

Model Curriculum

Distributor Salesman

SECTOR : RETAIL
SUB-SECTOR : B2B
OCCUPATION : SALES
REF. ID : RAS/Q0604 VERSION 1.0
NSQF LEVEL : 4



Certificate

CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

RETAILERS ASSOCIATION'S SKILL COUNCIL OF INDIA

for the

MODEL CURRICULUM

Complying to National Occupational Standards of
Job Role/Qualification Pack: '**Distributor Salesman**' QP No. '**RAS/Qo6o4 NSQF Level 4**'

Date of Issuance: **December 24th, 2015**

Valid up to: **December 23rd, 2016**

** Valid up to the next review date of the Qualification Pack*

Authorised Signatory
(Retailers Association's Skill Council of India)

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Distributor Salesman

Curriculum / Syllabus

This program is aimed at training candidates for the job of a “Distributor Salesman”, in the “Retail” Sector/Industry and aims at building the following key competencies amongst the learner

Program Name	Distributor Salesman		
Qualification Pack Name & Reference ID.	Distributor Salesman RAS/Q0604 VERSION 1.0		
Version No.	1.0	Version Update Date	09–12 – 2015
Pre-requisites to Training	NA		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Be updated on knowledge of Products to be sold and Merchandising • Have thorough understanding of business and productivity targets and measures to achieve the same • Learn steps to make an affective sales call • Develop capability for handling credit management of an outlet both receivables and payables • Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution 		

