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GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP

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Telecom
Sector
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Participant Handbook

Sector
Telecom

Sub-Sector
Handset

Occupation
Sales and Distribution - Handset Segment

Reference ID: **TEL/Q2100, Version 4.0**
NSQF level 3

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Distributor Sales Representative

This book is sponsored by

Telecom Sector Skill Council of India

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Skilling is building a better India.
If we have to move India towards
development then Skill Development
should be our mission.

Shri Narendra Modi
Prime Minister of India

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Certificate

COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

TELECOM SECTOR SKILL COUNCIL OF INDIA

for

SKILLING CONTENT: PARTICIPANT HANDBOOK

Complying to National Occupational Standards of
Job Role/ Qualification Pack: **'Distributor Sales Representative'** QP No. **'TEL/Q2100, NSQF Level 3'**

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(Telecom Sector Skill Council of India)

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The preparation of this handbook would not have been possible without the Telecom Industry’s support. Industry feedback has been extremely encouraging from inception to conclusion and it is with their input that we have tried to bridge the skill gaps existing today in the industry.

This participant handbook is dedicated to the aspiring youth who desire to achieve special skills which will be a lifelong asset for their future endeavours.

About this book

India is currently the world's second-largest telecommunications market with a subscriber base of 1.20 billion and has registered strong growth in the last decade and a half. The Industry has grown over twenty times in just ten years. Telecommunication has supported the socioeconomic development of India and has played a significant role in narrowing down the rural-urban digital divide to some extent. The exponential growth witnessed by the telecom sector in the past decade has led to the development of telecom equipment manufacturing and other supporting industries.

Over the years, the telecom industry has created millions of jobs in India. The sector contributes around 6.5% to the country's GDP and has given employment to more than four million jobs, of which approximately 2.2 million direct and 1.8 million are indirect employees. The overall employment opportunities in the telecom sector are expected to grow by 20% in the country, implying additional jobs in the upcoming years.

This Participant Handbook imparts theoretical and practical skill training to students for becoming Distributor Sales Representatives in the Telecom Sector.

Distributor Sales Representatives demonstrates and highlights products and services using solid arguments to prospective customers and perform cost-benefit analyses of existing and potential customers.

This Participant Handbook is based on Distributor Sales Representative Qualification Pack (TEL/Q2100) and includes the following National Occupational Standards (NOSs):

1. TEL/N2110 – Coach retailers to achieve sales targets
2. TEL/N2111 – Perform pre- planning for product distribution
3. TEL/N9101 – Organize work and resources as per health and safety standards
4. TEL/N9102 – Interact Effectively with Team Members and Customers

The Key Learning Outcomes and the skills gained by the participant are defined in their respective units.

Post this training, the participant will be able to manage the counter, promote and sell the products and respond to queries on products and services.

We hope this Participant Handbook will provide sound learning support to our young friends to build an attractive careers in the telecom industry.

Symbols Used

Key Learning Outcomes | Unit Objectives | Exercise | Tips | Notes | Activity | Summary

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1. Introduction to the Telecom Sector and the Role of Distributor Sales Representative

Telecom Sector Skill Council

Key Learning Outcomes

By the end of this module, the participants will be able to:

1. Analyse the requirements for the course and prepare as per the prerequisites of the course
2. Describe the size and scope of the Telecom industry and its various sub-sectors
3. Identify and perform the roles and responsibilities of a TelecomDistributor Sales Representative
4. Explain the scope of work for a Distributor Sales Representative
5. Outline the vertical career progression path for a Distributor Sales Representative
6. Describe the process workflow in the organization and the role of the telecom distributor sales representative in the process
7. List the site's daily, weekly, and monthly operations/activities under a distributor sales representative

UNIT 1.1: Introduction to the Program

Unit Objectives

By the end of this unit, the participants will be able to:

1. Outline the course objectives and outcomes
2. List the necessary skills on which the participant will be trained

1.1.1 Overview of the Training Program

This program will facilitate an overview of:

- Telecom Industry
- Roles and responsibilities of a Telecom Distributor Sales Representative
- Telecom store-specific key concepts
- Behavioural, technical, professional, and linguistic skills required for performing your job effectively
- Planning activities to achieve sales target
- Strategy for product distribution
- Methods to maintain, create and update daily reports
- Customer handling
- Gender and PwD sensitization

Basic Skills and Activities

The skills that this training program covers are:

- Effective Communication
- Language Proficiency
- Self Upgradation
- Ability to Influence
- Managing time
- Focusing on Customers

A Distributor Salesman will have to perform the following main activities:

- Plan activities to achieve sales target
- Plan for product distribution
- Optimize resources, work efficiently and adhere to safety standards
- Communicate effectively with customers and colleagues
- Report and review

1.1.2 Ground Rules

All the trainees must follow specific ground rules to aid an effective learning atmosphere. These set of guidelines are as follows:

- Reach and begin on the allotted time
- All candidatesmust participate in all phases of the workshop
- The mobile devices of the candidatesmust be switched off or silent or kept in aeroplane mode
- Candidatesshould strictly follow time guidelines. For instance, if the break time isset at 15 minutes, then a candidate must be in the training room within 15 minutes
- All the queriesmust be cleared with the facilitator. Candidates must not talk among themselves
- Active listening is essential as it displays respect towards others when they are talking
- Learn and ask questions if you don’t understand

UNIT 1.2: Telecom Industry and its Sub-sectors

Unit Objectives

By the end of this unit, the participants will be able to:

1. Illustrate the size and scope of the Telecom industry and its various sub-sectors in India.
2. Outline the growth of the Indian Telecom Sector

1.2.1 Introduction to the Telecom Sector in India

In the last five years, the telecommunication sector has led faster than the overall economic growth. In the long term, there has been a healthy growth of close to 15 percent during 2013 - 17. With over 1000 million subscribers, India is the second largest telecom market in the world. The telecom sector is expected to givemany new jobs, mainly supervisory and managerial. Key segments are:

- Network and IT Services
- Service providers
- Retail and distribution

The information age is aided and propelled by the growth in the telecommunication sector. The telecom industry is the backbone of all industrial and economic development. This industry has revolutionized human communications as it delivers voice and data services at rapidly increasing speeds. India is the second largest telecommunications market has grown consistently in the last decade. The Indian mobile sector has registered rapid growth and is likely to contribute substantially to India's Gross Domestic Product (GDP). The Indian smartphone market is expected to quadruple to 810 million users by 2021, and the smartphone traffic is also likely to increase 15-folds, i.e., 4.5 Exabyte (EB) per month during the same period. India has made rapid progress in mobile penetration and now has the world's second-largest mobile subscriber base. According to the Telecom Regulatory Authority of India (TRAI), by December 2015, India's total telecom subscriber base was 1.04 billion. Of these, 1.01 billion were mobile subscribers and 25.52 million were wireline subscribers. (Source: IBEF Telecom Sector Report). The entry of Reliance Industries' Jio network and smartphones (under the brand name LYF) has further opened up the Indian telecom industry, facilitating more benefits and better services to users. The smartphone segment developed at an annual average rate of 32% to about 95 million in 2015 from 77 million a year ago. *Source: Cyber Media Research Report*

Currently, India has been recordedas the world's second-largest telecommunications market. It reportedly has a subscriber base of 1.16 billion, and the Indian nation has registeredstrong growth in the last decade.

According to the Indian Telecom Market 2022-23 report by TSSC, in 2021, there was a demand of over 1.5 lakh in 5G, Cloud Computing, AI, Big Data Analytics, IoT, Mobile App-Development and Robotic Process Automation. There was a demand-supply gap of 28%. The talent demand-supply gap is expected to continue to widen with the 5G rollout.

Arvind Bali, CEO of TSSC, said, "We're focused on providing the workforce demand for the growth of the 5G ecosystem in India. With OEMs setting up shop in India, they will need a plethora of job roles to set up their supply chain. We aim to aid the ecosystem with a world-class skilled workforce for 5G and allied technologies."

TSSC plans to train the workforce in 5G, IoT, AI, ML, and M2M. Further, TSSC plans to expand telecom manufacturing and service clusters.

1.2.2 Top Mobile Handset Players in India

India is noted as one of the largest smartphone markets in the world, and so are the number of players in the market.

Xiaomi is leading the market at a 26.60% market share, even though its demand has recently decreased. Several 5G model launches and aggressive marketing promoted this Chinese brand to the top spot. Samsung recaptured the second spot with a 16.71% market share and is India's top-selling 5G smartphone brand. This South Korean tech giant also maintained its lead in the affordable premium segment. Vivo, Realme and Oppo captured 15.74%, 12.79% and 11.42% of the market share, respectively and are among the fastest growing smartphone brands in the market. Apple stands next with 3.86% of the market share; however, it is one of the top-selling brands in the premium segment. OnePlus grew at a stunning rate to capture 3.76% of the market.Motorola, Huawei, Nokia, and others together capture the remaining 9.12% of the market share.

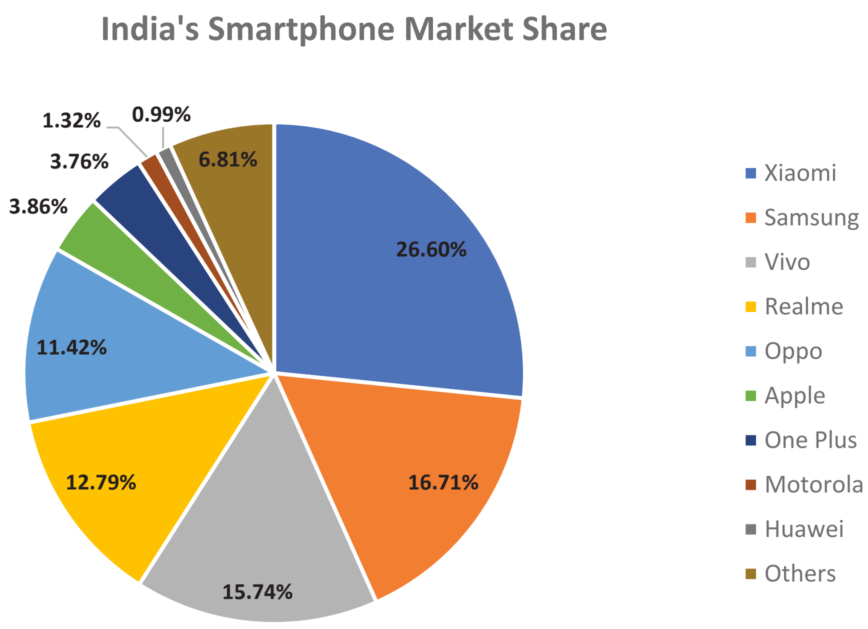

Fig. 1.2.1: India's Smartphone Market Share

Mobile Handset Industry

The Indian nation is the second largest mobile handset market in the world. According to a recent study by Frost and Sullivan, the Indian mobile handset market is expected to continue to grow.

The Indian smartphone market surpassed the USA for the first time on an annual level, becoming the second largest smartphone market globally, reaching 158 million shipments in 2019 with a 7% year-on-year growth, as per the latest research from Counterpoint's Market Monitor service. It is projected to be a threefold increase in the number of telecom participants, and the current number of sixty-eight mobile handsets players will go up above 200.`

Fig. 1.2.2: Handset manufacturing unit

Another vital part of the survey is the increasing use of smartphones by Indian consumer. The growing preference for high-end handsets and the desire to use new emerging web technologies could see the smartphone markets 'revenues go very high.

While the revenues of the urban regions are attaining a saturation point, many mobile manufacturers like Micromax, Karbonn, etc. have also started manufacturing phones for rural and semi-urban areas. The smartphone market is therefore expected to grow tenfold in the coming year.

Major subsectors of the Telecom Industry

The telecommunications industry is broadly classified into the following subsectors:

1. Infrastructure
2. Equipment
3. Mobile Virtual Network Operators (MNVO)
4. White Space Spectrum
5. 5G
6. Telephone service providers and
7. Broadband

On a broad outlook,the three basic subsectors are as follows:

- **Telecom equipment**

  Telecommunications equipment consists primarily of telecommunications hardware, like Transmission, Access and Core network equipment such as SDH-based multiplexers (STM-1, STM-4, STM-16 & STM-64), Carrier Ethernet solutions, RF & Microwave antennas, Repeaters, Switches, Testing & Measurement equipment, etc. It covers communication technologies such as radios, telephones, and even computers.

  Major telecom equipment manufacturers globally include Huawei, Nokia Siemens Networks (NSN), Ericsson, ZTE, Cisco, Ciena, Motorola and Samsung.

Fig. 2.1.3: Telecom Equipment

- **Telecom services**

  Telecom service is the service provided by a telecom provider for the consumers, i.e., voice and data services. Telecom services include fixed-network services (data retail, Internet retail, voice retail and wholesale) and mobile services. Major telecom service providers in India are:

  - Reliance Jio Infocomm
  - Bharti Airtel

- Vodafone Idea Limited
- Bharat Sanchar Nigam Ltd. (BSNL)
- Tata Teleservices

- **Wireless communication**

  Wireless communication refers to any transmission that takes place without the use of a wire or a cable. On the other hand, Wi-Fi is a specific subset of wireless that is well-defined by a set of technical specifications drawn by IEEE (Institute of Electrical and Electronics Engineers).

  We have different types of wireless communication devices like Cordless telephones and mobiles. Zigbee wireless technology, Wi-Fi, satellite television, GPS, and wireless computer parts. Wireless phones include features like Bluetooth, 3 and 4G networks, and Wi-Fi technologies.

UNIT 1.3: Roles and responsibilities of aTelecom Distributor Sales Representative

Unit Objectives

By the end of this unit, the participants will be able to:

1. List the roles and responsibilities of a Distributor Sales Representative
2. Identify the skills required for a Distributor Sales Representative
3. Illustrate the career opportunities for a Distributor Sales Representative
4. List the site's daily, weekly, and monthly operations/activities under a distributor sales representative.

1.3.1 Telecom Distributor Sales Representative – An Overview

Job Description

A Distributor Sales Representative is also known as Distributor Sales Executive/Field Service Executive/ Feet on Street/Field Sales Representative. They are expected to generate sales for mobile handsets and their accessories, steer sales as per the organization's target matrix, increase the depth & width of the distribution network and work in their allocated area as per the Beat and Route Plan.

They also handle complaints & queries of retailers and, if required, escalate them to the next level. Apart from this, they are incharge of managing the cash too.

Attributes:

Some of the critical attributes of a Telecom Distributor Sales Representative are:

- Persuasion and Communication Skills
- Negotiation skills
- Time Management Skills
- Flair for selling
- Teamwork
- Positive attitude
- Willingness to travel

Roles and Responsibilities

The key roles and responsibilities of a distributor sales representative are:

- Generating sales for mobile handset and related accessories
- Handling/escalating retailers' complaints and queries
- Meeting the sales goals as per the organization's target matrix
- Checking the availability of the stocks at the distributor point
- Handling cash-related transactions

- Credit management and collecting receivables
- Increasing width and depth of distribution network as per the Beat and Route plan
- Pre-sales preparation with respect to route wise beat wise-outlet wise target to be achieved on a daily, weekly and monthly basis
- Being up-to-date with the latest company handsets or accessories
- Preparing daily/ weekly/ monthly reports and submitting them to supervisors

1.3.2 Skill Criteria

Distributors need to have a variety of skills. Based on the industry and its size, there are variations in the skills required to be a distributor. However, to develop a career as a distributor, there are some fundamental skills that a distributor must show. The list of the skills that one should possess:

- **Selling skill**

  The primary skill that a distributor must have is sales skills. Distributors like manufacturers and retailers must understand the target customers and their needs. They should know how to showcase their products and highlight them, and they need to identify potential customers and engage them in the type of products available for sale.

- **Interpersonal skills**

  Distributors require strong interpersonal skills, along with others. Strong interpersonal skills develop a trustworthy relationship with customers that remains for a longer time. In order to build a successful distribution business, the distributors should have interpersonal skills that are vital to attract typical cold customers and turn them into regular buyers.

- **Negotiation skills**

  Negotiation is a typical skill that involves purchase and sales agreements. It is a skill with which the distributors negotiate with buyers as well as manufacturers and offer them lucrative deals. Thus, distributors expect to have a strong base of negotiation skills and develop the skill further.

- **Operational skills**

  Operational skills are a must to run a business. Operational skills help manage employees, logistics, customer service, budgetary matters and other vital aspects that help to maintain a company. With the company's growth, the distributors must work on this skill to perform various duties.

- **Research skills**

  The trends in the particular industry keep changing. Therefore, the distributors must stay current and keep upgrading their research skills.

- **Communication skills**

  Distributors should develop communication skills to develop a better relationship with customers and manufacturers. Distributors come in regular contact with buyers and manufacturers. So, effective communication skillhelps in managingsales, distribution, operation and negotiation.

1.3.3 Career Opportunities

A Distributor Sales Representative performs the sales role and is a part of the channel distribution vertical.

They can progress from being a Distributor Sales Representative to Sales Supervisor and then take on future higher roles with a broader span of control such as Territory Sales Manager, Area Sales Manager to Regional Head, State Head and eventually leadership position of National Sales Head as shown in the image.

Fig. 1.3.1: Career Progression for a Distributor Sales Representative

UNIT 1.4: Distribution and Selling

Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain the concepts of distribution and selling
2. Elaborate the role of distributors
3. Identify key selling skills
4. Practice different steps of selling

1.4.1 Distribution and Distributors

Distribution is the process in which the goods are transported from one party to another, and the products are distributed among producers and consumers.

The field of distribution is crucial for businesses. It is an effective marketing tool, and it is because it provides aid in the process of transferring goods from manufacturers to consumers. After all, this practice connects the process of production and consumption.

Intensive distribution is inextricably linked to essentialmarketing activities. It is expected that businesses must produce an item or service that can be extensively distributed to the respective target markets that need it.

Distributors are also known as Distribution entrepreneurs. They act as intermediaries between consumers and manufacturers. A distributor aims to purchase products from the manufacturers and resell them. Due to the advancement of technology, the chain of distribution has gradually become shorter.

Due to the advent of digital technology, obtaining and marketing products have become very simple. Consumers can place their orders online from anywhere and do not need to visit the store in person.

The distributor fulfils all demands by forecasting inventory requirements and optimal inventory levels and monitoring stock transfers across varied locations.

Distributors are part of the sales channel. Distributors, dealers, and retail outlets embrace a complete distributor channel. They purchase and stock the manufacturer's products in significant quantities. They purchase products from the manufacturer or each other at large discounts from the list prices. They then resell these at a higher price, and the markup price gives them the profits.

Distribution organizations buy and stock products of multiple manufacturers, including products that directly compete with one another. The stocks can run into thousands of products. They act as a single point of source for a wide range of products for their customers. These companies can sell to customers located anywhere as they run their businesses independently.

Primary Benefits of Distributors

- Manufacturer gains access to the established customer base of distributor organizations.
- Profitably handles small quantity orders for manufacturer's products
- Distributors' revenue flows from the profit margins at which they resell products. In the electronics business, a typical gross margin on sales is around 20%. Most products are sold from manufacturers' list prices at moderate to large margins. They typically demand and obtain discounts above 30% and even as much as 50% from the unit list price of manufacturers. The sales team are typically paid

commissions on the Gross Profits, not by total orders. The sales representative should be aware of margins and skilled at maximizing them. Higher margin products generate higher commissions and thus are of greater interest to the sales representatives.

- In most marketing systems, the key factor is distributors. They buy products from various manufacturers and resell them to their customers. Marketing typically sells standard products and financial benefits; they do not sell technical solutions. Distributors usually specialize in one group or product class, such as clothing, food, pharmaceuticals, electronics, etc. Further specialization is also possible in “passive electronic components.” They provide convenience as products of multiple manufacturers are sold through them. Overall revenue generated by customers determines the discounts they get on individual products. The distributorsystem ensuresfaster delivery and better terms and conditions than the manufacturer because the latter has one track mind of only focusing on sales. Their customer list includes Original Equipment Manufacturers (OEMs), high-tech distributors, system integrators, retail outlets and end users.

Types of Distributors:

- **National Distributors:** These are large businesses having a large variety of products and annual sales running into crores of rupees. A handful of larger suppliers and customers may pressurize and exercise influence over decisions, and the rest have to accept their policies and procedures for conducting business.
- **Regional distributors:** They are medium-sized businesses that have a lesser number of customers and a lesser variety of products than national distributors. Closer interaction with customers and suppliers is the norm. However, they get less favourable pricing and technical support because of lower volumes. Being more approachable, they are generally preferred by less established manufacturers.

1.4.2 Selling

Selling is the art of persuading someone to buy one’s product or service. In basicterms, selling is giving or exchanging goods for money. Today, however, with the growth ofmarketing, selling does not only mean the mere give and take but also refers to the tendingof consumer needs. It is the w

ay a sales representative assists a customer, identifies his needsand motivates him to buy products and services from your business. To be successful, a salesrepresentative needs to make the customer feel they are getting value for money by buyingthe specific product or service.

Selling Techniques

Common selling techniques used by businesses to fulfil customer needs are:

- Direct selling: Involves direct face-to-face, customer-salesperson interaction
- Retail selling: Involves making products available in a shop where customers can visit
- Agency selling: The supplier hires an agent who then sells products and services on his behalf
- Tele sales: Contact customers by telephone to sell products and services without face-to-face contact
- Door-to-door selling: Potential customers are contacted at their homes by salespeople for direct selling
- Business to business selling: Also known as the B2B model, where direct selling takes place between businesses
- Business to government selling: Similar to B2B, custom-made solutions are developedby businesses and sold to government agencies and departments instead of other businesses

- Mail order selling: A publication containing a list of merchandise which is shown to a customer for potential purchase without seeing the product first-hand
- Online selling:This has become popular with the increase in internet penetration. Products andservices are sold and delivered directly to customers or businesses over the internet

Importance of Selling

The success of businesses depends on the ability to meet customer needs and sustainably sell their products and services. Selling effectively always results in enhancedbusiness profitability in the short and long term.

A business can't stay in the market unless they make substantialsales. No matter how valuable the product is, until the time it does not meet the requirement of customers, it will not generate a considerable amount of sales. Hence,any business needs to makethe necessary effort to sellits products and services.

Steps of Selling

The steps involved in the selling process are explained below:

Step 1: Identifying and Prospecting

Prospecting is the search for potential customers who fit the target market or show some interest in the company's offerings.

Step 2: Preparation

The sales executive should introduce himself in relation to the selling.

For Example:

- "I am Ranjan. May I help you to choose the phone you are looking for"
- "In this section, different phones have been listed that suit the need of different people. I will show you the ones that you may like."

Step 3: Approach

Understand the exact need or expectations of the customer.

For Example:

- "Do you want a phone mostly for clicking pictures or business use? I will explain to you the features."
- "Do you want a phone with or without a front camera flash?"

Step 4: Presenting products

A suitable product should be introduced to the buyer. For this, the seller should have a thorough knowledge of the products he is selling. Example

- "Yes, we have a range of mobile phones that exactly suit your requirements. The price will range from Rs. 5,000 to Rs. 45,000, and the features are...."
- "You can opt for this phone because of its long battery backup."

Step 5: Closing the Sale

- **Direct close:** “Shall I pack this one, sir?” or “Shall I go ahead and make the bill?”
- **Test close:** “Do you have all the information to make a decision to buy the phone?”
- **The suggestion close:** “May I suggest that you go with the matte cover for this phone.”
- **Assume close:** “How would you like to pay, cash or card?”
- **Alternative close:** “What will it be, sir, the blue or the white one?”

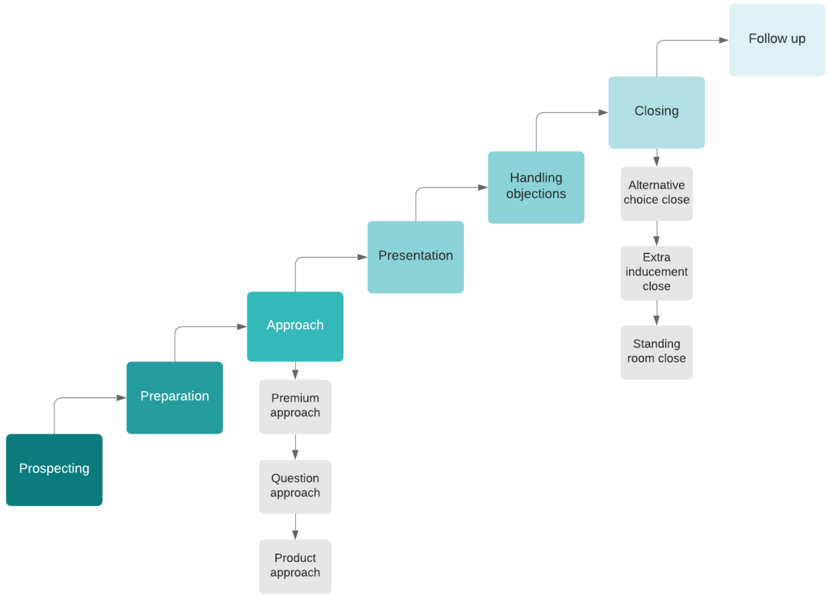

Fig. 1.4.1: The sales process

1.4.3 Marketing Strategies

The organization and processes used by any business to sell its products are called a Marketing System. It implies the identification of prospective customers, establishing business relationships and meeting customer needs by selling solutions and not mere products. Marketing and sales are two parts of customer organizations, including third-party organizations independent of any customer organization.

A marketing system operates through sales channels, and a sales channel connects the business to the customer. One or more sales channels could be Direct Distribution, Original Equipment Manufacturer (OEM), System Integrator, Manufacturer’s Representative, Value Added Reseller (VAR), and Retail.

A sales channel comprises a single or multiple channel organization with similar work and characteristics. For example, a distribution channel comprises distributors who are third-party organizations and sell products obtained from the manufacturer at a discount. On the other hand, employees of a direct channel are hired by the manufacturer, and they directly interact with customers.

Dominant marketing strategies can be summarized as follows:

Fig. 1.4.1: Marketing Strategies

- **Brand Building:** Marketing activities help create a compelling brand identity and help build loyalty amongst the target customers.
- **Provides consumer Insights:** Unlike traditional marketing processes, digital marketing can be tracked in every step, providing data for analysis speedy.
- **Multi-branding Strategies:** Multiple businesses offer multiple brands comprising the same category. While doing it, the end in view is to try to cover the maximum number of segments possible by a single company. For example, Xiaomi has mobile handset segments by the name RedMi and Mi, which cater to two different categories of consumers
- **Brand Extension:** Companies initiate brand extensions in the hope that the extensions will ride on the equity of the successful brands. For example, Lenovo chose to manufacture mobile handsets under the popular banner of Motorola. Similarly, Samsung, popular for consumer durable goods, enteredmobile handset manufacturing.
- **New Product Development:** Customer needs and expects changes with time and trends, decreased product life cycles, and increased foreign and domestic competition. Thus, companies are developing new products to sustain the customers' growing needs.
- **Distribution Network:** An effective distribution system can be developed to increase market domination. Samsung and Xiaomi have extensive distribution networks, making them leading players.
- **Advertising & Promotion:** Advertisements and promotions are required to reach the target audience. Mediums like display ads, social media promotions, etc., are essential for building awareness about the brand available in the market.

