	**00:00**	**30:00**

Module 5: Employability Skills (30 Hours)	30:00	00:00	00:00	00:00	30:00
Total Duration	**150:00**	**150:00**	**120:00**	**00:00**	**420:00**

Module Details

Module 1: Introduction to the sector and the job role of a Distributor Sales Representative
Mapped to TEL/N2112, v1.0

Terminal Outcomes:

- Explain the importance of Telecom Sector.
- Discuss the roles and responsibilities of a Distributor Sales Representative.

Duration (in hours): 05:00	Duration (in hours): 00:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Explain the significance of the distribution sector in modern commerce and economic development. - Elucidate the key skills and competencies required for a Distributor Sales Representative. - Describe the challenges faced by Distributor Sales Representatives in managing sales and client relationships. - Determine the impact of effective distribution strategies on market reach and revenue growth. - Discuss the roles and responsibilities of a Distributor Sales Representative in ensuring seamless product delivery and customer satisfaction.	
Classroom Aids	
Training Kit - Facilitator's Guide, Participant's Handbook, Presentations and Software, Whiteboard, Marker, Projector, Laptop, Video Films	
Tools, Equipment and Other Requirements	
Nil	

Module 2: Sales Planning and Execution
Mapped to TEL/N2112, v1.0

Terminal Outcomes:

- Describe the process of planning tasks to achieve sales targets effectively.
- Explain the key steps involved in closing sales successfully.

Duration (in hours): 40:00	Duration (in hours): 60:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
• Explain the probing techniques used to identify retailer needs and analyze customer requirements for customized solutions. • Describe the importance of CRM systems in automating sales planning, task scheduling, and generating actionable insights. • Discuss the organizational policies for complying with route and beat plans to ensure efficient sales coverage and task scheduling through CRM systems. • Elucidate the range of relevant products and services, including key features, technical and non-technical specifications of mobile phones and accessories. • Determine the impact of common market trends and competitor activities on sales strategies. • Explain the benefits of the feature-advantage-benefit (FAB) approach for presenting product value. • Describe the principles of storytelling for engaging retailers and improving sales outcomes. • Discuss the methods for calculating retailer return on investment (ROI) and managing retailer stock effectively. • Explain common retailer complaints and their typical resolutions. • Describe the role of effective negotiation strategies in achieving mutually beneficial outcomes. • Elucidate the methods of creating effective brand visibility through merchandising tools.	• Demonstrate how to identify retailer needs and requirements, including product preferences, sales trends, and stock levels using CRM tools and direct interaction. • Show how to create daily, weekly, and monthly sales plans to achieve predefined targets using market data and CRM insights. • Demonstrate how to follow pre-defined route plans and daily beat plans using automated tools for route optimization to save time and increase coverage. • Show how to identify new business opportunities in potential territories and expand the retailer network through structured outreach strategies. • Demonstrate how to use CRM to streamline sales planning, automate task scheduling, and track progress against targets. • Show how to use basic demand forecasting techniques to anticipate retailer needs and plan stock replenishment effectively. • Demonstrate how to provide retailers with information on the company's product range, promotions, special offers, and schemes using the feature-advantage-benefit (FAB) approach. • Show how to explain the return on investment (ROI) to retailers with minimal investment, high inventory turnover, and the benefits of cross-selling/up-selling. • Demonstrate how to check stock availability with retailers and replenish using data-driven recommendations from CRM tools. • Show how to collect payment for stock replenishment through efficient and secure transaction methods.

- Discuss the best practices for leveraging social media tools for retail promotions and social selling.
- Explain the methods of selling, such as line selling and range selling, as per organizational norms and standards.

- Demonstrate how to compute Month-to-Date (MTD) sales performance to influence and guide retailers to increase their purchase volume.
- Show how to ensure appropriate brand visibility by displaying merchandising material at retailer outlets.
- Demonstrate how to leverage storytelling techniques to strengthen sales pitches and build retailer relationships.
- Show how to assist retailers in using digital and social media platforms for social selling to enhance customer engagement.

Classroom Aids
Training Kit - Facilitator's Guide, Participant's Handbook, Presentations and Software, Whiteboard, Marker, Projector, Laptop, Video Films

Tools, Equipment and Other Requirements
Product Plan Feature Brochures, Handouts, etc., Word, Excel, Voice/Accent Trainer Tool/Software

Module 3: Personal Skill Development for Sales Success
Mapped to TEL/N2112, v1.0

Terminal Outcomes:

- Explain the importance of improving personal skills in sales, customer service, and teamwork for professional growth.

