

**National Vocational and Technical Training Commission
(NAVTTTC)**

Curriculum

For

Customer Services and Sales Assistant

(NVQF Level 2)

April 2015

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1. Introduction of the Course

This Course is designed to focus the need, importance and Understanding of Customer Services and Sales as per the current competitive and Challenging World. Sales and Customer Services Assistant can help a company to acquire, develop and retain more profitable customer relationships through broad range of capabilities that address every aspect of the customer experience. Now a days executive charged with delivering revenues and the customer experience, face more challenges than ever as they lead their organizations toward profitable growth. Today's customers expect to have access to customer service on their terms and it mean to provide them an option to access round the clock support. There are number of organizations moving towards 24/7 support centre dedicated to serve customer need especially over the Phone "In Bound Call Centres". Customer Services and Sales are two different areas but they are closely connected. Sales professionals are all-round business people who use their problem-solving skills to understand, anticipate and meet customers' needs. Companies sell products or services to their customers by raising their expectations of what those products / services can do for them. The job of the customer-service sector is to ensure that those expectations are fulfilled. After completing the courses a Student will fully ready to work in any type of organization where there is a need of an Office Assistant, Sales Executive and the related fields.

1.1 Name of the Course:

Customer Services and Sales Assistant

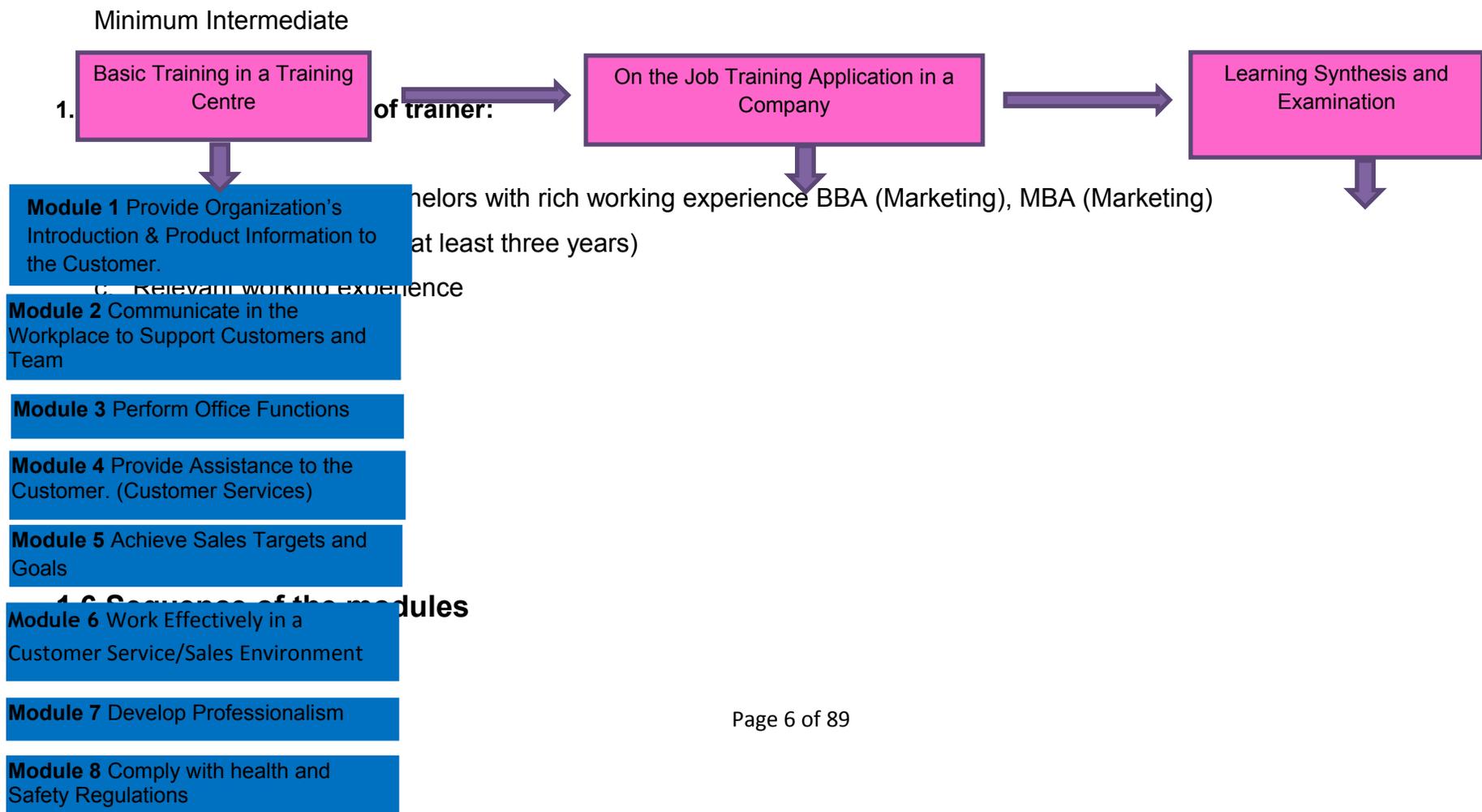
1.2 Structure of the Course

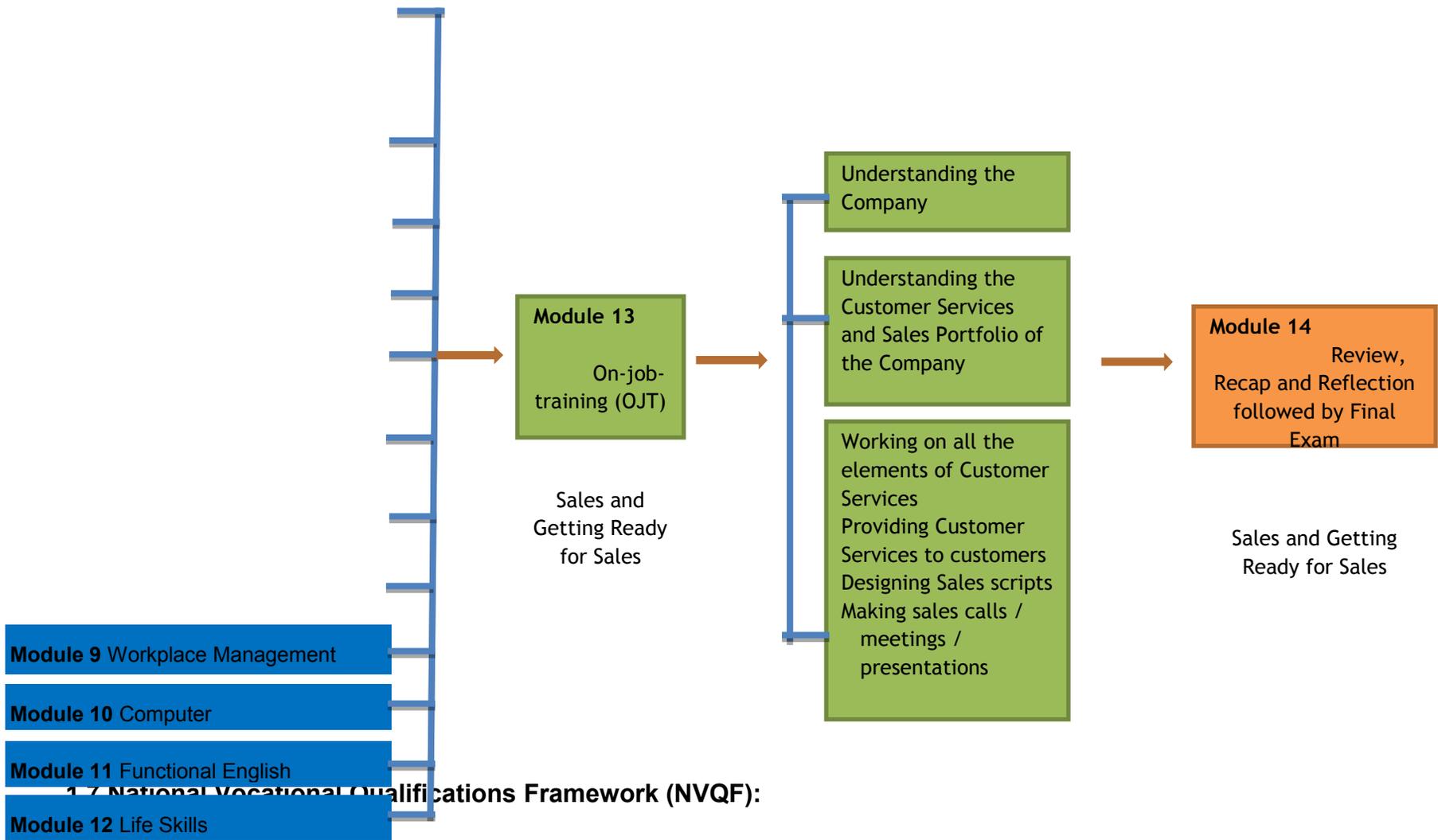
Module	Title	Theory (Hours)	Practical (Hours)	Total (Hours)
Module 1	Provide Organization's Introduction & Product Information to the Customer.	25	53	78
Module 2	Communicate in the Workplace to Support Customers and Team	20	40	60
Module 3	Perform Office Functions	10	25	35
Module 4	Provide Assistance to the Customer	30	60	90
Module 5	Achieve Sales Targets and Goals	25	50	75
Module 6	Work Effectively in a Customer Service/Sales Environment	25	50	75
Module 7	Develop Professionalism	6	25	31
Module 8	Comply with health and Safety Regulations	6	12	18
Module 9	Workplace Management	16	24	40
Module 10	Computer	39	61	100
Module 11	Functional English	44	100	144
Module 12	Life Skills	18	36	54
	Sub Total (Hours at Training Institute)	264	536	800
Module 13	On the Job Training	0	800	800
	Total Hours	264	1336	1600

1.3 Central aims of the training

The purpose of this training is to develop a range of skills and techniques, personal skills and attributes essential for successful performance in Customer Service and Sales in accordance with industry requirements. It also enables the student to pursue a Customer Service or Sales as a career path with greater employment and entrepreneurial skills progress to relate general and/or vocational qualifications.

1.4 Entry Level





1.7 National Vocational Qualifications Framework (NVQF):

Qualification Type:

The Industrial & academic experts have defined NVQF level of Customer Services & Sales Assistant course in Level 2.

Knowledge and Understandings

Basic knowledge of readily available facts, processes and general theory of an area of work or study

Skills

Basic practical skills required to complete tasks and solve problems by selecting and applying basic methods, tools, materials and information.