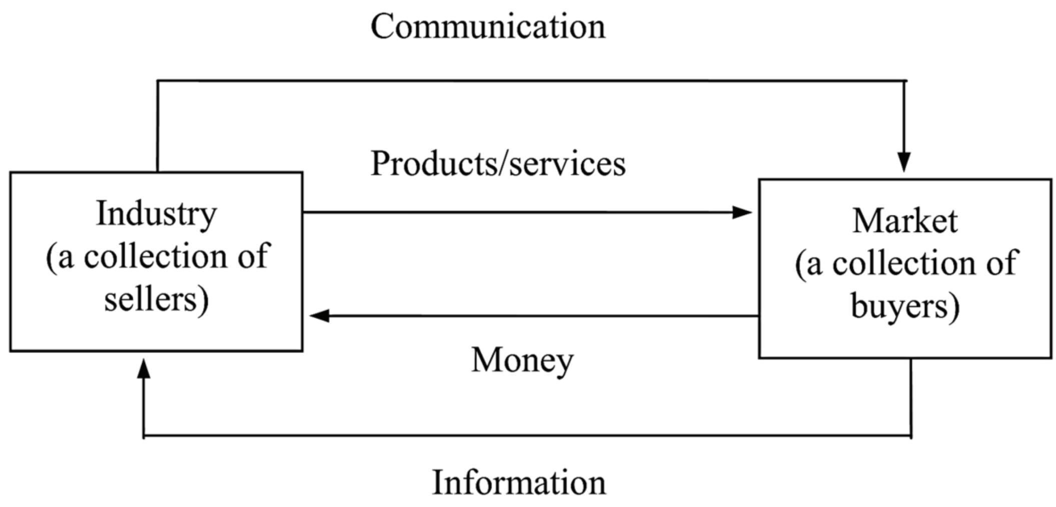

Fig. 1.4.2: Marketing System

UNIT 1.5: Planning and Organizing the Work

Unit Objectives

By the end of this unit, the participants will be able to:

1. Define the concept of planning
2. Explain the steps involved in planning
3. Outline the basic sales objectives planning
4. List basic sales terminologies

1.5.1 Planning

Planning is something to be done before taking action, i.e., anticipatory decision-making. Planning involves deciding what to do and how to do it before action is required.

The company's strategic plan is the starting point for planning and serves as a guide to developing sound sub-plans to accomplish organizational objectives.It is one of the important organisational management activities used to communicate the company goals and action needed to achieve the desired goals, outcomes and results. It ensures the approach of disciplined effort so that each employee of the organization will work towards the desired goals.

Planning Process

Below are the critical steps involved in strategic planning:

- One should prioritize the objectives
- Accordingly, develop a strategic plan and execute the plan
- Review and revise the plan in regular intervals

Fig. 1.5.1: Strategic Planning Process

1.5.2 Sales Objectives Planning

A company's marketing plan includes sales objectives. The marketing team, as part of sales objectives, identifies common goals. The goals include revenue targets, profit margins, distribution partners, advertising, and targeted demographics. To ensure a common understanding amongst members of the sales and marketing teams, the broad plans are explained and discussed in sales meetings.

The sales objectives are usually divided into yearly, quarterly, monthly, weekly, and daily. The division of objectives helps the sales teams to plan and achieve targets in a streamlined manner. The Territory Sales Manager (TSM) or the Area Sales Manager (ASM) is responsible for giving sales representatives targets.

Maximum utilization should be done of the time spent with the retailer. Therefore, to meet the sales objectives,the sales representativemust have complete information about the products he intends to sell.

Cumulative Sales Target - 2016														
Zone	North	Month >>	January	February	March	April	May	June	July	August	September	October	November	December
		Target >>	2500	3250	4000	4750	5500	6250	7000	7750	8500	9250	10000	10750
	South	Month >>	January	February	March	April	May	June	July	August	September	October	November	December
		Target >>	2800	3550	4300	5050	5800	6550	7300	8050	8800	9550	10300	11050
	West	Month >>	January	February	March	April	May	June	July	August	September	October	November	December
		Target >>	3200	3950	4700	5450	6200	6850	7700	8450	9200	9950	10700	11450
	East	Month >>	January	February	March	April	May	June	July	August	September	October	November	December
		Target >>	2000	2750	3500	4250	5000	5750	6500	7250	8000	8750	9500	10250

Table 1.5.1: Sample Sales Target

Sales Period Planning

- Based on the "Cycle Plan" (the sales period documentation provided in the sales meeting), review the scheduled activity.
- For each outlet, prepare the sales period objectives (Pre-sales) by outlet. There are clear expectations of selling actions in different territories.
- For each target/objective below activities should be performed:
  - Sales and Pre-sales programme
  - Promotion programme
  - Control activities in the store
  - Identify routine activities which need to be included
- Any possible problems a sales representative expects to face in the activities/objectives the sales rep is required to achieve should be openly discussed with your TSM/ASM.

Weekly/Daily Planning

- Upcoming visits should be tracked on an excel sheet or the sales planning file application (if available) on the last working day of the previous week.
- Before starting his daily visits, he should review and update the above plan.
- Based on sales period activity, he should review the activities in the store and set objectives, including:
  - Achievement of pre-assigned sales
  - Distribution (i.e. presentation of the new product)
  - Placement (i.e. planogram proposal)

- The results should be compared with the sale objectives and reviewed daily and weekly. The visits for the period should be planned accordingly.

Another vital aspect of pre-planning is that the sales representative should always be aware of all the latest schemes/offers given by the distributors. In addition, the sales representative should also be fully aware of all the existing (old and latest) phones being distributed by them. This is very important because if a sales representative is unaware of these things, it reflects poorly on the company's image and may lead to a negative impression among the retailer/client.

In this regard, the sales representative should always have the latest company brochure/leaflet with information regarding all existing phones and offers. In addition, a sales representative should also have an information brochure for upcoming models, if any.

Stock and merchandise that a sales representative needs to carry to the retailer are available at the distributors' office. Sales representatives need to carry the stock and merchandise from there before commencing their daily activities. Generally, a checklist is given to all sales reps to ensure that they are carrying the correct items.

Ensure that the items being collected are according to the checklist.

S No	Item	Availability
1	Presenters (sales folders, samples, planogram proposal, etc.)	
2	Promotional Programme	
3	Stickers Price	
4	Price List	
5	Sticker Free Samples	
6	Order Forms	
7	Camera	
8	POS material	
9	Product Infor-mation/Merchandising Manu-al	

Table 1.5.2: Sample Checklist

1.5.3 Basic Sales Terminologies

- **Primary Sales:** These sales occur from the company to the distributor. For example, the amount ofproduct a distributor purchases from the company. Generally, the Area Manager and RegionalManager's targets are set on Primary Sales.
- **Secondary Sales:** These are sales from the distributors to the retailers. Usually, the Territory Sales Manager's targets are based on secondary sales.
- **Offtakes (Tertiary Sales):** These are sales from the retailers to the customers. While the company doesnot track offtakes, trends of offtakes are tracked.
- **Numeric Distribution:** The number (or percent) of outlets where the company's product is present(outlets with at least one product SKU). For example, how many outlets a company's product is available is measured by numeric distribution.

- **Beat:** This is a distributor salesman's route on a particular day. For example, beat onSaturday is Location A, and beat on Sunday is Location B. If the sales executive visits his/her every beat on everyalternative day, all the retailers/stores/outlets in his/her sales territory will be covered in two days. Thus, he/shewill visit the same outlet of his/her beat thrice weekly.
- **Weighted Distribution:** The percentage of the sales volume from the served outlet.
- **Stock Keeping Unit (SKU):** This refers to a specific product from a company's range of products. Forexample, iPhone 13 is an SKU of iPhone of Apple Inc, and apple has other SKUs of iPhone 13 likethe iPhone 13 mini, iPhone 13 Pro and iPhone 13 Pro Max).
- **Sales Representatives (SR) or Sales Officers (SO):** SR/SO can be employed by distributors or companies, depending on company policy, responsible for collecting sales orders from their assigned routes. After collecting sales orders from the outlets of his assigned route, an SR/SO summarises this total order and submits it to the distributor for delivery. Based on this collected order (summary sheet), product delivery happens on the next day by DSR or the Deliveryman of the distributor.
- **Wholesalers:** An outlet of a beat is considered a wholesaler if that outlet contributes more than 50% of sales of that particular beat (this assumption may differ for different companies).
- **Modern Trade:** Supermarkets, Hypermarkets, and Departmental Stores, which predominantly belong to the organised Retail segment,are classified as Modern Trade. For example, Spencers, Reliance Mart etc.
- **Trade Schemes or Trade Promotions (Widely Known as TP):** These are schemes that are given out in the market to boost sales from time to time. Trade Schemes are designed for the trade, i.e., Retailers/Wholesalers and Distributors. Trade promotions can be of different types based on the company's needs.
- **Mobile:** A mobile is a device that uses radio frequencies to make and receive telephone calls while moving over any geographical area. It is also a cell phone, hand phone or cellular phone.
- **Product Description:** The product description summarises the product on sale. To make it appealing for potential customers, some dynamic elements are used invariably, although there is no particular way prescribed to describe it.
- **Brochures:** These are informative paper documents that introduce a company or organization's products and services to a target audience. They can be distributed by hand, placed on racks or by mail.
- **Feature:** A characteristic of a service or product (i.e., colour, size, speed, weight, the technology used, knobs and buttons, delivery, technical support etc.) is called a feature.
- **Benefit:** The value or gain from the product or service that accrues a customer may or may not be tangible (usually financial).
- **FAB (Features Advantages Benefits):** FAB is one of the primary techniques used at the presentation stage of selling. It connects the description of a product, its advantages over others and the value thatthe customer gains.
- **Stock mix:** It is the combination of products which a company sells or manufactures. The demand for certain products and their profitability determines the stock mix.
- **Sales Target:** The expected performance for an individual sales representative or sales team over a given period is called sales target.
- **Monthly Target:** The monthly target lays down the specific number of sales that the management expects to be achieved or exceeded within a month.

UNIT 1.5: Planning and Organizing the Work

Unit Objectives

By the end of this unit, the participants will be able to:

1. Elaboratethe organizational policies on workplace ethics
2. Discuss about managing sites and maintaining quality standards
3. Demonstrate an effective process of communication in one workplace
4. Display different types of communication
5. Demonstrate effective listening skills in day-to-day life

1.6.1 Meaning of Work Ethics

Being ethical in the workplace means displaying values like honesty, integrity and respect in all your decisions and communications. It means not displaying negative qualities like lying, cheating and stealing. Workplace ethics play a big role in a company's profitability, and it is as crucial to an enterprise ashigh morale and teamwork. This is why most companies lay down specific workplace ethic guidelinesthat their employees must compulsorily follow. These guidelines are typically outlined in acompany's employee handbook.

Elements of a Strong Work Ethic

A Distributor Sales Representative must display strong work ethics and hire only those who believe in anddisplay the same ethical behaviour in the workplace. Some elements of a strong work ethic are:

- **Professionalism:** This involves everything from how you present yourself in a corporate setting tohow you treat others in the workplace.
- **Respectfulness:** This means remaining poised and diplomatic regardless of how stressful or volatilea situation is.
- **Dependability:** This means always keeping your word, whether arriving on time for a meetingor delivering work on time.
- **Dedication:** This means refusing to quit until the designated work is done and completing the workat the highest possible level of excellence.
- **Determination** means embracing obstacles as challenges rather than letting them stop youand pushing ahead with purpose and resilience to get the desired results.
- **Accountability:** This means taking responsibility for your actions and the consequences of youractions and not making excuses for your mistakes.
- **Humility:** This means acknowledging everyone's efforts and hard work and sharing the credit foraccomplishments.

1.6.2 How to Foster a Good Work Ethic?

As an entrepreneur, it is quite crucial that you clearly define the kind of behaviour that one expects fromevery team member in the workplace. You should make it clear that you expect employees todisplay positive work ethics like:

- **Honesty:** All work assigned to a person should be done with complete honesty, without any deceitor lies.
- **Good attitude:** All team members should be optimistic, energetic, and positive.
- **Reliability:** Employees should show up where they are supposed to be when they are supposed to be.
- **Good work habits:** Employees should always be well groomed, never use inappropriate language,conduct themselves professionally, etc.
- **Initiative:** Doing the bare minimum is not enough. Every team member needs to be proactive andshow initiative.
- **Trust worthiness:** Trust is non-negotiable. If an employee cannot be trusted, it's time to let that employee go.
- **Respect:** Employees must respect the company, the law, their work, their colleagues andthemselves.
- **Integrity:** Every team member should be completely ethical and display genuine behaviour.
- **Efficiency:** Efficient employees help a company grow, while inefficient employees result in a waste of time and resources.

Tips

1. Don't get angry when someone tells you the truth and you don't like what you hear.
2. Always be willing to accept responsibility for your mistakes.

Personnel management can be defined as deriving, using, promoting and maintaining a satisfied workforce. It is an essential part of management that deals with employees at work and maintains a positive relationship within the working premises.

According to Brech, "Personnel Management is that part which is primarily concerned with human resource of the organization."

1.6.3 Personnel Management and Public Relations

Nature of Personnel Management

1. Personnel management manages the variousfunctions ofemployment, compensation and development. The personnel management and other departments work on the various functions.
2. Personnel management is an important part of general management. It deals with the promotion and stimulation ofa competent workforce. It has a major contribution to the organization.
3. Personnel management offers suggestionsand advice in the field of personnel matters. Therefore, an organisation's personnel department is a significant and functional staff department.
4. Personnel management stressesthe action and does not believe in creating lengthy plans, work methods or schedules. The department adopts policies to look after the problems and grievances of people at work and solve them rationally.
5. The policies of the personnel management department are based on human orientation, and it assists the workersin developing their potential qualities related to their department in the organization.

6. It encourages the employees through various incentive schemesto obtain the fullest co-operation from the employees.
7. Personnel management manages the human resources of an organization. In the context of human resources, it dealswith both individual andbottom-level employees.

Public Relation

Public relations includeseveralprograms that protect the company's image. It also includesa particular product image.

Public relation plays a crucial role in the promotion mix. In the present scenario, multinational companies work hard to manage and maintain customer relationships. The public relations department of most organizationskeeps a check on the attitude and perceptions of customers.

The public relations department makes an effort to communicate all the necessary messages to establish a positive reputation in the mind of potential customers. A highly efficient public relations department picks up positive programs to build the company's brand image.It stresseseliminatingany negative publicity that may arise due to unavoidable practices.

Public relations are a broad set of communication activities used to create and maintain favourable relations between the organization and its customers. Stockholders, customers, employeesgovernment, are officials and society.

1.6.4 Communication

Communication is clearly defined as transferring information from one individual or group to another. The communication method includes a recipient, a message and most importantly, a sender. Although the definition of communication sounds simple, the topic is complex.

Many factors can affect the process during the transmission of the message from sender to recipient. These may range from the cultural situation, the medium used, to the geographical location. It is essential to possess good communication skills to help in business growth.

Fig. 1.6.1: Benefits of effective communication

Process of Communication

The information process includes transferring messages from the sender to the receiver. The receiver understands and shares feedback. Speaking, writing, listening or reading is all act of communication.

Communication has certain characteristics with a chain of events:

- It is a two-way method
- It includes a sender and a receiver

A piece of information is sent across

- The process is complete only when it gets the desired feedback from the receiver
- Regular feedback makes effective communication

The three preliminary steps in communication are:

1. **Thought:** Information is primarily generated in a sender's mind, and it developsas an idea, feeling, knowledge or concept.
2. **Encoding:** The next step of the communication is to send the information to the receiver in a mutually understandable code, words and symbols.
3. **Decoding:** At last, the encoded message received by the receiver is furthertranslated into a concept or words that are comprehensible.

Communication is important and used both in personal and professional life. Here are a few examples:

- while exchanging views with family/friends
- applying for interviews
- demonstrating a product
- replying to a message
- following up with working partners and contractors
- listening

Types of Communication

There are multiple forms of verbal and non-verbal communication. These include bodylanguage, eye contact, sign language, haptic communication and chromatics.

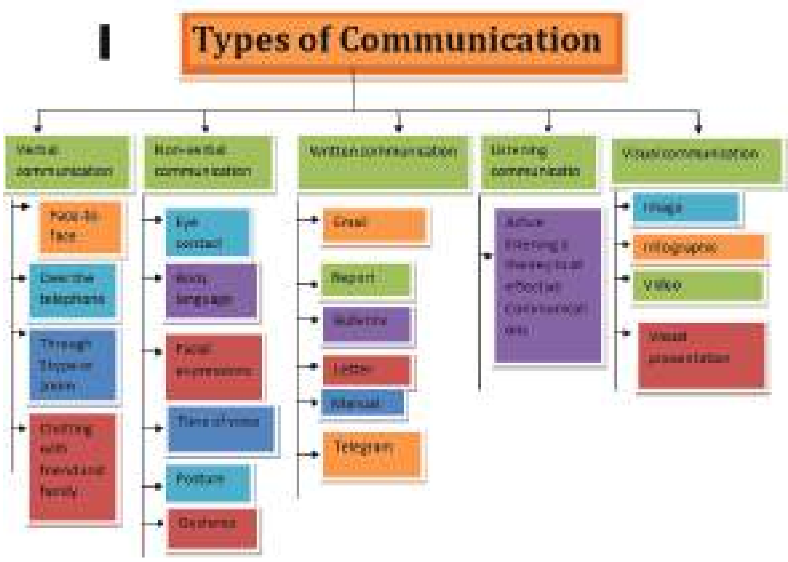

Fig. 1.6.2: Types of communication

Types of communication – Verbal communication

Language plays a significant role in verbal communication. In order to describe events, ideasor products, a person needs words and symbols that represent thoughts in meaningfulpatterns. These are arranged as per the grammar rules of a language, put in a propersequence. Following are the ways to improve verbal communication:

- Use positive words
- Ask the right questions
- Think and prepare before speaking
- Reduce usage of verbal pauses
- Avoid careless language

Types of Communication – Written

Written communication is important because a written message can be used as a record. Awritten document is referred to in the absence of the person; therefore, it must be foolproof.One can explain the product benefits to a buyer in a one-to-one conversation. Still, in theabsence of the salesperson, written communication is the basis for discussion, thus making ita prime form of communication. In business, written communication can be in the form ofa letter, memo or report.

Following are the ways to effective written communication:

- Clear, coherent, concise
- Correct with courtesy and confidence

Types of Communication – Non-Verbal

This is perhaps the most common and basic form of communication. Anthropologists believe thatlong before mankind started using words as means of communication, our ancestors usedvarious parts of the body to communicate with each other explicitly. For example, gritting teeth was toexpress anger, and smiling or touching each other was for affection. As per popular research, 7percent of impact is through verbal communication, 38 percent is through the tone of our voice, and 55 percent is given to the expression we have/use while communicating, thus makingexpression or nonverbal communication the most important aspect.

Communication without words – Non-Verbal clues

- Body language
- Emotion of the sender and receiver
- Perceptions due to prior interactions

Need for Effective Communication inthe Workplace

All around the world, people, animals and trees communicate in their own unique way.

Presenting oneself and one's abilities is equally important for any profession today. Also, it is beneficial in any workplace, as it helps to communicate one's ideas and thought processes in a better way within their team or outside. Effective communication benefits everyone, whether inter-departmental, intra-departmental or personal.

Inter-Department Communication is a process by which individuals exchange ideas, thoughts and information with other departments in an organization. Any professional needs to communicate with other departments to complete his task efficiently.

Intra Department Communication is a process by which any professional exchanges ideas, thoughts and information with his superiors and subordinates within his department. They must communicate within their department to complete their task efficiently.

Effective Listening Skills

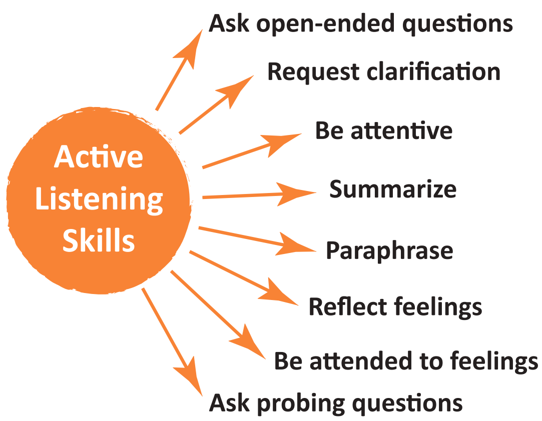

Fig. 1.6.3: Elements of Active Listening

Listening heads, the list of essential skills, and the ability to listen is the key in business. Any productis meant to be sold to the consumer, and the product that suits them best is the one the consumer has considered. Thus, listening effectively to the consumers' wants and needs is of utmost importance in designing any new product and ensuring its success.

Research shows that a service man should follow the below rule: Use 9 percent time in writing,6 percent on reading, 26 percent on speaking and 59 percent on listening. Listening is the actof hearing responsively and making sense of what is being heard. Hearing becomes listening onlywhen individuals pay attention to what is said and follow it very closely.

Remember, "Listening = Learning."

1.6.5 Grooming

Grooming means developing one's personality in various aspects. It includes looks, body language, communication skills, table manners, personal hygiene etc., to boost one's confidence levels and make them into a more sophisticatedindividual.

Grooming means to be presentable and dressed as per accepted norms. It is important togive a little more attention to the attire at the workplace as it can have a bearing on one'scareer graph.

As sales representative for a distributor, they present themselves to the client and the company. It is therefore very important to follow proper grooming and always be presentable.

Importance of Grooming

Appearance adds value to an individual and an organization. It also helps is:

- Professionalism
- Level of sophistication
- Intelligence (perceived)
- Credibility or reliability (Perceived)
- Respect

Fig. 1.6.4: A well-groomed distributor

Overall Cleanliness

Overall cleanliness involves:

- Take a shower at least twice a day, if possible; otherwise, once daily.
- Give proper attention to cleanliness.
- The clothes should be neat, tidy and odour free.
- Should ensure due check to one's body odour.
- Ensure an oil-free and neat look.
- Take adequate steps for the cure and prevention of skin and other diseases.

- **Hair, Nails and Teeth**

Hair should be washed and properly cleaned. Hair gels for styles like spikes etc. should be avoided. Nails should always be trimmed regularly, preferably twice a week. In addition, nail paint and fancy nail add-ons should be avoided if they conflict with the company policy.

- **Make-up**

Males, as well as females, should be careful while applying make-up. Excessive make-up should be avoided.

- **Accessories**

Accessories like bracelets, earrings, piercings, etc., should be sober and not too flashy.

- **Dress Code/Uniform**

A person representing an organisation should always be dressed in formal attire. If the company provides any specific uniform, it should always be worn.

Fig. 1.6.5: Dress code of a famous telecom brand

Some common points to remember are:

Sr. No	For Men	For Women
1	Prescribed uniform should be clean and ironed.	Long hair should be tied and should not look too greasy or oiled.
2	Shoes should be clean and polished.	Avoid bright colour nail polish and long nails as these can distract customers or damage the merchandise on display.
3	Hair must be short, clean & tidy.	Minimum, non-flashy jewel-lery should be worn.
4	One is expected to have a clean shaven look.	Dangling earrings, noisy an-klets & bangles must not be worn on the floor
5	In case of beards/moustaches, must be trimmed, neat & tidy.	Only very light make-up to be applied (lip-stick of very light shades only)
6	Nails should be cut or trimmed neatly at regular intervals,	Any type of earrings studs & bracelets are not to be worn on the floor during official hours.

Table 1.6.1: Tips for grooming

Things to be avoided

Certain habits have severe illeffects on one's health, and such habits should be avoided for a healthy life.

- **Alcoholism is the tendency in which one consumes alcohol to cope with difficulties or** avoid feeling sad. It increases the risk of heart diseases, cancer, impaired immune system, liver infection (Cirrhosis) etc. Italso has an adverse effect on performance and reduces focus.
- **Smoking:** It's illegal to smoke within the workplace, and most employers outside the workplace, therefore, earmark a smoke area for employees and visitors.
- **Tobacco/Ghutka:** Chewing tobacco/gutka is the world's second-largest cause of death and claims one death every six seconds. It is the biggest reason for oral cancer, which affects the mouth, tongue, cheek, gums and lips. Chewing tobacco reduces a person's sense of taste and ability to smell.

Summary

At the end of this module, you will have covered:

- Discussing about the Indian Telecom Sector
- Identifying and performing roles and responsibilities of a Distributor Sales Representative
- Identifying the types of distributors and their functions
- Explaining the scope of work for a distributor sales representative.
- Describe the process workflow in the organization and the role of the telecom distributor sales representative in the process.
- Analysing the requirements for the course and preparing as per the prerequisites of the course.

Exercise

Multiple Choice Questions:

1. .... is the second largest mobile handset market in the world.

   a) Indian Nation b) Madhya Pradesh State

   c) China d) USA

2. Sales Occur from company to distributor are called ....

   a. Tertiary Sales b. Secondary Sales

   c. Primary Sales d. Beat

3. .... communication refers to any transmission that takes place without the use of wire or cable.

   a. Network b. Wireless

   c. Telephone d. None of these

4. Primary Skill that a distributor must have is ....

   a. Research Skill b. Interpersonal Skill

   c. Sales Skill d. Operational Skill

5. In Business written communication cannot be in the form of ....

   a. Letter b. Invoice

Descreptive

1. Mention any two roles and responsibilities of the Dealership Sales Representative.
2. Explain the roles and responsibilities
3. Discuss the importance of Selling:
4. Discuss the elements of strong work ethics
5. What is the need for effective communication? Write about the different kinds of communication.

Notes

Scan the QR codes or click on the link to watch the related videos

https://youtu.be/Cag-bcbivtM	https://youtu.be/0O8UoLcYYbI	https://youtu.be/mcHW-EBh4Iw
Introduction to the Telecom Sector in India	Top Mobile Handset Players in India	Mobile Handset Industry
https://youtu.be/YqptddXfQOQ	https://youtu.be/kZMrd0m9eBY	https://youtu.be/h5-LpwwQJ6M
Distribution and Distributors	Selling Techniques	Marketing Strategies
https://youtu.be/IYa7OPFoOpo	https://youtu.be/wvFrZXmKW1o	https://youtu.be/5QxR_m1KKao
Planning	Basic Sales Terminologies	Meaning of Work Ethics
https://youtu.be/JSMvsSrGCHk	https://youtu.be/FBWcKpZwDYA	https://youtu.be/HSS0h9J54XE
Communication	Grooming	Things to be avoided

2. Coach Retailers to Achieve Sales Targets

TEL/N2110

Key Learning Outcomes

By the end of this module, the participants will be able to:

1. Explain the basics of commercial accounting
2. Illustrate the concepts of product mix, inventory turnovers and return on investment (ROI) and their applications
3. Discuss the strategies to achieve sales targets
4. Elaborate various selling techniques
5. Explain the concept of inventory management
6. Identify new business opportunities based on the Route plan and Beat plan
7. Demonstrate the payment collection and claim settlement process
8. Inform the customers about various promotional schemes and finance options to make the offer feasible and attractive.

UNIT 2.1: Basic Commercial Accounting

Unit Objectives

By the end of this unit, the participants will be able to:

1. Discuss the key terms of the basic commercial accounting
2. Use basic accounting techniques to calculate debit, credit, outstanding and cash payments etc.

2.1.1 Introduction to Basic Commercial Accounting

A transaction is the "give & take" that invariably takes place in any business activity, and it involves the transfer of money worth of goods or money itself. Thus, a transaction is said to have occurred if there is an exchange of money, goods & services between the parties. It was crucial always to record all transactions methodically and precisely to understand the business relationship among the individuals.

Thus, the term "book-keeping" comes into the picture, simply keeping a written track of all financial dealings. It is also the initial phase of accounting.

Accounting is the advanced stage of book-keeping; it is a method which studies and clarifies financial records. This prepares monetary or commercial records of all transactions.

Key Terms

The commonly used accounting terms are explained below:

Assets: An asset is anything valuable to any origination or enterprise. E.g., currency, goods, infrastructure, plot etc.

Equity: Equity means the value of the company's share. It can be broadly classified into two parts:

- Owner Claim - Capital
- Outsider's Claim – Liability

Excess of assets, when compared to liabilities, is called capital, simple words difference between liabilities and assets of any company. e.g., if the company's assets are Rs on a given day.Threemillion and liability Rs.1 million, the capital will be Rs.2 million. Anything that an enterprise owes is called liability, e.g.,a loan etc.

Revenue: Products and services sold to customers over a precise period on a financial value are called revenue.

Expense/Cost: To earn income/revenue, whatever monetary amount is spent is called expense.

Invoice: An invoice is a bill charged for any sold product or given services. It details the items with the transaction date, delivery, and total cost, including taxes and discounts (if any).