This course encompasses 5 out of 5 National Occupational Standards (NOS) of “Distributor Salesman” Qualification Pack issued by “Retailers Association's Skill Council of India”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p>Be updated on knowledge of Products to be sold and Merchandising</p> <p>Theory Duration (hh:mm) 28:00</p> <p>Practical Duration (hh:mm) 28:00</p> <p>Corresponding NOS Code RAS / N0601</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> Keep self-updated with current product portfolio and product details – gram, ages, price points and variants of own and competition products and update details periodically. Have up to date knowledge on channel wise, category wise, outlet type wise schemes. Give relevant information to supervisors to plan relevant schemes / slabs by outlets and learn to utilise correctly Identify hotspots in an outlet and try to convince the retailer to provide these for displays and achieve high order visibility by correct deployment of merchandising material Put branding materials on the area surrounding the rack and inside the rack Stock products such as to maximise number of facings. Obtain natural visibility by clearing cluttered space and stocking company’s products. Place products next to the competitor brand and maintain category and competition adjacency Replace damaged display materials Benchmark own product with that of competition as per the norms and accordingly make own products available at an outlet Articulate USP of New products – Features and benefits to the retailer Make an effective sales call to convince the outlets to place order for focus SKUs. <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> Category wise product wise placement norms Merchandising & Planogram norms. Knowledge of products, USPs ,benefits in relation to needs of the customers in comparison to competitive offerings. Availability norms of products. Competition benchmark product details Checking the condition of products samples Identifying hotspots in the outlet & convince retailers for the spot Identifying benchmark competitor products and decide on product availability 	<p>Order Book & Physical Bill Copy; Shelves for Stacking Products ; Billing dummy Software; Offer / Policy Signage; Gondola; Products for display (Dummy Cameras and Mobiles); Coupons and Vouchers; Credit Notes; Currency Notes of different Denominations; Bar Code Machine; Customer Feedback form</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
2	<p>Have thorough understanding of business and productivity targets and measures to achieve the same</p> <p>Theory Duration (hh:mm) 28:00</p> <p>Practical Duration (hh:mm) 28:00</p> <p>Corresponding NOS Code RAS / N0602</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> To know all sales objectives and targets for Bills cut, Lines cut, Average bill value and Unique Outlets Billed. To be aware of target vs achievement till date and strive towards 100% target achievement. To carry market planner and outlet wise plans made prior to the market visit and be aware of focus categories and plans for sale of specific category/SKUs by outlet. To ensure category and outlet wise billing targets are met To ensure category wise and outlet wise billing targets are met on the route Cover all target outlets/ entire route and take note of new outlets / closed outlets in the beat Update info on the type of outlet and its respective trade channel. Ensure availability of new launch products as per availability norms Set beat and outlet wise targets to achieve launch targets Everyday check stock position of each SKU at the distributor point. Estimate sales from the beat and optimize order as per stock available on hand Coordinate with supervisor and discuss on action plan for out of stock SKUs Check the stock available in the selling area / shelves Check stocks available in the backroom for reserves Stock check for all brand and capture order as per SOQ <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> Productivity parameters and targets Product availability/benchmarking norms and launch plan Route knowledge with details of outlets in a route Classification of outlets by type and profile Stock replenishment cycle of the organization Organization's guidelines in case of stock out Understanding and analyzing overall / productivity targets to set effective objectives. 	<p>Order Book & Physical Bill Copy; Shelves for Stacking Products ; Billing dummy Software; Offer / Policy Signage; Gondola; Products for display (Dummy Cameras and Mobiles); Coupons and Vouchers; Credit Notes; Currency Notes of different Denominations; Bar Code Machine; Customer Feedback form</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> • Breaking down objectives into actionable tasks to achieve goals • Maintain routes and help the supervisors in maintaining the same • To do stock count and capture order as per SOQ in outlets speedily • Estimating sales from the beat and analysing stock in hand at the distributor's point to forecast demand 	
3	<p>Learn steps to make an effective sales call</p> <p>Theory Duration (hh:mm) 28:00</p> <p>Practical Duration (hh:mm) 28:00</p> <p>Corresponding NOS Code RAS / N0603</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • Analyse current stock on hand and sales of the outlets. • Advising retailers for optimum order depending on the need and projected sell out and need for reserve stocks that needs to be maintained to avoid stock outs. • Explain, how the recommendation will boost Retailer's sales. • Communicate all benefits which would accrue to the retailer in short and concise manner. • Asking open ended questions considering the retailer's needs leading to the retailer accepting advice on purchase. • Ensure that the relevant schemes/ slabs are discussed with the retailer after gauging the potential of the outlet. • Analyse competition schemes and leverage on company's schemes to increase sales vis-a-vis that of competition • Ensure range selling by leveraging on own brand already available in the retail outlet and strengthen portfolio presence in the outlet • Route list & outlet list in the palmtop/handheld device and its usage • Product list & Scheme details available in the palmtop • Order capture process in palmtop/handheld • Reports available in the palmtop/hand held – Summary reports / Productivity reports • Retail survey features available in the palmtop • Ensure correct syncing process is followed. • Check stock physical condition and freshness • Arrange stock as per FMFO and even educate retailer on FMFO. • Do stock rotation in those outlet where the movement of stocks is very low. • Carryout stock rotation in case stock movement is very low 	<p>Order Book & Physical Bill Copy; Shelves for Stacking Products ; Billing dummy Software; Offer / Policy Signage; Gondola; Products for display (Dummy Cameras and Mobiles); Coupons and Vouchers; Credit Notes; Currency Notes of different Denominations; Bar Code Machine; Customer Feedback form</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> • Replace damaged or expired goods with fresh stocks and enter information about damaged goods in the handheld device. • Maintaining a pleasing personality is a must for an effective sale call. (clean and ironed clothes , smile on face) • Maintain appropriate distance from the Retailer /outlet owner. • Maintain proper posture while talking with the retailer and not to lean or place hands in pockets or bend shoulders. • Do not indulge in any act that may irritate the Retailer. • Speak clearly in a soft tone without stammering or hesitation. • Maintain proper eye contact with the retailer. • Enter ordered quantity against each SKU ordered. • Submit the orders and check summary of the order. • Communicate the order value to the retailer. <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Sales call process & procedures as defined by the organization. • Schemes and promotions own as well as competition. • Freshness norms, Stock rotation & Stock return norms of the organization • Schemes that are active for the current month for each category and channel. • Availability norms of the organization • Estimating sales of the outlet • Estimating stock requirement for the outlet • Using handheld order taking device given by the organization • Check the physical condition and shelf life of the stock • Identify stock movement at an outlet level and perform stock rotation if needed • Negotiation and convincing skills for range selling 	
4	<p>Develop capability for handling credit management of an outlet both receivables and payables</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • Every day before starting the beat collect details of pending invoices from the distribution point • Gather credit ageing information of retailer bills and set beat objectives accordingly • Keep track of pending display payments and keep the distributor and organization's 	<p>Order Book & Physical Bill Copy; Shelves for Stacking Products ; Billing dummy Software; Offer / Policy Signage; Gondola; Products for display (Dummy Cameras and Mobiles); Coupons and</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	Theory Duration (hh:mm) 28:00 Practical Duration (hh:mm) 28:00 Corresponding NOS Code RAS / N0604	representative aware of the status. <ul style="list-style-type: none"> Resolve issues due to pending delivery and keep distributor and organization's representative aware of the status. Reconcile both receivables and payables to outlets and settle all queries by customers on these issues The learners should be able to apply knowledge of: <ul style="list-style-type: none"> Credit & collection norms of the distributor and the organization Display payment norms of the organization and outlet wise status. Delivery norms of the organization. Assessing pending payments and consumer credit status. On time and in full delivery of all his orders. 	Vouchers; Credit Notes; Currency Notes of different Denominations; Bar Code Machine; Customer Feedback form
5	Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution Theory Duration (hh:mm) 28:00 Practical Duration (hh:mm) 28:00 Corresponding NOS Code RAS / N0605	The learners should be able to: <ul style="list-style-type: none"> Make a rapport with the trade based on punctuality, regularity, courtesy, mannerism and interest in increasing retailer's business and uplifting the outlet's appearance. Listen to Retailers patiently and understand their needs and problems. Use open ended/closed questions to seek clarification on Retailers problems and grievances. Explain the benefits that the retailer will have from the sale Handle objection and resolve issues by himself / escalate to his supervisor that are beyond his purview The learners should be able to apply knowledge of: <ul style="list-style-type: none"> Customer relationship management norms of the organization Negotiation and objection handling skills 	Order Book & Physical Bill Copy; Shelves for Stacking Products ; Billing dummy Software; Offer / Policy Signage; Gondola; Products for display (Dummy Cameras and Mobiles); Coupons and Vouchers; Credit Notes; Currency Notes of different Denominations; Bar Code Machine; Customer Feedback form
	Total Duration Theory Duration 140:00 Practical Duration 140:00	Unique Equipment Required: <ul style="list-style-type: none"> Order Book & Physical Bill Copy Shelves for Stacking Products Billing dummy Software Offer / Policy Signage Gondola Products for display (Dummy Cameras and Mobiles) Coupons and Vouchers Credit Notes Currency Notes of different Denominations Bar Code Machine Customer Feedback form 	