Responsibility

Take responsibility for prioritizing and completing tasks in work or study under indirect supervision with some autonomy and adapt own abilities when solving problems.

1.8 Definition of the trade

All interactions between a customer and a product provider at the time of sale and thereafter the customer service is the thing which adds value to a product and builds enduring relationship with customer. This is the process of ensuring customer satisfaction with a product or service. Often, customer service takes place while performing a transaction for the customer, such as making a sale or returning an item. Customer service can take the form of an in-person interaction, a phone call, self-service systems, or by other means.

Customer service is an extremely important part of maintaining ongoing client relationships that is the key to continuing revenue. For this reason, many companies have worked hard to increase their customer satisfaction levels. Often there are many more

people working behind the scenes at a company than there are customer service representatives, yet it is primarily the personnel that interact directly with customers that form customers' perceptions of the company as a whole.

1.9 Overall Objective of Course:

Facilitating the learners to:

- a. Enhance their knowledge and skills to understand various aspects of sales and customer services processes.
- b. Understand the core values and behavior essential to work effectively on processes of sales and customer services.
- c. Get ready to work on any kind of Customer Support, Sales and front desk Job.
- d. Enhance their knowledge about Call Center and their Career Growth in Industry.
- e. Develop competencies of Computer skills.
- f. Enhance their English Communication skills for better Sales and Customer Service.

1.10 Competencies Gained after Completion of Course

Customer Services	<ul style="list-style-type: none"> • Understand and explain the role of a Customer Service in an overall business • Relate the understanding of Customer Services with the context of real work • Formulate smart goals and plans to fulfill his/her tasks and improve the performance • Serve the Customers with a positive service mindset • Use problem solving approach to engage and satisfy the customers • Apply relevant strategies to deal with different types of customers • Exhibit effective verbal and nonverbal communication skills • Provide Tele-customer services
Sales	<ul style="list-style-type: none"> • Understand and explain the role of a Sales Officer in an overall business • Explain the key knowledge, skills and values required by a sales officer • Relate the understanding of Sells Steps and Sales Cycle with the context of real work • Apply Sales Steps in the work • Use different selling techniques at work • Formulate smart goals to fulfill the sales tasks and improve the performance • Develop and implement sales plans • Initiate and build sales relationships • Demonstrate positive thinking and professionalism during work • Make effective sales presentations • Undertake Tele-sales tasks

1.11 Personal requirements

Highly motivated, hardworking, a quick learner, honest and sincere

1.12 Job Opportunities Available Immediately and in the Future

Graduates may be employed in following positions

- a. Front Desk Officer
- b. Customer Service Officer
- a. Sales Officer/Assistant / Representative
- c. Call Centre Agent / Supervisor
- d. Tele Sales Representative
- e. Office Assistant

1.13 Medium of Instruction i.e. language of instruction:

English and Urdu both as per need

1.14 Grading

Theory: Pass marks 50%

Practical: Pass marks 50%

Does not have desired competency level: Below 50%

Average competency: 50% to 65%

Good level of competency: 66% to 80%

Excellent level of competency: 81% to 90%

Outstanding Competence: Above 90%

2. Overview of the Curriculum - Customer Services and Sales Assistant

Module Title and Aim	Learning Units	¹ Theory Hours	² Workplace hours	Time Frame of Modules
<p>Module 1: Provide Organization's Introduction and Product Information to Customer Aim: Identify the competencies required to provide organization's introduction and product information to customer with the organization's approved guidelines and procedures.</p>	<p>LU.1 Provide Organization's introduction to the customer. LU.2 Identify the features of products/services and its range. LU.3 Provide information of products and services to customers. LU.4 Provide customized offer to customer.</p>	25	53	78
<p>Module 2: Communicate in the Workplace to Support Customers and Team Aim: Communicate in the workplace to support customers and team as per organization's approved guidelines and procedures.</p>	<p>LU.1 Communicate face-to-face with customers. LU.2 Use technology to communicate with customers. LU.3 Communicate with customers and colleagues from diverse backgrounds. LU.4 Work in a team. LU.5 Ask appropriate probing / questioning from customers. LU.6 Provide continuous feed-back.</p>	20	40	60
<p>Module 3: Perform Office Functions. Aim: Perform Office functions as per Organization's approved guidelines and procedures.</p>	<p>LU.1 Maintain customer's database. LU.2 Handle cash. LU.3 Operate communication technologies (fax, computer, photocopiers, multimedia etc.). LU.4 Maintain information log LU.5 Document sales visits.</p>	10	25	35

¹ These hours represent time spent at the training institute in understanding concepts and ideas through various activities (except Module 13 which is for OJT)

² These hours also represent time spent at the training institute to participate in various mock exercises and practice activities (except Module 13 which is for OJT)

<p>Module 4: Provide Assistance to the Customer. (Customer Services) Aim: Identify the competencies required to Provide Assistance to the Customers as per organization's approved guidelines and procedures.</p>	<p>LU.1 Record customer's demands / complaints attentively. LU.2 Gather information about customer's demands & need LU.3 Provide information or services to customer LU.4 Coordinate with Internal / External Departments LU.5 Assure customer satisfaction LU.6 Maintain record of correspondence</p>	30	60	90
<p>Module 5: Achieve Sales Targets and Goals Aim: Achieve sales targets and goals as per organization's approved guidelines and procedures.</p>	<p>LU.1 Target potential customers LU.2 Plan for the initial contact LU.3 Contact and qualify the customer LU.4 Review and plan for the sales call LU.5 Select and use the sales tools during process LU.6 Open the sales call LU.7 Identify needs and /or opportunities LU.8 Present solutions/options LU.9 Address objections LU.10 Close the sales LU.11 Follow up the sales LU.12 Deliver sales presentations.</p>	25	50	75
<p>Module 6: Work Effectively in a Customer Service/Sales Environment Aim: Work Effectively in a Customer Service/Sales Environment as per Organization's approved guidelines</p>	<p>LU.1 Work within organizational requirements. LU.2 Support the work team. LU.3 Maintain personal presentation. LU.4 Develop effective work habits. LU.5 Portray ethical behaviour LU.6 Acquire up to date product / service</p>	25	50	75

and procedures.	knowledge			
Module 7: Develop Professionalism Aim: Develop Professionalism as per Organization's approved guidelines and procedures.	LU.1 Create a personal vision / mission LU.2 Manage your attitude. LU.3 Practice self-discipline LU.4 Manage time LU.5 Manage your professional development LU.6 Participate in trainings and performance review	6	25	31
Module 8: Comply with health and Safety Regulations Aim: Comply with health and Safety Regulations as per Organization's approved guidelines and procedures.	LU.1 Interpret health and safety regulations, standards and guidelines of an organization. LU.2 Apply basic safety procedures. LU.3 Apply basic emergency procedures.	6	12	18
Module 9: Workplace Management Aim: Develop an understanding of working smart and developing a positive culture to work efficiently.	LU-1 Developing a positive culture at workplace LU-2 Productivity at Workplace LU-3 Office Ethics and Decision Making LU-4: Supervising and Delegation	16	24	40
Module 10 Computer Aim: Learn to use MS Office effectively to accomplish their tasks.	LU-1. MS Word LU-2. MS Excel LU-3. MS Power Point LU-4. Internet and emails	39	61	100
Module 11 Functional English Aim: Enhance reading, writing, listening and speaking skills in English vis-à-vis the work requirement.	LU-1. Enhancement in Reading Skills LU-2. Improving Writing Skills LU-3. Refining Listening Comprehension Skills LU-4. Advancing Speaking Skills	44	100	144
Module 12 Life Skills Aim: To Add value to vocational skills through self-exploration, Self-Presentation, Team work, Goal setting	LU-1 Exploring and Understanding Self LU-2 Effective Communication LU-3 Personal Grooming LU-4 Working with Teams LU-5 Vision and Goal Setting	18	36	54

and other essential life skills.	LU-6 Professional Development LU-7 Personal and Social Responsibility			
Module 13: On Job Training	LU.1 Comprehend Company's Orientation. LU.2 Visit all the necessary Departments. LU.3 Have Knowledge of Company's Policy and Guidelines.	0	800	800
Total Duration of Course (Hours)		264	1336	1600

3. Teaching and Learning Guide – Customer Services and Sale Assistant

3.1 Module-1: Provide Organization's Introduction and Product Information to Customer

Objective of the Module: Identify the competencies required to provide organization's introduction and product information to customer with the organization's approved guidelines and procedures.

Duration: 78 Hours

Theory: 25 Hours

Practice: 53 Hours

Learning Units	Learning Outcomes	Learning Elements	Duration	Tools & Equipment Required	Learning Place
LU.1 Provide Organization's introduction to the customer.	Trainee must be able to: <ol style="list-style-type: none"> 1. Greet Customer according to company's defined standards. 2. Introduce himself & Company profile to customer. 3. Build a good conversation' and relation with customer. 4. Maintain strong work relationship with customer 	<ol style="list-style-type: none"> 1. Explain organizations define standards to greet the customer. 2. Recognize company's internal/external policies and guideline. 3. Explain: <ul style="list-style-type: none"> • Current Affairs • Current International and local Political Situation. • Upcoming and ongoing events. 4. Explain how customer service can operate in different types of organizations, e.g. Retail, Manufacturing, Administration etc. 5. Explain the Importance of Customer and Customer Services. 6. Knowing of Company and its Customers. 	Theory 5h Practical 10h	Non-Consumables: <ul style="list-style-type: none"> • Company's policies booklet. • Multimedia Consumables: <ul style="list-style-type: none"> • Customer Services Standard Script. • Company's Introduction Package. • CRM/ERP availability & awareness. 	Classroom
LU.2 Identify the features of products/services and its range.	You must be able to <ol style="list-style-type: none"> 1. Identify competitors correctly 2. Identify strengths and weaknesses of competitors. 3. Compare strengths and weaknesses of competitors and own products /services. 4. Offer alternate product /service range as per customer's need. 	Explain: <ol style="list-style-type: none"> 1. Product / Service 2. Specifications 3. Reliability 4. Durability 5. Pricing 6. Warranties, guarantees 7. Benefits of entire product range and services of company 8. Explain your product / services as per customer's need. 9. Identify product / services with other same options available in the market 	Theory 6h Practical 13h	Consumables: <ul style="list-style-type: none"> • Brochures, Catalogues, leaflets, marketing flyers. • Give away Samples. 	Classroom

Aim: Communicate in the workplace to support customers and team as per organization's approved guidelines and procedures.

