

Telecom Sales

1. **Name:** Telecom Sales
2. **Sector:** Information & Communication Technology (ICT)
3. **Code:** ICT104
4. **Entry Qualification:** Minimum 10th Std. & 14 years and Above
5. **Terminal Competency:** After completion of the training, participants would be able to:
 - Understand basics of Sales, Customer and would be able to use them effectively in Telecom sales career
6. **Duration:** 60 hrs.
7. **Contents:** Given below:

Practical Competencies	Underpinning Knowledge (Theory)
<ul style="list-style-type: none"> • Individual practice on public speaking • Demonstrate Customer Interaction in a stimulated environment • Demonstrate Smile, Wish, greeting & appreciating customers in a stimulated environment • Role play on types of customers • Role play on good customer relationship • Identifying categories & products available in a Retail store • Visit to nearby retail outlets/showrooms/malls. • Demonstrate high end product selling skills in simulated environment • Demonstrate skills in handling complex sale situations in a simulated environment 	<ul style="list-style-type: none"> • Self grooming for a sales career : importance of a good Personality, development in career growth, introduction to communication ,to communicate with customers efficiently Fluency in spoken English • Customer Handling Skills <ul style="list-style-type: none"> - Basics of customer behaviour - Dynamics of customers: how to build relations with customers • Basics of sales <ul style="list-style-type: none"> - Orientation to sales & products - Familiarization with the day to day activity of the store, importance of customer orientation while interacting with customers in the store, familiarization with various products useful for telecommunication. • Basics of Telecommunications & Telemarketing Skills • Advanced selling skills Selling high end products, elements of marketing concepts ,marketing mix & strategies. • Team Spirit