Pro forma Invoice: This is an agreement which lists a commitment by the vendor to ensure delivery of any product/service to the purchaser. This can't be considered a factual invoice

Balance Sheet: It represents the actual assets (right-hand side) and liabilities (left-hand side). This is a company's financial status at any given time. A sample of one such is given below:

Name of the Entity

Balance Sheet as on 31st March, ______

Liabilities	Amount	Assets	Amount
Current Liabilities		**Current Assets**	
Trade Creditors		Cash in hand	
Bills Payable		Cash at Bank	
Outstanding Expenses		Inventories	
Advance/Unearned Incomes		Bills payable	
Short term loans		Sundry Debtors	
		Prepaid Expenses	
Non-Current Liabilities		Accrued Incomes	
long terms loans			
Debentures		**Fixed/Non-Current Assets**	
		Building	
Capital		Land	
Add: Net profit		Plant & machine	
interest on Capital		Furniture & fixture	
Less: Drawings		Goodwill	
Net Loss			

Fig 2.1.1 Balance Sheet

2.1.2 Banking Records

Some commonly used terms and tools for banking transactions are:

Cheque Books

The most common way of paying is through cheques. Filling the leaflet at the end of the cheque book religiously helps anyone record their cash flow. The leaflet should have the below listings:

- Payment date
- Payee's name
- Particulars of purchased possessions
- Total amount

Bank Deposits

A receipt from the bank, usually stamped and signed by the counter officer, is called a bank deposit receipt. It is advised to keep them in the record, as these can come in handy during reconciliation.

Bank Statements

Statements given by the bank as a record of each transaction is known as bank statement. When these are compared to the bank statement and the cash book, it's called bank reconciliation.These statements are important to account keeping and should be carefully stored or recorded. Asking for a new bank statement will lead to charges.

Cash Book

A book that should record all the cash involving transactions is called a cash book. It is a rudimentary bookkeeping system. Reasons to use a cash book:

- All receipts and payments are recorded
- Easy way to monitor cash flow
- One can verify/validate their bank statement with it
- Helps businesses in preparing tax returns and profits
- Ready reckoner for past dated transactions

2.1.3 Collection

Any business needs to do the collections without jeopardizing the relationship promptly. Understanding what extent one can push the limits while doing collections is important. Certain principles listed below can prove to be important in this field:

Collect the money

The key task of a collector is to collect money. No doubts should remain as to why the individual is engaged in this particular task. The debtor has acompulsion to pay within the terms of the agreement, and it is the collector's job to ensure that this obligation is met. The tone may be indulgent at first but should be intensified and accelerated as much as necessary to ensure payment by a debtor.

Maintain an orderly (systematic) follow-up

Time from the first contact with the defaulters, it is essential to follow up on the next scheduled date. Take, for example, the defaulter who said he would mail the cheque for the amount in a few days. Note the date, and if the cheque has not yet been received, a collector should call and get an update. Else all the previous effort will also get wasted. Systematic follow-up is the key in collections, this should be done for all the defaulting accounts as it emphasizes the seriousness of the situation, and the debtor also understands the criticality of the situation.

Get the customer to discuss the account

A collector should always try to reach this point where he is able to make the defaulter talk. The idea is that a defaulter should acknowledge the situation and explain the reason for defaulting. After reaching here, the collector will be able to comprehend the reason for the delay, which can be; that the debtor may have been going through a temporary phase of fund shortage, maybe he purposely kept a hold on the payment because of a dispute or maybe because the customer is trying to buy sometime as he has invested this money in some of his other business. Basis the situation, an exception can be given, but at the same time, it must be conveyed that the same instance should not be repeated.

Preserve Goodwill

While pressing collections, goodwill should always be preserved because a defaulter today can become a highly potential and worthy customer in the near future. This comes with experience and understanding of the industry and customer.

2.1.4 Points to be considered

Some important points to be considered during collection are:

- Amount Owed--It is advised to focus on the collections of bigger debts rather than smaller ones. Be watchful about the below two downsides of this assembly:
  - Writing off small balance (which may add and become bigger in a year)
  - Inflexible and indiscreet efforts (don't hold on to a particular collection for a long time)

Both of these situations will lead to losses, the former through loss of credit and the latter by a rise in cost recovery. The time to terminate a collection effort is crucial. It is important to understand when to terminate the efforts put in for collections, and this can make companies money or lose it. To control the cost invested in collections, outsourcing is also recommended.

- How long has the item been unpaid- Have a bracket system for the age of collections; if any account has reached the last or second last stage, it becomes less likely that the customer will pay now, so examine if the collection amount is worth the time and money anymore.
- The pattern of payment- Check if the debtor has made any efforts to pay the amount, like partial payments, etc.
- Customer relationship- See the age on the customer's network; if he is a new customer, ensure that he understands the policy that payments can't be delayed. If the defaulter is an old customer, then see his previous history of paying, any if there was a default did, he clear it up, is this because of a particular product or service.
- Previous dealings with the customer- In the past, did he stand by his pledges? Was there a situation when the account had to be sealed and revived again?
- Collections start within their own departments, like shipping, billing, sales, and service. Before a collector starts by reaching out to the customer, they need to ensure that internal issues are taken care of:
  - Cheques which are yet to be applied
  - Disputes in stock or billing
  - Unused credits because of returns/adjustments
  - Commitment by the sales rep (verbal)

UNIT 2.2: Product Portfolio, Inventory Turnovers and Return on Investment (ROI)

Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain the concept of product mix
2. Illustrate the concept of inventory turnovers and return on investment (ROI)
3. List the steps of calculating return on investment (ROI)

2.2.1 Meaning and Definition of a Product Mix

When a company offers a wide number of product lines to its customers, the total number of products is called a product mix or product assortment. For example, a company may take the initiative to sell multiple products, including bar soap, dishwashing liquid, etc. Both the products are used for cleaning or similar technologies. A company may also produce and sell various products, including various packaged food items.

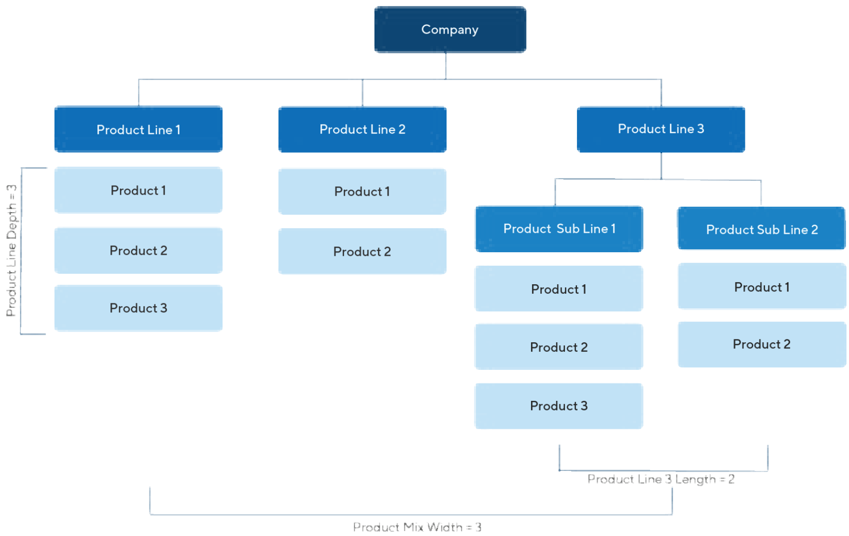

Fig. 2.2.1: Product Mix

Four dimensions of a company's product mix

A company's product mix has four dimensions.The dimensions of a product mix are length, width, depth and consistency.

1. **Width: Number of Product Lines:** The width, or in other words, the breadth of the product mix of a business organization, refers to the number of product lines the company offers or sells. For example, if you own PQ soap Company and have two product lines – detergent and liquid soap – the product mix width of the company is two.A new and small-scale company does not have a wide product mix. Such companies generally start with some basic products. The aim is to build market share. After sometime, the company would start to diversify its product lines. As a result, the company is able to build the width of the product mix may let the company diversify into other industries and build the width of the product mix.

2. **Length: Total Products:** The product mix length is defined as the total number of items in thecompany's product mix. For example, ABCcompanyhave two product lines, mobile handsets and headphones. In the handset product line,there are various segments of the handset, like the budget segment, premium segment, etc. So, the number of products included in the handset line could be around 5. As a result, the product mix length would be 10.
3. **Depth: Product Variations:** The depth of a product mix is the number of variations for each item. A product can have variety in terms of size, flavour and any other characteristic that distinguishes one product from the other. For example, if your icecream company sells three sizes and two flavours of ice cream, that particular line of ice cream has a depth of six.

   If the company also possess another line of ice cream, and that line has two flavours and two sizes, the depth is four. Therefore, if one line has a depth of six and the second line has a depth of four, the average depth of the company's product lines is five (6+4=10, 10/2=5).
4. **Consistency is Connection:** Product mix consistency shows how the relationship between the product lines pertaining to the production and distribution. A company's product mix may be consistent in terms of distribution but completely different in use.

   Thus, the production consistency of such items would vary,and, as a result,the product mix is not consistent. However, your toothpaste company's product lines are both kinds of toothpaste, and they have the same use and are produced and distributed in the same way. So, your toothpaste company's product lines are consistent.

Product Market Mix Strategy

Small business companies generally begin with a product mix that has limited width, depth and length. However, it should have a high level of consistency. In the long run, the company might start to differentiate products or add new products. It is a step to entering new markets. They may also like to add to their lines similar kinds ofproducts. It might havea higher or lower quality to provide them with different choices and various price points.This process is called stretching the product line.

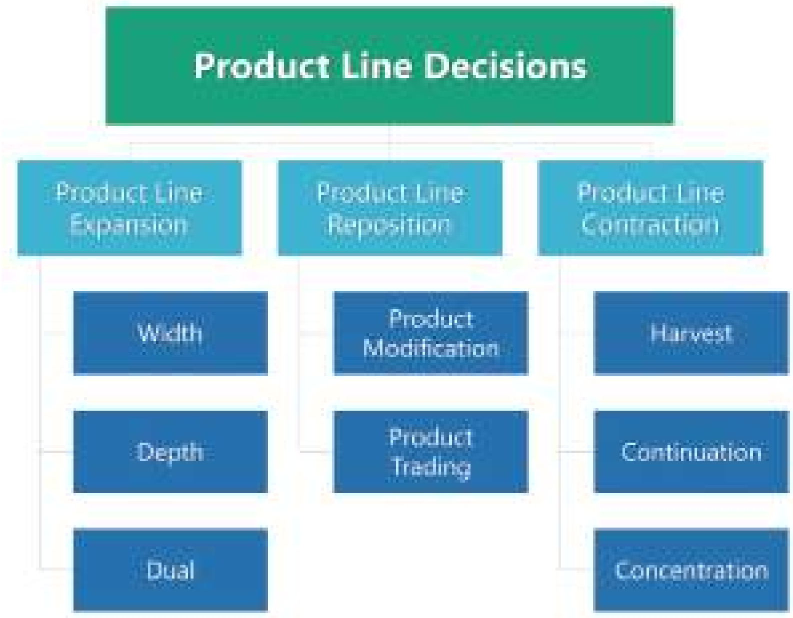

Fig. 2.2.1: Product Line Decisions

It is known as upward stretching when you add a higher quality product that is more expensive. Downward stretching is the process of adding lower-priced items with lesser quality.

Fig. 2.2.2: Marketing mix of a renowned handset manufacturer

2.2.2 Product Portfolio Management

The product classification is done through the Boston Consulting Group (BCG) Matrix. The criteria that the BCG matrix follows to classify the product is the market share of the product and also its growth rate. The BCG matrix makes sure that the products that do not give revenue to the organisation should not get extra investment.

The items in a product portfolio can be categorised into four different buckets based on the growth and market share:

- Stars: High-growth, high market-share products
- Cash cows: Low-growth, high market-share products
- Pets or dogs: Low-growth, low market-share products
- Question marks: High-growth, low market-share products

Product Portfolio Management strategies enable the companies to continuously monitor and revise their investments in the product portfolio according to changing market conditions, competitive threats, regulatory requirements, resource capacity, pipeline priorities and other conditions. This helps to maximize their returns on the investment.

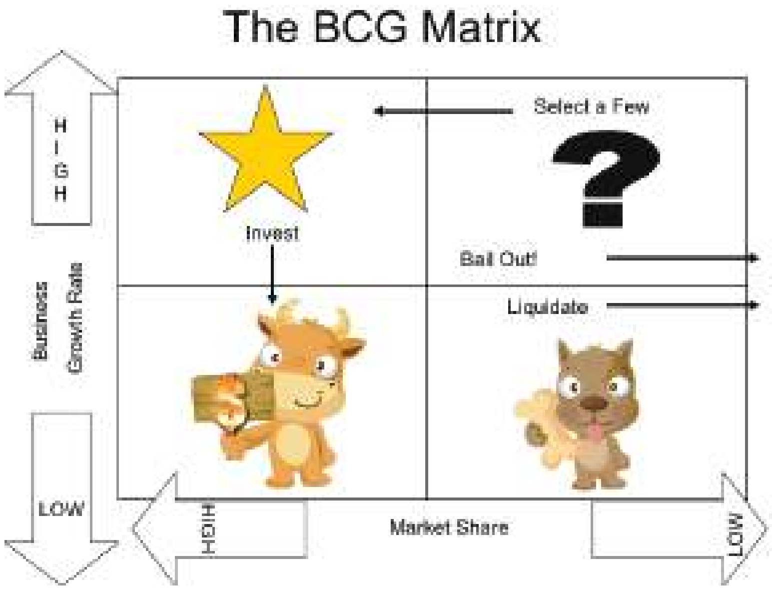

Fig. 2.2.2: Boston Consulting Group (BCG) Matrix

The quadrants

BCG labels the quadrants of the matrix: Star, Cash Cow, Question Mark, and Dog. Each quadrant iscategorized according to share in the market, opportunity to increase sales and flow of cash flow:

- **Stars:** This quadrant contains high-growth and high-share items. Because the industry is vigorous and the product has a strong competitive spot,these items are tremendously attractive. Stars require substantial investment to grow and be maintained there. However, in return, they generate huge cash flow.
- **Cash Cows:** This quadrant item are slow-growth but high-share. These are considered to be the core of the overall business as they remain the vital source of cash flow. They remain in a mature market category with a strong competitive position, meaning they neither grow nor decline after reaching this threshold. They are responsible for providing funds for different products because they generate substantial cash flow.
- **Question Marks:** The items in this quadrant are high-growth but havea lowshare. Here, because the growth in the market is faster than the items, such products have weak cash flow and low market share. This is mostly in the case of fresh items where generous investment is required in the initial stage, although if the product has been in the market for a long time and still lies in this quadrant, then pulling the pin should be considered.
- **Dogs:** Low-growth and low-share items lie in this quadrant, and they stay neutral with requiring or generating much cash, so the profit margins also stay low. Normally, older items in older markets stay in this quadrant and eventually are the ones that become obsolete. Exceptionally a new product, when launched, can stay in this category for a while before moving up to either Stars or Question marks.

In view of the BCG matrix explained above, the final approach should include:

- **Strategy before allocation:** Once the combination of product strategies that augment the company's portfolio is identified, applying of resources such as human and financial should be classified.
- **Matrix analysis isn't enough:** The final portfolio strategy, along with an analysis of the matrix, should be finalized only after seeing the market predictions, purchaser trends, competitive, strong points and weaknesses

- **Estimates are much better than nothing:** Sourcing the required information which is needed for conducting a product portfolio rarely comes in handy but is a very crucial process. Always use educated modes to curb the gaps and improvise promptly.

Products that the company sells can be best managed by product portfolio management. Product portfolio management strategy helps in:

- Evaluating product performance
- Identifying risks and opportunities
- Prioritising high-value products
- Optimising resource allocation across the portfolio
- Balancing the product mix among strategic buckets
- Achieving target revenue and profitability
- Analysing pipeline priorities
- Anticipating competitive threats
- Planning the investments according to changing market conditions
- A portfolio that moves different market segments, product categories and technologies helps protect the company with respect to the changes in the marketplace.

2.2.3 Inventory Turnover

Inventory turnover is the ratio showing how many times a company has sold and replaced inventory during a given period. Calculating inventory turnover helps businesses make better decisions on pricing, manufacturing, marketing, and purchasing new inventory. The turnover ratio is derived from a mathematical calculation, where the cost of goods sold is divided by the average inventory for the same period.

Inventory Turnover Formula and Calculation:

Inventory Turnover Ratio = Cost of Goods Sold / Avg. Inventory

where, Cost of Goods Sold (COGS) is the direct cost of producing goods (including raw materials) to be sold by the company.

Average Inventory (AI) smooths out the amount of inventory on hand over two or more specified periods.

AI = Beginning Inventory + Ending inventory/number of months in the accounting period

Inventory turnover denotes how fast a company sells inventory. A low turnover ratio implies weak sales and possibly excess inventory, also known as overstocking. It may indicate a problem with the goods being offered for sale or result from too little marketing. On the other hand, a high turnover ratio implies either strong sales or insufficient inventory. The former is desirable, while the latter could lead to lost business.

2.2.4 Return on Investment (ROI)

Return on investment (ROI) is the amount of money a business gets as a return on investment. ROI directly measure the return on a particular investment relative to the investment's cost.

One way to calculate ROI is to divide the net profit (return) by the amount that was invested:

ROI (%) = net profit / investment x 100

Another way to calculate ROI is to take the gains of an investment, subtract the cost of the investment and divide the result by the cost of the investment:

ROI = (gains – costs) / costs

What's considered a good ROI depends on the investment. For example, when a company is spending money on a piece of equipment, the ROI is in productivity. Marketing spending, on the other hand, requires an ROI in sales.

Many companies use ROI to identify methods of marketing and advertising that yield the highest return based on previous successes. This way, ROI becomes not only a measure of past success but also an estimate for the coming months.

How to calculate ROI in Retail?

ROI looks at the money you spend to make something happen in your business.

ROI = (how much you earned / cost of the investment) / 100

For example, if you earned ₹10,000 from an advertising campaign that cost ₹ 2,000:

(₹10,000 / ₹2,000) / 100 = 500%

In this case, your ROI would be 500 percent, meaning you earned ₹5 for every ₹1 spent on the advertising campaign, which is pretty good. The higher your ROI, the greater your returns and the more efficient your business is.

UNIT 2.3: Effective Sales Process

Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain the strategies to achieve daily/ weekly and monthly sales target
2. Elaborate the concept of the beat plan
3. Discuss the concept of range selling and line selling, and competitive differentiation
4. Prepare a list of basic probing questions to analyse handset requirements of the retailers

2.3.1 Understanding Customer's Needs

A customer buys a product or service to address a problem or satisfy aneed. The adjacent table lists some of these goods and services (including the generic product). These goods and services have been categorised into five groups, i.e., intangibles, deliverables, information, technical support, and financial/business.

Intangibles
- Credibility & Trust
- Convenience

Information

(about):
- Manufacturer & Marketing system
- Deliverables
- Technical Support
- Financial/Business

Technical Support
- Application Engineering
- Product Engineering
- System Integration
- Installation and Testing
- Training
- Problem Solving
- Maintenance

Deliverables
- **Product (generic)**
- Options
- Special Features
- Updates
- Product Documentation
- Solution Documentation
- Products of Other Manufacturers

Financial/Business
- Availability
- Price
- Credit
- Terms and Conditions
- Warranty
- Spares, Safety Stock
- Contingent Liability
- Configuration Control
- Manufacturing Rights
- Quality Assurance

Fig 2.3.1: Customer's needs and expectations

The two steps of understanding customer needs are:

- Listen attentively (which we have already discussed)
- Ask relevant questions

Probing

Probing is the process of asking relevant questions to uncover the retailer's needs. The objective isto uncover the retailer's precise need to gain a deeper understanding and ensure that the retailerstates the precise need or a problem.

Good Probing helps to:

- Build trust
- Establish credibility
- Find the need and
- Provide the best possible solution for it

2.3.2 Strategies to Achieve Sales Targets

As a distributor sales representative, his most important task is maximisingdistributorship sales. One way is to sell more handsets and accessories to the retailer. Another factor that can increase sales is by educating the counter salesperson of the retailer to effectively analyse the customer needs and help them increase their sales. If a retailer's sales grow, the distributors' sales will increase.

To reach the highest goal of a business, calculating the targets achieved weekly, monthly or yearly is an important step.

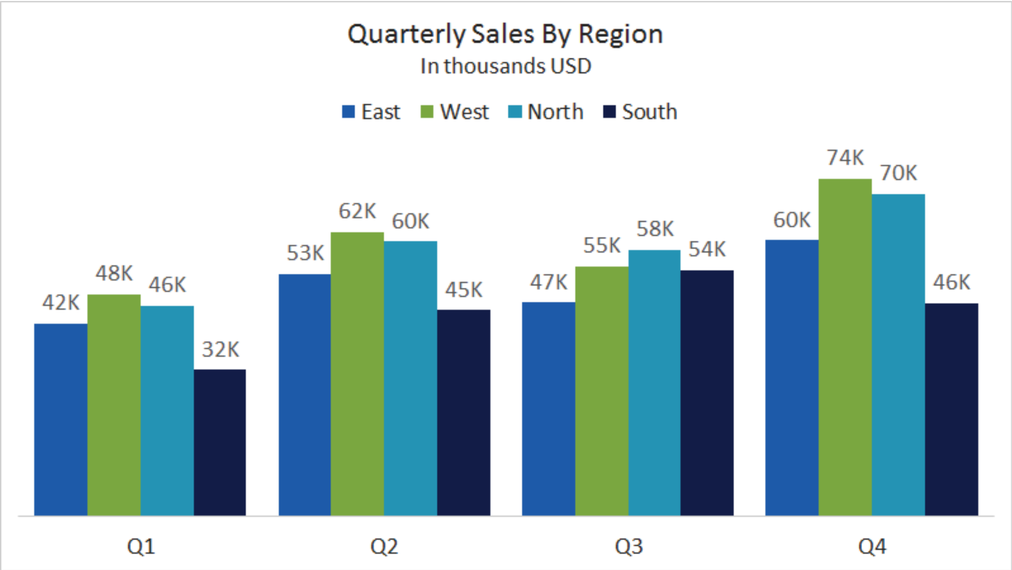

Fig 2.3.1 A sample annual sales target

Learn the following strategies that help you understand your sales goal:

1. **Calculate your monthly sales goal.**

   When you're setting personal sales goals or team goals, they should line up with annual sales targets. Find out your monthly sales goal by working backwards from the annual revenue target of your business organization. Once the calculation is complete, determine how much your entire department, teams, and individual reapsto meet that goal.Here it is important to take seasonal or staffing fluctuations into account. If you're employing three new salespeople at a time, you may find it complicated to meet aggressive goals during Q4. It is because the employees may be tied up in training those workers. However, since you've strategised for this, you can choose toalter objectives and try hard in Q3.

   You should pull it all together in a sales goal chart.

   For example, you set your target to sell ₹ 100,000 worth of products by the first day of each month. The monthly sales goal is easy to understand and follow. However, one must not use it so as tomake the team stagnant. For example, when you hold the same number each month, it will not be difficult for you to plateau and fall out of speed with overarching profit margins. The target should be to improve this number each month. Otherwise, you can aim to keep the target the same until the department meets it and excels in it.Learn tocalculate backward from the organization'syearly target of income. Be confident to introduceany higher-ups who want to provide suggestions on the monthly sales figuresthey'd like to see from your team.

2. **Set waterfall goals.**

   The most interesting waterfall goal system is an interesting process. It operates when the department works linearly toward a targeted goal. This approach is,however,better for morale. It is not a practical idea because when the goals are missed, it can trigger fear and squash motivation.

The waterfall method also generates higher quality work and improved numbers. The team will never burnout from the increasing work pressure, and they will even get some timeto work on their quality.

Get each of your representatives to contribute $5,000 more every month than their current averages by ramping them up over the scheduled course of the year. Waterfall goals are fantastic for maintaining high team morale and for being quite flexible. If, for example, one of your reps falls little behind while another exceeds expectations, you can correct their individual numbers accordingly.

3. **Sequence goals.**

   This method emphasizes "prioritize your goals." Here one has to detect the goals and bring the highest value when the goals are met.To meet the goals, one has to set a sequence and follow the order.If you're planning towards sequencing goals for a junior sales rep, set goals around where they can improve.Sequencing goals means even if the representatives don't meet every goal, they will target to meet the ones that matter most to the bottom line of the organization or their professional growth.

   Here is a sequence sales goal example: "Set up product A demonstrations per week/day."

   For a representative who struggles with the product process, demonstrations would set a goal of giving a department member one demonstration per day. The next step is to improve the speed and set a target to demonstrate twice a week, which would help sharpen their skills.

   If a rep has difficulty moving discovery conversations to the next phase, the person can set a goal to complete three demonstrations per week, then four, and then one a day.

4. **Set activity goals.**

   An activity goal is defined as a behavioural objective for the sales representative. Such activities generate cash flow, generate various opportunities, and develop brand visibility depending on the task assignment.Here is an activity Sales Goal Example: "Share one sales article each week."

   Sometimes the rep might need to be more visible within your organization. The representative must fix a target of having them share one article per week on the internal communication portal. A better way is to contribute one article each quarter to thecompany's blog section.

5. **Incentivize goal attainment.**

   Incentivizing goal attainment is a process to render a specific teamwith more enthusiasm and encouragement. The team of any department should always be motivated at various levels of achievement. Gaining variable compensation, receiving bonuses and even continuing their work are all different forms of incentives for the various employees to meet their quota.

   An incentivized sales goal example is "Hit a retention number greater than Z%."

   When the representatives are easily shutting upa new business, but the system churns up in three months, it is not a favourable process. The representatives should set goals to close only quality that matches your line of business. For example, you might give a cash bonus to every representative hitting quota witha retention number higher than a particular percentage.

6. **Monitor goal progression**

   Goals often fail if it is not tracked. Monitoring progress is inevitable step progress,and it can be done viathe dashboard. The representatives or employees can also enter their weekly numbers in the conventional Excel spreadsheet. If some peoplein the team have failedto hit their weekly numbers, it is better to talk to them before it becomes an obstacle to meeting their specified monthly quota. Tracking these minor goals makes them worth the added implementation time. As a result, monitoring goal progression is an important step. It is essential to speed up the sales process. It closes deals quicker. It would mean that the company will realize the revenue faster, and the sales representativewill have extra time to spend on other deals and prospecting activities. Developing a goal to lessen the amount of time it takes to move a lead to an opportunity to a client will speed up the sales cycle.

7. **Set stretch goals**

   A stretch goal is a defined goal exceeding the primary goal of the representatives, which can be effective. Think about the old yet common saying: "Aim for the moon. If you miss, you'll be among the stars." Hold the fact that this isn't right for everyone. If a representativestruggles to meet their quota each month, a stretch goal will only trigger their anxiety. But if one has a high performer, set realistic stretch goals that will challenge and motivate them.

   Stretch Sales Goal Example: "Upsell 12X more customers than you did the previous month."

   A stretch goal pushes your high-performing team — or, at least, your highest-performing executive — to do their best work by putting anapparently unattainable goal before them. Remember, you should only suggest stretch goals if your team already exceeds expectations. If they're still progressing toward the primary goals, it'd be wise to use another type of goal to motivate them and track their progress.

8. **Suggest mentor goals**

   If a representative finds it difficult to ramp up, it should be dealt with carefully. It is a phase that every working personnel goes through. They should find the right mentor in such cases.They should form a framework under the guidance of their mentors.They would inevitably strive under the mentoring of the right manager.An effective Mentor Sales Goal Example can be attending a monthly professional development program.If the employee does not attend professional development event programs, the representative can set a different goal to start every month. It is an easy way in which they could obtain mentorship needs from experts in the industry.

9. **Create a collective goal**

   A collective goal is defined as a specific objective co-created by an entire team. It is developed to focus on and achieve X amount of revenue, or Z% client retention.