Duration: 60 hours **Theory:** 20 hours **Practice:** 40 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration in hours	Tools & Equipment Required	Learning Place
LU.1 Communicate face-to-face with customers.	You must be able to: 1. Maintain welcoming customer environment that reflects company branding and market position and is in line with the company policy and procedures. 2. Greet customer warmly according to company policy and procedures. 3. Create effective service environment through verbal and non-verbal interaction according to company policy and procedures. 4. Use questioning and active listening to determine customer needs. 5. Use positive and inclusive	1. Explain different techniques that can be applied when communicate with customer face to face 2. Describe types of customer behavior and dealings 3. Explain different communication skills and techniques 4. Explain the basic key elements of the communication process. 5. Describe a range of communication methods that can be used to effectively communicate with customers and identify the most appropriate to use in different situations. 6. Explain how 'body language' impacts on the communication process. 7. Explain the types of Customers. <ul style="list-style-type: none"> • The Non- 	Theory 3h Practical 5h	Non-Consumables: <ul style="list-style-type: none"> • Customer database • Manual and formats Consumables: <ul style="list-style-type: none"> • Note book • Stationary items 	Classroom / Workplace

	<p>language.</p> <p>6. Recognize personal factors impact on customer service delivery.</p>	<p>Confrontational Customer</p> <ul style="list-style-type: none"> • Confrontational Customer • The Whiner • The Con Artist Customer. <p>8. Explain the psychology of Customer and Essential Behaviors i-e</p> <ul style="list-style-type: none"> • Realizing them that they have called the right place. • Listen them carefully. • Telling them what they want to know. • Asking relevant questions in polite way. • Providing Full Assistance. 			
<p>LU.2 Use technology to communicate with customers.</p>	<p>You must be able to:</p> <ol style="list-style-type: none"> 1. Answer telephone according to the company procedures. 2. Questioning and active listening to identify caller and establish and confirm requirements. 3. Use telephone system functions according to instructions. 	<ol style="list-style-type: none"> 1. Identify the recognized principles of communicating electronically, by telephone and in writing. 2. Describe the different methods of collecting customer feedback on telephone. 3. Explain the importance of collecting customer feedback and how this can be used to improve 	<p>Theory 3.5h</p> <p>Practical 10h</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Customer database • Telephone • Computer • Fax • Software • Manual and formats • Directory • Printer 	<p>Lab</p>

	<p>4. Use email, social networking sites and other technologies to receive and process information and customer requests in line with company policy and procedures.</p> <p>5. Record and promptly pass on messages or information.</p> <p>6. Inform customer of any problems and relevant action being taken.</p> <p>7. Perform follow-up action as necessary.</p>	<p>customer service.</p> <p>4. Describe how technology can affect and enhance the service delivery process.</p> <p>5. Collect the required information of the customer.</p> <p>6. Maintain Customer's Database.</p> <p>7. Keep a track of Customer's feedback, Complains and quires.</p>		<ul style="list-style-type: none"> • Scanner <p>Consumables:</p> <ul style="list-style-type: none"> • Note book • Stationary items. 	
<p>LU3.</p> <p>Communicate with customers and colleagues from diverse backgrounds.</p>	<p>You must be able to:</p> <p>1. Treat customers and colleagues from diverse backgrounds with respect and sensitivity.</p> <p>2. Consider cultural differences in verbal and non-verbal communication.</p> <p>3. Use gestures or simple words to communicate where language barriers exist.</p> <p>4. Obtain assistance from</p>	<p>1. Identify the barriers to effective communication that can arise and how best to deal with these.</p> <p>2. Explain when it is necessary to seek advice or assistance from colleagues and when to take own initiative.</p> <p>3. Describe different types of dealings techniques with different types of behaviors</p> <p>4. Identify the types of Difficult customer</p> <ul style="list-style-type: none"> • Abusive Customer 	<p>Theory 3.5h</p> <p>Practical 10h</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Customer database • Telephone • Computer • Fax • Software • Manual and formats <p>Consumables:</p> <ul style="list-style-type: none"> • Note book • Stationary items 	<p>Classroom / Lab</p>

	colleagues or supervisors when required to facilitate communications.	<ul style="list-style-type: none"> • Angry Customer • Arrogant Customer • Abrupt Customer • Bully/Bossy Customer • Close minded customer 			
LU.4 Work in a team.	<p>You must be able to:</p> <ol style="list-style-type: none"> 1. Display a courteous and helpful manner at all times. 2. Complete allocated tasks willingly, according to set timeframes. 3. Actively seek or provide assistance by approaching other team members when difficulties arise. 4. Identify and use lines of communication with supervisors and peers according to company policy. 5. Encourage, acknowledge and act upon constructive feed-back provided by other team members. 6. Use questioning to minimise misunderstandings. 	<p>You must be able to:</p> <ol style="list-style-type: none"> 1. Work as team 2. Explain the importance of team work. 3. Define company goals and objectives as well as SOPs of the company 4. Explain different concepts and techniques of problem solving 5. Describe systematic decision making process 6. Describe characteristics of a successful teamwork experience. 7. Understand the organizational hierarchy 8. Understand the roles and JD's of each individual in the team. 	<p>Theory 3.5h</p> <p>Practical 5h</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Telephone • Computer • Fax • Software • Manual and formats • Printer • Multimedia • Company's code of conduct <p>Consumables:</p> <ul style="list-style-type: none"> • Note book • Stationary items 	Classroom

	<p>7. Identify signs of potential workplace conflict wherever possible</p> <p>8. Take action to resolve the situation using open and respectful communication.</p> <p>9. Participate in team problem solving.</p> <p>10. Interpret organization's goals and objectives and translate them into individual targets</p> <p>11. Prepare plan of action to achieve individual as well as team goals</p>				
LU.5 Ask appropriate probing / questioning from customers	<p>You must be able to:</p> <ol style="list-style-type: none"> 1. Use different types of questions when / where appropriate. 2. Allow the other person to answer freely. 3. Collect facts, information and data about the other person's situation. 4. Focus on the necessary information (information that links directly to product or service) 	<p>Explain:</p> <ul style="list-style-type: none"> • Open-ended questions • Close-ended questions • High gain questions • Mirror questions • Probing questions • Situation questions 	<p>Theory 3h</p> <p>Practical 5h</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Telephone • Computer • Fax • Company's code of conduct <p>Consumables:</p> <ul style="list-style-type: none"> • Note book • Stationary items 	Classroom
LU.6 Provide continuous	<p>You must be able to:</p> <ol style="list-style-type: none"> 1. Get feed-back from customers. 	<p>You must be able to:</p> <ol style="list-style-type: none"> 1. Explain how to use customer feed-back to 	<p>Theory 3.5h</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Telephone 	Classroom

feed-back	<ol style="list-style-type: none"> 2. Receive feed-back with customers. 3. Apply appropriate body language 4. Read customers body language. 5. Give and receive feed-back with internal departments. 6. Design a communication system / process and share information. 7. Gain commitment from others to work together in the interest of the customers. 8. Conduct meetings. 9. Utilize the feed-back to identify opportunities for product / service improvement. 	<p>improve your business</p> <ol style="list-style-type: none"> 2. Define importance of body language. 3. Explain communication ethics. 4. Define organizational Jargon / terminologies. 5. Utilization of Company's Feedback form. 6. Understand the Importance of Meeting with Customers 	<p>Practical 5h</p>	<ul style="list-style-type: none"> • Computer • Fax • Company's code of conduct <p>Consumables:</p> <ul style="list-style-type: none"> • Note book • Stationary items • Feedback Forms 	
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3.3 Module-3 Title: Perform Office Functions

Aim: Perform Office functions as per Organization's approved guidelines and procedures.

Duration: 35 hours **Theory:** 10 hours **Practice:** 25 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration in hours	Tools & Equipment Required	Learning Place
LU.1 Maintain customer's database.	You must be able to: 1. Keep up to-date and relevant information about customers 2. Ensure information should not be disclosed to unauthorized persons/agencies and maintain privacy. 3. Create customer's profile. 4. Spread sheet or software literacy. 5. Filter Customer's Data as per the target	1. Explain procedure and techniques of files preparation 2. Explain the importance of privacy of customer information and unauthorized disclosure 3. Explain the procedure of securing and placing data files properly.	Theory 2h Practical 5h	Non Consumables: <ul style="list-style-type: none"> • File cover • Separator • Box file • File format • Workstation • Computer • Scanner • Fax machine 	Classroom
LU.2 Handle cash.	You must be able to: 1. Record correct, accurate and complete information about cash transactions as per company's practice. 2. Ensure all cash transactions have been recorded in daybook accurately. 3. Ensure cash instruments are verified and found valid. 4. Maintain cash transaction record as per requirement of account department.	1. Explain basic accounting and book keeping principles 2. Verify cash instruments and their validation 3. Use credit/debit card machines.	Theory 2h Practical 5h	Non -Consumables: <ul style="list-style-type: none"> • Calculator • Computer • Cash safe • Credit/Debit Card Machine Consumables: <ul style="list-style-type: none"> • Stationary 	Classroom
LU.3 Operate communication technologies	You must be able to: 1. Select appropriate technology for conveying and recording information.	1. Define communication technologies. 2. Explain the procedure	Theory 2h	Non - Consumables:	Classroom / Lab

<p>(fax, computer, photocopiers, multimedia etc.)</p>	<p>2. Use communication vehicles effectively:</p> <ul style="list-style-type: none"> • E-mail • Internet • Written memos/reports • Process maps • Diagrams/graphs <p>3. Use communication technologies efficiently and effectively.</p> <p>4. Ensure communication devices are functioning properly.</p> <p>5. Operate office equipment in appropriate manner.</p> <p>6. Ensure the security of customer's data and I.T. policies</p>	<p>of operating computer, application software for office work, fax machine, photocopiers and multimedia etc.</p> <p>3. Troubleshooting of communication technology devices</p> <p>4. Describe the meaning of Tele-services and its scope in Today's Society.</p> <p>5. Differentiate between inbound and outbound customer services.</p> <p>6. Differentiate the terms of inbound Tele Customer Services Average talk time, hold time, idle time, down time etc.</p> <p>7. Know, explain and use key steps to get ready for the tele services of any product/service.</p>	<p>Practical 5h</p>	<ul style="list-style-type: none"> • Computer • UPS • Phone • Photocopier • Fax machine • Internet • Scanner • Multimedia • Telephone <p>Consumables:</p> <ul style="list-style-type: none"> • Stationary 	
<p>LU.4 Maintain information log</p>	<p>You must be able to:</p> <p>1. Record log of daily telephone calls, enquiries on emails</p> <p>2. Record daily walk-in customers</p> <p>3. Ensure information recorded is</p>	<p>1. Explain oral / written communication</p> <p>2. Handling customer queries</p>	<p>Theory 2h</p> <p>Practical 5h</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Computer / 	<p>Classroom</p>

	correct and updated.			Internet • Log book's	
LU.5 Document sales visits	You must be able to: 1. Record complete information about daily visit according to SOPs of the company 2. Share sales report data with management as required.	1. Explain the SOPs of company. 2. Explain the need and importance of documentation	Theory 2h Practical 5h	Non-Consumables: • Computer / Internet Log book's	Classroom

3.4 Module-4 Provide Assistance to the Customer. (Customer Services)

Aim: Provide Assistance to the Customers as per organization's approved guidelines and procedures.

