



# Model Curriculum

**QP Name: Area Sales Officer**

**QP Code: ELE/Q7202**

**QP Version: 1.0**

**NSQF Level: 5**

**Model Curriculum Version: 1.0**

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## Training Parameters

<b>Sector</b>	Electronics
<b>Sub-Sector</b>	Consumer Electronics & IT Hardware
<b>Occupation</b>	After Sales Services
<b>Country</b>	India
<b>NSQF Level</b>	5
<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO-2004/ 3415.10
<b>Minimum Educational Qualification &amp; Experience</b>	Graduate in Science
<b>Pre-Requisite License or Training</b>	NA
<b>Minimum Job Entry Age</b>	18 Years
<b>Last Reviewed On</b>	
<b>Next Review Date</b>	
<b>NSQC Approval Date</b>	
<b>Version</b>	1.0
<b>Model Curriculum Creation Date</b>	
<b>Model Curriculum Valid Up to Date</b>	
<b>Model Curriculum Version</b>	1.0
<b>Minimum Duration of the Course</b>	240 Hours, 0 Minutes
<b>Maximum Duration of the Course</b>	240 Hours, 0 Minutes

## Program Overview

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

### Training Outcomes

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

- Identify the work and market requirements for selling electronic products.
- Prepare a sales pitch.
- Analyse customer requirements to meet sales target sales.
- Coordinate with relevant department during the sales process to ensure installation and commissioning of electronic product at customer location.
- Sell electronic products to wholesalers and retailers.
- Work effectively at the workplace.
- Apply health and safety practices at the workplace.

### Compulsory Modules

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

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
Introduction and Orientation to the Role of a Sales Executive <i>Bridge Module</i>	08:00	00:00	00:00	00:00	08:00
<b>ELE/N7203 – Plan and Prepare for Sales</b> <b>NOS Version No. 1.0</b> <b>NSQF Level 5</b>	<b>24:00</b>	<b>48:00</b>	<b>00:00</b>	<b>00:00</b>	<b>72:00</b>
Identify the Work Requirements	08:00	24:00	00:00	00:00	32:00
Perform Basic Activities for Facilitating Sales	16:00	24:00	00:00	00:00	40:00
<b>ELE/N7203 – Sell Electronics Products to Potential Customers</b> <b>NOS Version No. 1.0</b> <b>NSQF Level 5</b>	<b>16:00</b>	<b>40:00</b>	<b>00:00</b>	<b>00:00</b>	<b>56:00</b>
Sell Electronics Products to Potential Customers	16:00	40:00	00:00	00:00	56:00
<b>ELE/N7204 – Coordinate for Installation and</b>	<b>08:00</b>	<b>24:00</b>	<b>00:00</b>	<b>00:00</b>	<b>32:00</b>

<b>Commissioning of Electronics Product NOS Version No. 1.0 NSQF Level 5</b>					
Co-ordinate for the Delivery and Installation of Electronics Products	08:00	24:00	00:00	00:00	32:00
<b>ELE/N7204 – Sell Electronics Products to Wholesalers and Retailers NOS Version No. 1.0 NSQF Level 5</b>	<b>08:00</b>	<b>24:00</b>	<b>00:00</b>	<b>00:00</b>	<b>32:00</b>
Sell Electronics Products to Wholesalers and Retailers	08:00	24:00	00:00	00:00	32:00
<b>ELE/N9962 - Work Effectively at the Workplace NOS Version No. 1.0 NSQF Level 5</b>	<b>16:00</b>	<b>24:00</b>	<b>00:00</b>	<b>00:00</b>	<b>40:00</b>
Soft Skills and Work Ethics	16:00	24:00	00:00	00:00	40:00
<b>Total Duration</b>	<b>80:00</b>	<b>160:00</b>	<b>00:00</b>	<b>00:00</b>	<b>240:00</b>

## Module Details

### Introduction and Orientation to the Role of a Sales Executive

#### Terminal Outcomes:

- Identify the role and responsibilities of a sales executive.