   Here is an example of a collective sales goal: "Mark the most meetings of any salespersonin the team."

   Arrangefriendly competition by challenging the teammates to see who can mark the maximum number of meetings or provide demonstrations in a particular week. One can even post the numbers up on a leaderboard to make it eventful, and it will not only highlight the top sales representatives but would also act as an encouragement.Now that you know how to set goals, let's look at some templates, and they will assist you in creating them without the need to obtainthem from scratch.

2.3.3 FAB Technique

Identifying the various features, advantages, and benefits of a product or service is essential for effective marketing and sales messages. The FAB Statements can explain the reason why a particular company should buy the products:

FAB stands for Features, Advantages, and Benefits. FAB statement describes the features, its uses (the advantage), and the benefits it brings to the potential consumer.

- The easiest things to classify are the features. They are particulars or appearances of businesses/ products/ services. E.g., a "phone with Gorilla glass 3" is a feature.
- Advantages can be described as the usage of the features. These are accurate and are not related to the needs of prospects. For example, "screen can be protected from scratches by gorilla glass."

- Benefits can be explained as value to advantage, and it connects the facts about the product to a solution for the client. For example, “when one is travelling or have a lot of change or keys in their pocket along with their phone, the Gorilla glass will make sure the phone’s screen remains scratch-less and clean.”

Using FAB Statements

To start compiling a product/service into a compact marketing & sales message, we need first to identify the various features, advantages, and benefits that will flow. The FAB Statement method helps connect with possible future clients, thus increasing business results. The following steps can be followed to create FAB Statements:

- **STEP 1:** List all the features of a product. Then add advantages and benefits later.
- **STEP 2:** Return to the list of features and write down one or two advantages of each feature.
- **STEP 3:** Think like the prospective client, like the phrase,” Get into his shoes”, and for each advantage that exists, develop a value statement.

Some sales representativesare known to start with benefits that will accrue and then go on to explain the features and advantages resulting in the said benefit. It all depends on the type of customer one encounters.

The FAB technique allows a salesperson to demonstrate the important features of a product and clarify how they can be important to the buyer. To remain focused on features, a DSR must concentrate on showing or demonstrating the major characteristics of the product/service. Each feature’s advantage will reveal why the particular feature makes the product better or more useful. The benefit accrues to the customer depends on the advantage of that feature to the buyer, such as safety, time savings or personal enjoyment. To generate sales, concentrate on customers’ needs. The metallic body parts and advanced functions may excite the sales staff, but to the customers, what they get from buying the specific company product compared to the competition is more important. The benefits to the customers should be the main point of a product-focused sales approach.

2.3.4 AIDA Technique

AIDA, stand for Attention, Interest, Desire and Action. In the 20thcentury, it got launched into the marketing and advertising world. In the 1950’s it was further industrialized and formalized and is still in partial use. AIDA defines the elementary process through which people develop motivation and act on exterior stimuli. The AIDA process is invariably involved when we are looking at anything within a purchasing environment, like walking around a supermarket looking at the new mobile phones on display.

Attention/Awareness: The first 30 seconds of a meeting or call are all that a sales representative has to either grab or completely lose the attention. A sales representative will be fine if he presents himself well during the introduction and provides a good reason for them to consider giving him their precious time. If not, expect them to avoid a sales representative by saying something like “can you mail me some information?” or “can you ring me up a little later” and, in some cases, a blank not interested “no.”

Interest: After catching the attention, a sales representative must ensure to maintain their interest. Make the customer talk about anything of his interest and show full attention. From a business perspective, areas of interest generally pertain to reducing costs, saving money, market share, productivity increase, revenue increase etc.

Desire: Inciting a desire in a potential customer will make them act and, at some point, buy the product. This can be done by displaying products, inducing product facts/services with an evident benefit, testimonials from reputed companies, etc.

Action: The final step is when the sale gets closed. Up to this stage, keep a close watch on the buying cues. If a sales representative is not sure, he should apply trial closing with either soft sell questions or maybe an alternative close question. Lesser emphasis is required in the action stage, provided the previous three stages have been followed correctly.

Using AIDA Technique: This technique should be considered an interface for communications and not decision-making because this assists the organization in classifying when communication should be initiated at every stage.

- **Attention/Awareness:** How to make the customers aware of our goods and services? What should be the strategy for outreaching? Campaigns for brand awareness by which tools and platforms, and finally, what should be the messages?
- **Interest:** How to gain customers' interest, which contents to use. Do we have enough social proofs to back our reputation? Which platforms should be used to make this information available to clients, like websites, blogs, etc.?
- **Desire:** What makes our product or service desirable is something we need to be aware of at all times. How to interact on a personal level, can it be through online chat or by responding immediately to an email, call or query?
- **Action:** Find out ways to see which platform is easier for the customers to connect with us and where it should be located for them to easily access. After this research, find out the calls of action and place to put them.

2.3.5 Beat Planning

Beat planning is also termed a permanent journey plan. It is a day-level route plan created for field sales/marketing personnel to visitmultiple stores at a pre-determined frequency. A beat plan clearly defines whom to visit and when to visit, depending on thecompany's priority on the store's category.

Effective beat planning is necessary for FMCG retailers and brands. It is important to be able to maintain stores sufficiently stocked, and it is important to keep stocks of in-demand merchandise and refill them regularly.The sales beat planning is usually done manually. While handling multiple locations and several product categories, it is exposed to some serious real-world challenges.

Unorganized, incomplete, and inappropriate addresses of the retail outlets are a major issue while planning sales beats.Poor communication between retail storekeepers and warehouse managers may lead to improper beat planning.Mapping specific vehicles to a specific category of products and specific geographical regions is also part of the planning process.

On-ground limitations such as the salesman's geographical understanding, traffic congestions, route restrictions etc. can disturb a permanent journey plan.Sales representatives quite often face the difficulty of unfair load balancing in terms of the number of retailer visits, time spent, and distance travelled on the road.

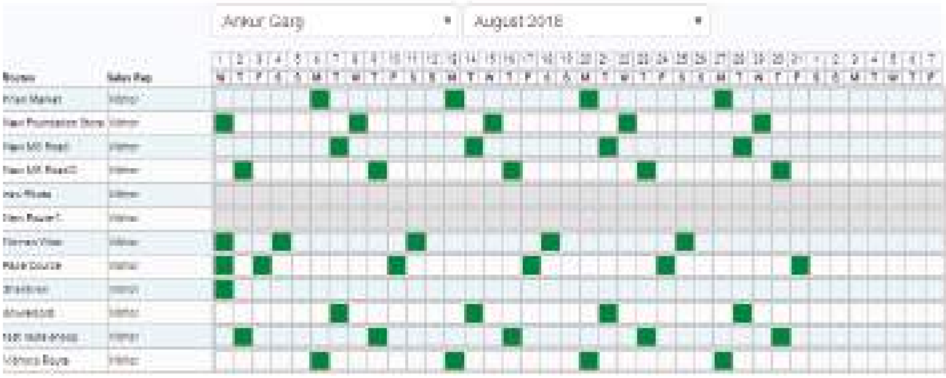

Fig 2.3.2 A sample beat planner

How to work as per beat plan before going to the field

An operative beat plan or a personal journey plan is one of the most important parts of sales and distribution management since it forestalls waste of time and effort. The distinct territories guarantee there is no overlap between field force executives and that they are aligned to concentrate on their outlets and generate business, which is the organisation's end goal. This beat plan or personal journey plan. This plan should be insightfully implemented to such an extent that business objectives properly fit in with resource capabilities to achieve revenue scores.

It is very often to see that a field sales executive misses the sales target even when the best resources and support are provided to them. On breaking this down further, we find that sales managers recognize PJP or personal journey plan as one of the causes that require to be revisited.

Some offers are the option of assigning the route plan to the field executive. Even a field executive can upload a PJP and request the manager to approve it. The plan makes sure that the route plan is strictly adhered to by monitoring the location of the field executive along with geo-verified tasks. The route planner helps the field executives to optimize their visits and cover larger business regions in a similar business time. The people working on the plan have got the experience of working with various kinds of businesses and hence believe the following must be taken care of while designing a route plan:

Divide your business region

Depending upon their nature of business, organisations divide retail stores depending on location, client profile, same item needs or size of the retailer.

Route Planning

Once the region distribution is finished, managers can dispense time to every one of their field visits and build up a powerful route map for the week that covers the whole rundown of outlets to be secured.

Delegate

While making the route map, managers must consider the special abilities of each field executive and match them to the regions that are progressively reasonable for them. This includes their network with the retailers, past retail experience and individual qualities. Their route map must mirror the same if they have created solid connections in a specific domain.

When creating a new route plan, it is better to learn from the mistakes of the past:

- Under-utilized salesmen/marketing executives
- Productivity needs to be increased within the same working hours
- Long and cumbersome Beats – A sales executive walks for a significant time in his beat. Hence, it's unfair to expect high productivity throughout
- Overlap in salesmen routes – With overlapped routes, salesmen were walking more than they had to. The time spent transacting at every outlet was taking a hit resulting in potential revenue loss

2.3.6 Range Selling and Line Selling

Line selling and Range selling are marketing strategiesfor selling several related products.

Range selling

In business terms, 'Range Selling' is the method by which the business agrees to sell a larger portfolio of products and services.Range Selling is the practice of offering a variety of products to customers, reducingthe dependency on sales profits from single or limited products. It is a practice to have better visibility at stores, and range selling is one of the major techniques to make better sales.

Importance of Range Selling

- Sales Gain: More SKUs sold per outlet resulting in a gain in business
- Distribution Gain: You cover more than no outlets in your territory.
- Increasing the Range being sold

Tips for Range Selling:

- You should know your markets thoroughly.
- Provide the best service to all your retailer.
- Never leave distribution gaps. It will invite competition to grow.
- You should have the best visibility inside the outlet.
- Open new outlets to increase the distribution.
- Insufficient & inadequate supply will result in loss of sales.
- Do not miss the attention of new brands/packs.
- Never forgets shelving/displays because display sells.
- Never look for easy sales – Develop your markets.

Line selling

Sales representativessell in a straight line when they are linked to the outcome of their interaction with their prospect, e.g., closing a sale, instead of being linked to the process of (dis)qualifying.

In line selling, more SKUs are sold per outlet resulting in a gain inthe business.

Example:

If the average value of one SKU is Rs 100 and if only one new SKU is sold more per outlet per visit, and if a Distributor Sales Representative has 200 outlets,the Increase in Value Sales (Sales Gain) = 100*240 =Rs. 24,000 per month.

This will help in achieving targets.

2.3.7 How a Company Differentiates its Products from Competitor's Products?

Competitive differentiation is the process in which a company's product or service is clear from the one that its competitors offer. It is based on the factors that the consumers value, including functionality, brand, pricing, or customer service. The role of marketing is to ensure that potential buyers can comprehend what sets an offering apart.

Gaining a competitive advantage is essential in a crowded marketplace. With many distribution channels and promotional campaigns competing for customers' attention, you must find a way to stand out from the competition. Competitive differentiation involves more than outdoing competitors' products. Ideally, it entails creating a holistic business model that allows customers to view you as the superior business along multiple criteria for comparison.

How to differentiate from competitors?

- Conduct market research
- Perform competitive analysis
- Synthesize and adjust
- Follow through with appropriate marketing
- Evaluate periodically

Competition benchmarking

Benchmarking against competitors means collecting data on the performance of similar products andcomparing them against your product sales performance. This information can be used to identifymarketing and sales flaws of your organisation, underperforming marketing strategies, identify areas to improve business and discover new growth plans. This helps in understanding the position of yourproducts viz-a-viz industry leaders, and also the industry average, and specific competitors

Steps for Competition Benchmarking

- Check the stock and highest-selling SKU/ product categories of the retail outlet.
- Check the competition stock status in the outlet
- Collect the available stock of your products and update that in the handheld device/stock recordbook.
- Check the SKU wise category and another competition brand in the outlet.
- Prepare a comparison of similar SKUs of competitors and their own products
- Prepare an overall estimation of the sales volume of competition SKUs and your SKUs
- Identify the overall proposed order as per the above information.
- Evaluate and share the proposed order with the retailer

UNIT 2.4: Inventory Management

Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain the significance of inventory management
2. Understand the meaning and importance of stock verification
3. Explain how to maintain a required quantity of stock for selling

2.4.1 Inventory Management

Inventory management helps companies identify which and how much stock to order at what time. It tracks inventory from purchase to the sale of goods. The practice identifies and responds to trends to ensure there's always enough stock to fulfil customer orders and proper warning of a shortage.

There are eight important inventory management process steps that all inventory plans are established around. Here is the list of those steps:

Step 1– Product is delivered to your facility

This is the defined point at which goods first enter your inventory.

Step 2– Product is inspected, sorted, and stored

You may choose to use cross-docking or another strategy for this, whatever works best for your storage space.

Step 3– Inventory levels are tracked

This process can be completed through physical inventory, inventory cycle count, or perpetual inventory software.

Step 4– Customer orders are placed

Customers may book purchases in person or through various ways.

Step 5– Customer orders are approved

This is possibly an automated process in your POS system. If you participate in drop shipping, this would be the point where you pass the order along to your supplier.

Step 6– Products are taken from stock

These goods are found inparticular numbers, packaged, shipped, or delivered directly to the customer.

Step 7– Inventory levels are updated

An important perpetual inventory program will automatically alter your stock levels, and one can manually record each sale or discover changes when taking a physical inventory.

Step 8– Stock levels trigger reordering

When you calculate your reorder point for each product you sell, you optimize this essential step and bring the goods that are needed to achieve the demands. This is a primary ingredient of the just-in-time inventory model.

The number of various items in the marketplace is continually increasing when the shelf space shrinks due to the improvement of small retail formats and private labels. With increasingly complicated decisions about which products to place and how to generate a profitable brand presence, sales teams are significantly ill-equipped to develop the right decisions.

Fig 2.4.1 Inventory Management

Companies must ensure that the retailers stack their items properly to maintain visibility. Also, the retailers try to ensure that their highest-selling products occupy maximum shelf space. It is a tug of war in which consumers are the referees.

If a manufactured product is explicitly displayed, shoppers will see it. However, they also assume a brand relative to where it's placed on the shelf. Traditionally, eye-level shelving is the most preferred, followed by waist level, knew the level and ankle level. It is nearly impossible to locate all items at eye level, and its product packaging and marketing play a key role in getting the shopper's attention. Even then, the pros of having a better shelf presence are undeniable.

People expect things on top to be of higher quality and things on top to be better in general. Ever heard the phrase "top of the shelf"? Enterprises can bump up the brand presence simply by altering its placement on the shelf.

2.4.2 Stock Verification: Definition and Explanation

A company's stock is the company's cash. The stocks must be checked, stored, and valued usually at the end of a given period.

The value of a stock is generally higher than the cash held at a particular time.As a result, it is vital to verify the stock value and update them after a given time. It ensures that the items bought and stocked are present in the storehouse and that their quality and quantity have been maintained during the storage process.Thus, the physical verification of stocks is an important step.

Purposes of Stock Verification

Physical stock verification has a genuine purpose used to ascertain the quality of available in the store on a given date.

During physical stock verification, the organization stresses the correctness of quantity by counting, weighing (or adopting any other suitable means).

Here are the purposes of physical verification of materials lying in the stores:

- To determine the correctness of the stock records
- To check the quality of the values entered in the stock record
- To detect discrepancies, if any
- To find weaknesses, if any, and to suggest improvements
- To safeguard against staff abuses

Fig 2.4.2: Stock Verification

2.4.3 Why Reporting All Incidents is needed?

The concept of incident reporting has become a practice for a long time. It was primarily designed to improve safety in the workplace. However, there are still multiple reasons employees refuse to comply with this.

The company's management and, most importantly, the frontline workers need to understand why reporting an incident makes a huge difference inthe safety, efficiency and overall well-being of the organization and its members.

Awareness of threats

The process of reporting incidents raises awareness in an organization. Multiple things can go wrong so that corrective and preventative actions can be taken promptly. This applies to such industries which include manual labour, manufacturing with heavy machinery, office work, and many others. Without an effective communication channel given by incident reporting rules, many threats to safety cannot be resolved

Here are some threats:

- Defective or malfunctioning machinery/equipment
- Unsuitable behaviour includes sexual harassment, bullying, showing up to work under the influence of alcohol or banned substances, etc.)
- Lack of safety equipment, training, and controls

Encourages improvement

Incident reports are slightly-covered questions about what the workplace is lacking. Often, seemingly minor incidents are symptoms of greater issues. Such incident reporting provides noteworthy, real-life data to the management. Such messages are further used to assess additional training and to include better strategies to enhance the working conditions of an organization.

Inspires urgency

It is important to note that mentioning something unusual that happened at the workplace doesn't exactly show urgency. An incident report is defined as a legal document that prompts organizations to take immediate action for resolution. When writing incident reports, it is important to procure as many witness testimonies as possible. It will support its legitimacy and ensure that something is done to eliminate future recurrence.

Regardless of their severity, favourable or unfavourable incidents must get reported immediately or later. It is a practice to gather the details of an incident to prepare formal documentation and investigation. The incident reporting process helps an organisation improve safety, and it's a strategy for all-encompassing progress and improvement.

UNIT 2.5: Product Specification

Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain how to understand the customer's need
2. Demonstrate how to pitch the product asper customer's need
3. List the product specifications of the mobile handset
4. Identify various technical and non-technical specifications
5. Explain product specifications to the customers
6. Discuss how to answer product related queries

2.5.1 What are Customer Needs?

Customer needs are defined as the essential and influential factors that trigger them to buy a particular branded product or service. In order to classify customer needs, it is crucial to understand the reasons behind the strategies in their decision-making.

To comprehend customer needs better, it's very important to identify your customers. By determining your target audience and segmenting them based on their field, industry, or other attributes, the businessmen clearly see their selling proposition and detect the customer needs.

Types of customer needs

Customer needs can be broadly classified based on customers of the market demographics.

However, customer needs can be illustrated under two verticals.

- **Product Needs:** Product requirements are largely associated with and around the product. If the product matches the customer's needs, they become the potential buyers and vice-versa. The main attributes of product needs are as follows:
  - **Price –** Consumers usually set their budgets for any defined product purchase
  - **Features –** Consumers look for features that would resolve their issues and reliability in functioning while using the branded product
  - **Effectiveness –** The item should be effective in streamlining the entire process to save time

- **Service Needs:** Service needs define the emotional needs of the customers. Being able to satisfy the needs of a customer can trigger your business scope. It offers your business a competitive edge and even sets a good example for other brands. The prime aspects of good service can be:
  - **Empathy –** Consumers choose and continue with brands that serve them with an empathetic attitude.
  - **Clarity –** Customers trust the companies that offer transparent information from the brand related to pricing, warranty, refund policy, etc.
  - **Information –** Customers look for information from the point of interaction until the closing of the deal. Educating customers on different points is essential.

Find out below four easy-to-follow steps to know the way you could meet customer needs successfully

- **Detect –** Business organizations analyse customer needs through surveys, interviews, focus groups, or social media platforms.
- **Distribute –** Once detected the needs,the business organization can distribute it across the right teams and departments.
- **Create –** Customize product features, and create detailed content that talks about customer needs.
- **Collect –** Get ahold of customer feedback regularly to learn how your efforts meet their expectations.

2.5.2 Need for Product Specification

All products have certain specifications that are the identity of the product. Specifications may be defined as the technical and non-technical features of the product given in detail by the manufacturer. These specifications outline the various components used in the product, like processor, RAM, screen, display, camera, etc. A salesperson should be aware of the specifications of all the products they are selling, as a customer or client may ask any related questions.

2.5.3 Product Specification of Mobile Phones

Mobile phones or cell phones are wireless devices which receive signals from towers. The area (several miles) around a tower can typically be called a cell, and this is what receives the signals. Anyone can use their cell phones for a lot of purposes besides just voice calls, anda few such purposes are listed below:

- Store contact information
- Send or receive email
- Send SMS (text message)
- Access the internet to get information (news, stock quotations and entertainment)
- Make tasks or to-do lists
- Track appointments by setting reminders
- Watch TV
- Play games
- Carry out simple math operations using the built-in calculator
- Integrate optional devices like speakers, MP3 players, GPS receivers, PDAs, etc.

Almost everyone these days has a mobile phone. A very high proportion of these has a high-end smartphone or device, such as an iPhone, Windows or Android phone. Smartphones are computing devices in their own right, and they commonly have touch screens and built-in dual cameras, allow internet access while on the move and allow users to download applications from the mobile 'App' store.

Some commonly associated terms with mobile phone specifications are explained below:

1. **1G:**

   1st generation wireless: Cell phones and wireless telephone's first-generation technology. These wereintroduced in the 1980s and were the analogue phone standards that continued until the 2G digital cell phones were replaced.

2. **2G**

   2nd generation wireless telephone technology which was commercially launched in 1991. 2G speech was digitally encrypted and was efficient in spectrum usage, thus leading to greater penetration of the mobile phone. Data services were also introduced in mobiles, with SMS text messages being the first such service. The previous mobile telephone systems were dubbed 1G retrospectively once the 2G phones were introduced. While radio signals in 1G and 2G networks are analogue and digital,signalling to connect the radio towers to the rest of the phone system in both 1G and 2G is digital.

3. **2.5G**

   2G systems that implemented the packet switching domains in addition to the traditional circuit-switched domain were called “Second and a half generation.” 2.5G is the bridge between 2G and 3G cellular wireless technologies. The term “2.5G” was only invented for the purpose of marketing.

4. **3G**

   The 2.5G mobile phones were superseded by the 3rd generation of mobile phone standards and technology. These were based on the ITU family of standards under the IMT-2000. 3G networks achieved greater network capacity by improving spectral efficiency, enabling a much wider range of more advanced services. They include wide-area wireless voice telephony, broadband data wireless and video calls all in a mobile environment.

5. **4G**

   4th generation wireless (also known as beyond 3G): 4G is the next major evolution of wireless communications. This technology allows voice, data, and streamed multimedia at an “anytime, anywhere” service. It’s not an incremental change in the previous generational technology. It is intended to be a fully IP-based integrated system capable of providing between 100 Mbit/s and 1 Gbit/s speed with premium quality and high security. Reliance Jio is the first entrant in this space.

6. **AMOLED**

   Active-Matrix OLED. AMOLED is one of the two types of OLED displays. The AM (active-matrix) type has a transistor next to each pixel, allowing faster response time. This makes AMOLED appropriate for demonstrating video and is, therefore, the most common type of OLED display for a phone display.

7. **Bluetooth**

   Bluetooth is a short-range wireless technology that creates PANs (Personal Area Networks) among one and other nearby devices. Bluetooth allows for hands-free operation while engaging in a wireless conversation through a Bluetooth headset. Anyone can also exchange contact or scheduling information with other Bluetooth-enabled nearby phones or send such information to a nearby Bluetooth-enabled printer.

8. **Capacitive**

   Capacitive touch technology, which has enabled touch screens, works by directly sensing the human body’s electrical properties. Capacitive touch sensors can be embedded on specific points below a surface to create individual buttons or over a large area, which sense the exact position of a finger.

   These sensors respond only to the touch of human flesh; because of this, they are not functionally with a stylus or glove.

9. **CDMA2000**

   Code Division Multiple Access 2000 is a hybrid 2.5G/3G technology of mobile standards that uses CDMA, a multiple access scheme for digital radio, to send voice, data, and signalling data (such as a dialled telephone number) between mobile phones and cell sites.

10. EDGE

It stands for Enhanced Data for Global Evolution and is an upgrade for GSM/GPRS networks that triples data rates (speed) over standard GPRS. Although the EDGE is faster than GPRS, it is not as fast as 3G technologies such as HSDPA and EVDO

11. EVDO

1xEV-DO (EVDO) is a 3G standard for CDMA-based networks. As a 3G technology, it focuses on bringing high-speed data to CDMA networks. EVDO provides data rates over 10 times faster than 1xRTT, the previous data technology for CDMA networks. It is not as fast as the newer LTE 4G standards.

12. Fingerprint reader

It is a piece of hardware that senses/reads a person's fingerprint. As fingerprints are unique to a person, they verify a person's identity and can also be used instead of passwords, whether for confirming financial transactions, unlocking phones, or some content or service.

13. Flash memory

Memory chips are practised to store information. Because these don't need electrical power to remain on, it is a popular form of memory for removable and internal memory cards, as the stored data can be retained even when the device is turned off. Widespread flash memory cards include SD and microSD.

14. Full HD

A term for 1080p is the better of the two main high-definition standards: 720p and 1080p.

15. Geo-tagging

Correlating a geographic location with photos or other items is called geo-tagging. Phones with a camera and GPS can accurately implant the location from a picture. Few online photo services can recite that data and display a map showing where the photo was taken.

16. GHz

Gigahertz: It is a measure of the frequency and is commonly used to describe audio and radio frequencies. One hertz is defined as the number of cycles occurring per second, and 1 GHz is equal to one thousand million Hertz.

17. GPRS

Short form for General Packet Radio Service, it enables data communications using packet-switched technology.

Data applications including MMS, WAP (wireless internet) and software connecting to the internet use GPRS. Basically, any network connection that is not voice or text messaging uses a data connection like GPRS. It offers theoretical data speeds of up to 115 Kbits/s, a tenfold increase over previous (circuit-switched) technologies, although actual achieved in the real world is around 30-40 Kbps.

18. GSM

Global System for Mobile Communication: Standard for all mobile phones. Its easy accessibility made international roaming public between mobile phone operators, allowing the user to use phones around the world.

19. LTE

Long-Term Evolution: 3rd Generation partnership project started in late 2004. The idea was to notch up the mobile communications systems, allowing them to compete with emerging broadband technologies, mainly WiMAX.

20. MMS

Multimedia Messaging Service extends text messaging and includes photos, graphics, audio and video clips or a combination of these besides longer text messages within certain size limits. It is a descendant of SMS (Short Messaging Service).

21. Mobile hotspot

A device that creates a small Wi-Fi coverage area permits nearby Wi-Fi devices to connect to the internet. In alternate words, a device that serves as a link between nearby Wi-Fi devices and a cellular network.

22. MP3

In the short form of MPEG Layer 3, the MP3 is a file format for music and other audio content. Used commonly on PCs and portable devices.

23. Multi-core processor

A quad-core or multi-core processor is like a dual-core processor, but with four cores instead of two. Multi-core processors with more than four cores are also possible.

24. Multi-touch

The ability for a touch surface to respond to multiple fingers touches at the same time. For example, a common use for multi-touch is pinch-to-zoom, where anyone can place two fingers on a screen image (like a photo, web page, or map) and spread their fingers to zoom in or pinch their fingers together to zoom out.

25. NFC

Near Field Communication is typical for short-range wireless connectivity, allowing quick, secure, and two-way interaction among electronic devices. NFC technology usually takes the form of a small chip fixed in a phone or a plastic card, and the phone or card is placed on a reader device to start a transaction.

26. Nano-SIM

Also known as 4FF SIM, the 4FF stands for 4th Form Factor, and a SIM card is physically smaller than the traditional (2FF) SIM card or Micro-SIM (3FF) card.

27. OS

An operating system is software in a computer system that permits the management and coordination of various activities and sharing of the computer's resources. The OS acts as a host for applications that are run on the machine. Common examples include iOS (Apple), Android, Windows, etc.

28. OLED

Organic Light-Emitting Diode. Sometimes called LEP (Light-Emitting Polymer), OLED is a next-generation display technology made of small dots of organic polymer that emit light when charged with electricity. OLED displays are available in single-colour, multi-colour, and full-colour varieties.

29. Optical zoom

Zoom is a feature that blows up an image to make look "closer". It is commonly available in many cameras and camera phones. Digital zoom is another type of zoom. Unlike digital zoom, optical zoom uses moving lenses to make the subject appear closer and allows additional detail to be visible.

30. OTA

Short for Over-The-Air. Usually used for downloading or uploading content/software. The term OTA is sometimes used to describe the ability to update phone firmware, which is technically known as FOTA (Firmware Over-The-Air).