Duration: 90 hours **Theory:** 30 hours **Practice:** 60 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration in hours	Tools & Equipment Required	Learning Place
LU.1 Record customer's demands / complaints attentively.	You must be able to: 1. Remove or reduce listening barriers. 2. Display interest through appropriate use of body language (eye contact, gestures) or words. 3. Show empathy for the speaker's feelings and opinions. 4. Watch non-verbal parts of	1. Apply recognized procedures for handling and solving a customer's problem. 2. State the purpose and benefits of having pre-determined procedures for dealing with customer problems. 3. Identify the options for solving a customer's	Theory 5h Practical 10h	Non-Consumables: • Telephone • Computer • inter-net • Fax machine • Headphone • Software • Workstation Consumables: • Stationary items	Classroom / Lab

	<p>the message listen with a sense of curiosity about customer's needs, expectations etc.</p> <ol style="list-style-type: none"> 5. Identify the limits of your authority and the need to pass the problem/query onto a senior colleague. 6. Use simple, clear and assertive language during interaction 7. Aware of the customer's culture / work environment. 8. Take detail notes, record key points. 9. Recognize and respond to buying signals. 10. Confirm communication by clarifying understanding and closing the loop. 	<p>problem and state the advantages and disadvantages of these for the customer and organization.</p> <ol style="list-style-type: none"> 4. Explain the importance of keeping a customer informed about what is happening to resolve their problem and checking it has been resolved to their satisfaction. 5. Explain the need to feedback on actual and potential problems to relevant others to improve customer service. 6. Explain the consequences of not dealing effectively with a customer problem and show how successful resolution can impact on customer loyalty and improved internal working relationships. 			
LU.2 Gather information	<p>You must be able to:</p> <ol style="list-style-type: none"> 1. Identify customer's 	<ol style="list-style-type: none"> 1. describe customer needs and expectations 	<p>Theory 5h Practical</p>	<p>Consumables:</p> <ul style="list-style-type: none"> • Questionnaire 	<p>Classroom /</p>

about customer's demands & need	<p>objectives, desires and problems that relate to the product or service</p> <ol style="list-style-type: none"> 2. Collect information on how the customer plans to use the product or service 3. Gather information in a courteous and professional manner 4. Use most efficient method of interviewing when gathering information from customers (e.g. open vs. close ended questions, knowing when to use follow up questions). 	<p>related to product or service</p> <ol style="list-style-type: none"> 2. Explain the manners of demonstrating cost/benefit/value to customer based on customer expectations and needs. 3. Define interviewing methods and types of questioning. 4. Describe appropriate methods and tools for research. 5. Define statistical tools 	<p>10h</p>	<ul style="list-style-type: none"> • Stationary items 	<p>Lab</p>
LU.3 Provide information or services to customer	<p>You must be able to:</p> <ol style="list-style-type: none"> 1. Select appropriate media to send feedback to the customer 2. Provide courteous and complete attention to customer 3. Address customer's comments, questions, concerns and objections with clear, direct, accurate and timely responses 4. Clarify and reconfirm customer's needs and objectives, if necessary 	<ol style="list-style-type: none"> 1. Define verbal and writing skill (Letter, Fax etc.) 2. Use of MS Office, Internet, and E-mail etc. 3. Explain time zones 4. Define policies and regulations of company 5. Explain the importance of setting priorities and work management. 	<p>Theory 5h Practical 10h</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Phone • Fax • Directory • Computer • internet <p>Consumables:</p> <ul style="list-style-type: none"> • Stationary items 	<p>Classroom / Lab</p>
LU.4 Coordinate	<p>You must be able to:</p>	<ol style="list-style-type: none"> 1. Describe communication 	<p>Theory 5h</p>	<p>Non-</p>	<p>Classroom</p>

with Internal / External Departments	<ol style="list-style-type: none"> 1. Follow proper communication channels and methods for interacting with internal or external departments 2. Obtain necessary approvals from senior management or person concerned before interacting with external department, where applicable 3. Convey accurate and complete information to relevant department and ensure proper follow up for timely response 4. Keep record of all the correspondence with internal or external departments as per company's policies. 	<p>channels and methods</p> <ol style="list-style-type: none"> 2. Explain the methods and principles of record keeping 3. explain the procedure of developing communication material including letters, emails and phone calls etc. 	<p>Practical 10h</p>	<p>Consumables:</p> <ul style="list-style-type: none"> • Phone • Fax • Directory • Computer • internet <p>Consumables:</p> <ul style="list-style-type: none"> • Stationary items 	<p>/ Lab</p>
LU.5 Assure customer satisfaction	<p>You must be able to:</p> <ol style="list-style-type: none"> 1. Conduct timely follow up inquiry to determine whether product or service met customer's expectations. 2. Convey significant customer feed-back immediately to supervisor or other relevant individuals and departments. 	<ol style="list-style-type: none"> 1. Explain the principles and method of conducting surveys 2. Designing survey tools. 3. Describe different techniques of problem solving. 	<p>Theory 5h Practical 10h</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Surveying tools • Suggestion box. • Phone • Computer/internet Software 	<p>Classroom / Lab</p>

	3. Select techniques and tools for obtaining information about customer satisfaction.				
LU.6 Maintain record of correspondence	<p>You must be able to:</p> <ol style="list-style-type: none"> 1. Maintain record of queries and complaints in proper format accordingly to company's practice. 2. Ensure customer's queries and complaints are answered and recorded in report. 	<ol style="list-style-type: none"> 1. Explain type of queries 2. Define layouts of reports. 	<p>Theory 5h</p> <p>Practical 10h</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Phone • Fax • Directory • Computer • internet <p>Consumables:</p> <p>Stationary items</p>	<p>Classroom</p> <p>/</p> <p>Lab</p>

3.5 Module-5 Title: Achieve Sales Targets and Goals

Aim: Achieve sales targets and goals as per organization's approved guidelines and procedures.

Duration: 100 hours **Theory:** 35 hours **Practice:** 65 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration in hours	Tools & Equipment Required	Learning Place
LU.1 Target potential customers	<p>You must be able to:</p> <ol style="list-style-type: none"> 1. List sources for developing customer list. 2. Develop the customer's list. 3. Research general 	<ol style="list-style-type: none"> 1. Describe different sources for developing customers list. 2. Explain the importance to maintain customer's list for sales targets. 3. Becoming a Successful Sales Person <ul style="list-style-type: none"> • Positive Thinking 	<p>Theory 5h</p> <p>Practical 5h</p>	<p>Non- Consumables:</p> <ul style="list-style-type: none"> • Multimedia • Computer • White Board <p>Consumables:</p> <ul style="list-style-type: none"> • Flip Chart papers • Card sheets • Markers 	<p>Classroom</p> <p>/</p> <p>Lab</p>

	<p>information about customer to determine potential.</p> <p>4. Update and revise the list regularly.</p> <p>5. Liaise with call / contact centre.</p>	<ul style="list-style-type: none"> • Professional Outlook • Efficient Time Management • Communication Skills • Making Effective Sales presentation. <p>4. List sources for developing customer list.</p> <p>5. Develop the customer's list.</p> <p>6. Research general information about customer to determine potential.</p> <p>7. Explain the importance to maintain customer's list for sales targets</p> <p>8. Explain the role of sales team for any business</p> <ul style="list-style-type: none"> • Important role between company and customers • Image building role • Relationship building role • Business promoter role <p>9. Identify the factors that have influenced sales and made sales a challenging process in 21st century</p>		Planners/ diary	
LU.2 Plan for the initial contact.	<p>You must be able to:</p> <p>1. Maintain prospect files.</p>	<p>1. Develop primary and secondary goals.</p> <p>2. Define the gaps.</p> <p>3. Develop the methods for presenting documented</p>	<p>Theory 2h</p> <p>Practical 5h</p>	<p>Non- Consumables:</p> <ul style="list-style-type: none"> • Multimedia • Computer <p>Consumables:</p>	<p>Classroom</p> <p>/</p> <p>Lab</p>

	<p>2. Obtain strategic information about the prospect's situation.</p> <p>3. Identify the potential opportunities.</p> <p>4. Set contact objectives.</p> <p>5. Record information in prospect file.</p>	<p>sales plan for approval.</p> <p>4. Overload Information for customers</p> <ul style="list-style-type: none"> • Electronic and print media advertisements • Social media marketing • Email marketing • Fast growing technology and innovation in business • Increasing competition • Globalization <p>5. Determine core knowledge areas essential for a sales person in current environment</p> <ul style="list-style-type: none"> • Thorough understanding of the company and its products and services • Through understanding of competitors and relevant market trends <p>6. Interpret of latest tools and techniques of selling</p> <p>7. Identify critical skills essential for a sales person in today's environment</p> <ul style="list-style-type: none"> • Communication 		<ul style="list-style-type: none"> • Flip Chart papers • Card sheets • Markers • Planners 	
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		<ul style="list-style-type: none"> • Research • Analytical skills • Independent learning <p>8. Identify important values essential for a sales person in today's environment</p> <ul style="list-style-type: none"> • Respect • Rigor • Persistence • Patience • Problem solving approach <p>9. Develop primary and secondary goals.</p> <p>10. Define the gaps.</p> <p>11. Develop the methods for presenting documented sales plan for approval</p> <p>12. Determine the concept of personal sale</p> <p>13. Explain the seven basic steps of a sales process</p> <ul style="list-style-type: none"> • Preparation • Introduction • Rapport building • Presentation • Negotiations or 			
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		<p>clarifications</p> <ul style="list-style-type: none"> • Closing • Follow-up <p>14. Identify knowledge, skills and values required at each step of sales process</p> <p>15. Apply the sales process, skills and values in practice exercises</p> <p>16. Describe the key stages of a sales cycle</p> <ul style="list-style-type: none"> • Initiate • Build • Manage • Optimize <p>17. Explain the significance of each step of the sales cycle and Identify strategies to be used at each stage</p>			
LU.3 Contact and qualify the customer	<p>You must be able to:</p> <ol style="list-style-type: none"> 1. Write a personal letter, e-mail. 2. Use effective telephone communication skills. 	<ol style="list-style-type: none"> 1. Define effective business writing skills. 2. Implement various decision-making procedures 3. Explain how to meet customer expectations (number of meetings, turnaround dates, etc.) 	<p>Theory 2h</p> <p>Practical 5h</p>	<p>Non- Consumables:</p> <ul style="list-style-type: none"> • Multimedia • Speakers • Computer • White Board <p>Consumables:</p> <ul style="list-style-type: none"> • Flip Chart papers • Card sheets 	<p>Classroom</p> <p>/</p> <p>Lab</p>