Duration (in hours): 15:00	Duration (in hours): 30:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
• Explain the features and advantages of app-based and automated training platforms for educating retailers and sales staff. • Discuss the importance of continuous learning for improving sales performance. • Describe the role of automation in streamlining tasks, generating reports, managing time efficiently, and boosting customer interactions. • Elucidate the features and benefits of automated training tools, including their flexibility, ease of use, and impact on sales performance. • Determine the basics of commercial accounting and the payment collection and claim settlement process, including strategies for ensuring timely and accurate transactions. • Explain the role of non-verbal communication, such as body language, in enhancing retailer engagement and customer interactions.	• Demonstrate how to improve personal skills in sales, customer service, and teamwork through relevant training sessions. • Show how to use storytelling techniques to explain product features and benefits during interactions with retailers and enhance the sales pitch. • Demonstrate how to use automated product training tools to enhance learning flexibility, improve product knowledge, and increase sales turnover. • Show how to use eye contact, appropriate body language, and facial expressions to make communication clear and professional. • Demonstrate how to use basic social media tools to connect with retailers and share product information effectively. • Show how to follow basic negotiation techniques to handle retailer concerns and finalize orders smoothly.
Classroom Aids	
Training Kit - Facilitator's Guide, Participant's Handbook, Presentations and Software, Whiteboard, Marker, Projector, Laptop, Video Films	
Tools, Equipment and Other Requirements	
Product Plan Feature Brochures, Handouts, etc., Word, Excel, Voice/Accent Trainer Tool/Software	

Module 4: Pre-Planning for Efficient Product Distribution
Mapped to TEL/N2113, v1.0

Terminal Outcomes:

- Explain the steps to prepare for achieving sales targets effectively.
- Discuss the strategies for up-selling and cross-selling products as per the sales plan.

Duration (in hours): 60:00	Duration (in hours): 60:00
Theory – Key Learning Outcomes	**Practical – Key Learning Outcomes**
- Explain the use of market trends and competitor analysis in refining sales strategies. - Describe the functionality of automated route planning and inventory tools for optimizing distribution processes. - Discuss techniques for cross-selling, upselling, and segmenting customers effectively. - Determine the key performance indicators (KPIs) used to track retailer performance and sales growth. - Elucidate the strategies for building a robust retailer network and onboarding new retailers. - Describe the impact of visual merchandising on customer attraction and product sales. - Explain the application of automated training platforms to enhance retailer knowledge and skillsets. - Discuss the benefits of AI tools in demand forecasting and inventory planning. - Elucidate the importance of adhering to personal grooming and professional behavior standards. - Explain the role of social selling and digital marketing tools in modern sales processes.	- Demonstrate how to determine daily, monthly, and quarterly sales targets by coordinating with the Territory Sales Manager (TSM) or Area Manager. - Show how to analyze sales strategies, market trends, and competitor offers to stay updated. - Demonstrate how to create a detailed plan by splitting monthly/quarterly targets into weekly and daily milestones. - Show how to plan to cover the maximum retailer base within the territory using AI-based tools for demand forecasting and inventory planning. - Demonstrate how to collect and verify stock and merchandising materials from the manufacturer/distributor, ensuring no defective or damaged products are distributed. - Show how to maintain personal grooming and hygiene standards to create a professional impression. - Demonstrate how to use CRM-generated reports to analyze sales data and identify high-priority retailers for targeted engagement. - Show how to utilize automated software for route planning and resource allocation to optimize the delivery schedule. - Demonstrate how to identify existing retailers and analyze their current and future demands to recommend suitable products.

	• Show how to plan cross-selling and upselling strategies based on CRM insights and market analysis.
	• Demonstrate how to inform retailers about the company's product portfolio and enroll them for new variants/products to expand distribution coverage.
	• Show how to use automated tools to track and manage leads, ensuring timely follow-up and retailer onboarding.
	• Demonstrate how to guide retailers in using merchandising tools effectively to maximize store visibility and customer engagement.
	• Show how to use intelligent negotiation tactics to improve profitability and strengthen partnerships.

Classroom Aids

Training Kit - Facilitator's Guide, Participant's Handbook, Presentations and Software, Whiteboard, Marker, Projector, Laptop, Video Films

Tools, Equipment and Other Requirements

Product Plan Feature Brochures, Handouts, etc., Word, Excel, Voice/Accent Trainer Tool/Software

Module 5: Employability Skills (30 Hours)
Mapped to DGT/VSQ/N0101, v1.0

Duration: 30:00 Hours
Key Learning Outcomes

Introduction to Employability Skills Duration: 1 Hour

After completing this programme, participants will be able to:

1. Discuss the importance of Employability Skills in meeting the job requirements

Constitutional values - Citizenship Duration: 1 Hour

2. Explain constitutional values, civic rights, duties, citizenship, responsibility towards society etc. that are required to be followed to become a responsible citizen.

3. Show how to practice different environmentally sustainable practices

Becoming a Professional in the 21st Century Duration: 1 Hour

4. Discuss 21st-century skills.

5. Display a positive attitude, self-motivation, problem-solving, time management skills and continuous learning mindset in different situations.