<b>Duration:</b> 08:00	<b>Duration:</b> 00:00
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Explain role and responsibilities of a Sales Executive.</li> <li>• List the various types of electronic products.</li> <li>• Differentiate among various categories of electronic products.</li> </ul>	NA
<b>Classroom Aids:</b>	
Training kit (Trainer guide, Presentations), White board, Marker, projector, laptop, flipchart	
<b>Tools, Equipment and Other Requirements</b>	
NA	

## Identify the Work Requirements ELE/N7203

### Terminal Outcomes:

- Identify the work requirements for sale of electronic products.
- Identify market requirements for sale of electronic products.

<b>Duration: 08:00</b>	<b>Duration: 24:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Discuss the organisational policies on incentives, quality standards and personnel management.</li> <li>• Describe the organisational processes for pre-sales, sales, after-sale services and handling of queries/problems from relevant sources such as organisational manuals, catalogues, brochures etc.</li> <li>• Discuss the 4Ps of sales management i.e. priority, planning, perspective and patience.</li> <li>• Describe the reporting structure followed within the organisation.</li> <li>• State the relevant techniques used to achieve given monthly, quarterly and yearly targets.</li> <li>• Describe the organisation’s line of business and product portfolio, pricing and materials that need to be sold.</li> <li>• Describe organisational code of conduct, culture, typical customer profile and the internal process system such as Enterprise Resource Planning (ERP) practiced within the organisation.</li> <li>• Describe the organisational policies related to documentation, sales, human resource and performance evaluation.</li> <li>• Explain the details relevant to marketing and sales, such as various sales and marketing methods and channels adopted by organisation, etc. to sell the product.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate how to use reference sheets, manuals and documents for efficient sales processes.</li> <li>• Demonstrate the process of briefing the customer on the features of electronic products.</li> <li>• Demonstrate how to perform various preparatory tasks before selling.</li> <li>• Demonstrate the steps involved in the sale of an electronic product.</li> </ul>
<b>Classroom Aids:</b>	
Training kit (Trainer guide, Presentations), White board, Marker, projector, laptop, flipchart etc.	

### **Tools, Equipment and Other Requirements**

Organisational manuals, catalogues, brochures and reference sheets, few dummy electronic products



## Perform Basic Activities for Facilitating Sales

### ELE/N7203

#### Terminal Outcomes:

- Perform tasks to prepare for the sales pitch.
- Adhere to standard procedure to approach potential customers for sales.

<b>Duration: 16:00</b>	<b>Duration: 24:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Explain the importance of detailing on the features, benefits and pricing of different electronic products while making the sales pitch</li> <li>• Explain the benefits, features and pricing of the products and services provided by the organisation.</li> <li>• List the terms and conditions associated with the sale of electronic products.</li> <li>• List the probable competitors and their products in the market.</li> <li>• Discuss the importance of using applications, such as Microsoft Excel, in analysing sales.</li> <li>• Discuss how to analyse the market share of different products and their customers</li> <li>• Discuss how to analyse regional problems with respect to product use and installation.</li> <li>• List the common problems faced during sales and their possible resolutions.</li> <li>• Explain the methods used to identify customer preferences and expectations by coordinating with the channel sales partner.</li> <li>• List the factors that help the customer to select the product.</li> <li>• Discuss the importance of negotiating with the channel sales partners.</li> <li>• Discuss the importance of planning a strategy for handling the customers.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate how to use sales data to identify market requirement.</li> <li>• Demonstrate how to conduct a market survey to understand the customer expectation on product and post-sale services.</li> <li>• Demonstrate how to collate and record information on the demographics of the location, to know about the market in a particular region.</li> <li>• Prepare a list of potential customers in the region for conducting marketing activities.</li> <li>• Demonstrate the process of shortlisting customers to be approached for sales.</li> </ul>
<b>Classroom Aids:</b>	
Training kit (Trainer guide, Presentations) White board, Marker, projector, laptop etc.	

### Tools, Equipment and Other Requirements

Computer with Microsoft Excel installed, Sales data etc., dummy electronic products

## Sell Electronics Products to Potential Customers

### ELE/N7203

#### Terminal Outcomes:

- Perform various steps for completing the sales.
- Manage the feedback received from customers.