	<ol style="list-style-type: none"> 3. Use the planned sales strategies and tactics. 4. Record detail of the conversation. 	<ol style="list-style-type: none"> 4. Describe the methods to reconfirm the buying decision. 5. Recognize different types of buyers and their characteristics and relate them with sales approach and communication style <ul style="list-style-type: none"> • The Drivers • The Analytical • The Expressive • The Amiable 6. Apply the understanding of buyers and buying behaviours in practice exercise 		<ul style="list-style-type: none"> • Markers • Planners 	
LU.4 Review and plan for the sales call	<p>You must be able to:</p> <ol style="list-style-type: none"> 1. Identify the potential opportunities. 2. Set the sales call agenda. 3. Set the sales call objectives. 4. Develop a strong compelling opening statement tied to 	<p>You must be able to:</p> <ol style="list-style-type: none"> 1. Explain the importance of sales calls. 2. Define sales objectives. 3. Implement different promotional methods. 	<p>Theory 2h</p> <p>Practical 5h</p>	<p>Non- Consumables:</p> <ul style="list-style-type: none"> • Multimedia • Speakers • Computer • White Board <p>Consumables:</p> <ul style="list-style-type: none"> • Flip Chart papers • Card sheets • Markers 	<p>Classroom</p> <p>/</p> <p>Lab</p>

	<p>customers need and benefits.</p> <p>5. Plan a variety of questions.</p> <p>6. Reconfirm the appointment.</p>				
LU.5 Select and use the sales tools during process	<p>You must be able to:</p> <ol style="list-style-type: none"> 1. Collect all the sales support materials. 2. Select the sales tools at the appropriate time during the process 3. Use the sales tools at the appropriate time during the process to emphasize key messages and solutions. 4. Contain all sales tools accessible and be pro-active. 	<p>You must be able to:</p> <ol style="list-style-type: none"> 1. Identify sales support materials. 2. Explain the importance of sales tools. 3. Apply appropriate sales tools as per situation demand 	<p>Theory 1h</p> <p>Practical 5h</p>	<p>Non- Consumables:</p> <ul style="list-style-type: none"> • Multimedia • Computer • White Board <p>Consumables:</p> <ul style="list-style-type: none"> • Flip Chart papers • Card sheets • Markers • Planners 	<p>Classroom / Lab</p>
LU.6 Open the	You must be able	You must be able to:	Theory	Non- Consumables:	Classroom

sales call	to: 1. Greet the customer. 2. Build rapport. 3. Communicate sales call objectives. 4. Present an agenda and time frame. 5. Listen to customer's objectives. 6. Confirm agreement to objectives.	1. Explain the importance of sales class. 2. Describe the benefits of sales calls. 3. Explain the advantages and objectives of sales calls.	2h Practical 5h	<ul style="list-style-type: none"> • Multimedia • Computer • White Board Consumables: <ul style="list-style-type: none"> • Flip Chart papers • Card sheets Markers 	/ Lab
LU.7 Identify needs and /or opportunities	You must be able to: 1. Listen actively. 2. Encourage 3. Responses through body language (learning forward) and verbal language. 4. Focus the discussion on the interests and	You must be able to: 1. Explain the impact of body language. 2. Define verbal language. 3. Explain the importance of effective listening. 4. Differentiate among Upselling, Cross Selling and Value Added Selling 5. Present examples of Upselling, Cross Selling and Value added Selling from various businesses 6. Apply the skills required for	Theory 5h Practical 10h	Non- Consumables: <ul style="list-style-type: none"> • Multimedia • Speakers • Computer • White Board Consumables: <ul style="list-style-type: none"> • Flip Chart papers • Card sheets • Markers • Planners • Diary 	Classroom / Lab

	<p>needs of the customers.</p> <ol style="list-style-type: none"> 5. Reconfirm needs frequently. 6. Use effective feedback skills to check understanding. 7. Uncover buyer's selection criteria. 8. Identify budgets. 	<p>using the Upselling, Cross Selling and Value Added selling</p> <ol style="list-style-type: none"> 7. Apply the understanding of selling techniques in simulations 8. Understand the concept of sales leads 9. Share various strategies to explore and engage with new clients <ol style="list-style-type: none"> a. Networking b. Using social media proactively c. Publishing directories and industry publications d. Visiting trade fairs e. Writing and presenting proposals f. Establishing relationships with professionals in the same field g. Participating in relevant forums and blogs h. Internet search 10. Discuss the possible obstacles in the way of making new clients 			
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		<ul style="list-style-type: none"> a. Self-consciousness b. Lack of self-discipline and planning c. Fear of rejection/failure d. Lack of time for research and visits e. Unawareness/lack of skills for using technology <p>11. Share the potential solutions to the possible problems</p> <ul style="list-style-type: none"> a. Enhancing self confidence b. Undertaking personal planning for reading and visits c. Learning the use of technology for making new client d. Using social media and relevant sides <p>12. Build relationships with friends and professionals and maintaining them</p>			
LU.8 Present solutions/options	You must be able to: 1. Match products and services to customer's needs and / or	You must be able to: 1. Determine customer's need and solutions.	Theory 2h Practical 5h	Non- Consumables: <ul style="list-style-type: none"> • Multimedia • Speakers • Computer • White Board Consumables: <ul style="list-style-type: none"> • Flip Chart papers 	Classroom / Lab

	<p>opportunities.</p> <ol style="list-style-type: none"> 2. Focus on current needs but also look at emerging needs. 3. Identify solutions. 4. Present proposals. 5. Use a feature / benefit strategy. 			<ul style="list-style-type: none"> • Planners 	
LU.9 Address objections	<p>You must be able to:</p> <ol style="list-style-type: none"> 1. Anticipate possible objections 2. Pre-plan your response. 3. Listen closely for the signals that indicate an objection. 4. Interpret questions and statements. 5. Identify the different sources of objections. 6. Clarify the objections. 	<p>You must be able to:</p> <ol style="list-style-type: none"> 1. In List different types of objections. 2. Implement the method to solve objections. 3. Address customer's comments, questions, concerns and objections with clear, direct, accurate and timely responses. 4. Apply recognized procedures for handling and solving a customer's problem. 	<p>Theory 3h</p> <p>Practical 5h</p>	<p>Non- Consumables:</p> <ul style="list-style-type: none"> • Multimedia • Computer • White Board <p>Consumables:</p> <ul style="list-style-type: none"> • Flip Chart papers • Markers • Planners 	<p>Classroom</p> <p>/</p> <p>Lab</p>
LU.10 Close the	You must be able	You must be able to:	Theory	Non- Consumables:	Classroom

sales	to: <ol style="list-style-type: none"> 1. Identify various decision making styles. 2. Match various decision making styles. 3. Check for more questions, concerns. 4. Summarize the benefits. 5. Recap and highlight specific benefits. 6. Establish agreement with customer as per company policy and procedures. 7. Set the stage for additional business. 8. Reconfirm the buying decision. 	<ol style="list-style-type: none"> 1. Implement different decision making techniques. 2. Explain the important points of closing the sales. 3. Explain different decision making techniques. 4. Explain the important points of closing the sales. 5. Understand the Company's Policies and Procedures. 	2h Practical 5h	<ul style="list-style-type: none"> • Multimedia • Computer • White Board • Company's Policy Guide Consumables: <ul style="list-style-type: none"> • Flip Chart papers • Card sheets • Markers • Planners • Diary 	/ Lab
LU.11 Follow up the sales	You must be able to: <ol style="list-style-type: none"> 1. Reinforce the buying decision 	You must be able to: <ol style="list-style-type: none"> 1. Apply the implementation process. 2. Explain the importance of budget, time lines. 	Theory 6h Practical	Non- Consumables: <ul style="list-style-type: none"> • Multimedia • Speakers • Computer 	Classroom /

	<p>as per company policy.</p> <ol style="list-style-type: none"> 2. Full fill every commitment. 3. Diarize key points from the sales call. 4. Plan next step. 5. Mange the implementation procedure. 6. Ensure budget, time lines, quality standards and deliverables are communicated, understood and met. 7. Verify the customer understands and values the products / service benefits. 8. Stay connected with customer. 9. Make calls without a sales 	<ol style="list-style-type: none"> 3. Explain the importance and advantages of follow up the sales. 	<p>5h</p>	<ul style="list-style-type: none"> • White Board Consumables: <ul style="list-style-type: none"> • Flip Chart papers • Card sheets • Markers • Planners • Diary 	<p>Lab</p>
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	objective (a public relation call) to check customer's satisfaction.				
LU.12 Deliver sales presentations	<p>You must be able to:</p> <ol style="list-style-type: none"> 1. Identify customer's need. 2. Choose a location for the presentation. 3. Plan the agenda, content and structure of the presentation. 4. Design the content of presentation. 5. Organize information in a logical and orderly manner. 6. Focus on features, advantages and benefits of product / service. 	<p>You must be able to:</p> <ol style="list-style-type: none"> 1. Describe the importance of making sales presentations. 2. Prepare the structure of sales presentation. 3. Select appropriate place for the meeting with Customer. 4. Use of appropriate tools for Sales Presentation. 	<p>Theory 3h</p> <p>Practical 5h</p>	<p>Non- Consumables:</p> <ul style="list-style-type: none"> • Multimedia • Speakers • Computer • White Board <p>Consumables:</p> <ul style="list-style-type: none"> • Flip Chart papers • Card sheets • Markers • Planners • Diary 	<p>Classroom</p> <p>/</p> <p>Lab</p>

	7. Create support materials, audio-visual, slides etc. 8. Utilize appropriate technology. 9. Deliver the presentation.				
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3.6 Module-6 Title: Work Effectively in a Customer Service/Sales Environment

Aim: Work Effectively in a Customer Service/Sales Environment as per Organization’s approved guidelines and procedures.

