



COURSE NAME: In Store Promoter
NSQF LEVEL: 4
REFERENCE ID: TEL/Q2101
ALIGNED TO: NCO-2015/5242.0502

Brief Job Description:

Individual at this job demonstrates and highlights the product FAB (Features, Advantages & Benefits) to walk-in customers; offers them the opportunity to touch and feel the product(s) on display; respond to queries on product and services.

Personal Attributes:

This job requires the individual to possess influencing and persuasion skills; excellent verbal and non-verbal communication skills; English & regional language proficiency; must be energetic and flexible and should have a pleasing personality.

Module 1 : Introduction & Key Concepts

- State the objectives of the program and skills required for the job
- Describe the mobile handset industry in India
- Understand the growth and trends in the mobile handset industry in India
- List the top industry players in the mobile handset industry in India
- Understand the difference in customers of different types of handsets
- Understand the various influences on the purchase decision of a customer
- Discuss the role, responsibilities, and personal attributes of an ISP
- Understand the basic terms of concepts of telecom industry in India
- Understand the concept of customer service
- Practice customer service to promote sales and brand recall
- Understand the importance of maintaining confidentiality of client information and know the areas where data confidentiality is a must
- Practise the code of ethics and code of conduct for an effective sales promoter
- List basic health and safety measures necessary for a sales promoter to perform effectively
- Basic of Computer
- Basic of Internet
- Story / Case Study Based Brain Storming Session

Assessment for Module 1



Module 2 : Managing the Customers

- Understand the importance of store atmosphere to sell handsets
- Describe each element that contributes to building the store atmosphere
- Demonstrate how to display merchandise and manage stock
- Understand and apply different ways of managing stock to ensure optimum stock
- Identify the principles of grooming for an ISP
- Use the general language skills required for the job which include proficiency in reading, listening and speaking skills
- Basic of MS Office
- Basic of Email Writing
- Group Discussion

Assessment for Module 2

Module 3 : Sales & Promotion of Handsets

- Understand communication and the elements of communication
- Understand the importance of listening and probing for a sales promoter
- Describe verbal and non-verbal communication and its importance for an ISP
- Understand the sales process and steps involved in it.
- Understand the essential selling skills required for an in-store promoter
- Demonstrate and use effective selling skills in every step of the sales process
- Demonstrate effective up-selling, cross selling and smooth billing
- Basic of MS Word
- Basic of Listening Skill
- Interaction With SME

Assessment for Module 3

Module 4 : Daily Reporting

- Use effective writing skills for sales report writing
- Organise and track daily targets to write daily sales report
- Understand Month-to-date Sales and its types
- Learn the basic mathematical skills required for an In-store promoter
- Basic of MS Excel
- Basic of Concall
- Interaction With Corporate
- Interpersonal Skill

Assessment for Module 4



Module 5 : Program Wrap Up

- Understand what is an interview
- Develop the skills to participate in an interview effectively
- Know the commonly asked questions in an interview
- Revise and integrate the learning of the training program
- Basic of MS power Point
- Basic of Video call
- Conflict Management
- Importance of Team
- Objection / Rejection Handling

Assessment for Module 5

Interaction with Subject Matter Expert

Certification