Basic English Skills Duration: 2 Hours

6. Use appropriate basic English sentences/phrases while speaking

Communication Skills Duration: 4 Hours

7. Demonstrate how to communicate in a well-mannered way with others.

8. Demonstrate working with others in a team

Diversity & Inclusion Duration: 1 Hour

9. Show how to conduct oneself appropriately with all genders and PwD

10. Discuss the significance of reporting sexual harassment issues in time

Financial and Legal Literacy Duration: 4 Hours

11. Discuss the significance of using financial products and services safely and securely.

12. Explain the importance of managing expenses, income, and savings.

13. Explain the significance of approaching the concerned authorities in time for any exploitation as per legal rights and laws

Essential Digital Skills Duration: 3 Hours

14. Show how to operate digital devices and use the associated applications and features, safely and securely

15. Discuss the significance of using the internet for browsing, and accessing social media platforms, safely and securely

Entrepreneurship Duration: 7 Hours

16. Discuss the need for identifying opportunities for potential business, sources for arranging money and potential legal and financial challenges

Customer Service Duration: 4 Hours

17. Differentiate between types of customers

18. Explain the significance of identifying customer needs and addressing them

19. Discuss the significance of maintaining hygiene and dressing appropriately

Getting ready for Apprenticeship & Jobs Duration: 2 Hours

20. Create a biodata

21. Use various sources to search and apply for jobs

22. Discuss the significance of dressing up neatly and maintaining hygiene for an interview

23. Discuss how to search and register for apprenticeship opportunities

Annexure

Trainer Requirements

<table>
<tr><th colspan="6">Trainer Prerequisites</th></tr>
<tr><th rowspan="2">Minimum Educational Qualification</th><th rowspan="2">Specialisation</th><th colspan="2">Relevant Industry Experience</th><th colspan="2">Training Experience</th><th rowspan="2">Remarks</th></tr>
<tr><th>Years</th><th>Specialization</th><th>Years</th><th>Specialization</th></tr>
<tr><td>Graduate</td><td>Electronics and Communication /Telecom/ Information Technology/ Computer Science and other relevant fields</td><td>5</td><td>Telecom or Retail Sector</td><td></td><td></td><td></td></tr>
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<tr><th colspan="2">Trainer Certification</th></tr>
<tr><th>Domain Certification</th><th>Platform Certification</th></tr>
<tr><td>Certified for Job Role: "Distributor Sales Representative" mapped to QP: "TEL/Q2100, v5.0". Minimum accepted score is 80%.</td><td>Recommended that the Trainer is certified for the Job Role: "Trainer (VET and Skills)", mapped to the Qualification Pack: "MEP/Q2601, v3.0". The minimum accepted score as per MEPSC guidelines is 80%.</td></tr>
</table>

Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training/Assessment Experience		Remarks
		Years	*Specialization*	*Years*	*Specialization*	
Graduate	Electronics and Communication /Telecom/ Information Technology/ Computer Science and other relevant fields	5	Telecom or Retail Sector			

Assessor Certification	
Domain Certification	**Platform Certification**
Certified for Job Role: "Distributor Sales Representative" mapped to QP: "TEL/Q2100, v5.0". Minimum accepted score is 80%.	Certified for the Job Role: "Assessor (VET and Skills)", mapped to the Qualification Pack: "MEP/Q2701, v3.0", with a minimum score of 80%.

Assessment Strategy

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

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

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

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

5. **Method of verification or validation:**
   - Surprise visit to the assessment location
   - Random audit of the batch
   - Random audit of any candidate

6. **Method for assessment documentation, archiving, and access**
   - Hard copies of the documents are stored

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

The trainee will be tested for the acquired skill, knowledge and attitude through formative/ summative assessment at the end of the course and as this NOS and MC is adopted across sectors and qualifications, the respective AB can conduct the assessments as per their requirements.

References

Glossary

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

Acronyms and Abbreviations

Term	Description
NCVET	National Council for Vocational Education and Training
QP	Qualification Pack
MC	Model Curriculum
NSQF	National Skills Qualification Framework
NSQC	National Skills Qualification Committee
NOS	National Occupational Standards
NCO	National Classification of Occupations
ES	Employability Skills
TSSC	Telecom Sector Skill Council
TRAI	Telecom Regulatory Authority of India
CRM	Customer Relationship Management.
FAB	Feature-Advantage-Benefit
ROI	Return On Investment
MTD	Month-to-Date
TSM	Territory Sales Manager
KPIs	Key Performance Indicators

Module 6: On-the-Job Training
Mapped to Distributor Sales Representative

Mandatory Duration: 120:00	Recommended Duration: 00:00
Location: On-Site	

Terminal Outcomes

- Demonstrate how tasks can be planned effectively to achieve sales targets.
- Show how a sales plan can be structured for better goal achievement.
- Demonstrate how sales can be closed successfully by following key steps.
- Show how objections can be handled effectively during the closing process.
- Demonstrate how personal skills in sales and customer service can be improved.

- Show how teamwork contributes to professional growth in the sales industry.

- Demonstrate how preparation can be done effectively to achieve sales targets.

- Show how time management techniques can be applied to meet sales goals.

- Demonstrate how up-selling strategies can be implemented as per the sales plan.

- Show how cross-selling techniques can be used effectively to increase sales.