Duration: 65 hours **Theory:** 10 hours **Practice:** 55 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration in hours	Tools & Equipment Required	Learning Place
LU.1 Work within organizational requirements.	You must be able to: 1. Identify and read organisation’s requirements and responsibilities 2. Seek advice from appropriate people where necessary. 3. Interpret staff rosters and provide sufficient notice of unavailability for	1. Define industry awards and agreements that relate to personal job role and terms and conditions of employment. 2. Differentiate between employer and employee responsibilities. 3. Explain different relevant legislation and statutory requirements 4. Know the organizational policies and procedures.	Theory 1h Practical 10h	Non-Consumables <ul style="list-style-type: none"> Organizational policies and procedures Consumables <ul style="list-style-type: none"> Stationary items 	Classroom / Lab

	<p>rostered hours according to workplace policy and procedures.</p> <ol style="list-style-type: none"> 4. Develop and use a current working knowledge & understanding of employee/employee rights /responsibilities. 5. Comply with relevant duty of care and legal responsibilities, 6. Support organisational culture. 7. Identify roles and responsibilities of colleagues and supervisors. 8. Identify standards and values considered to be detrimental for organisation 9. Communicate standard & values through appropriate channels. 10. Identify, recognise and follow behaviour that contributes to a 				
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	safe and sustainable work environment.				
LU.2 Support the work team.	<p>You must be able to:</p> <ol style="list-style-type: none"> 1. Display courteous and helpful behaviour at all times. 2. Take opportunities to enhance the level of assistance offered to colleagues 3. Meet all reasonable requests for assistance within acceptable workplace timeframes. 4. Complete allocated tasks as required. 5. Seek assistance when difficulties arise. 6. Use questioning techniques to clarify instructions or responsibilities. 7. Identify and display a non-discriminatory attitude in all contacts with customers 	<ol style="list-style-type: none"> 1. Explain the importance of team work 2. Define workplace relations. 3. Explain workplace policies, plans and procedures, including: <ul style="list-style-type: none"> • Dealing with grievances • Discriminatory behavior • Equal opportunity issues. • Staff rosters and notification of shift • Availability or non-attendance • Providing customer service to colleagues and customers. 	<p>Theory 2h</p> <p>Practical 5h</p>	<p>Non-Consumables</p> <ul style="list-style-type: none"> • Organizational policies and procedures <p>Consumables</p> <ul style="list-style-type: none"> • Stationary items 	Classroom
LU.3 Maintain personal presentation.	<p>You must be able to:</p> <ol style="list-style-type: none"> 1. Observe appropriate dress code and 	<ol style="list-style-type: none"> 1. Maintain hygiene and personal presentation 2. Explain the importance of 	<p>Theory 1h</p> <p>Practical</p>	<p>Non-Consumables</p> <ul style="list-style-type: none"> • Organizational 	Classroom

	<p>presentation as required by the workplace, job role and level of customer contact.</p> <p>2. Follow personal hygiene procedures according to organisational policy and relevant legislation.</p>	workplace ethics	10h	<p>policies and procedures</p> <p>Consumables</p> <ul style="list-style-type: none"> • Stationary items 	
LU.4 Develop effective work habits.	<p>You must be able to:</p> <ol style="list-style-type: none"> 1. Interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task. 2. Ask questions to seek and clarify workplace information. 3. Plan and organise daily work routine within the scope of the job role. 4. Prioritise and complete tasks according to required timeframes. 5. Identify work and personal priorities and achieve a balance between 	<ol style="list-style-type: none"> 1. Explain staff counseling and disciplinary procedures 2. Describe workplace organizational structure Such as, time frame and Competing priorities. 	<p>Theory 2h</p> <p>Practical 10h</p>	<p>Non-Consumables</p> <ul style="list-style-type: none"> • Organizational policies and procedures <p>Consumables</p> <ul style="list-style-type: none"> • Stationary items 	Classroom

	competing priorities				
LU.5 Portray ethical behaviour	<p>You must be able to:</p> <ol style="list-style-type: none"> 1. Follow ethical code of conduct. 2. Understand your costumer's code of ethics. 3. Declare conflict of interest. 4. Maintain confidentiality. 5. Honour your commitments (timeframe, deliverables etc.) 6. Use internet for business only on company time. 	<ol style="list-style-type: none"> 1. Explain the importance of ethical behavior. 2. Explain the importance of commitment in sales and customer services. 3. Use of internet for appropriate sites. 	<p>Theory 2h</p> <p>Practical 10h</p>	<p>Non-Consumables</p> <ul style="list-style-type: none"> • Organizational policies and procedures <p>Consumables</p> <ul style="list-style-type: none"> • Stationary items 	Classroom
LU.6 Acquire up to date product / service knowledge	<p>You must be able to:</p> <ol style="list-style-type: none"> 1. Gather information about your product / services. 2. Identify the components of your product and services. 3. Recognize the essential selling features of your products and services. 	<ol style="list-style-type: none"> 1. Explain: <ul style="list-style-type: none"> • Price per product. • Profit per product / service. • Price flection • Product strengths • Product weaknesses. • Warranty / guarantee policies. • Packaging facilities and potential. 	<p>Theory 2h</p> <p>Practical 10h</p>	<p>Non-Consumables</p> <ul style="list-style-type: none"> • Organizational policies and procedures <p>Consumables</p> <ul style="list-style-type: none"> • Stationary items 	Classroom

	<ol style="list-style-type: none"> 4. Translate all essential features of your product and services. 5. Analyse product success. 6. Identify your market position. 7. Familiar with all product promotions, sales manuals and product literature. 8. Keep information of latest technology advances and seek ways to use these technologies in your work. 	<ol style="list-style-type: none"> 2. Explain how your product/service fits into your customers overall operations, business plan, sales success, operation cost etc. 			
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3.7 Module-7 Title: Develop Professionalism

Aim: Develop Professionalism as per Organization’s approved guidelines and procedures.

Duration: 31 hours **Theory:** 6 hours **Practice:** 25 hours.

Learning Unit	Learning Outcomes	Learning Elements	Duration in hours	Tools & Equipment Required	Learning Place
LU.1 Create a personal vision / mission	You must be able to: <ol style="list-style-type: none"> 1. Clarify / prioritize self-values and consider the value of others. 2. Clarify expectations of yourself and expectations others have of you. 3. Identify what you need to do to be successful (personal standards, targets, goals, principals) 4. Set specific short and long term goals. 5. Translate the vision into actionable steps. 6. Integrate the vision into daily practice. 7. Recount frequently with your vision and change accordingly. 	<ol style="list-style-type: none"> 1. Develop long and short term goals. 2. Explain why personal vision and mission is important for success. 3. Describe the advantages of personal vision and mission. 	Theory 1h Practical 5h	Non-Consumables: <ul style="list-style-type: none"> • Computer • Fax • Phone • Service manuals • HR policies Consumables: <ul style="list-style-type: none"> • Stationary items 	Classroom / Lab
LU.2 Manage your attitude.	You must be able to: <ol style="list-style-type: none"> 1. Challenge yourself, break old habits 	<ol style="list-style-type: none"> 1. Explain the importance of personal and professional motivation 	Theory 1h	Non-Consumables: <ul style="list-style-type: none"> • Computer 	Classroom

	<ol style="list-style-type: none"> 2. Move out of personal comfort zone. 3. Practice innovative techniques for out of the box creative thinking. 4. Seek out support and feedback from others on the team, in the organization / community etc. 5. Identify daily, weekly accomplishments. 6. Read inspirational material, audiotapes etc. 	<ol style="list-style-type: none"> 2. Maintain your positive attitude. 3. Determine the advantages of innovative ideas and techniques during job. 	Practical 4h	<ul style="list-style-type: none"> • Fax • Phone • Service manuals • HR policies Consumables: <ul style="list-style-type: none"> • Stationary items 	
LU.3 Practice self-discipline	You must be able to: <ol style="list-style-type: none"> 1. Accountable for your performance. 2. Identify what you need to do to be successful. 3. Communicate your priorities to others. 4. Honour appointments with yourself and others. 5. Practice relaxation and energizing techniques. 	<ol style="list-style-type: none"> 1. Explain the importance of communication. 2. Explain the advantages of self-discipline. 	Theory 1h Practical 4h	Non-Consumables: <ul style="list-style-type: none"> • Computer • Fax • Phone • Service manuals • HR policies Consumables: <ul style="list-style-type: none"> • Stationary items 	Classroom
LU.4 Manage time	You must be able to: <ol style="list-style-type: none"> 1. Isolate key success 	<ol style="list-style-type: none"> 1. Explain the importance of time management to 	Theory	Non-Consumables:	Classroom

	<p>activities and prioritize them.</p> <ol style="list-style-type: none"> 2. Breakdown large tasks down into manageable action steps (set time frame). 3. Adopt action plans and follow it. 4. Set aside appropriate blocks of time for goal-related activities. 5. Make the best possible use of support people / recourses to accomplish tasks. 	<p>achieve different tasks.</p> <ol style="list-style-type: none"> 2. Define: <ol style="list-style-type: none"> a. Set Priorities b. Set time frame c. Prepare Action Plan d. Design contingent action plan 	<p>1h</p> <p>Practical 4h</p>	<ul style="list-style-type: none"> • Computer • Fax • Phone • Service manuals • HR policies <p>Consumables:</p> <ul style="list-style-type: none"> • Stationary items 	
LU.5 Manage your professional development	<p>You must be able to:</p> <ol style="list-style-type: none"> 1. Take inventory of your personal interests, abilities, skills, knowledge etc. 2. Prioritize the strengths and gaps. 3. Use available assessment tools. 4. Create a personal growth strategy / career path. 5. Set personal goals and timeframe for achieving them. 	<ol style="list-style-type: none"> 1. Explain the importance and need of professional development. 2. Explain: <ol style="list-style-type: none"> a. Workshops b. Training Seminar c. Set personal and Team goals d. Design career path. 	<p>Theory 1h</p> <p>Practical 4h</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Computer • Fax • Phone • Service manuals • HR policies <p>Consumables:</p> <ul style="list-style-type: none"> • Stationary items 	Classroom

	6. Learn from your mistakes.				
LU.6 Participate in trainings and performance review	<p>You must be able to:</p> <ol style="list-style-type: none"> Analyse, evaluate and improve performance, and report significant issues/problems to senior management Demonstrate to-do attitude in profession Demonstrate understanding of skills requirements Use the competences acquired in trainings. 	<ol style="list-style-type: none"> Define concept about performance standards. Explain policies, procedures and regulations regarding human resources of the organization. Explain self-planning and management techniques Define goals and strategies of self-development. Explain relevant knowledge about training / job requirements 	<p>Theory 1h</p> <p>Practical 4h</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> Computer Fax Phone Service manuals HR policies <p>Consumables:</p> <ul style="list-style-type: none"> Stationary items 	Classroom

3.8 Module-8 Title: Comply with health and Safety Regulations

Aim: Comply with health and Safety Regulations as per Organization’s approved guidelines and procedures.