31. Pixel

The smallest visual unit in an electronic display or visual data file; is a single "dot. Each pixel can be turned on/off and dimmed in case of full-colour displays. In other words, each pixel is controlled individually. The vital measure of an electronic display is the number of pixels. The more pixels, the better the details and this is called "resolution", typically stated in vertical and horizontal pixels (such as 240 x 320).

32. Proximity Sensor

A sensor that detects when another object is close by. In a handset, a proximity sensor is most commonly used to detect when the phone is held to the face. The sensor detects an area of skin of a certain size within a certain distance in front of the speaker area at the top of the phone. The phone uses this information to temporarily turn off the display to save battery life and the touch screen to prevent the face from accidentally touching on-screen buttons and triggering unwanted actions.

33. RFIDs

Also called a Radiofrequency identification device is a tag that can be fused into a product, animal, or person for identification and tracking through radio waves. It relies on data stored and retrieved through radio frequency tags or transponders.

34. Resistive touch screen

This particular technology works by sensing direct pressure. It is frequently used in touch-screen displays and activated by pressing with a finger/stylus. A resistive touch screen has a touch layer on top of a standard display, which contains electrical layers separated by a small distance. Unlike capacitive technology, resistive technology can work with a stylus and gloves.

35. SMS

Short Message Service is a communications protocol allowing the interchange of short text messages between mobile devices.

36. Stylus

A small pen-like instrument is used for "writing" on a touch-screen device.

37. UHD

Short for Ultra HD. Image (primarily video) resolutions greater than full HD/1080p. These include 4K and 8K.

38. USB Type-C

A specific physical USB connector. It is expected to replace micro-USB and can also replace full-size USB connectors in any device where a smaller connector is beneficial. Like most USB connectors, Type-C carries both power and data. It is used to charge a mobile device battery; it can also provide a wired data connection to another device, such as a computer or TV. A Type-C connector is similar in size to micro-USB but contains several upgrades. Different from a micro-USB, it is reversible, meaning it can be plugged in "either way." Type-C USB also supports higher data speeds and larger amounts of power (enough to charge a laptop computer.)

39. VoLTE

Short for Voice over LTE (Long Term Evolution). Most LTE networks worldwide had initially launched networks that support only data service. A stop-gap technology known as CSFB allows phones to use LTE for data and other 2G or 3G networks for voice. VoLTE will allow LTE (4G) networks to replace 2G and 3G networks completely.

40. Wi-Fi

Wi-Fi is a Wireless Local Area Network (WLAN) technology. It principally offers short-range and high-speed data connections between mobile data devices (laptops, smartphones, etc.) and nearby Wi-Fi(router) access points.

Form Factor

Major layouts of components, its position, style, shape and size of a phone are called form factors. Major three types of such factors are listed below:

Bar phones: A bar (also known as a slab or block) has the shape of a cuboid, usually with rounded corners and/or edges. The name is given due to the coarse resemblance to a chocolate bar. Major phone providers use this form factor (like Motorola X, iPhone, Samsung Galaxy Note, etc.) A touchscreen or slate phone is a subset of the bar forms that has few physical buttons, instead relying upon a touchscreen and an onscreen QWERTY keyboard. Most modern-day phones fall under this category.

Fig. 2.5.1: Bar phone

Flip phones: A flip or clamshell phone has sections which are connected by hinges, allowing the phone to flip open and fold. These phones were very popular in the 1990s and early 2000s.

Fig. 2.5.2: Flip phone

Sliders: A slider or slide phone has two or more sections sliding each other on rails, and the blackberrytorch is a famous example of such a phone.

Fig. 2.5.3: Slider phone

2.5.4 Operating System (OS)

An operating system is a software responsible for running the operations, controls, linkingthe hardware to various application programs, and resource sharing of a device.

Mobile OS capabilities and design is usually not the same as OS for computers;

- Different physical characteristics in screen size, memory, processing power, etc.
- Battery power
- Communication and computing capabilities

Different phones need different types of OS, which rests on the capabilities they support. For example, a PDA OS is different from a smartphone OS. Some common mobiles OS are listed below:

- **Google Android:** It is an operating system for mobile devices based on the Linux operating system. Supports a wide variety of connectivity such as GSM, Wi-Fi, 3G, etc. This is the highest-selling mobile operating system.

Over 70 percent of Android smartphones run Google's ecosystem. Some with vendor-customized user interfaces and software suites, such as TouchWiz and later One UI by Samsung and HTC Sense; others are competing for Android ecosystems and forks, including FireOS (developed by Amazon), ColorOS by OPPO, OriginOS by Vivo and MagicUI by Honor or custom ROM such as LineageOS. However, the "Android" name and logo are trademarks of Google which impose standards to restrict the use of Android branding by "uncertified" devices outside their ecosystem.

- **iPhone OS:** It is based on Mach Kernel and Darwin core Mac OS X, only used in iPhones and iPads
- **Windows Mobile OS:** Windows Mobile OS is a compact operating system designed for mobile devices and is based on Microsoft Win32. It provides definitive interoperability. Common examples include Lumia 520, Lumia 550, etc.
- **BlackBerry OS:** BlackBerry OS is a discontinued proprietary mobile OS developed by BlackBerry Limited for its smartphone and handheld devices. BlackBerry OS has a multitasking environment, and it enables heavy use of input devices like a trackball and scroll wheel. It is an event-driven operating system. Later BlackBerry smartphone's CPU architecture is based on ARM X-Scale, and the other BlackBerry devices have Intel-based processors.

Fig. 2.5.4: Logos of Apple, BlackBerry, Windows and Android OS

2.5.5 Answering Customer's Queries

The customer may have queries and confusion and require further information. In the sales representativerole, they must answer every query and clear their confusion calmly. You should be ready and willing to assist in any situation.

The steps involved in clearing customer queries include:

- **Listening:** He must carefully listen to the information provided to him by the customer. This meansthey must concentrate on what they are saying, the words they are using, the emotions they are displaying and any other important aspects of their communication.
- **Clarifying the information:** If theycannot understand all or part of the information conveyed to them by a customer, this information should be clarified by summarising information or asking further questions.
- **Identifying the key concerns:** It is quite likely that the customer will provide him with a large quantity and broad range of information. They must use the relevant skills and abilities to identify the key concerns from the presented information.
- **Identifying what your customer wants:** In many instances, the customer may verbalise or expresstheir emotions, opinions or thoughts. Before moving further, they need to clarify whether the customer does expect him to take action.
- **Discuss the available options:** If a customer is still confused about the purchase, provide them with other suitable options for purchase.

UNIT 2.6: Credit Management

Unit Objectives

By the end of this unit, the participants will be able to:

1. Demonstrate the processes of payment collection and claim settlement
2. Use basic accounting techniques to calculate debit, credit, outstanding and cash payments etc.

2.6.1 Collecting Information Regarding Pending Bills

The distributor sales person can contribute to credit management for a retail organisation, especially in roles like debt collection, gathering information regarding pending bills/invoices, and maintaining healthy credit relationships with customers

An invoice is a commercial document relating to a sales transaction the seller gives to theconsumer. The invoice reflects the product, price and quantity of product offered by the seller. The invoice alsousually states payment terms that give information on things like the due date of payment, modes ofpayment accepted, and discounts offered if any.

The distributor Sales Representative's role is to track and collect information on all pending overdue accounts of the dealer's outlets, ensure timely collections of payments as per the terms and policies, andupdate the same on record.

2.6.2 Payment Collection

Payment collection is also known as cash collection. A treasury functiondefines the process in whicha business organization recovers cash from another individual or business to whom it has previously made a transaction and issued an invoice. The prime objective of cash collection is to obtain invoices paid on their due date.

The process ensures that payment settlements or credit terms areachieved. It is importantinpreventing debts from becoming 'doubtful' or 'bad'. In the case of a business with highpayment volumes, manual amount collection and reconciliation processes can be tedious and time-consuming. In such companies, this process iscontrolled by software-based solutions.

Assessing Pending Payments

- An excessive amount of pending or overdue payments can be a major hurdle in the smooth functioning of a business.
- Pending payments can cause a serious cash crunch for the outlet and hamper business commitments.
- It is extremely important to trace and keep control of overdue payments.
- Some ways to keep overdue payments under control are:
- Verifying credit-worthiness of customers
- Keeping customers informed/updated about payment terms
- Offering discounts to customers who are making payments on time
- Initiating corrective actions against customers who do not make payments even after repeated requests

Causes of Payment Overdue

Payments from clients may be overdue because of several reasons, such as:

- Loss of source of income due to losses incurred in business, mismanagement of cash flow, etc.
- Incompetence on the part of the distributors to track accounts receivables
- Increase in the expenditures of the clients, making it difficult for them to honour invoices
- Not interested in making payment, as the clients expect further discounts, free products, etc.

Differentiating genuine from non-genuine causes can allow distributors to track outstanding payments accordingly. For example, clients who deliberately delay payments by several weeks or months can be black-listed and all future business terms with them terminated

Responsibility of Distributor Sales Representative in Collecting Payments

- Sales representativescan collect old or doubtful receivable dues to understand the deal and have a close relationship with the client.
- Distributor Sales persons should be aware of their accounts and their payment status.
- For pending payments in accounts, the amount being there for less than 30 days which is past due, enquiry can certainly be made by the sales representativeif there exists any problem with the order or delivery of the order.
- This is seen more as customer service than actual collections activity
- The distributor sales representativecan facilitate payment when it is necessary.
- They can best identify and resolve differences in an account that often causes receivable problems.

2.6.3 Debit, Credit and Outstanding Payment

A **debit** is an accounting entry that either increases an asset (or expense account) or decreases a liability (or the equity account). It is positioned on the left in an accounting entry.

A **credit** is an accounting entry that either increases a liability (or equity account) or decreases an asset (or the expense account). It is enteredon the right in an accounting entry.

An **outstanding payment** is the outstanding unpaid balance of the current amount due. The interest-bearing balance of a loan, product, or service bought on credit from a company.

When an accounting transaction is created, at least two accounts are impacted, with a debit entry recorded against one account and a credit entry recorded against the other. There is no upper limit to the number of accounts involved in a transaction. However, the minimum has to be two. The totals of the debits and credits for any transaction must always equal each other so that an accounting transaction is always said to be “in balance.” If an accounting transaction is not in balance, it would be impossible to create a financial statement. Thus, using debits and credits in a two-column transaction recording format is the most vital of all controls over accounting accuracy.

In the books of Raju

Trial balance as on 31st March, 2017

S. No	Name of account	L.F.	Debit balance ₹	Credit balance ₹
1	Cash in hand		5,500	
2	Discount received			300
3	Creditors			15,000
4	Buildings		50,000	
5	Opening stock		6,000	
6	Direct expenses		5,000	
7	Carriage outwards		3,500	
8	Capital			45,000
9	Purchases		49,700	
10	Sales			59,400
	Total		1,19,700	1,19,700

Fig. 2.6.1: Debit and Credit entry in a balance sheet

Summary

- Understand Boston Consulting Group Matrix
- Define Inventory Turnover
- Able to explain AIDA Technique
- Explain Range Selling and Line Selling.
- Understand Inventory, Inventory Management Process.
- Customer Need, Types of Customer Need.

Exercise

Multiple Choice Questions:

1. LTE stands for ………………………………………………………… .

   a) Long Test Experience b) Long Term Evolution

   c) Live Test Exam d) None of these

2. Full form of AIDA is Awareness, ……………………… , ………………………….. and Action.

   a) Intelligent, Division b) Interest, Desire

   c) Interface, Defect d) Noe of these

3. Product classification is done through …………………………….. .

   a) Increasing Order b) BCG Matrix

   c) Decreasing Order d) None of these

4. A Company stock is the company's …………………………… .

   a) Assets b) Cash

   c) Expense d) Inventory Item

5. Which one is not a Range Selling –

   a) The method by which the business agrees to sell a larger portfolio of products and services.

   b) Range Selling is the practice of offering a variety of products to customers, reducing the dependency on sales profits from single or limited products.

   c) It is a practice to have better visibility at stores, and range selling is one of the major techniques to make better sales.

   d) All the above.

Descreptive

1. What do you understand by BCG Matrix.
2. Explain Company stock, Inventory Management process.
3. Discuss Inventory Turnover
4. Differentiate Range Seling and Line Selling.
5. What is Debit and Credit? Give Two Differences between Debit and Credit?

Notes

Scan the QR codes or click on the link to watch the related videos

https://youtu.be/zJMURbRkF2U

Introduction to Basic Commercial Accounting

https://youtu.be/CMu8TZbyKMU

Key Terms in accounting

https://www.youtube.com/watch?v=JfYorh4jv2o

Collection

सत्यमेव जयते
GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP

3. Perform Pre-planning for Product Distribution

Unit 3.1 - and Promotions
Unit 3.2 - Displaying Products at Retail Outlet
Unit 3.3 - Cross-Selling and Up-Selling
Unit 3.4 - Demand Forecast

TEL/N2111

Key Learning Outcomes

By the end of this module, the participants will be able to:

1. Analyse the latest trends, market schemesand offers to increase sales.
2. Use various merchandising elements to display the product at the retailer outlet.
3. Check the quality of procured merchandise using visual inspection.
4. Describe the importance of verifying the quality of stock and reporting any defect/damage to the concerned person.
5. Prepare a comparison report for current and future handset demands of retailers.
6. Distinguish between cross-selling and upselling of products.
7. Explain procedures for enrolling new retailers.
8. Prepare a sample daily/weekly sales report.
9. Describe the role of BTS utilization model in analysing business trends

UNIT 3.1: and Promotions

Unit Objectives

By the end of this unit, the participants will be able to:

1. Discuss the latest trends in the retail telecom industry.
2. Explain various promotional schemes.
3. Discuss the process of communicating trade schemes to retailers.

3.1.1 Latest Trends in the Handset Industry

Customers these days want handsets with the latest features.It isone of the key motivators well above price, while another driver has been the prevalence of OTT apps and the want to consume them.

Two out of five smartphone customers intend to purchase a handset costing Rs 30,000 or more, with a higher tendency among the 35-44 age group to do so. Over 53 per cent of smartphone users use their gadget for more than four hours a day, while one out of three people living in metros also owns a smartwatch or a fitness band.A research has also found that men are more brand conscious and have twice the share than women in the Rs 50,000 and above smartphone segment, while women appear price and deal-conscious and have more share in the Rs 10,000 segment.

Source: Zee5 Intelligence Monitor report

Over the last two decades, we have witnessed extraordinary growth in digital penetration and its crucial impact on our daily lives. Smartphone companiesoffer premium phones, affordable flagships, and mid-range devices with high-end features, an unprecedented push for 5G access,slimmer designs, better cameras, and contemporary ergonomics. With rising social media awareness, OTT consumption on the go, and work and study from home, the smartphone industry is evolving to cater to the customer's needs.

Let us look at some of the trends that are currently dominating the smartphone industry:

5G Technology: The buzz around the 5G network in India is at an all-time high, with consumers, smartphone manufacturers and service providers eagerly waiting for the 5G experience.As download and upload speeds increase with 5G, expect smartphone manufacturers to leverage cloud storage, improve battery consumption and create an upswing in mobile-friendly OTT content. It will change the network landscape and shift from smart homes to smart cities.

Faster Processor: The processor is the central hub of your smart phone. It receive sand execute severy command, performing billions of calculations per second. The effectiveness of the processor affects every application you run. The current generations of smartphones come in a range of multi-core processors. Most commonly found are dual-core (two), quad-core (four) and octa-core (eight), with the latter being the most powerful. Some processors also come with Hexa-core (six), but they are rare. Bionic, Snapdragon, Exynos, HiSilicon Kirin and Mediatek are the leading players in the processor market.

Fig 3.1.1: Mobile Phone Processor

Adaptable screens: With smartphones becoming the primary devices for content consumption, the customers' demand for bigger and better screens is rising. Users are looking for larger displays that are compact and follow an ergonomic design. We are witnessing a rise in foldable screens and innovative foam factors that provide the productivity of a tablet and the convenience of a phone.

Fig 3.1.2: Foldable screen

Gaming Smart Phones: Gaming is a rapidly growing industry in India that has seen 40% growth in 2019-2022.We are seeing an exponential increase in smartphones focused on performance as their core criteria. Brands are targeting the younger generation to showcase high-performing features that are great for gaming (battery, storage, and charging) while delivering excellent optics. Building technologies to enhance the gaming experience is one of the top trends.

Fig 3.1.3: Gaming smartphone

Bigger battery, fast and wireless charging: Customers need a massive battery to support 5G enabled smartphones with giantdisplay and high performance for smooth usage. However, with smartphones becoming more of a fashion accessory, manufacturers are constantly trying to invent means to increase battery size without making the phone look bulky. Customers are also looking for fast and safe charging options for their smartphones. To cater to this need, almost all brands have released many fast-charging features that can charge the smartphone in no time.Wireless charging is another emerging trend in the handset industry. These chargers are very convenient for customers as they are effortless to use and help charge smartphones faster.

Fig 3.1.4: Wireless charging technology

Fig 3.1.5: Wireless charger charging multiple devices at a time

Superior Camera: A remarkable spike in digital penetration, social media and influencers content has suddenly shifted all focus on smartphone cameras. Excellent cameras are one of the primary reasons people prefer one smartphone over the other. Nowadays, the camera performance is increased by increasing the camera's megapixel and improving the associations between hardware and algorithms. The focus of the manufacturers is on both rear and front shooters. At the same time, we can expect innovations in domains such as stabilization, sensors, Ai, zoom and how the camera is concealed in the smartphone.

Sustainable Technology: Many brands have started reusing and recycling the materials for their smartphones and making production more energy efficient. Moreover, brands are strengthening smartphones to limit damage and reduce unintended replacement. This commitment of brands enables older smartphones to work well, processes to flow better and consume less energy. Customers also prefer refurbished smartphones over brand-new ones, leading to less e-waste. This trend of sustainable smartphones is likely to surge in the coming years.

3.1.2 Promotional Schemes for Retailers

Sales promotions are short-term strategies for increasing sales volume.Sales promotion efforts attempt to attract customers' attention at the point of sale and enhance sales volume. Various sales promotion tools are used to support the sales representative and to back the advertisement process. It may take any or all of the three forms – consumer promotion, trade promotion and sales force promotion.

Trade Schemes – A trade scheme is an additional monetary benefit that is given to the trade partners. These activities are conducted to stimulate consumerpurchasing and dealereffectiveness.

Here are a few types of trade schemes:

- **Price Reduction –** In this method, the producers or dealers announce a heavy rebate in the prices of the product. It is done to offer value to purchasers typically by lowering the customer's final cost for acquiring the product.
- **Promotional Products –** Among the most widely used methods of sales promotions is the promotional product. Products labelled with the brand or company name serve as reminders of the product.
- **Buy-back allowance –** It is given to encourage the repurchase of a product immediately after another trade deal. A buy-back is a resale opportunity.
- **Free product –** Free Product – Under this method, the producer announces that a free product will be given to the businessman on purchasing a specified quantity. Distributors give free goods, e.g., one free with 11, or 2 free with 10 are common free deals.
- **Lucky draw –** Upon ordering a certain amount, the retailers are eligible for a game where they can win prizes based on a lottery system.
- **Slab-based rewards –** The retailers get a percentage discount or gift items on ordering a certain amount; this discount or gift increases with the increase of order. For example, if the retailer orders 100 handsets from the distributor, they geta 5% discount. If the order is increased to 200 handsets, the discount is increased to 7%, and so on.
- **Loyalty programs for Retailers –** Loyalty programs are an excellent investment because they increase customer retention and maximize their lifetime value to your company.Retail loyalty programs are essential 'rewards programs' created by individual companies for customers who make frequent purchases. They come in differentforms. But the critical, discerning factor is that customers get exclusive discounts or perks for buying regularly.
- **Seasonal offers –** Seasonal promotions convey urgency because they're available for a limited time only.

Distributor sales promotion provides the selling devices. Salespromotion strategiesinform, remind and stimulate buyers to purchase products at the point of purchase. People who see these strategies are in a buying mood, and thus they can be easily persuaded to buy those products.

Each form of sales promotion is used to expedite the quick movement of products along the distribution channel and enhance the progression of the sales campaign. It also creates extra incentives or adds value to the distribution channel, e.g., retailers. Hence, sales promotion offers a direct stimulation which gives an additional value or incentive to the retailers, their sales force and the ultimate consumer.

A distributor sales representative person should share relevant information with their supervisors to plan schemes/slabs based on your market research.

3.1.3 Communicating Trade Schemes to the Retailers

A distributor sales representative needs to:

- Collaborate with the Territory Sales Manager to make plans related to sales activities and setgoals related to sales for the territories specifically assigned to them
- Develop some creative and innovative methods for marketing products or services of the company.
- Generate territory sales reportsperiodically for management.
- Communicate regularly with retailers to inform them about special promotions, new products, and more Carryout product training and demonstrations for customers.
- Identify assigned territories' sales and marketing opportunities.
- Assist in developing annual sales and operational plans for assigned territories.
- Put forward changes in sales or marketing approach to ensure that sales and service objectives aremet successfully.
- Provide proper and relevant information to supervisors to plan appropriate schemes/slabs byoutlets and learn how to use them correctly.
- Collaborate with other field sales executives to ensure effective coordination in achieving organisational goals.
- Function parallel with industry trends and market competitions through continuous marketresearch and analysis.
- Monitor and manage sales expenses within the allotted budget

Benefits of sales promotion to retailers

Sales promotions are beneficial for driving revenue, creating brand identity and allowing brands to acquire new customers.Some of the typical benefits of salespromotion are listed below:

Fig 3.1.6: Benefits of Sales Promotion

UNIT 3.2: Displaying Products at Retail Outlet

Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain the importance of merchandising
2. List the elements of merchandising
3. Demonstrate the process of checking the quality of procured merchandiseusing visual inspection

3.2.1 Merchandising and its Importance

Retailers use merchandising techniques to influence customer intent to buy their products. Merchandising is the exercise and process of displaying and selling products to customers. It can beeither digital or in-store.

Fig. 3.2.1: Merchandising

Merchandising is an activity done at the point of sale, high customer traffic areas within the stores,outside the stores and on the display shelves to stimulate purchase by informing the customerabout the product to increase sales and maximise profits. It is used to put products and promotional materials together to market items to customers.

It uses various techniques to convince retailers to stock their products and display their merchandise in prominent and highly visible spots within their stores. The item is being sold to the target audience or the buyers interested in buying the product and itsservices.This practice helps deliver the correct product to the correct person and at the correct time.

Merchandising needs lots of planning. It is not only limited to arranging items on the store shelves. A high volume of stocks within the retail store may lead to wastage and higher investment, leading to losses. On the other hand, lesser inventory will lead to losing customers to competitors, and this will again affect the business of the distributor as well as the retailer. To avoid such situations, distributors must have good market intelligence and information on the demand and consumption of products. This will help them in stocking the right products at the right time in the right quantity at the retailer’s store. This further helps build a good relationship with retailers by enhancing their sales.

All of the elements of merchandising contribute to making a store more organized. The critical merchandising elements include:

- Salesfloor layout
- Interior Signage
- Cross merchandising
- Use of space, colour, lighting
- Mass displays
- Interactive technology

Concept of Planogram

A planogram is a diagrammatic representation of the products' placement, position, and quantity. Usually, it is in a storytelling mode, where the entire store is laid out diagrammatically and culminates in category and sub category.

Fig. 3.2.2: Planogram of a mobile retail outlet

Concept of POP materials

Point of Purchase (POP) materials are the materials that are kept near themerchandise to promote it, such as shelf talkers,danglers,standees, banners,floor graphics, product detailingbrochures, etc.

The products are usually found on the shelves, near the racks,end point of the shelves, PoS/Billing counters, at the entrance ofthe stores etc. or at the locations where the customers make the purchase decision

Fig. 3.2.3: Creating brand visibility using POP material

Driving Visibility in a Retail Outlet

Brand visibility is defined as the rate at which the audience sees a company's brand name. Brand visibility is created through various marketing channels like search engines, social media, and more. The idea of brand visibility focuses on attracting targeted customers to a particular brand.

Importance of creating brand visibility

It is a fact that shelf monitoring and placement can attract new customers and encourage existing ones to a brand. Suppose an organization is focusing on millennials with an open mind who don't just purchase products based on brand or specific cost. In that case, companies have to work on improving their brand presence. The same principles of visibility apply to online sales. Online market salesare more about ensuring that search engines are prioritized with keywords to improve the brand's visibility.

However, obtaining prime placement in retail stores entails more money from the marketing budget. Distributors are now reallocating their budgets to focus more on the point of sale and understand more about brand presence, putting less stress on brand preference. They are spending a share of your marketing expenses at the point where people decide on the store assists in improving brand awareness and visibility and also the brand image.

Approach for creating brand visibility:

- Check to ensure that stock occupies the most visible shelf/shelves at the store
- Merchandise your products as per the norms
- Clean your products & arrange stock as per plan-o-gram
- Identify and place stock at the most dominant location in the store
- Maintain your merchandising elements in the store

Fig. 3.2.4: Product display at a mobile store

How should a product display in an outlet look like

- All products are available on category shelf/no out-of-stock
- "Eye" level is the "Buy" level (shelf height)
- Shelveslayout reflects a Plan-o-gram
- Products are of good quality, clean and facing front to visibly display the company brand logo
- FMFO is maintained to ensure faster clearance of old stock
- No damaged products on shelves
- Effective use of POP

3.2.2 Visual Inspection of Procured Merchandise

Visual inspection is one of the standard methods for quality control. It is done to observe the surface of an object and look for cracks, scratches, misalignments, corrosion, and other physical defects.

The goal of a visual inspection is to find anything that might be wrong with the product which could require a replacement or return of the entire consignment.

Steps to perform the visual quality check:

1. Pull out random samples for inspection
2. Note down the product ID and location
3. Check the product against the specifications
4. Capture photo evidence of products and/or defects
5. Determine pass/fail decisions based on the set parameters
6. Identify visual defects based on the defect criteria
7. Complete the visual inspection by filling up the required forms

Fig. 3.2.5: Defect observed in visual inspection

3.2.3 Reporting Defects

If a defective product is spotted,immediately remove it from the stock to stop it from moving to the shelves for display. Note the SKU specifications and mention the same in the stock keeping register/ software. Also, inform the supervisor, if required.

This approach is suitable for a small number of defects. However, if the entire consignment is defective, an appropriate escalation matrix musthave adhered.

UNIT 3.3: Cross-Selling and Up-Selling

Unit Objectives

By the end of this unit, the participants will be able to:

1. Elaborate the cross-selling and upselling techniques
2. Perform a role play to sell, cross-sell and up-sell new variants/products/accessories to the retailers
3. Explain how companies do additional selling

3.3.1 Additional Selling

In add-on selling, the Distributor Sales Representative approaches the task as an advisor rather than a seller. The representative seeks to understand fully and then present the correct options with their features and benefits so that the retailers can make the best possible choice.

To increase your sales, when your initial sales pitch has worked and the retailer is ordering items, you should try to convert your ordinary sale into a spectacular one by suggesting complementary items or accessories. You can significantly increase your sales if you can anticipate buyers' needs.

When a Distributor Sales Representative of a company suggests a good product, and if the retailers find it useful and profitable, they will be ready to place an order for it. So, customer satisfaction is achieved in both cases and would help in retention, which forms the base of loyalty and repeat business. In future, the retailer would most probably prioritise that particular distributorship for placing bulk orders.

Up-Selling

This technique encourages the customer to purchase more expensive products, upgrades or additional services that could satisfy their needs better.

Upselling is a term used for the practice of selling higher-priced products or services to a customer. An upsell is done for a better version of the product the customer is considering, such as a handset variant with 8GB RAM instead of 6GB RAM.

It is an important business concept, requiring the Distributor Sales Representative to be active sellers, not order-takers. Effective probing should be used because the buyer already has a certain purchase in mind. The hidden needs of the buyer have to be tapped as per the purchase situation. The Distributor Sales Representative must make the buyer see the value in buying the higher-priced products or services.