Grand Total Course Duration: 280 Hours00 Minutes

(This syllabus/ curriculum has been approved by Retailers Association's Skill Council of India)

Trainer Prerequisites for Job role: “Distributor Salesman” mapped to Qualification Pack: “RAS/Q0604 VERSION 1.0”

Sr. No.	Area	Details
1	Job Description	Individual in this position should be able to train and skill candidates as per Qualification Pack by using effective methodology for the target audience/candidates whilst ensuing consistently high pass percentage.
2	Personal Attributes	Individual in this position should exhibits below mentioned attributes: <ul style="list-style-type: none"> • Should be subject knowledge / matter expert • Effective communication skills and proven integrity, as well as sincerity • Ability to conduct interactive training program and concentrate on details • High sense of thoughtfulness in a habitually active environment • Multi-talented and resourceful ability when handling different tasks • Highly skilled in promoting friendly atmosphere and efficient in managing learners
3	Minimum Educational Qualifications	12 th standard passed or 10 th standard pass with 2 yrs work experience in retail environment.
4a	Domain Certification	Certified for Job Role: “Distributor Salesman” mapped to QP “RAS/Q0604 VERSION 1.0”. Minimum accepted score of 80% or as per RASCI guidelines.
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “SSC/Q1402”. Minimum accepted score of 80% or as per RASCI guidelines.
5	Experience	0-2years of work experience in similar job role in retail environment.