<b>Duration: 16:00</b>	<b>Duration: 40:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Describe the different types of selling and promotional methods used in the sale of a product.</li> <li>• Describe the impact of trends on the pricing of products with respect to credit terms, transportation, price, payment terms, etc.</li> <li>• Discuss the various communication techniques to be used while talking to customers on phone and scheduling a sales meeting.</li> <li>• Explain the methods to achieve the targeted number of calls and visits</li> <li>• List the techniques followed for pitching the product for sales.</li> <li>• Explain the importance of various parameters that help in pitching products to customers</li> <li>• Explain the ways to resolve customer queries related to the sale of a product.</li> <li>• Explain the customer requirements related to the delivery of product,</li> <li>• List the documents to be shared such as invoice, warranty certificate and other relevant documents to the customer as per organisational procedure.</li> <li>• Discuss the importance of a purchase order in the sales process.</li> <li>• Discuss the post purchase requirements of customer such as installation and support to be used.</li> <li>• Describe the procedure to be followed for recording the information communicated by the customer in the ERP software.</li> <li>• Explain the different models of after-sales support offered by the organisation.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate how to contact prospective customers and schedule a meeting to discuss about company's product.</li> <li>• Demonstrate the use of appropriate behavioural etiquette while interacting with customer on telephone / directly.</li> <li>• Demonstrate the process of resolving customer queries.</li> <li>• Demonstrate how to communicate information related to product delivery to the customer etc.</li> <li>• Demonstrate how to document the customer and sales details in the company's Enterprise Resource Planning (ERP) software for follow up.</li> <li>• Prepare MIS reports sharing the details of target achievement, future target and plan of action.</li> <li>• Demonstrate how to interact with existing customers periodically for identifying new requirement.</li> <li>• Demonstrate the process of creating sample report for comparative assessment of organisational products to competitor's products</li> </ul>

- Describe the procedure to prepare management information system (MIS) reports for the sales process.

**Classroom Aids:**

Training kit (Trainer guide, Presentations) White board, Marker, projector, laptop, flipchart

**Tools, Equipment and Other Requirements**

Electronic and hardware product, data collection and recording equipment, invoice and warranty certificate

## Co-ordinate for the Delivery and Installation for Electronics Products

### ELE/N7204

#### Terminal Outcomes:

- Coordinate with relevant department during the sales process.
- Ensure the installation and commissioning of electronic product at desired location.

<b>Duration: 08:00</b>	<b>Duration: 24:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Describe the testing and commissioning process of electronic products.</li> <li>• Discuss the organisational policy related to the warranty of the product and product portfolio.</li> <li>• Explain the importance of following product and model specifications as per customer requirements.</li> <li>• Discuss the importance of coordinating with the various departments such as logistics team, installation team for sales.</li> <li>• List the factors to be considered for deciding the estimated time for product shipment and installation.</li> <li>• List the different types of accessories assembled in a pack (one system) of different product model</li> <li>• Describe the process of checking the product functioning as per required standards.</li> <li>• List the pre-requisites for installation of the product</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate the functioning of the product/s to be installed and their different models available in the market.</li> <li>• Demonstrate how to coordinate with the logistics team for delivering the product at customer's location on time.</li> <li>• Demonstrate how to coordinate with the installation/configuration team for installing the product at customer's location.</li> <li>• Demonstrate how to check the installed/configured product to ensure its correct functioning.</li> <li>• Demonstrate the process of guiding the user about precautions necessary for maintaining the device in a good condition.</li> <li>• Demonstrate how to document the relevant information pertaining to the installation and commissioning process at the customer's location.</li> </ul>
<b>Classroom Aids:</b>	
Training kit (Trainer guide, Presentations) White board, Marker, projector, laptop, flipchart etc.	
<b>Tools, Equipment and Other Requirements</b>	
Electronic and hardware product (packed along with product manual), purchase order, dummy product	

## Sell Electronics Products to Wholesalers and Retailers

### ELE/N7204

#### Terminal Outcomes:

- Gather contacts for selling electronic products to wholesalers and retailers.