The retailer offers such as 'Buy 10, get 1 Free' are examples of other ways of upselling.

Cross-Selling

Cross-selling involves offering the items that complement the original purchase in some manner, which can be used along with the original purchase. The Distributor Sales Representative recognises what a retailer purchases and makes suggestions or recommendations related to those products.

Cross-selling aims to capture a larger spend from the same buyer by meeting more of the needs and wants. Since the additional purchases recommended are most likely needed by the buyer in any case, they also benefit from the convenience of buying themsimultaneously. It also helps the retailer since they are most likely stocking the related products as part of their range, and the retailer and distributor gain mutual benefit in such a transaction.

For example, a Distributor Sales Representative working at a mobile store might suggest the retailer purchasing a new handset may also need mobile cases or OTG cable. This induces the retailers to consider purchasing additional items that complement their current purchase well.

Fig. 3.3.1: Up-selling and Cross-Selling

Comparison Chart

BASIS FOR COMPARISON	UPSELLING	CROSS-SELLING
Meaning	Convincing the buyer to purchase the better version of a product which has a higher specification	Recommends additionalproducts to be purchased with the main product to the existing customer
What does it do?	Trading up something of better quality or price than what is being demanded by the customer	Offers related products to customers to convince them to spend more
Objectives	To increase the actual value of the sale	To increase the overall value of the sale
Involves	Upgraded, higher value or an add-on item	Complementary or connected items
Increases	Average Bill Value	Average Bill Value

Table 3.3.1: Comparison between Up-selling and Cross-selling

To succeed at cross-selling and up-selling, it is important to know your products and how they fit together. If you combine the wrong products, you risk turning customers off rather than convincing them to buy more. Your customer's specific needs may dictate exactly what products and services you try to add to the sale.

Offering the right combination of products/services to fill a genuine need makes it easier to sell more and gives customers personal attention. Perhaps the easiest and mostoften ignored way to produce an up-sell or cross-sell is simply asking for the sale.

Ask the buyers if they would like to add a related product or upgrade their current one.

3.3.2 How do companies do upselling and cross-selling?

Both the sales strategies can be utilised in multiple ways;however, the approach depends on the type of business and the point of sale.

In e-commerce, for example, it is common for companies to recommend similar items and influence you to buy complementary products or purchase more products through offers and schemes. In this case, becausethere is much more information available about customers in the digital ecosystem, companies tend to automate this type of process.

On the other hand,gathering the required information to carry out these strategies in physical stores is slightly more complicated and putting them into practice is not automatic.However, physical POS have space, time and the customer's physical interaction with the place as well as the staff in their favour. It is common for companies to place the items they want to sell, i.e., high-end products, in the case of up-selling in strategic locations to stand out above other products of lesser value.In addition, almost all theretail outletsin the world place shelves with complementary products next to the cash registers so that customers purchase more before leaving.

Case Study:

1. **Amazon**

   The company is known for optimally executing both selling techniques. If you have ever shopped on Amazon, you must have noticed that every time you add an item to your bag, the app algorithm recommends other products through the phrases ', You might also be interested in...' or 'Most customers buy these products together.By this, they manage to apply to cross-sell efficiently since the complementary items are related to the ones you already want to buy.

2. **Apple Store**

   Apple achieves up-selling through Apple Premium, offering similar products to those the customer is considering but at a higher price. Though Apple's up-selling strategy is so well developed and powerful, they have managed that the brand's most loyal clients want to purchase higher-end items every time a new product is released. Apple doesn't need to make recommendations since the customers themselves wants to own their new products as soon as they are launched.

UNIT 3.4: Demand Forecast

Unit Objectives

By the end of this unit, the participants will be able to:

1. Illustrate the role of the BTS utilization modelin analysing business trends
2. Prepare a comparison report for current and future handset demands of retailers
3. Explain procedures for enrolling new retailers
4. Prepare a sample daily/weekly sales report

3.4.1 Role of BTS Utilisation Model in Analysing Business Trends

The business of telecom service providers depends on two factors. One is the number of subscribers; the more they can add, the higher the expected revenue. Two, revenue also depends on the operator's income by offering different services. ARPU, the average revenue per user, is the monthly billing per customer earned by the telecom company.

The ARPU is calculated by taking all the revenue generated for a period and dividing it by the number of average subscribers. In simple terms, the ARPU of the mobile phone means the total amount of mobile phone revenue per month divided by the number of users.

As the ARPU depends on the number of subscribers, another term to look out for is Telesensity.

Total telephone subscribers per 100 inhabitants are calculated by dividing the total subscribers by the population and multiplying by 100. Effective teledensity is the higher value of either main (fixed) telephone lines per 100 inhabitants or mobile cellular subscribers per 100 inhabitants. In simple terms, it is the number of telephone connections per 100 people in a specified geographic area.

To understand the role of the BTS utilization model, first, we have to understand thedefinition of BTS.

BTS can be defined as network equipment that connects the end user (i.e., mobilesubscriber) to the available network provided by the telecom service providers. It is the first &most important link to connect the consumer through the medium of communication.

BTS stands for Base Transceiver Station, which usually transmits as well as receives the radio signal from the user equipment and passes it to other higher entities in the network hierarchy. Telecom equipment manufacturing companies such as Nokia, Ericsson, Huawei, Zte, Alcatel are some of the big players of this field.

BTS Utilization Model

In simple terms, BTS utilization Model is a model focused on systematically achieving pre-determined goals using BTS technology.

Due to technological advancement, various kinds of services are in popular demand likethe internet, audio-video calls, short message service, multimedia message service, online chats,online banking, online gaming, online teaching, online TV, online watching movies, social media,video conferencing, online payments and many more. As we know that BTS acts on the very firstlevel to utilize these important services, it becomes essential for every ISP to primarily focus onthe BTS Technology upgradation promptly Node B, E-node B, and G-Node B are the upgradedversion of BTS.

Importance of Analysis of Trends in Business

Every sector has its own basic as well as some specific requirements, it is the goal of an efficientbusiness organization to identify those needs without any interruption through easy means atlow cost & to provide them in a time-bound manner. Every business is successful only when itspolicies are customer-centric and user-friendly.Trend Analysis is a concept of predicting the future by analyzing past data. For example- An exit poll during the election

Business organizations widely use this method to identify their stronger and weakerareas. It helps them identify the root cause of the problem & taking the necessary stepstowards them to achieve the set target. These trends analysis also helps the business entities todefine their yearly, monthly, or weekly targets and objectives. It not only helps the organizationsbut the government too in the development of national policies. For Example- National TelecomPolicy 1994.

Some important objectives of this policy of 1994 are given below:

- Promotion of investment in the sector & its financial viability
- Promotion and protection of the interest of the consumer
- To provide world quality standards type services to its customers
- Providing telecom services to all at reasonable & affordable prices

Role of BTS utilization Model in Business trends

As mentioned above, trends analysis plays an important role in future prediction, butnow the thing which comes into the picture is how to get the authentic data regarding theanalysis. Here comes the use of the BTS utilization model. BTS is electronic equipment workingon several parameters, for example, Location Area Code, Sector Area Code, Latitude Longitudeinformation, etc. Every mobile subscriber's information is passed through the BTS and is storedin the servers. This information can be fetched from the servers in the form of different reports. Itcontains various information like Internet data usage, voice call, SMS, MMS, Site Performance reports, Link down, Power failure, etc. These reports are analyzed by differentteams on various aspects or parameters, and after the valuation, the teams reachsome conclusions. This conclusion leads the organization to plan differentstrategies to achieve the performance, marketing, investment & financial targets.

Based on these performance reports, a BTS Site is classified into three categories.

Low Utilization Site: Sites with a very low number of subscribers & performance-wise, where fewerdemands of world-class network services are required, are generally placed in the Low UtilizationCategory. Only a few numbers of sites are required to fulfil the need of this area. For Example-Rural Areas.

Medium Utilization Site: Sites with moderate usage of network services number of subscribers are neither too high nor too few and are known as Medium Utilization sites. For Example-Small Districts

High Utilization Site: Sites with a very heavy demand for network services & area-wise number of subscribersare too much are known as High Utilization sites. Many sites are installed in such areas to provide coverage and avoid congestion as network traffic is too high.

So basically, there are two rules which are major important to categorize the BTS site from the business point of view.

- Key Performance Indicators (KPI)
- Demand and Supply Formula

Revenue generation with customer satisfaction lies in the background of each and every business. The person who can play a vital role in achieving these aims is called Distributor Sales Representatives as they arealways in direct contact with the consumers. Hence, the Distributor Sales Representatives execute the sales plans prepared by the sales team.

The BTS utilisation data received are useful for managing sales and distribution as they provide tangible and measurable results. Analysis of this big data helps forecast the demand and pace the sales of telecom accessories, especially SIM cards.

Measures to boost sales include setting up POS at strategic points, offers and discounts, free data, doorstep SIM delivery and other marketing strategies.

Though every single person or entity is important on their own if we talk in terms ofEquipment, BTS act as a link to the network chain to the user equipment. The same is the role of aDistributor Sales Executive because it results from his efforts. A consumer can be linked withthe services the business organisation provides; hence, their decision becomes crucial forevery business organization. They can be termed “Business generators”. Thus, we canunderstand that the success of any telecom network is very much dependent on the actiontaken by Distributor Sales Representatives and the Sales team.

3.4.2 Demand Planning

Demand forecasting gives an estimate of how much you will sell. On the other hand, Demand planning is a strategy that follows the forecasting process.

It is a technique retailers use to strategically plan how they’ll meet customer demand, including resource and supply chain planning. The aim is to guarantee they can sell to customers should demand change.

Importance of Demand Planning

- Avoid stockouts - Demand planning helps you avoid stockouts since you’ll accurately estimate how many units you will sell.
- Increase customer satisfaction – Out-of-stock products create customer dissatisfaction and also lose out on sales opportunities.
- Inventory optimization -Overstuffed inventory can be just as much of a problem as understocking. If you store too much inventory in your warehouse, you’ll suffer from expensive storage costs, product expiration, and excess cash tied up in unsold stock.
- Pricing and Promotional Strategies – Promotional campaigns are designed to increase sales during lean seasons. Pricing of the product is also decided based on the product demand.

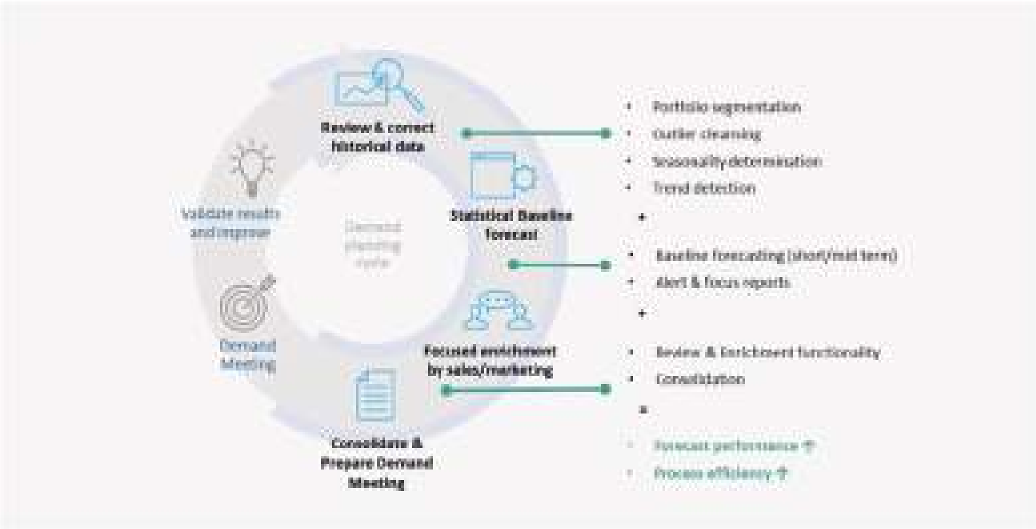

Fig. 3.4.1: Forecasting and Demand Management

Methods of Demand Planning:

- **Sales forecast –** It uses past performance, including historical revenue numbers, to predict future sales.
- **Linear regression –** It is a tool that models future demand based on historical data. It uses a variety of data sources,such as past sales, GDP, and consumer spending habits,to find the causal relationship, helping retailers predict demand patterns in the longer term.
- **Moving average demand –** The moving average formula shows a trend in any data set. Forecasting retail sales for the upcoming year by looking at past revenue.
- **Seasonal trends –** Some products are more popular than others at times of the year. Anticipating these seasonal shifts in your plan and preparing for fluctuations in advance will help boost your sales.

3.4.3 Enrolling New Retailers

Most large telecom manufacturers do not want to work with individual retailers, and this is where distributors come into play. While distributors rarely sell the products directly to the consumers, they are usually the manufacturers' preferred contact points.

Some distributors have exclusive buying arrangements with manufacturers, so if a retailer wants to sell a specialised product, they may have to go through a distributor. In a way, distributors act as a middleman between the retailer and the product manufacturer.

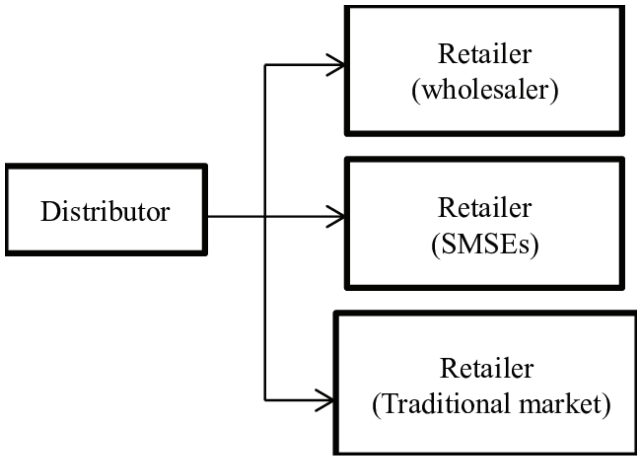

Fig. 3.4.1: Distribution process

The connection between the distributor and the retailer can be two ways.

One way is for the retailer who wants to sell a specialised product to get in touch with the manufacturer to get the list of registered distributors. They then contact the distributor and places the order.

Another approach is for the distributor searches for retailers or probable sellers. They arrange for product demonstration and training. Post demonstration and price negotiation, if the retailer finds the product useful and the business profitable, they can place the order with the distributor.

The role of a Distributor Sales Representative here is vital to convincing the retailer and onboarding them.

3.4.4 Preparing Sales Reports

A sales report is a document that summarizes a business's sales activities. This report typically includes information on sales volume, leads, new accounts, revenue and costs for a given period.

These reports might help your company modify its sales approach and other growth initiatives. They can provide insights into sales methodology successes, predictions of future sales data, performance analyses compared to previous periods, and a greater understanding of customer motivations.

Different types of sales reports

- **Sales forecasts –** These reports predict the number of sales your team will make in a given period.
- **Sales funnel reports –** These reports show how close a lead is to buying your product or service. Sales funnels help to understand how to convert leads into customers. By comparing back-to-back sales funnel reports, you can identify weaknesses in your sales pipeline.
- **Conversion reports –** A standard conversion tracking report includes information about contacts, generated and qualified leads, and wins, with period-to-period change rates also indicated.
- **Upsell and cross-sell reports –** These reports detail the number and value of items upsold or cross-sold to customers.
- **Sales call reports –** These sales reports concern calls placed to leads, prospects and customers to encourage purchases.

Sales reports are a part of your KPI and help monitor your performance over time. Based on the frequency, sales reports can be categorised as:

- **Daily sales reports –** A daily sales report can track KPIs such as a rep's number of daily calls and leads generated.
- **Weekly sales reports –** A weekly sales report can track KPIs such as the entire sales team's deals closed or revenue earned.
- **Monthly sales reports –** A monthly sales report can provide a longer-term overview of the metrics tracked in a daily or weekly sales report.
- **Annual sales reports –** An annual sales report is exceptionally lengthy and is the detailed version of a monthly sales report. It is the most useful for determining a subsequent year's sales quotas.

Key elements in a sales report:

- Sales target
- Sales volume
- Net sales (in rupees)
- Gross sales (net sales minus the cost of sales)
- Trend (increase or decrease in sales)

A sales report should be more than just a document full of numbers, figures and explanations, and it must also be eye-catching and easy for someone to read and understand. Figures and numbers alone aren't enough to constitute a sales report, and you'll also need to explain what these numbers mean and how they should compel the company to act.

Summary

- Explain Trade Scheme, Elaborate Types of trade scheme
- Understand POP (Point of Purchase)
- Benefits of Reporting Defect
- Understand Cross Selling, Up Selling.
- Demand Planning
- Different types of Sales Report

Exercise

Multiple Choice Questions:

1. A ……………………….. can track KPIs such as the entire sales team's deals closed or revenue earned.
   a) Weekly sales report b) Daily sales reports
   c) Monthly sales reports d) Annual sales reports

2. This technique encourages the customer to purchase more expensive products, upgrades or additional services that could satisfy their needs better is called ……………………………………… .
   a) Up-Selling b) Cross-Selling
   c) Reselling d) None of these

3. If a defective product is spotted, ……………………………………………………………… .
   a) Keep it i the stock it can be sold by display.
   b) Immediately remove it from the stock to stop it from moving to the shelves for display.
   c) None of these

4. Point of Purchase materials are the materials that are kept near the merchandise to promote it, such as shelf talkers, danglers, …………………. , banners, floor graphics, product detailing brochures, etc..
   a) Outlet b) Banner
   c) Standees d) None of these

5. A trade scheme is an additional monetary benefit that is given to the trade partners. Which one is not a type of Trade Scheme?
   a) Promotional Products b) No Deduction in Price
   c) Free product d) Lucky draw

Descriptive

1. Write and explain Different types of trade scheme?
2. Explain benefits of Reporting Defect?
3. Discuss Demand Planning Process?
4. Describe any Four types of trade schemes?
5. Write Differences between Upselling and Cross selling?

Notes

Scan the QR codes or click on the link to watch the related videos

https://youtu.be/K30rL7EEyO8	https://youtu.be/-zHhxFaP6v8	https://youtu.be/33cehPiKvn0
Merchandising and its Importance	Concept of Planogram	Preparing Sales Reports

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Key Learning Outcomes

By the end of this module, the participants will be able to:

1. Explain about the work place health and safety
2. Differentiate various health hazards
3. Demonstrate various first aid techniques
4. Importance of safety at workplace
5. Understand Basic hygiene Practices and hand washing techniques
6. Explain the need for social distancing
7. Understand the reporting of hazards at workplace
8. Explain e-waste and process of disposing them
9. Explain Greening of jobs

UNIT 4.1: Workplace Health & Safety

Unit Objectives

By the end of this unit, the participants will be able to:

1. Understand about workplace health and safety
2. Explain tips to design a safe workplace
3. Explain precautions to be taken at a workplace

4.1.1 Safety: Tips to Design a Safe Workplace

Every organization is obligated to ensure that the workplace follows the highest possible safety protocol. When setting up a business some tips to remember:

- Use ergonomically designed furniture and equipment to avoid stooping and twisting
- Provide mechanical aids to avoid lifting or carrying heavy objects
- Have protective equipment on hand for hazardous jobs
- Ensure presence of emergency exits and they are easily accessible
- Set down health codes and ensure they are implemented
- Follow the practice of regular safety inspections in and around the workplace
- Get expert advice on workplace safety and follow it
- Get regular inspection of electrical wiring and also the electrical switches and gadgets
- Install fire extinguishers and fire alarms.

4.1.2 Non-Negotiable Employee Safety Habits

Every employee is obligated to follow all safety protocols put in place by the organization.

All employees must make it a habit to:

- Immediately report unsafe conditions to the supervisor
- Recognize and report safety hazards that could lead to slips, trips and falls
- Report all injuries and accidents to the supervisor
- Wear the correct protective equipment when required
- Learn how to correctly use equipment provided for safety purposes
- Be aware of and avoid actions that could endanger other people
- Always be alert
- Educate the employees about the first/emergency exits on the floor, and also where the fire extinguishers are kept.

Tips

- Be aware of what emergency number to call at the time of a workplace emergency
- Practice evacuation drills regularly to avoid chaotic evacuations

UNIT 4.2: Different types of Health Hazards

Unit Objectives

By the end of this unit, the participants will be able to:

1. Understand the health hazards
2. Demonstrate First Aid Techniques

4.2.1 First Aid

Illness, injuries, and pain are part of human life. This can happen anyway. Every individual is prone to illness and injuries at any time and anywhere.

In case of any of these, some kind of immediate medical attention or treatment is needed to reduce the discomfort, pain, and deterioration of the condition. The medical attention that is given at the first instance before seeking professional medical help is called "First Aid". First aid is the immediate and temporary treatment given to the victim of an accident or sudden illness while awaiting the arrival of "Medical Aid". First Aid means providing the initial treatment and life support for people with an injury or illness. However, First Aid has its limitations and does not take the place of professional medical treatment. Proper early assistance given by First Aider helps in saving the life of a patient.

Illness and injuries can happen anywhere, be at home, the workplace, or in the market place. Whatever safety measures we adopt, we are all prone to illness sometime or the other.

Some common injuries and their rescue techniques:

4.2.2 First Aid Techniques

- Direct pressure must be applied to the cut or wound with a clean cloth, tissue, or piece of gauze, until bleeding stops.
- If blood soaks through the material, it is highly recommended not to remove it.
- More cloth or gauze must be put on top of it, and pressure must be continued.
- If the wound is on the arm or leg, the limb must be raised above the heart to help slow the bleeding.
- Hands must be washed again after giving first aid and before cleaning and dressing the wound.
- A tourniquet must not be applied unless the bleeding is severe and not stopped with direct pressure.

Scan the QR codes or click on the link to watch the related videos

youtu.be/GrxevjEvk_s

First Aid at Work Place

Fig. 4.2.1: Apply pressure

Clean cut or wound

- The wound must be cleaned with soap and lukewarm water.
- To prevent irritation and burning sensation, the soap solution must be rinsed out of the wound.
- Hydrogen peroxide or iodine must not be used to clean or treat the wound since they are corrosive and can damage live tissues.

Fig. 4.2.2: Clean cut or wound

Protect the wound

- Antiseptic cream or solution must be applied to the wound to reduce the risk of infection.
- Then the wound must be gently covered with a sterile bandage.
- Till the wound heals, the bandage must be changed (dressed) daily to keep the wound clean and dry.

Fig. 4.2.3: Protect the wound

Call the Emergency Helpline if:

- The bleeding is severe and deep
- You suspect Internal Bleeding
- Abdominal or Chest wound exists
- Bleeding continues even after 10 minutes of firm and steady pressure

For Burns:

- Immediately put the burnt area under cold water for a minimum of 10 minutes
- If the burned area is covered, take clean scissors, cut and remove the fabric covering the area
- In case clothing is stuck to the burned area, leave it as it is
- Before sterile dressing application, remove jewellery (if any)
- It is better to leave the burned area open
- Do not apply any medication or ointment
- Breaking a blister – it is an absolute no-no!

Fig. 4.2.4: Put Burnt Area under Water

For Broken Bones and Fractures

- **Protruding bone must be left alone**
    - o If a bone has broken through the skin, it must not be pushed back into place.
    - o The area must be covered with a clean bandage and immediate medical attention must be sought.
- **Bleeding must be stopped**
    - o Steady and direct pressure must be applied with a clean piece of cloth for 15 minutes and the wound must be elevated.
    - o If a blood soaks through, one must apply another cloth over the first and seek immediate medical attention.
- **Swelling must be controlled**
    - o The RICE (Rest, Ice, Compression and Elevation) therapy must be applied to control and reduce swelling.
    - o Rest the injured part by having the person stay off of it.
    - o Ice must be applied on the area with the help of an ice pack or by wrapping the ice in a clean cloth. Ice must not be directly placed against the skin.

For Heart Attack/Stroke

- Think FAST. Face: is there weakness on one side of the face? Arms: can they raise both arms? Speech: is their speech easily understood? Time: to call Emergency helpline
- Immediately call medical/ambulance helpline or get someone else to do it

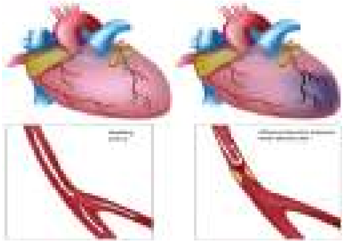

Fig 4.2.5: Anatomy of Heart Attack

For Head Injury

- Ask the victim to rest and apply a cold compress to the injury (e.g. ice bag)
- If the victim becomes drowsy or vomits, call Medical helpline or get someone else to do it

Steps of using breathing apparatus:

Check the parts of the breathing apparatus thoroughly.

Check the bypass knob (red). Close it if you see it open. After this, press the reset button (area above bypass nob – black)

Inspect the facemask to see that it is undamaged.

Lift the cylinder ensuring that on the top the cylinder valve should be present.

The back plate of the cylinder should face the wearer.

Wear the breathing apparatus on the shoulder like a bag pack and by the neck strap, hang the facemask.

After wearing the breathing apparatus tighten shoulder straps and fasten the waist belt

The cylinder valve should be opened slowly to inspect the pressure gauge.

Make sure that 80% of the cylinder is full.

Wear the mask slowly by resting your chin in the resting cusp and pull the head strap slowly over your head.

Pull the head straps for a snug but comfortable fit.

Breath in and normally to see if you can breathe normally or not.

Now insert a finger sidewise of the facemask for easy outward airflow.

Slowly close the cylinder valve without leaving the knob.

Be steady for 10 minutes and hold your breath or extremely slow to listen to any wheezing sound.

Also, check the pressure gauge for any dip in the pressure.

Normally Breathe to vent system

Listen for a whistle alarm while observing the pressure gauge at 55 bar (+/-5 bar)

Table: 4.2.1: Steps of using breathing apparatus

Briefing and Guidance for Fire Fighters

There are basically three methods with the help of which people can be rescued from a building engulfed in a blazing fire. To ensure on-site reception, here are two of the important steps that we will discuss now. These come under the best safe lifting and carrying practices.

Fig. 4.2.6: Fast Strap

Conventional Technique: This is a good method if there is an open area close by. The first rescuers will make the victim sit reach under their armpits and finally, grab their wrist. The other rescuer will cross the ankle (victim), pull up that person's legs on his shoulder. Finally, on the count of 3, both will lift the person up and move out.

Fast Strap: In case the victim is completely incapable of moving out of the fire zone. The rescuers should follow this method. One of the rescuers will place their knee between victim's shoulder and head. Pin the loop of webbing to the ground with the help of the knee. This acts as an anchor. With the non- dominant hand hold the other end of the webbing and make a loop. With steady hands, pull the victim's hand in from the loop, tie it securely and finally clip the webbing loops.

Fig. 4.2.7: Fast Strap

Essentials for Smooth Evacuation: The following are essential to have a smooth evacuation during an outbreak:

- Clear passageways to all escape routes
- Signage indicating escape routes should be clearly marked
- Enough exits and routes should be present to allow a large number of people to be evacuated quickly
- Emergency doors that open easily
- Emergency lighting where needed
- Training for all employees to know and use the escape routes
- A safe meeting point or assembly area for staff
- Instructions on not using the Elevator during a fire

Special Evacuation Requirements For Specially Abled Persons

- **The Visually Impaired**
  - Announce the type of emergency
  - Offer your arm for help
- **With Impaired Hearing**
  - Turn lights on/off to gain the person's attention, or indicate directions with gestures, or write a note with evacuation directions
- **People with Prosthetic Limbs, Crutches, Canes, Walkers**
  - Evacuate these individuals as injured persons.
  - Assist and accompany to evacuation site if possible.
  - Use a sturdy chair, or a wheeled one, to move the person to an enclosed stairwell
  - Notify emergency crew of their location

4.2.3 Importance of Fire Safety Drills

Fire drills are indispensable in any workplace or public building for rehearsing what to do in the event of a fire. They are also a lawful obligation under the Fire Safety Order of 2005 and all workers in a company must partake. Here's how to get the most out of your fire practice.