Annexure: Assessment Criteria

Assessment Criteria for Distributor Salesman	
Job Role	Distributor Salesman
Qualification Pack	RAS/Q0604 VERSION 1.0
Sector Skill Council	Retailers Association's Skill Council of India

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack will be created by Retailers Association's Skill Council of India. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC
2	The assessment for the theory part will be based on knowledge bank of questions created by the SSC
3	Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training centre
4	Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training centre based on this criteria
5	To pass the Qualification Pack, every trainee should score a minimum marks as mentioned in respective QP

ASSESSMENT OUTCOME	Performance Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
RAS/N0601-Be updated on knowledge of Products to be sold and Merchandising	PC1. Keep self updated with current product portfolio and product details – grammages, price points and variants of own and competition products and update details periodically.	100	10	5	5
	PC2. Have up to date knowledge on channel wise, category wise, outlet type wise schemes.		10	5	5
	PC3. Give relevant information to supervisors to plan relevant schemes / slabs by outlets and learn to utilise correctly		10	5	5
	PC4. Identify hotspots in an outlet and try to convince the retailer to provide these for displays and achieve high order visibility by correct deployment of merchandising material		10	5	5
	PC5. Put branding materials on the area surrounding the rack and inside the rack		5	2.5	2.5
	PC6. Stock products such as to maximise number of facings.		5	2.5	2.5
	PC7. Obtain natural visibility by clearing cluttered space and stocking company's products.		10	5	5
	PC8. Place products next to the competitor brand and maintain category and competition adjacency		5	2.5	2.5
	PC9. Replace damaged display materials		5	2.5	2.5
	PC10. Benchmark own product with that of competition as per the norms and accordingly make own products available at an outlet		10	5	5
	PC11. Articulate USP of New products – Features and benefits to the retailer		10	5	5
	PC12. Make an effective sales call to convince the outlets to place order for focus SKUs.		10	5	5
Total	NOS Total	100	50	50	
RAS / N0602 Have thorough understanding of business and productivity targets and measures to achieve the same	PC1. To know all sales objectives and targets for Bills cut, Lines cut, Average bill value and Unique Outlets Billed.	100	10	5	5
	PC2. To be aware of target vs achievement till date and strive towards 100% target achievement.		10	5	5
	PC3. To carry market planner and outlet wise plans made prior to the market visit and be aware of focus categories and plans for sale of specific category/SKUs by outlet.		10	5	5
	PC4. To ensure category and outlet wise billing targets are met.		5	2.5	2.5
	PC5. To ensure category wise and outlet wise billing targets are met on the route		5	2.5	2.5
	PC6. Cover all target outlets/ entire route and take note of new outlets / closed outlets in the beat		10	5	5

