



COURSE NAME: Distributor Salesman

NSQF LEVEL: 4

REFERENCE ID: RAS/Q0604

ALIGNED TO: 2004/ 5220.30

Brief Job Description:

Individuals in this position visits retail /wholesale outlets as per daily route plan & makes sales call using relevant selling aids like handhelds to increase productivity and achieve sales targets, demonstrate commanding knowledge of the trade being serviced by him and the existing competitors. Identify new outlets to increase sales of the products and provide service facilitating resolution of trade problems related to products and company being represented by the salesman. He/She creates demand at point of sale by creating visibility for products putting POSM(Point of sales material) and merchandising elements like counter top/shelves or racks depending on the category of product he/she sells. Hence he/She needs to influence & own the execution standards of availability and in store visibility.

Personal Attributes:

This job role requires the individual to be smart & presentable as per organizational grooming guidelines; must be fluent in regional language; must be a quick learner and have strong customer focus; must be adaptable to change and know how to manage relationships; in time with the pulse of the market; willing to work for long hours with enthusiasm; target focused and possess active listening skills.

Module 1 : Introduction to Distributor Salesmanship

- Objective & Scope of Distributor Salesmanship
- Overview of FMCG Industry in India, Related Terminologies, Retailing in Indian Context, Retailer and Market Formats
- Distributor Salesman-Roles & Responsibilities, Functions & Skills Required
- Benefits & Career Progression for Distributor Salesman
- Strategic Planning and Decision-making in Distribution
- Digital Literacy-Basics of Computer
- Business Communication-Basics of Internet
- Personality Development-Story / Case Study Based Brain Storming Session

Assessment for Module 1

Module 2 : Knowledge of Products and Merchandising

- Product Details and Product Portfolio
- Scheme Information with Different Categories & Category wise Placement
- Understanding the Role of Product Detailer
- Understanding Merchandising, Use of Point of Purchase (POP) Material and Product Samples
- Brand Availability Norms & Visibility
- Competition Benchmarking
- New / Focus Stock Keeping Unit (SKU) & SKU wise Selling
- Digital Literacy-Basics of MS Office
- Business Communication-Basic of E-mail Writing
- Personality Development-Group Discussion

Assessment for Module 2



Module 3 : Business and Productivity Target

- Sales Objectives and Targets
- Category and Outlet-wise Billing Targets
- Availability of Newly Launched Products
- Optimizing Order and Developing Action Plan
- Checking Stock Availability at Distributor Point
- Sales Pitch & Closing
- Digital Literacy-Basics of MS Word
- Business Communication-Basic of Listening Skills
- Personality Development-Interaction with SME

Assessment for Module 3

Module 4 : Effective Sales Call

- Estimating Sales Accurately to Avoid Out of Stock Events or Overstocking
- Scheme Communication and Range Selling
- Functionality of Palmtop/Handheld Device and its Features
- Stock Returns, First Manufactured First Out (FMFO) and Stock Rotation & FIFO Process
- Guidelines for Efficiently Servicing the Retailer
- Digital Literacy-Basics of MS Excel
- Business Communication-Basic of Concall
- Personality Development-Interaction with Corporate

Assessment for Module 4

Module 5 : Credit Management in Retail Outlet

- Collecting Information Regarding Pending Bills
- Gathering Credit Ageing Information of Retailer Bills
- Tracking Pending Payments
- Tracking Pending Delivery and Resolving Related Issues
- Reconciling Receivables and Payables with Outlets
- Digital Literacy-Basics of MS Power Point
- Business Communication-Basic of Video Call
- Personality Development-Conflict Management

Assessment for Module 5



Module 6 : Building Relations with Trade

- Building Personal Relationship
- Objection Handling
- Understanding Retailer's Needs and Problems
- Benefits to Retailers from Sale and Promotions
- Issue Resolution
- Personality Development-Interpersonal Skill
- Personality Development-Importance of Team
- Personality Development-Objection / Rejection Handling

Assessment for Module 6

Module 7 : Employability & Entrepreneurship Skills

- Personal Strengths & Value Systems
- Digital Literacy: A Recap
- Money Matters
- Preparing for Employment & Self Employment
- Understanding Entrepreneurship
- Preparing to be an Entrepreneur

Assessment for Module 7

Interaction with Subject Matter Expert

Certification