Why have fire drills?

There are numerous reasons why fire drills are vital; first of all, fire drills are a chance to practice evacuation techniques to make sure all staff are acquainted with them. The staff will vacate the building quickly and therefore in a real life situation panic will be decreased, as everyone will know what they need to do. Fire drills are also beneficial for testing escape methods to assess their efficiency.

During fire drills, checks can also be carried out on alarm systems to make certain they are working properly and that emergency exits are passable. Overall fire drills help increase safety, so that you will be best equipped if a real fire does happen.

How often?

Ideally there should be two fire drills a year, although this may vary according to the workplace and after checking the firm's risk assessment. If there are people who work in shifts, suitable preparations should be made to ensure all staff partake in at least one fire drill per year and to educate them as to how to handle the situation.

Should you inform staff beforehand?

There are arguments for and against making people conscious of fire drills before they take place. Some people contend that not notifying staff gives an element of surprise, so that people take drills more sincerely. However, this can also have the reverse effect in a real fire, as on overhearing the alarm people may reason that it's only a drill.

The benefit of notifying all staff of fire drills in advance is that initially, they will not panic, which circumvents potential injuries that could be instigated in a rush to exit a building. Furthermore, if the alarm sounds, lacking a prior warning, there will be no uncertainty as to if it is a drill or not and people will act correctly. In public places such as shopping centres, it is prudent to make members of the public alert when a drill is about to happen.

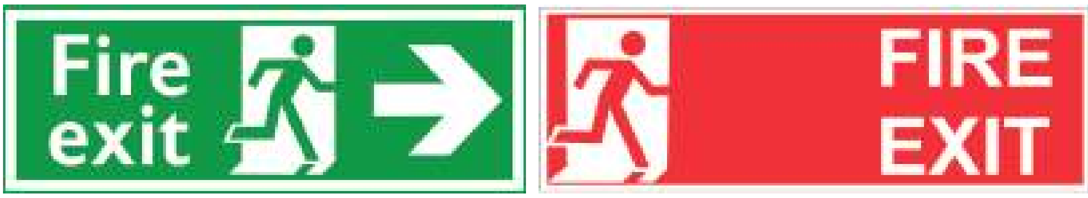

Fig. 4.2.8: Fire exit signage

UNIT 4.3: Importance of Safe Working Practices

Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain Basic Hygiene Practices
2. Understand the importance of Social Distancing
3. Demonstrate the safe working practices

4.3.1 Basic Hygiene Practices

We are living in an environment with millions of germs and viruses. And our body can be a breeding space for these microbial organisms. They grow and multiply and cause many diseases which sometimes can prove to be fatal for the human beings. These disease-causing mi-crobial organisms kill over 17 million people every year. Some simple hacks and little changes of basic personal hygiene habits can bring amazing changes to all of us. We can prevent contracting these diseases if we follow these hygiene practices every day.

Personal Hygiene

Personal hygiene is all about managing your body hy-giene, essentially caring for your well-being incorporat-ing some physical hygiene habits. Also, there are mental health benefits as well, as they affect each other im-mensely.

What are good personal hygiene habits?

Good personal hygiene includes but not limited to-

- Take regular shower
- Maintain oral hygiene
- Wash your hands frequently
- Wash your genitals
- Keep your clothes and surrounding dry and clean

These habits should be practiced on a regular basis, at home, at work, basically where you are!

That's the whole idea of preventing your body system collapse over a tiny mi-crobe!

Personal Hygiene Practices at Home

Your home should be the most comfortable and conven-ient for you to keep up your personal hygiene level to a standard, yet, we find ourselves procrastinating over hygiene issues when we are at home. Even though some of these tasks barely take a minute.

1. **Take Regular shower**
   Do not wait up to feel the dried sweat in your body to feel the urge to take shower, make it a routine, you have the choice to either take them before you head to work or after the long day or even before you head to sleep, whichever one suits your routine. Make sure to rinse your body thoroughly, especially the genitals and underarms as they produce more sweat and are more prone to fungal activities.

2. **Wash your hands frequently**

   We use our hands to do our most physical acts, from picking up the keys, browsing through our phones, cooking or eating to attending our pets. While we agree and accept the importance of washing hands before eating and after visiting the toilet, it is also important to wash our hands with soap or sanitizer every now and then. The pandemic covid-19 which crippled the life all over the world has taught us an important lesson that sanitizing our hands regularly is the only way we can avoid transmission of the disease. Use alcohol based sanitizer to wash hands well to prevent the spread of communicable diseases.

Fig. 4.3.1: 7 steps for Handwashing

3. **Maintain oral hygiene practices**

   It is very important to take care of the teeth and gum, to prevent tooth decay and bad odour. Just brushing them twice a day is not enough, but using fluoride toothpaste and brushing properly is very essential. And wash it well with water to remove any food particles that is stuck in the gap in between the teeth. It is advised to wash the teeth everyday twice to maintain healthy teeth and gum.

4. **Nails and hairs hygiene**

   The cleanliness of nails and hair is also very important. They store dirt and grease. And even the microbes could be in there stuck and spreading. If the nail is not clean they can cause severe food poisoning, as we use our hands to eat food. Trim the nails once in a fortnight and wash hair at least twice a week with a shampoo to keep them healthy

5. **Nose and ears hygiene**

   Wherever we are most likely to breathe in some pollutants, and most of the particles are bound to be stuck in the nasal hair. So, rinse the nose and ear with warm water once you return from outside.

6. **Wear fresh and clean clothes**

   Changing into neat and clean clothes will prevent many infectious diseases. It will also give the mental effect immediately and it will boost the mind. Wash clothes with a good detergent every day and dry it in the sun. This will ward off any microbes attached to the clothes. If possible, Dettol can be used while rinsing which is an anti-disinfectant.

7. **Food hygiene**

   You can get severely sick from food-borne diseases, as most of your foods are raw, purchased from outside, they risk being cross-contaminated with harmful microbes. Food hygiene is basical-ly the idea of better storage, handling, and preparation of food to prevent contamination and to prevent food poisoning.

4.3.2 Importance of Social Distancing

Preventing communicable diseases:

All these above practices will help us to prevent communicable diseases. These diseases are highly infectious and contagious and spread through air, urine, feaces, saliva, skin (through touch) and using same towels and utensils.

Social Distancing and isolation, Self-Quarantine:

Ever since the spread of the pandemic covid-19, several health organisations have been insisting on following social distancing and isolation. Communicable diseases mainly spread through coming close to the infected individual and through physical touch. If a person is infected with diseases like normal flu or cold and spread it to others, the symptoms and may remain with the infected person for a day or two. The virus may be destroyed by taking an antibiotic. But in severe cases like corona virus the infection is severe and can prove fatal to the affected people. To prevent the spread of the virus, the entire world adopted lockdown, social distancing and compulsory face mask. And the infected person has to be in self isolation and quarantine till the time the symptoms are over. This was the advisory from the World Health Organisation, and the entire world followed it to prevent the rapid spread of the virus. The same can be applicable to all types of communicable diseases that are spread mainly through air and touch.

As communities reopen and people are more often in public after the pandemic, the term “physical distanc-ing” (instead of social distancing) is being used to rein-force the need to stay at least 6 feet from others, as well as wearing face masks. Historically, social distanc-ing was also used interchangeably to indicate physical distancing which is defined below. However, social dis-tancing is a strategy distinct from the physical distanc-ing behavior.

What is self-quarantine?

Self quarantine was imposed on people who have been exposed to the new covid-19 and who are at risk for getting infected with the virus were recommended to practice self-quarantine. Health experts advised the self-quarantine for 14 days or two weeks. Two weeks provides enough time for them to know whether or not they will become ill and be contagious to other people.

Self-quarantine was also recommended for people who have recently returned from traveling to a part of the country or the world where COVID-19 was spreading rapidly, or if a person has knowingly been exposed to an infected person.

Self-quarantine involves:

- Using standard hygiene and washing hands frequently
- Not sharing things like towels and utensils
- Staying at home
- Not having visitors
- Staying at least 6 feet away from other people in your household

Once your quarantine period has ended, if the symptoms are not there, then the person may return to normal routine as per doctor's advice.

What is isolation?

Anybody who is infected with a contagious disease needs to practice isolation in order to prevent the spread of the germs to their near and dear ones. This became very popular and was strictly adhered to during the covid-19 pandemic. People who were confirmed to have COVID-19, isolation was mandatory. Isolation is a health care term that means keeping people who are in-fected with a contagious illness away from those who are not infected. Isolation can take place at home or at a hospital or care facility. Special personal protective equipment will be used to care for these patients in health care settings. They are attended by well trained nurses and specialised doctors. And these people have to be in the PPE kits all through their presence in the hospital.

Fig. 4.3.2: Complete PPE Kit

Disposing off the PPE Kits

The PPE kits are worn by health workers and doctors who are attending to patients with highly infectious diseases and who are kept is isolation in order to arrest the spread. They have to wear it every time they go near the patient and have to remove it once their duty is over. Most of the PPE components are used for single use, however the face mask and goggles can be reused provided they are sanitised properly. The PPE kits have to be disposed off safely as they might have contaminants stuck to them and they may infect the healthy person if they are not discarded properly. The health workers may be all the more vulnerable to contact the disease.

4.3.3 Safe Workplace Practices

Every company has the provision of first aid box. As you have already read about the types of injuries that technicians can receive in their field of work, it is imperative for the companies to have appropriate first aid accessories.

The basic first aid supplies and accessories that a first aid box should have are:

Supplies and Accessories in the First Aid Box

Splint

Elastic wraps

Latex gloves

Adhesive tape

Tweezers

Blanket

Scissors

Wound cleaning agent

Triangular bandages

Gauze roller bandage

Adhesive bandages

Gauze pads

Antiseptic cleansing wipes

Burn cream or gel

Eyewash liquid

CPR Kit

Chemical hazards are caused by toxic materials, which are poisonous. And being poisonous in nature, they can either be fatal or cause serious damages in case the preventive actions are not taken on time. Now, the exposure to chemicals can be in 3 forms.

They can be:

- Inhaled (entering the body through nose)
- Directly in contact with skin
- Ingested (consumed)

The symptoms, in this case, will be:

- Seizures
- Partial or complete loss of responsiveness
- Burning sensation
- Stomach Cramping with bouts of excruciating pain
- Nausea
- Vomiting (and in times with blood-stains)

Now, where there are problem, their solutions come side by side. In such situations, the person giving first aid requires to be calm and take certain preventative actions.

Some of the essential actions are:

- Using insulated equipment
- Wearing protective clothing, goggles, masks, shoes and gloves
- Ensuring the place has enough ample ventilation

Remedial action

- The foremost thing that one should do is to provide immediate first aid. However, it is to be remembered that the victim should not be given any kind of fluid (water, milk) until doctors from Poison control unit gives a green signal.
- Aside from this, there are a few things a person can perform to the victim of toxic material exposure.
- Remove the victim from the toxic zone or vicinity
- Call for an ambulance

- Remove contaminated clothing
- Splash water in the eyes
- If ingested, do not try to make the victim puke (vomit)
- Wash their mouth with water

Fig. 4.3.3: CPR

- In case the victim's breathing has stopped, give CPR (Cardiopulmonary resuscitation)
- In case of burning due to toxic material, apply burn gel or water gel on that area.
- Avoid any cream based or oil based lotion or ointment
- Even though giving first aid is the right thing to do in the first place, it is also important to report the incident to their supervisor.

UNIT 4.4: Reporting Safety Hazards

Unit Objectives

By the end of this unit, the participants will be able to:

1. Discuss the process of reporting in case of emergency (safety hazards)
2. Understand methods of reporting hazards

4.4.1 Methods of Reporting Safety Hazards

Every organization, from every industry, has a standard reporting protocol, comprising the details of people in the reporting hierarchy as well as the guidelines to be followed to report emergencies. However, the structure of this reporting hierarchy varies between organizations, but the basic purpose behind the reporting procedure remains same.

The general highlights of the Organizational Reporting Protocol, commonly known as the 6Cs, are:

- Communicate First
    - The first source of information during emergency is the preferred source.
    - Crises situations are time-bound and hence it is important to communicate promptly.
- Communicate Rightly
    - Distortion of information due to panic must be avoided.
    - Proper, accurate information must be provided to concerned authorities and this can save lives.
- Communicate Credibly
    - Integrity and truthfulness must never be forgotten during emergencies.
- Communicate empathetically
    - One must wear the shoes of the victims while communicating emergencies.
- Communicate to instigate appropriate action
    - Communicating to the right authorities help in taking the necessary action.
- Communicate to promote respect
    - Communicating with the victims with respect help in earning their trust and thus eases the disaster management process.

Hazards and potential risks / threats can be identified and then reported to supervisors or other authorized persons in the following ways:

While identifying and reporting a hazard / potential threat / potential risk, one must describe the following:

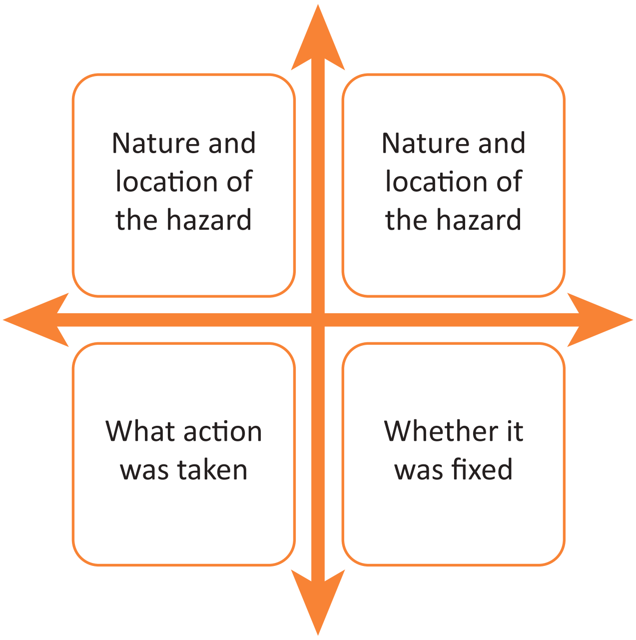

Fig. 4.4.1: Describing hazard matrix

Part A: To be completed by the Worker Details Required:

- Name of Worker
- Designation
- Date of filling up the form
- Time of incident / accident
- Supervisor / Manager Name
- Work Location / Address
- Description of the hazard / what happened (Includes area, task, equipment, tools and people involved)
- Possible solutions to prevent recurrence (Suggestions)

Part B: To be completed by the Supervisor / Manager Details Required:

- Results of Investigation (Comment on if the hazard is severe enough to cause an injury and mention the causes of the incident / accident)

Part C: To be completed by the Supervisor / Manager Details Required:

- Actions taken / Measures adopted (Identify and devise actions to prevent further injury, illness and casualty)

Action	Responsibility	Completion Date

Any job role and any occupation in this world have some hazards, in varying severity, associated with it. These are called Occupational Hazards. Occupational Hazard can be defined as “a risk accepted as a consequence of a particular occupation”. According to the Collins English Dictionary, it is defined as “something unpleasant that one may suffer or experience as a result of doing his or her job”. Occupational Hazards are caused by the following:

Hazard Report Form	
Name:	Date:
Location:	
Tool/Equipment:	
Description of the hazard:	
Suggested correction action:	
Signature:	
Supercisor's remarks:	
Corrective Action taken:	
Sinature of Supervisor:	Date:

Fig 4.4.2: Sample form of reporting hazards

UNIT 4.5: Waste Management

Unit Objectives

By the end of this unit, the participants will be able to:

1. Understand what is e-waste
2. Understand the concept of waste management
3. Explain the process of recycling of e-waste

4.5.1 Introduction to E-Waste

Electrical and electronic products are all around us. We can't imagine a world without these gadgets. Our life is indispensable without electricity and electronic devices. Growth in the IT and communication sectors has increased the usage of electronic equipment immensely. Frequent change on the technological features of electronic products is forcing consumers to discard their old electronic products very quickly, which, in turn, adds to e-waste to the solid waste pool. What this translates to is mountainous masses of electrical and electronic waste which has a high potential to pollute the environment. This growing menace of e-waste calls for a greater focus on recycling e-waste and better e-waste management.

E-waste means electrical and electronic equipment, whole or in part discarded as waste by the consumer or bulk consumer as well as rejects from manufacturing, refurbishment, and repair processes. E-waste usually is made up of usable and non-usable material. Some of the waste if left unattended will be destructive to the environment. E-waste is made up of hazardous substances like lead, mercury, toxic material, and gases.

There are many companies these days who are engaged in the collection, handling, and disposal of this e-waste in a safer and more secure place to protect the environment.

4.5.2 What is E-Waste?

The amount of e-wastes comprising computers and computer parts, electronic devices, mobile phones, entertainment electronics, refrigerators, microwaves, TV, fridges, and industrial electronics that are obsolete or that have become unserviceable is growing. All these electronic devices contain plastics, ceramics, glass, and metals such as copper, lead, beryllium, cadmium, and mercury and all these metals are harmful to humans, animals, and the earth. Improper disposal only leads to poisoning the Earth and water and therefore all life forms. Our effort is meant to preserve the environment and prevent pollution by proper handling of e-waste. While it will take a lot of effort to educate people to dispose of such wastes in the right way, we are doing our part by providing a channel to collect e-wastes and dispose off them in a sustainably safe manner. We convert waste to usable resources.

The electronic industry is not only the world's largest industry but also a fast-growing manufacturing industry. It has been instrumental in the socio-economic and technological growth of the developing society of India.

At the same time, it poses a major threat in the form of e-waste or electronics waste which is causing harmful effects on the whole nation. e-waste is creating a new challenge to the already suffering Solid waste management, which is already a critical task in India.

4.5.3 Electronic Goods/gadgets are Classified Under Three Major Heads

White goods: Household appliances,

Brown goods: TVs, camcorders, cameras etc.,

Grey goods: Computers, printers, fax machines, scanners etc.

The complete process is carried out as per the government guidelines.

4.5.4 E-waste Management Process

- Collection of e-waste from all the electronic stores, manufacturing companies, etc.
- Transport of e-waste to the disposal units
- Segregation of e-waste at the disposal unit
- Manual dismantling of e-waste to segregate components into various types such as metal, plastics and ceramics
- Convert into raw material (recycle and reuse)
- Supply recovered raw material to processors and electrical/electronic industries
- Dispatch hazardous e-waste for safe disposal

Waste management is carried out to ensure that all types of waste and garbage are collected, transported, and disposed of properly. It also includes recycling waste so that it can be used again.

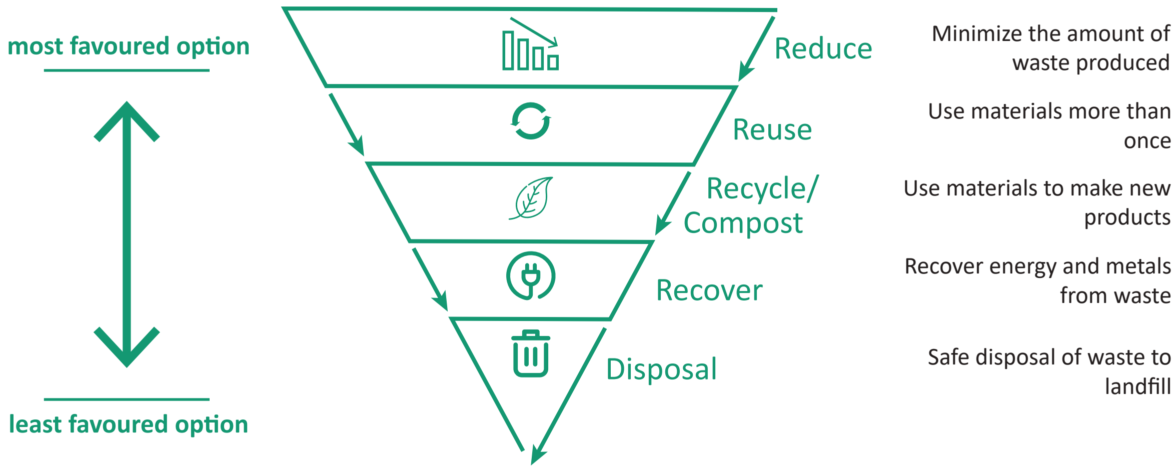

Fig. 4.5.1: E-waste Management Process

Scan the QR codes or click on the link to watch the related videos

youtu.be/dq7bBZUFR14

E-Waste Recycling and Management

4.5.5 Recyclable and Non-Recyclable Waste

Recyclable waste is renewable or can be reused. This means that the waste product is converted into new products or raw material, like paper, corrugated cardboard (OCC), glass, plastics containers and bags, hard plastic, metal, wood products, e-waste, textile, etc

Recycling not only conserves important areas in our landfills but also assists decrease greenhouse gas emissions.

Contrary to this, Non-recyclable waste cannot be recycled and cause a major threat to the environment.

The following items cannot be recycled:

Shredded paper, aerosol cans, paper coffee cups, milk and juice cans, used baby diapers, and bottle caps.

Recycling is one of the best ways to have a favorable influence on the world where we live.

Recycling will greatly help us to save both the environment and us from pollution. If we take immediate action, we can control this, as the quantity of waste we are accumulating is increasing all the time.

4.5.6 Colour Codes of Waste Collecting Bins

Waste collecting bins colour code

India's urban population of 429 million citizens produce a whopping 62 million tonnes of garbage every year. Out of this, 5.6 million tonnes is the plastic waste, 0.17 million tonnes is the biomedical waste, 7.90 million tonnes is hazardous waste and 15 lakh tonnes is e-waste.

According to an estimate, 40% of municipal waste in the city is 'wet' waste, which can easily be composted and used as manure. Nearly 30% of the municipal waste comprises of plastic and metal, which can be sent to an authorized dealer for recycling, and about 20% of it is e-waste, from which precious metals can be taken apart and recycled. However, out of the total municipal waste collected, 94% is dumped on land and only 5% is composted. To gather the garbage two color bin system was suggested. Green bin for wet waste and blue for dry waste. However, there is a drawback in that system. People do through the sanitary napkins and children's diaper along with wet waste causing the contamination of things. Hence the government has come up with three colored garbage collection bins.

1. **Green Bin**

   The green coloured bin is used to dump biodegradable waste. This bin could be used to dispose off wet/organic material including cooked food/leftover food, vegetable/fruit peels, egg shell, rotten eggs, chicken/fish bones, tea bags/coffee grinds, coconut shells and garden waste including fallen leaves/twigs or the puja flowers/garlands will all go into the green bin.

2. **Blue bin**

   The blue coloured bin is used for segregating dry or recyclable left over. This category includes waste like plastic covers, bottles, boxes, cups, toffee wrappers, soap or chocolate wrapper and paper waste including magazines, newspapers, tetra packs, cardboard cartons, pizza boxes or paper cups/plates will have to be thrown into the white bin. Metallic items like tins/cans foil paper and containers and even the dry waste including cosmetics, hair, rubber/thermocol (polystyrene), old mops/dusters/sponges.

Fig. 4.5.2: Waste Collecting Bins

3. **Black bin**

   Black bin, make up for the third category, which is used for domestic hazardous waste like sanitary napkins, diapers, blades, bandages, CFL, tube light, printer cartridges, broken thermometer, batteries, button cells, expired medicine etc.

4.5.7 Waste Disposal Methods

- Incineration: Combusting waste in a controlled manner to minimize incombustible matter like waste gas and ash.
- Waste Compaction: Waste materials are compacted in blocks and are further sent away for recycling.
- Landfill: Waste that can't be recycled or reused can be thinly spread out in the low-lying areas of the city.
- Composting: Decay of organic material over time by microorganisms.
- Biogas Generation: With the help of fungi, bacteria, and microbes, biodegradable waste is converted to biogas in bio-degradation plants.
- Vermicomposting: Transforming the organic waste into nutrient-rich manure by degradation through worms.

4.5.8 Sources of Waste

1. **Construction waste –** waste coming from construction or demolition of buildings.
2. **Commercial waste-** waste from commercial enterprises
3. **Household waste-** garbage from households is either organic or inorganic
4. **Medical or clinical waste -** wastes from the medical facilities- like used needles and syringes, surgical wastes, blood, wound dressing
5. **Agricultural waste-** Waste generated by agricultural activities that include empty pesticide containers, old silage packages, obsolete medicines, used tires, extra milk, cocoa pods, wheat husks, chemical fertilizers, etc.
6. **Industrial waste-** The waste from manufacturing and processing industries like cement plants, chemical plants, textile, and power plants
7. **Electronic waste-** The defective, non-working electronic appliances are referred to as electronic waste. These are also called e-waste. Some e-waste (such as televisions) contains lead, mercury, and cadmium, which are harmful to humans and the environment
8. **Mining waste-** chemical gases emitted in mine blasting pollutes the environment. And the mining activity greatly alters the environment and nature.
9. **Chemical waste-** waste from the chemical substance is called chemical waste.
10. **Radioactive waste-** radioactive waste includes nuclear reactors, extraction of radioactive materials, and atomic explosions.

4.5.9 Source of Pollution

All these above-mentioned waste also adds to environmental pollution.

The contaminants that cause detrimental change to the environment are called pollution. It is one of the most serious problems faced by humanity and other life forms on our planet. The earth's physical and biological components have been affected to such an extent that normal environmental processes could not be carried out properly.

4.5.10 Types of Pollution

Types of Pollution	Detail/Pollutants involved
Air pollution	• Solid particles and gases mixed in the air cause air pollution • Pollutants: emissions from the car, factories emitting chemical dust, and pollen
Water pollution	• Water gets polluted when toxic substances enter water bodies such as lakes, rivers, oceans, and so on. They get dissolved in it and cause it unfit for consumption. • Pollutants that contaminate the water are discharges of untreated sewage, and chemical contaminants, release of waste and contaminants into surface
Soil pollution	• It is the presence of toxic chemicals (pollutants or contaminants) in soil, in high enough concentrations to pose a risk to human health and/or the ecosystem • Sources of soil pollution include metals, inorganic ions, and salts (e.g. phosphates, carbonates, sulfates, nitrates),
Noise pollution	• Noise pollution happens when the sound coming from planes, industry or other sources reaches harmful levels • Underwater noise pollution coming from ships has been shown to upset whales' navigation systems and kill other species that depend on the natural underwater world
Light pollution	• Light pollution is the excess amount of light in the night sky. • Light pollution, also called photo pollution, is almost always found in urban areas. • Light pollution can disrupt ecosystems by confusing the distinction between night and day.

UNIT 4.6: Organizations' Focus on the Greening of jobs

Unit Objectives

By the end of this unit, the participants will be able to:

1. Understand the concept of ESG
2. Explain the different factors of ESG

4.6.1 What is ESG?

The ESG is the short form of environmental, social, and governance. ESG guidelines are used to evaluate businesses on how well they control emissions, governance, human rights, and other factors of their business.

Several companies audit these companies for ESG compliance. They will let the companies know how well the ESG policies are implemented in their company hat let companies know how well their ESG policy is working.

Every business enterprise is deeply intertwined with Environmental, Social, and Governance (ESG) issues. ESG has been looked at seriously by the corporate, government establishments and stakeholders.

ESG is important as it creates high value, drives long-term returns, and global stakeholders are paying attention to the topic.

ESG is said to have created high value, and focuses on long-term returns, and stakeholders are focusing more on this concept.

4.6.2 Factors of ESG

Several factors are used to determine how well a business is doing in maintaining its ESG policies. For creating the ESG Policy, thorough knowledge of these factors are critical.

The factors are divided into three categories; environmental, social, and governance. Knowing about these factors come a long way in designing the effective ESG policy.

Environmental

Environmental factors relate to a business's impact on the environment. Examples include:

- Usage of renewable energy
- Effective waste management
- Policies for protecting and preserving the environment

Social

Social factors relate to the people of the organization. How they are treated in the organization is what it focuses on. The major entities are the stakeholders, employees, and customers. Examples include:

- diversity and inclusion
- proper work conditions and labor standards
- relationships with the community

Governance

Governance factors relate to the company policies for effectively running it. They include:

- tax strategies
- structure of the company
- relationship with stakeholders
- payments to the employees and CEO

Every factor is important and matters a lot to the overall rating of the company in ESG compliance. Ignoring one aspect in favor of another can affect the rating and in turn the reputation of the company.