ASSESSMENT OUTCOME	Performance Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	PC7. Update info on the type of outlet and its respective trade channel.		5	2.5	2.5
	PC8. Ensure availability of new launch products as per availability norms		5	2.5	2.5
	PC9. Set beat and outlet wise targets to achieve launch targets		5	2.5	2.5
	PC10. Everyday check stock position of each SKU at the distributor point.		5	2.5	2.5
	PC11. Estimate sales from the beat and optimize order as per stock available on hand		5	2.5	2.5
	PC12. Coordinate with supervisor and discuss on action plan for out of stock SKUs		5	2.5	2.5
	PC13. Check the stock available in the selling area / shelves		5	2.5	2.5
	PC14. Check stocks available in the backroom for reserves		5	2.5	2.5
	PC15. Stock check for all brand and capture order as per SOQ		10	5	5
	Total	NOS Total	100	50	50
RAS / N0603 Learn steps to make an effective sales call	PC1. Analyze current stock on hand and sales of the outlets. Advising retailers for optimum order depending on the need and projected sell out and need for reserve stocks that needs to be maintained to avoid stock outs.	100	4	2	2
	PC2. Explain, how the recommendation will boost Retailer's sales.		4	2	2
	PC3. Communicate all benefits which would accrue to the retailer in short and concise manner.		4	2	2
	PC4. Asking open ended questions considering the retailer's needs leading to the retailer accepting advice on purchase.		4	2	2
	PC 5. Ensure that the relevant schemes/ slabs are discussed with the retailer after gauging the potential of the outlet.		4	2	2
	PC 6. Analyse competition schemes and leverage on company's schemes to increase sales vis-a-vis that of competition		4	2	2
	PC 7. Ensure range selling by leveraging on own brand already available in the retail outlet and strengthen portfolio presence in the outlet		4	2	2
	PC 8. Route list & outlet list in the palmtop/handheld device and its usage		4	2	2
	PC 9. Product list & Scheme details available in the palmtop		4	2	2
	PC10. Order capture process in palmtop/handheld		4	2	2
	PC11. Reports available in the palmtop/hand held – Summary reports / Productivity reports		4	2	2

ASSESSMENT OUTCOME	Performance Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	PC12. Retail survey features available in the palmtop		4	2	2
	PC13. Ensure correct syncing process is followed.		4	2	2
	PC14. Check stock physical condition and freshness		4	2	2
	PC15. Arrange stock as per FMFO and even educate retailer on FMFO.		4	2	2
	PC16. Do stock rotation in those outlet where the movement of stocks is very low.		4	2	2
	PC17. Carryout stock rotation in case stock movement is very low		4	2	2
	PC18. Replace damaged or expired goods with fresh stocks and enter information about damaged goods in the handheld device.		2	1	1
	PC19. Maintaining a pleasing personality is a must for an effective sale call. (clean and ironed clothes , smile on face)		4	2	2
	PC20. Maintain appropriate distance from the Retailer /outlet owner.		4	2	2
	PC21. Maintain proper posture while talking with the retailer and not to lean or place hands in pockets or bend shoulders.		2	1	1
	PC22. Do not indulge in any act that may irritate the Retailer.		2	1	1
	PC23. Speak clearly in a soft tone without stammering or hesitation.		4	2	2
	PC24.. Maintain proper eye contact with the retailer.		2	1	1
	PC25.. Enter ordered quantity against each SKU ordered.		4	2	2
	PC26.. Submit the orders and check summary of the order.		4	2	2
	P27.. Communicate the order value to the retailer.		4	2	2
	Total	NOS Total	100	50	50
RAS / N0604 Develop capability for handling credit management of an outlet both recievables and payables	PC1. Every day before starting the beat collect details of pending invoices from the distribution point	100	20	10	10
	PC2. Gather credit ageing information of retailer bills and set beat objectives accordingly		20	10	10
	PC3. Keep track of pending display payments and keep the distributor and organization's representative aware of the status.		20	10	10
	PC4. Resolve issues due to pending delivery and keep distributor and organization's representative aware of the status.		20	10	10
	PC5. Reconcile both recievables and payables to outlets and settle all queries by customers on these issues		20	10	10
	Total	NOS Total	100	50	50

ASSESSMENT OUTCOME	Performance Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
RAS / N0605 Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution	PC1. Make a rapport with the trade based on punctuality, regularity, courtesy, mannerism and interest in increasing retailer's business and uplifting the outlet's appearance.	100	20	10	10
	PC2. Listen to Retailers patiently and understand their needs and problems.		20	10	10
	PC3. Use open ended/closed questions to seek clarification on Retailers problems and grievances.		20	10	10
	PC4. Explain the benefits that the retailer will have from the sale.		20	10	10
	PC5. Handle objection and resolve issues by himself / escalate to his supervisor that are beyond his purview		20	10	10
		NOS Total	100	50	50
		QP Total	100	50	50



Retailers Association's Skill Council of India

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