Duration: 18 Hours **Theory:** 6 hours **Practice:** 12 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration in hours	Tools & Equipment	Learning
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				Required	Place
LU.1 Interpret health and safety regulations, standards and guidelines of an organization.	<p>You must be able to:</p> <ol style="list-style-type: none"> 1. Apply health and safety regulations at workplace 2. Assess risk of injury and equipment damages in common work situations and report to department concerned for timely response 3. Participate in quality enhancement of products or services of the organization 4. Comply with quality and safety standards effectively 5. Handle toxic and hazardous material and product with caution 6. Assess risk of injuries and accidents and report it to senior management for avoiding serious injuries. 	<ol style="list-style-type: none"> 1. Explain concepts and principles of health, safety, quality and environment regulations. 2. Define types of risk of injuring and equipment damages. 3. Describe types of risk and injury at workplace. 4. Explain the procedure of dealing with risk and injury situation. 5. Explain health and safety policies and guidelines of the organization. 6. Define characteristics and types of toxic and hazardous material or products offered by company and their impact on environment. 	<p>Theory 2h Practical 4h</p>	<p>Non-Consumables:</p> <ul style="list-style-type: none"> • Health and safety regulations and standards • Health and safety guidelines of the company • Quality and environment guidelines of the company 	<p>Classroom / Lab</p>
LU.2 Apply basic	You must be able to:	<ol style="list-style-type: none"> 1. Explain appropriate use 	Theory 2h	Non-	Classroom

<p>safety procedures.</p>	<p>1. Follow safety procedures to achieve a safe work environment, according to all relevant WHS legislation, including codes of practice relating to particular hazards in the industry or workplace.</p> <p>2. Identify and report unsafe work practices, including faulty plant and equipment according to company policy and procedure.</p> <p>3. Manage dangerous goods and substances according to company policy and relevant legislation.</p> <p>4. Identify potential manual handling risks and manage manual handling tasks according to company policy.</p> <p>5. Report work-related incidents and accidents to designated personnel.</p> <p>6. Participate in consultative processes and procedures for WHS.</p>	<p>of personal protective clothing.</p> <p>2. Explain the procedure to eliminating hazards.</p> <p>3. Explain first aid procedures.</p>	<p>Practical 4h</p>	<p>Consumables:</p> <ul style="list-style-type: none"> • Health and safety regulations and standards • Health and safety guidelines of the company • Quality and environment guidelines of the company <p>Consumables:</p> <ul style="list-style-type: none"> • First Aid Box • Fire Extinguishers. 	
<p>LU.3 Apply basic emergency</p>	<p>You must be able to:</p> <p>1. Follow fire and emergency</p>	<p>1. Define fire, chemical and electrical hazards</p>	<p>Theory 2h</p>	<p>Non-</p>	<p>Classroom</p>

procedures.	procedures, including evacuation, according to company policy and legislation. 2. Identify designated personnel responsible for first aid and evacuation procedures. 3. Accurately identifies safety alarms.	2. Explain slip, trips and falls 3. Explain the procedure of storage of dangerous goods and hazardous substances and waste. 4. Define communication and consultation processes. 5. Explain manual handling procedures.	Practical 4h	Consumables: <ul style="list-style-type: none"> • Health and safety regulations and standards • Health and safety guidelines of the company • Quality and environment guidelines of the company 	
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3.9 Module-9: Title: Workplace Management

Objective of the Module: To develop an understanding of working smart and developing a positive culture to work efficiently

Duration: 40 hours

Theory: 16 hours

Practical: 24 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Tool/ equipment	Learning Place
LU-1 : Developing a positive culture at workplace					
LU-2: Productivity at					

Workplace	See Annexure A
LU-3 : Office Ethics and Decision Making	
LU-4: Supervising and Delegation	

3.10 Module-10: Title: Computer

Objective of the Module: To Learnt to use MS Office effectively to accomplish their tasks

Duration: 100 hours

Theory: 39 hours

Practical: 61 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Tool/ equipment	Learning Place
LU-1. MS Word	See Annexure A				
LU-2. MS Excel					
LU-3. MS Power Point					
LU-4. Internet and emails					

3.11 Module: Title-11: Functional English

Objective of the Module: To Enhance reading, writing, listening and speaking skills in English vis-à-vis the work requirement

Duration: 144 hours

Theory: 44 hours

Practical: 100 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Tool/ equipment	Learning Place
LU-1. Enhancement in Reading Skills					
LU-2. Improving Writing Skills					

LU-3. Refining Listening Comprehension Skills	See Annexure A
LU-4. Advancing Speaking Skills	

3.12 Module-12: Title: Life Skills

Objective of the Module: To add value to vocational skills through personal effectiveness and interpersonal skills

Duration: 56 hours

Theory: 18 hours

Practical: 38 hours

Learning Unit	Learning Outcomes	Learning Elements	Duration	Tool/ equipment	Learning Place
LU-1: Exploring and Understanding Self					
LU-2: Effective					

Communication	See Annexure A
LU-3: Personal Grooming	
LU-4: Working with Teams	
LU-5: Vision and Goal Setting	
LU-6: Professional Development	
LU-7: Personal and Social Responsibility	

3.13 Module-13 Title: On Job Training

Aim: After Completion of the course students will be sent for OJT. Students will rotate in different departments to get to know the internal matters as well as operations of the organization. This will help student to understand the skills and talent required to work in the Organization as a Customer Services and Sales Assistant.

Duration Total: 800 Hours: Theory: 0 hours Practical: 800 Hours

Month	Week	Recommended Rotation Plan	Applied Knowledge and skill gained
Month 1	Week 1	Company's Orientation and Introduction	Understanding the Company's Surroundings
	Week 2	Company's Orientation and Introduction	Understanding the Company's Surroundings

	Week 3	Customer Services Department	Mock calls and Shadowing existing Employee
	Week 4	Sales	Mock calls and Shadowing existing employee
Month 2	Week 1	Front Desk (Reception Area)	Meeting and Greeting Clients and Co workers
	Week 2	Marketing	Understand the Importance and Need for Marketing
	Week 3	Marketing	Understand the Importance and Need for Marketing
	Week 4	Production	Understand how the end good comes in Customer's hands
Month 3	Week 1	Human Resources	Understand the Hiring policy and Company's expectations.
	Week 2	Finance	Knowing all the finances involve in the business process.
	Week 3	IT	Getting full grip and commands on all IT related issues.
	Week 4	Quality Assurance	Understand the approved quality for the product
Month 4	Week 1	Research & Development	Understand the product market and competitor updates
	Week 2	Business Development	Strategy to develop the business as per company's rules
	Week 3	Administration	Understand the Policies an Guideline for the Company
	Week 4	Operations	Understand the Basic SOP for the Product or Services
Month 5	Week 1	Purchasing department	Ensuring and understanding the flow of Stock and quality

	Week 2	Warehouse	How to Stock the Raw material SOP to understand
	Week 3	Public Relations Department	Maintain cordial relationship with the general public, suppliers, dealers and consumers.
	Week 4	Public Relations Department	Maintain cordial relationship with the general public, suppliers, dealers and consumers.
Month 6	Week 1	Customer Services	Provide all the possible assistance to Customer, Handle query, complain and Solve issues
	Week 2	Customer Services	Provide all the possible assistance to Customer, Handle query, complain and Solve issues
	Week 3	Sales Department	Generate Sales as per set rules and achieve Sales Target
	Week 4	Sales Department	Generate Sales as per set rules and achieve Sales Target

4 Assessment

4.1 Overview of Assessment

Module	Title	Theory (Hours)	Practical (Hours)	Total (Hours)
Module 1	Provide Organization's Introduction & Product Information to the Customer.	1	2	3
Module 2	Communicate in the Workplace to Support Customers and Team	1	2	3
Module 3	Perform Office Functions	1	2	3
Module 4	Provide Assistance to the Customer	1	2	3
Module 5	Achieve Sales Targets and Goals	1	2	3
Module 6	Work Effectively in a Customer Service/Sales Environment	1	2	3
Module 7	Develop Professionalism	1	2	3
Module 8	Comply with health and Safety Regulations	1	2	3
Module 9	Workplace Management	1	2	3
Module 10	Computer	1	2	3
Module 11	Functional English	1	2	3
Module 12	Life Skills	1	2	3
	Total	12	36	48

4.2 Assessment of Practical & Theory

Module 1: Provide	PRACTICAL	THEORY
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Organization's Introduction & Product Information to the Customer.		
<p>LU-1: Provide Organization's introduction to the customer.</p>	<p>Trainee should be able to:</p> <ol style="list-style-type: none"> 1. Greet Customer according to company's defined standards. 2. Introduce himself & Company profile to customer. 3. Build a good conversation' and relation with customer. 	<p>Trainee will be asked for:</p> <ol style="list-style-type: none"> 1. How to Greet, Meet and receive Customer. 2. What to say and what not to say in Introduction. 3. How to build the Conversation and get desired answers.
<p>LU-2: Identify the features of products/services and its range.</p>	<p>Trainee should be able to:</p> <ol style="list-style-type: none"> 1. Identify competitors correctly 2. Identify strengths and weaknesses of competitors. 3. Compare strengths and weaknesses of competitors and own products /services. 	<p>Trainee will be asked for:</p> <ol style="list-style-type: none"> 1. Who is your direct competitor? 2. How to Identify Strengths and weaknesses of competitor? 3. How to compare Strengths and Weaknesses of Competitors and own product / service?
<p>LU-3: Provide information of products and services to customers.</p>	<p>Trainee should be able to:</p> <ol style="list-style-type: none"> 1. Provide complete and clear explanations and demonstrations of products / services. 2. Provide accurate pricing information including payment options as per company's policies. 3. Identify and inform customers about alternative products/ services. 4. Appraise customer with complete and accurate information about service policy e.g. returns, claims, warranties, guaranties & maintenance plans etc., as per company's policy. 5. Collect clear, concise data of customer 	<p>Trainee will be asked for:</p> <ol style="list-style-type: none"> 1. What informational should be given to customer and why? 2. What are the company's policies about pricing and other necessary information? 3. How to Identify the Customer need? 4. How to satisfy customer? 5. How to Collect the Customer's Data?

	and forward it to the concerns containing all required information.	
LU.4 Provide customized offer to customer.	Trainee should be able to: <ol style="list-style-type: none"> 1. Select appropriate solutions to identified needs of the customer. 2. Ensure the product or service offered to customer is according to his/her needs. 3. Identify and inform customers about alternative products/ services in terms of pricing, features, availability etc. 4. Full-fill the need of customer by offer competitive price as par company's guidelines and standards. 	Trainee will be asked for: <ol style="list-style-type: none"> 1. What are the solutions to identify customer's need? 2. How to ensure the product or service offered to customer is according to his/her needs? 3. How and when to offer alternative products? 4. How to Fulfil Customer needs as per company's guidelines and standards.