The companies make a clear communication about these policies to all the employees, and to the public, they should mention what their various activities are that will protect the environment, people, and the governing factors.

Summary

- Every organization is obligated to ensure that the workplace follows the highest possible safety protocol.
- Every employee is obligated to follow all safety protocols put in place by the organization
- The medical attention that is given at the first instance before seeking professional medical help is called “First Aid”.
- Every company has the provision of first aid box.
- Chemical hazards are caused by toxic materials, which are poisonous.
- Any job role and any occupation in this world have some hazards, in varying severity, associated with it. These are called Occupational Hazards.
- Time management is the process of organizing your time, and deciding how to allocate your time between different activities.
- Giving committed service to customers every time and on time is very crucial for the success of the brand.
- An escalation matrix is made up of several levels of contact based on the specific problem at hand.
- Key Performance Indicators or KPI is used to evaluate the success of an employee in meeting objectives for performance.
- Managing emotions in the workplace is very important. We cannot overreact under emotional stress.
- The one-on-one, face-to-face communication with each member of the team will give the manager the chance to read their emotions and the expression on their face.
- E-waste means electrical and electronic equipment, whole or in part discarded as waste by the consumer or bulk consumer as well as rejects from manufacturing, refurbishment, and repair processes.
- Recycling is one of the best ways to have a favourable influence on the world where we live.
- The ESG is the short form of environmental, social, and governance. ESG guidelines are used to evaluate businesses on how well they control emissions, governance, human rights, and other factors of their business.

Exercise

Multiple-choice Questions

1. The medical attention that is given at the first instance before seeking professional medical help is called ____________________.
   a. First Aid
   b. Hospitalisation
   c. CPR
   d. None of the above

2. A wound must be cleaned with soap and ______________________ water.
   a. Cold
   b. Luke warm
   c. Hot
   d. None of the above

3. __________________ cream or solution must be applied to the wound to reduce the risk of infection.
   a. Antiseptic
   b. Moisturing
   c. Ice
   d. None of the above

4. ______________ are caused by toxic materials, which are poisonous.
   a. Chemical hazards
   b. Physical hazards
   c. Ergonomic hazards
   d. Noen of the above

5. CPR is ______________________.
   a. Cardio Pulmonary Resuscitation
   b. Cardio Pulmonary Restriction
   c. Central Pulmonary Resuscitation
   d. Cardio Pulsive Resuscitation

Answer the following:

1. What is ESG?
2. What are the special evacuation requirements for specially abled persons.
3. Explain the first aid steps for burns.
4. Explain the benefits of time management.
5. What is Maslow's Hierarchy of Needs?

Notes

Scan the QR codes or click on the link to watch the related videos

https://youtu.be/IsgLivAD2FE

How to properly wash your hands

https://youtu.be/qzdLmL4Er9E

How to give CPR to an Adult, a Child or an infant

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Sector
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5. Communication and Interpersonal Skills

Unit 5.1 - Interaction with Supervisor, Peers and Customers

TEL/N9102

Key Learning Outcomes

By the end of this module, the participants will be able to:

1. Understand what is communication and the importance of communication in the workplace
2. Understand effective communication and communicate effectively for success
3. Discuss types of communication -verbal and non-verbal
4. Communicate at workplace
5. Communicate effectively with superiors
6. Communicate effectively with colleagues and customers using different modes viz face-to face, telephonic and email communication
7. Understand the hurdles for effective communication
8. Conduct professionally at work place
9. Respect differences in gender and ability
10. Communicate effectively with person with disabilities
11. Respect for disable people

UNIT 5.1: Interaction with Supervisor, Peers and Customers

Unit Objectives

By the end of this unit, the participants will be able to:

1. Understand the importance of communication
2. Understand types of communication

5.1.1 Why is Communication Important?

- Communication Skills are more important than ever, for all fields of endeavor.
- Whatever the role a person is holding in the organization, having a firm grasp of effective communication will undoubtedly be a key role in the individual's as well as the organization's success
- Oftentimes, people with excellent technical skills don't get promoted to higher roles because of their inability to communicate effectively
- Hence one fundamental skill everybody should be proficient along with the technical skill is Communication Skills
- Effective communication help us to build rapport with the customer both internal and external and help us resolve issues and conflicts easily and quickly.

5.1.2 What is Communication?

- Communication is the process of sending and receiving information among people.
- It is imparting or exchanging of information by speaking, writing, or using some other medium
- The purpose of communication is to convey your thoughts and opinions to others.
- Communication is said to be successful only when both the sender and the receiver perceive it in the same way.
- In your personal and professional life, you would be communicating with the following people-
  - Colleagues
  - Customers
  - Friends
  - Parents
  - Relatives

5.1.3 Effective Communication

Effective communication is the process of delivering messages to a target audience in a way that guarantees satisfactory reception and understanding. If the communication is effective, both the sender and the receiver will share the same information at the end of the process. Effective communication is about more than just exchanging information. It's about understanding the emotion and intentions behind the information

5.1.4 Effective Communication for Success

Effective Communication is critical to a business's success. From top to bottom, among colleagues, from subordinates to superiors, and from the organization to the outside, several messages are delivered daily. All the people must communicate these messages properly. Content, language, remarks, tone of voice, and non-verbal communication are elements that affect the effectiveness of messages

Clear and effective communication will

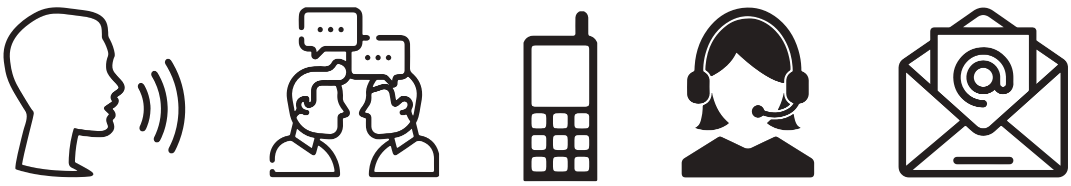
- Increase customer satisfaction
- Bring more business to the company
- Increase productivity among team members

5.1.5 Types of Communication

Communication has been divided into two types:-

- Verbal Communication
- Non-Verbal Communication

Verbal communication takes place when people exchange words with each other, either spoken or written. It includes the choice and use of words and language to convey a message. Examples of verbal communication are face-to-face conversation, telephonic conversation, and a speech or presentation.



Speech | Face to face communication | Phone conversation | Voice chat over internet | Newspapers, e-mails, etc.

Speech has certain characteristics which will affect the message that is being spoken:

- Volume – loud speech may sound bossy, very quiet speech cannot be heard.
- Tone – use warm tones without sounding over-friendly. Cool tones are very unwelcoming.
- Pace – fast speech is not easy to follow. Speak at a reasonable pace so that the other person has a chance to understand.

Scan the QR codes or click on the link to watch the related videos

https://youtu.be/8v60jWtecrQ

Effective Telephone Tips from Successfully Speaking

youtu.be/K5qQ77cmNPs

Types of Communication?

Correct body language also plays an important role in effective communication. For example, a warm smile accompanying 'Have a nice day' or looking directly at the person who is being spoken to give a positive image of the organisation.

Non –Verbal Communication

Non-verbal communication includes the overall body language of a person. There are two kinds of non-verbal communication:

1. **Signs and symbols:** for example pictures, or notices, or signboards, or even photographs, sketches and paintings. Here are some examples of different signs and symbols:

2. **Gestures and expressions:** hand signs, facial expressions, body postures or body language that can help to convey a message. You can learn to communicate better with others if you learn to recognise some of these.

   Facial expressions - A smile or a frown

   Gestures - movements of hands and body to help explain or emphasize the verbal message

   Body posture - how we stand or sit. Maintain a good posture. When you are talking to a colleague or guest, remember to stand up straight, look professional and be positive. Do not slouch, lean against something or fidget with equipment or your hands.

   Orientation - whether we face the other person or turn away

   Eye contact - whether we look at the other person and for how long

   Proximity - the distance we are from a person

   Head nods - for encouragement, indication of agreement or disagreement

   Appearance - dress and grooming

   Non-verbal aspects of speech - tone and pitch of voice

These non-verbal clues are important as they can be used to improve the quality of communication. They can be used to reinforce any verbal communication; for example, leaning forward and looking at the person you are speaking to and smiling naturally. Your expressions, posture and appearance must be appropriate and should tell the guest that you are professional, competent and willing to help.

5.1.6 Communication at Workplace

In every situation, while interacting with people, we make use of both verbal and Non-Verbal Communication. It is the key to the success of any organization. Be it communication with customers, supervisors, or peers. In today's scenario having technical skills alone is not enough to get the work done, but communication skill is also equally important. Completing the task must require the support of the whole team, and without proper communication, it cannot happen. Effective Communication helps managers to perform their jobs and responsibilities and it serves as a foundation for planning.

5.1.7 Communication with Supervisors

Effective and open communication within a team will build a common purpose among team members that will allow them to reach their goals. Team leaders know that group communication enhances organizational efficiency. The team members should always follow the communication guidelines. Some of the points to remember while interacting with supervisors:

1. Be aware of the communication guidelines of the organization.
2. Understand and interpret clearly, the work requirements from the supervisor.
3. Keep the supervisor informed about the progress of the task assigned.
4. Participate in all the discussions which call for decision-making, and provide facts and figures
5. Give/ accept suggestions during the discussions.
6. Accept the feedback positively and work towards rectifying errors if any. Make sure the same mistakes are not repeated.

5.1.8 Communication with Colleagues & Customers

- The main responsibility is to handle customers' concerns
- Interaction with colleagues/peers is also equally essential and it enhances productivity in the workplace.
- Be polite in speaking to your peers at the office.
- Value other people's time as much as you value your own.
- Before you begin discussing something, ask your coworker if it is the right time to talk, and give a true picture of how much time you expect to take. Always start the conversation
- Communication with colleagues/customers can be through face-to-face, telephonic, or email.
- Keeping a few points in mind while communicating will make the interaction pleasant and fruitful.

Scan the QR codes or click on the link to watch the related videos

youtu.be/wnzwgExFRR4

Communication with Customer and Colleagues

5.1.9 Face-to-face Communication

This is an important medium of oral communication, wherein two or more persons talk to each other and see each other physically. This form of communication is direct or straight. Things to remember while you are communicating face to face

1. Adjust the tone of voice, don't be too loud
2. Make eye contact
3. Use appropriate language
4. Maintain adequate distance
5. Acknowledge, nod during interaction
6. Use appropriate non-verbal gestures to communicate with persons with disabilities

Benefits of face-to-face communication

- Instant feedback
- Information conveyed clearly
- Build rapport

5.1.10 Telephonic Communication

Another widely adopted mode of communication is through the telephone. This is the person-to-person conversation where nobody sees others but hears each other and interacts instantly. Nowadays mobile phones are becoming more popular along with landlines as a mechanical media of oral communication.

The following suggestions are recommended to follow while making telephone calls-

1. Make the call at the appropriate time
2. Provide details about your identity like name, company, department, etc.
3. Discuss the purpose of the call
4. Think about the tone of your voice
5. Listen carefully
6. Speak clearly
7. If you don't understand something, ask
8. Use please, thank you, sorry wherever necessary
9. Follow the organization's policies and procedures while interacting on the telephone.

5.1.11 Email Communication

Email or Electronic mail is a method of exchanging messages using electronic media. The official or business communication between colleagues or inter-department communication usually happens through email. The advantage of email is you can send communication to many people at the same time.

Points to remember in email communication

1. Be clear and concise
2. Keep the content short and to the point

3. Avoid using jargon and short forms
4. Re-read the message, before sending it for grammar and spelling mistakes
5. The subject line should describe the main mail content
6. Use readable font size (don't keep it too small)
7. Add signature at the bottom of the mail body
8. Check the attachments for viruses before sending

5.1.13 Importance of Timely Completion of Tasks

Time is a major factor that evaluates the success or failure of a project. Even when the whole team has done a wonderful job and produced high-quality results, with half the cost allotted to the project, everything will be a waste if it was not delivered on time. Any deviation from the timeline will call for a penalty and sometimes may result in losing the project and eventually the customer. so adhering to the timeline is important when it comes to any organization who are into products and services.

Benefits of adhering to timelines:

1. Increased and improved customer satisfaction
2. Increased productivity and efficiency of the individual
3. Team feels motivated
4. Sense of adhering to the SLA's and Standard Operating Procedures
5. Shows the commitment toward the work and the organization
6. Good word of mouth from the customers

5.1.14 Standard Operating Procedure

A Standard Operating Procedure (SOP) is a standardized process that outlines a set of detailed instructions to help workers perform complex tasks properly and safely. The main objective of standard operating procedures is to develop an effective quality system and comply with industry- specific regulations and standards. Failure to follow SOPs can cause significant errors in operations and services.

For a mobile repairing center, the SOP defines the different process of operations, namely handling customer, repairs, sales and interaction among the staff within the repair center.

SOP also clearly defines the responsibility of each and every designated person in the organisation and what is expected from them. It further defines what the various levels of engineers will handle with respect to the handsets coming for repair.

The escalation matrix specifies how the different levels escalate the issue to the next level and adhere to the timelines for repair and communication to the customer.

SOP is created keeping in mind the customer satisfaction as a main motive.

Each and every person in the organisation is expected to read the SOP thoroughly and work accordingly. Because every customer when they go for purchasing a product, one of the main things they see is the post-sales Support. If they find the brands deliver good service support then they don't mind even spending few extra moneys.

5.1.15 Escalation Matrix

Escalation matrix is made up of several levels of contact based on the specific problem at hand. This is being followed by all who are working on that product and have to adhere to the service guidelines. And the problem has to be closed at a minimum turnaround time, and for any reason the repair is taking time proper reason has to be mentioned and notified to all the people concerned including the customer.

5.1.16 Escalation Mechanism

Customer service is a very important aspect of a typical service industry. Giving committed service to customers every time and on time is very crucial for the success of the brand. In recent times, customers do research on how the after-sales support of a product is, and based on that rating they will decide which brand to buy. If the customer service is not good, they will not go for that product even though the product is very good. Hence customer service is a second important aspect of a product and services organization.

For electrical home appliances, the customer logs a complaint and the service engineer is sent to the site for looking into the problem and repairing.

For electronic devices like mobile phones and tablets, the customer is expected to take the product to their service center to get it checked and repaired.

The resolution time matters a lot, as mobile phones have become an indispensable device for people. Their business cannot function without that. Hence too much downtime is also not good. Once at the service center, the technicians at L1 level look for the problem and try to resolve it. If it's beyond their area of resolution the same is escalated to the next level. Every organization has Standard Operating Procedures clearly state the workflow for the repair of the smart phones. Every individual working there must be aware of the same and adhere to the deadline for faster service and enriched customer satisfaction.

5.1.17 Escalation through CRM

Customer Relationship Management is a software, through which most of these companies who are into customer service, manage their customers. The customer details are entered in the system and also the services which are logged against a particular customer. This is the automated system, which takes a particular action after a period of time. For example, if a service request is assigned to an engineer for rectifying a problem of a client, and if the engineer does not update the status of the service in the system within a specified period of time, the problem is automatically escalated to the next level for resolution. Then the new engineer who is responsible for resolving pick it and try to find a solution. This system helps to maintain a track of a particular problem and the current status which will help the organization in effectively managing the customer queries. The complete escalation route is mentioned in the SOP and the same is implemented through the CRM software. This eases the manual escalation procedure which is time consuming and slow.

5.1.18 Escalation Issues at Work

Whether an issue arises among team members or with customers, sometimes the severity of the circumstance requires an escalation to manage-ment. Understanding how to approach an escala-tion can help you better find a solution when con-flicts arise. We explore what it means to escalate an issue in the workplace and provide tips for how to do so successfully.

What does it mean to escalate an issue at work?

Escalating an issue in the workplace is the process of bypassing those involved by contacting upper/ senior management. It involves raising awareness of the context to the right people in order to resolve a chal-lenging situation. Typically, escalation occurs when there is an issue that the current staff working on the problem can't resolve and requires assistance from those with more authority and resources

When should you escalate an issue at work?

Deciding when to escalate an issue depends on the amount of risk it can bring to the company. Because escalating an issue can lead to difficult meetings and cause disruptions in work, you should reserve them for issues that truly require escalation. You can often avoid escalating an issue by solving the problem with the individual first.

However, some issues require support from those with higher authority. Consider escalating an issue at work when:

- You have already tried other strategies but that did not work.
- Resolving may incur additional cost to the company or the customer, while rectifying the
- problem.
- Because of the non-availability of certain parts the repair work is taking longer than usual.
- The engineer broke another part while repairing a part. So escala-tion is required to get the approval to replace the broken part by the company.

5.1.19 Hurdles for Effective Communication

Following are factors contribute to communication not being effective.

Stress and out-of-control emotion. When you are stressed or emotionally disturbed, you're more likely to misread other people and send confusing non-verbal signals. Calm down before continuing the conversation.

Lack of focus. You can't communicate effectively when you're multitasking. If you're checking your phone, planning what you're going to say next, or daydreaming, you're almost certain to miss nonverbal cues in the conversation. To communicate effectively, you need to avoid distractions and stay focused.

Inconsistent body language. Nonverbal communication should support what is being said, not contradict it. If you say one thing, but your body language says something else, your listener will likely feel that you're being dishonest. For example, you can't say "yes" while shaking your head no.

Negative body language. If you disagree with or dislike what's being said, you might use negative body language to ignore the other person's message, such as crossing your arms, avoiding eye contact, or tapping your feet. You don't have to agree with, or even like what's being said, but to communicate effectively and not put the other person on the defensive, it's important to avoid sending negative signals.

5.1.20 Professional Conduct

There are six basic rules to be followed for professional conduct:

- **Be on time:** Being late impedes a company's operations and demonstrates a lack of consideration of the time concerns of others. If you are constantly late for work, meetings, or are always late with your reports and other tasks; it demonstrates to others that you are probably not executive material because you disregard the value of time.
- **Be discreet:** Keep company secrets such as new product designs, sales figures or any other confidences to yourself.
- **Be courteous, pleasant, and positive:** No matter how demanding your clients, customers, co-workers or employees might be; always remain upbeat and positive. Projecting a positive company image has the same effect.
- **Be concerned with others, not just yourself:** Finding out a customer or client's point of view naturally helps you get ahead in any industry. Concern for others should include your superiors, co-workers and subordinates as well.
- **Dress appropriately:** Dress to be comfortable in your environment. Dressing poorly or too casually does not convey a good image, neither does overdressing, which breeds suspicion and mistrust, and will be seen as inappropriate.
- **Use proper written and spoken language:** People who can express themselves clearly are at an advantage. This goes beyond using good grammar, proper spelling, and appropriate diction in all your communications; you should also speak and write to the point.

5.1.21 Respect Gender Differences

In any business, be it a small company to a big corporate, the workforce is a mix of both genders. The ratio of men vs. women varies from 70:30 or 60:40. Studies show that business teams with an equal gender mix perform significantly better than male-dominated teams when it comes to both sales and profits. No two women or men are alike and yet at the same time there are some work related traits that are gender specific. Both men and women approach their work in a different way and deal with many hurdles that come their way. Since they all share the same workspace every organization has devised a policy as to how they treat the opposite gender at the workplace and what are the implications of any abuses

Some of the points to remember while interacting with female colleagues

1. Treat them with respect
2. Support them in case they approach you
3. Value their opinion and suggestions
4. Involve and include the opposite gender in all the discussions

5.1.22 Communication with Disabled Person

A disability is any condition that makes it more difficult for a person to do certain tasks or interact with the people around them (socially or materially). These conditions, or defects, may be cognitive, developmental, intellectual, mental, physical, sensory, or a combination of multiple conditions. Defects may be present from birth or can be acquired during a person's lifetime. Often, disabled people are excluded from full participation in any activity.”

But things are changing; every organization has allotted some percentage of employees from this section of the society. They are also allowed to exhibit their skills in a few jobs which they can perform without putting their life at risk

General tips for communication with disabled people

1. Speak to them as you would speak to anyone else in a soft and low tone.
2. Respect the person first, not their disability. For example, use the term 'a person with disability' rather than 'a disabled person'.
3. Do not use phrases such as 'suffers from' and 'crippled' rather the phrase should be 'people who use a wheelchair' rather than 'wheelchair bound.
4. Don't drag or push a person's wheelchair, and don't move their crutches or walking stick without their permission. It has to be in their personal space.
5. When talking to a person who is in a wheelchair, try to sit in such a way you could reach their eye level. This would not strain them much, to lift their head and talk.

5.1.23 Communicating with People with a Hearing Impairment

Keep these points in mind while interacting with people with a hearing problem

1. Draw the person's attention before you speak. Give a gentle tap on their shoulder, a wave of some other visual signal to the person's attention
2. Stand in front of the person and maintain eye contact
3. Don't cover the mouth while talking. They can figure out what is being said by just looking at the lip movement
4. Speak at a normal pace don't speak fast or slow
5. Choose the words wisely
6. Use short sentence
7. Be gentle while speaking don't raise the tone

5.1.24 Respect People with Disability

Learn the proper way to act and speak around someone with a disability.

1. Do not use offensive or derogatory words like 'handicapped', 'crippled', and retarded etc.
2. Don't criticize or blame them. Don't shout at them or use abusive language
3. Talk slowly with a low tone. Pause while talking
4. Avoid excessive whispering, joking and laughing unnecessarily
5. Assuming things about them or their situation.
6. Don't make jokes about their condition or be sarcastic
7. Don't look down upon them because of their disability
8. Appreciate them for their efforts and work, and motivate them to perform better

5.1.25 Safety at Workplace for People with Disability

Disabilities of all types affect employees and can pose various mental or physical challenges. In many situations, a disability may impact the amount of time it takes for an employee to complete a task or get from one part of a facility to another. Some disabilities may be known while others remain unknown to an employer.

Health and safety legislation should not prevent disabled people from finding or staying in employment so it should not be used as an excuse to justify discrimination against them.

Disabled people and those with health conditions, including mental health conditions, should be given the opportunity to both get into and stay in work.

Responsibilities of an employer towards disabled people

The employer is responsible for the health, safety and welfare of all of their employees, whether they have a disability or not.

Disability is not always obvious so one might not realise a worker is disabled or they might choose not to tell you, particularly if their disability has no impact on their ability to do their job.

Workers do not have to tell anybody unless they have a disability that could foreseeably affect the safety of themselves or anyone else connected to their work. If they do not reveal and there are no obvious indicators of any disability, then the organization are not under any obligation to make workplace adjustments.

Periodically, consult with the employees (whether directly or through their representatives) on issues relating to health and safety. These discussions reflect good safety practice because employees have day-to-day understanding of the job, so they are likely to have good ideas on keeping themselves and others safe.

5.1.26 Workplace Adaptations for People with Disability

Few changes in the workplace to make it a safe place for the disable people will go a long way in the employee satisfaction for an organisation.

Workplace Adaptations

Workplace should be easily accessible for these people with special needs. One major compliance concern deals with accessibility. For example, if workplaces have been adjusted or created more accessible entrances and exits to their facilities, allowing more independence for persons in wheelchairs, would be a great idea. Other subtle changes may include the width of bathroom stalls, hand rails inside the stalls and long ramps instead of stairs. The path of travel that employees take should never be obstructed; there should be no barriers to prevent someone from getting to safety in an emergency.

Workstations easily can be adapted to follow this universal design. Many companies now use slide- out keyboard trays and monitors on swinging arms to allow employees to adjust to their needs.

Desks can accommodate wheelchairs in place of regular chairs, and general work spaces can be lowered to allow easier access. The main goal is to remove all barriers and allow everyone to concentrate more on completing their tasks.

The biggest challenge with universal design is accommodating the multitude of challenges that different disabilities present. Not all disabilities are the same, and not all will present the same challenges for employees. Some employees may have issues with their right hand while others have issues with their left. For some, it may involve not being able to stand or sit. Some may need low lighting, while others need bright lighting. Designing a facility to accommodate all is always going to be a challenge.

Complying with government guidelines can be more difficult in regards to employees with disabilities. This difficulty lies with ensuring that employees are aware of all hazards in the workplace. Multiple disabilities will create multiple reasons that may keep employees from recognizing hazards. Employees with impaired vision, for example, must have other means of identifying hazards. This may be remedied with audible alarms or touch-activated devices that warn employees not to go in an area. Other employees may have difficulties reading and may benefit from shapes or colors to further identify hazardous areas. For workers who lack hearing ability, employers can utilize signs to demonstrate hazards or use flashing strobes to identify when employees need to evacuate an area and head to safety.

Every organization has to make few adaptations in order to make it a better place to work even for people with disabilities. It should provide an environment where they feel they are safe and can carry out their work rather than worrying about their safety.

Summary

- Communication Skills are more important than ever, for all fields of endeavour. Oftentimes, people with excellent technical skills don't get promoted to higher roles because of their inability to communicate effectively
- Communication is the process of sending and receiving information among people.
- Effective communication is the process of delivering messages to a target audience in a way that guarantees satisfactory reception and understanding.
- Communication has been divided into two types – Verbal ad Non Verbal
- Verbal communication takes place when people exchange words with each other, either spoken or written.
- Non-verbal communication includes the overall body language of a person.
- Email or Electronic mail is a method of exchanging messages using electronic media.
- Telephone communication is the person-to-person conversation where nobody sees others but hears each other and interacts instantly.
- In any business, be it a small company to a big corporate, the workforce is a mix of both genders. The ratio of men vs. women varies from 70:30 or 60:40.
- A disability is any condition that makes it more difficult for a person to do certain tasks or interact with the people around them (socially or materially). These conditions, or defects, may be cognitive, developmental, intellectual, mental, physical, sensory, or a combination of multiple conditions.

Exercise

Multiple-choice Questions

1. Add your ________________________ at the bottom of your mail.

   a. Signature　　b. Address

   c. DOB　　d. None of the above

2. Being ____________________ impedes a company's operations and demonstrates a lack of consideration of the time concerns of others.

   a. Late　　b. Courteous

   c. Appropriate　　d. Discreet

3. Be ____________________ in speaking to your peers at the office.

   a. Rude　　b. Polite

   c. Agreesive　　d. None of the above

4. _____________________ are movements of hands and body to help explain or emphasize the verbal message.

   a. Gestures　　b. Body posture

   c. Head nods　　d. None of the above

5. ____________________is the process of delivering messages to a target audience in a way that guarantees satisfactory reception and understanding.

   a. Active listing
   b. Effective communication
   c. Articulation
   d. None of the above

Answer the following:

1. What is communication?
2. How to communicate with people with hearing impairment?
3. What are the three points you will focus on when you talk to people face to face?
4. Explain the importance of gender sensetisation.
5. List the hurdles of effective communication.

Notes

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6. Annexure

Module No.	Unit No.	Topic Name	Page No	Link for QR Code (s)	QR code (s)
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		1.2.2 Top Mo-bile Handset Players in In-dia	32	https://youtu.be/0O8UoLcYYbI	Top Mobile Handset Players in India
		1.2.2 Mobile Handset In-dus-try	32	https://youtu.be/mcHW-EBh4Iw	Mobile Handset Industry
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		2.1.3 Collec-tion	71	https://www.youtube.com/watch?v=JfYorh4jv2o	Collection
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		3.2.1 Concept of Planogram	94	https://youtu.be/-zHhxFaP6v8	Concept of Planogram

Module No.	Unit No.	Topic Name	Page No	Link for QR Code (s)	QR code (s)
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	UNIT 5.1: Interaction with Supervi-sor, Peers and Customers	5.1.8 Commu-nication with Colleagues & Customers	136	youtu.be/wnzwgExFRR4	Communication with Customer and Colleagues
Employability Skills				https://www.skillindiadigital.gov.in/content/list	

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