<b>Duration: 08:00</b>	<b>Duration: 24:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Explain the market and organisational research methodology required for the sale of electronics products.</li> <li>• Describe the value proposition for the wholesalers and retailers in the process.</li> <li>• Outline the importance of visiting the wholesaler’s and retailer’s location for sales.</li> <li>• Explain the ways to gather information from the wholesalers about the demand and supply of different products, availability of products with them, stock out incidences.</li> <li>• Describe the importance of maintaining accurate records</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate the steps followed while visiting the potential wholesalers and retailers</li> <li>• Demonstrate the steps followed while visiting existing wholesalers and retailers</li> <li>• Demonstrate the process of analysing and evaluating information about available products of competitors, their price, special features and customer’s response.</li> <li>• Develop a sample plan of commission rates and offers of the organisation for its wholesalers and retailers.</li> <li>• Demonstrate how to organise information related to organisation’s sales support and after-sale services.</li> <li>• Demonstrate how to update the channel partners about new products.</li> <li>• Demonstrate how to coordinate with channel partner to run promotional campaign and any seasonal sale.</li> </ul>
<b>Classroom Aids:</b>	
Training kit (Trainer guide, Presentations) White board, Marker, projector, laptop etc.	
<b>Tools, Equipment and Other Requirements</b>	
Electronics product, organisational documents for recording information, sample electronic products etc.	

## Soft Skills and Work Ethics

### ELE/N9962

#### Terminal Outcomes:

- Work effectively at the workplace.

<b>Duration: 16:00</b>	<b>Duration: 24:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Explain the process of collecting information and instructions from the supervisor and fellow workers.</li> <li>• Discuss how to convey information/instructions diligently and pass it on to authorized persons/team members whenever required.</li> <li>• State the importance of effective communication skills and good interpersonal skills.</li> <li>• Discuss how to be responsible and disciplined at the workplace.</li> <li>• Describe the common reasons for interpersonal conflict and ways of managing it effectively.</li> <li>• State the important work ethics and workplace etiquette.</li> <li>• Discuss the areas of workplace which require improvement.</li> <li>• Describe the different categories of people in the organization.</li> <li>• Explain the need for gender and PwD sensitivity.</li> <li>• Discuss the importance and norms with respect to work with gender sensitivity and PwD.</li> <li>• Discuss organisational guidelines for dress code, time schedules, language usage and other behavioural aspects.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate how to work as per the workflow of organization to receive instructions and report problems.</li> <li>• Develop a sample plan to achieve organisational goals and targets.</li> <li>• Demonstrate how to use the equipment/machine to improve its efficiency.</li> <li>• Demonstrate the process of preparing a sample feedback form to obtain feedback from customers, colleagues etc.</li> <li>• Demonstrate how to behave irrespective of disability and the gender.</li> <li>• Demonstrate the use of appropriate behaviour towards all genders and differently abled people.</li> </ul>
<b>Classroom Aids</b>	
Training kit (Trainer guide, Presentations), White board, Marker, projector, laptop, flipchart.	
<b>Tools, Equipment and Other Requirements</b>	
Sample of escalation matrix, organisation structure	

# Annexure

## Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate in Science		1	Sale of Electronics Product	1	Electronics	

Trainer Certification	
Domain Certification	Platform Certification
Certified for Job Role: “Sales Executive – Electronics Product” mapped to QP: “ELE/Q4702, v1.0”. Minimum accepted score is 80%.	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MEP/Q2601” with scoring of minimum 80%.



## Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training/Assessment Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate in any discipline.		2	Sale of Electronics Product	2	Electronics	

Assessor Certification	
Domain Certification	Platform Certification
Certified for Job Role: “Sales Executive – Electronics Product” mapped to QP: “ELE/Q4702, v1.0”. Minimum accepted score is 80%.	Recommended that the Assessor is certified for the Job Role: “Assessor”, mapped to the Qualification Pack: “MEP/Q2701” with scoring of minimum 80%.

## Assessment Strategy

### 1. Assessment System Overview:

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

### 2. Testing Environment:

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

### 3. Assessment Quality Assurance levels / Framework:

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

### 4. Types of evidence or evidence-gathering protocol:

- Time-stamped & geotagged reporting of the assessor from assessment location
- Centre 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