Module 2: Communicate in the Workplace to Support Customers and Team	PRACTICAL	THEORY
LU-1: Communicate face-to-face with customers	Trainee should be able to: <ol style="list-style-type: none"> 1. Maintain welcoming customer environment that reflects company branding and market position and is in line with the company policy and procedures. 2. Greet customer warmly according to company policy and procedures. 3. Create effective service environment through verbal and non-verbal interaction according to company 	Trainee will be asked for: <ol style="list-style-type: none"> 1. How to maintain customer service environment. 2. How to receive customer? 3. What is the role of Verbal and non-verbal interaction according to company's policy? 4. What are the types of questions and what are the effects of these questions when asked from customer. 5. What to say what not to say? 6. What are the factors and their impact on customer service delivery?

	<p>policy and procedures.</p> <ol style="list-style-type: none"> 4. Use questioning and active listening to determine customer needs. 5. Use positive and inclusive language. 6. Recognize personal factors impact on customer service delivery. 	
<p>LU-2: Use technology to communicate with customers.</p>	<p>Trainee should be able to:</p> <ol style="list-style-type: none"> 1. Answer telephone according to the company procedures. 2. Questioning and active listening to identify caller and establish and confirm requirements. 3. Use telephone system functions according to instructions. 4. Use email, social networking sites and other technologies to receive and process information and customer requests in line with company policy and procedures. 5. Record and promptly pass on messages or information. 6. Inform customer of any problems and relevant action being taken. 7. Perform follow-up action as necessary. 	<p>Trainee will be asked for:</p> <ol style="list-style-type: none"> 1. How to answer Telephone? 2. What is the importance and benefits of Active listening? 3. How to use Telephonic System? 4. What are the other means of communication and how to use them? 5. How to record a message. 6. How to deal a customer with problem or complain? 7. Why follow up is necessary?
<p>LU-3: Communicate with customers and colleagues from diverse backgrounds.</p>	<p>Trainee should be able to:</p> <ol style="list-style-type: none"> 1. Treat customers and colleagues from diverse backgrounds with respect and sensitivity. 2. Consider cultural differences in verbal and non-verbal communication. 	<p>Trainee will be asked for:</p> <ol style="list-style-type: none"> 1. What are the types of customer and how to deal them? 2. What are cultural differences and what role does it play in Verbal and non-verbal communication.

	<ol style="list-style-type: none"> 3. Use gestures or simple words to communicate where language barriers exist. 4. Obtain assistance from colleagues or supervisors when required to facilitate communications. 	<ol style="list-style-type: none"> 3. How to deal a customer with language barriers? 4. How to get a solid bounding with Team mates, co-workers and colleagues?
<p>LU.4 Work in a team.</p>	<p>Trainee should be able to:</p> <ol style="list-style-type: none"> 1. Display a courteous and helpful manner at all times. 2. Complete allocated tasks willingly, according to set timeframes. 3. Actively seek or provide assistance by approaching other team members when difficulties arise. 4. Identify and use lines of communication with supervisors and peers according to company policy. 5. Encourage, acknowledge and act upon constructive feed-back provided by other team members. 6. Use questioning to minimise misunderstandings. 7. Identify signs of potential workplace conflict wherever possible and take action to resolve the situation using open and respectful communication. 8. Participate in team problem solving. 9. Interpret organization's goals and objectives and translate them into individual targets 	<p>Trainee will be asked for:</p> <ol style="list-style-type: none"> 1. How to become an active team member? 2. How to meet deadlines and targets? 3. How to coordinates with Team members and what is the advantages of that? 4. How to follow company's hierarchy? 5. What react of feedbacks? 6. What are the types of questions? 7. How to maintain office decorum? 8. What are the advantages of been an active team member? 9. Why it is necessary to interpret organization's goals and objectives? 10. What measures you should take to achieve Team goals?

	10. Prepare plan of action to achieve individual as well as team goals	
LU.5 Ask appropriate probing / questioning from customers	Trainee should be able to: 1. Use different types of questions when appropriate. 2. Allow the other person to answer freely. 3. Collect facts, information and data about the other person's situation. 4. Focus on the necessary information (information that links directly to product or service)	Trainee will be asked for: 1. What are the types of questions? 2. What is the best situation of making a healthy conversation? 3. Why it is important to collect data, facts and information about customer? 4. What is considered as necessary information
LU.6 Provide continuous feed-back	Trainee should be able to: 1. Give and receive feed-back with customers. 2. Apply appropriate body language and read customers body language. 3. Give and receive feed-back with internal departments. 4. Design a communication system / process and share information. 5. Gain commitment from others to work together in the interest of the customers. 6. Conduct meetings. 7. Utilize the feed-back to identify opportunities for product / service improvement.	Trainee will be asked for: 1. What is the importance of feedback? 2. What is the importance of Body language? 3. Why it is necessary to coordinate with internal departments? 4. How to design a system to communicate and share information? 5. What is the importance of Commitment and working in team? 6. Why it is important to conduct internal meetings? 7. How can a Company identify opportunities for product or service improvement?

Module 3: Perform Office Functions	PRACTICAL	THEORY
LU-1: Maintain customer's	Trainee should be able to: 1. Keep up to-date and relevant information	Trainee will be asked for: 1. What is CRM?

<p>database.</p>	<p>about customers</p> <ol style="list-style-type: none"> 2. Ensure information should not be disclosed to unauthorized persons/agencies and maintain privacy. 3. Create customer's profile. 4. Spread sheet or software literacy. 5. Filter Customer's Data as per the target 	<ol style="list-style-type: none"> 2. How to Update and maintain CRM? 3. How can you create a customer's profile? 4. Why it is important to learn Spread sheet (MS Excel)? 5. How to filter customer's data?
<p>LU-2: Handle cash.</p>	<p>Trainee should be able to:</p> <ol style="list-style-type: none"> 1. Record correct, accurate and complete information about cash transactions as per company's practice. 2. Ensure all cash transactions have been recorded in daybook accurately. 3. Ensure cash instruments are verified and found valid. 4. Maintain cash transaction record as per requirement of account department 	<p>Trainee will be asked for:</p> <ol style="list-style-type: none"> 1. How to keep a proper check of the cash flow? 2. How to record cash transactions accurately? 3. How to ensure cash instruments are verified and are valid? 4. How to maintain cash transaction?
<p>LU-3: Operate communication technologies (fax, computer, photocopiers, multimedia etc.)</p>	<p>Trainee should be able to:</p> <ol style="list-style-type: none"> 1. Select appropriate technology for conveying and recording information. 2. Identify and use communication vehicles effectively: <ul style="list-style-type: none"> • E-mail • Internet • Written memos/reports • Process maps • Diagrams/graphs 3. Use communication technologies efficiently and effectively. 4. Ensure communication devices are functioning properly. 5. Operate office equipment in appropriate 	<p>Trainee will be asked for:</p> <ol style="list-style-type: none"> 1. What are the technologies involved in recording and conveying Customer Information? 2. How to use communication tools? 3. How to check if communication tools are working in correct order? 4. How to operate office equipment?

	manner. 6. Ensure the security of customer's data and I.T. policies	
LU-4: Maintain information log	Trainee should be able to: 1. Record log of daily telephone calls, enquiries on emails and daily walk-in customers 2. Ensure information recorded is correct and updated.	Trainee will be asked for: 1. Why it is important to record daily telephone calls, enquiries on email and daily logs? 2. How to make sure that received information is correct?
LU-5: Document sales visits	Trainee should be able to: 1. Record complete information about daily visit according to SOPs of the company 2. Share sales report data with management as required.	Trainee will be asked for: 1. What are the company's SOPs to record complete information? 2. How to maintain Sales report data?

Module 4: Provide Assistance to the Customer. (Customer Services)	PRACTICAL	THEORY
LU-1: Listen and record customer's demands / complaints attentively.	Trainee should be able to: 1. Remove or reduce barriers to listening. 2. Display interest through appropriate use of body language (eye contact, gestures) or words. 3. Respect and show empathy for the speaker's feelings and opinions. 4. Watch for the non-verbal parts of the message listen with a sense of curiosity about customer's needs, expectations etc. 5. Identify the limits of your authority and the need to pass the problem/query onto a senior colleague.	Trainee will be asked for: 1. What are the Listening Barriers? 2. What is the importance of Body language in Communication? 3. What are Buying Signals? 4. What is the importance of Non-verbal messages with a sense of curiosity? 5. What language to use when dealing with Customer?

	<ul style="list-style-type: none"> 6. Use simple, clear and assertive language during interaction 7. Aware of the customer's culture / work environment. 8. Take detail notes, record key points. 9. Recognize and respond to buying signals. 10. Confirm communication by clarifying understanding and closing the loop. 	
LU-2: Gather information about customer's demands & need	Trainee should be able to: <ul style="list-style-type: none"> 1. Identify customer's objectives, desires and problems that relate to the product or service 2. Collect information on how the customer plans to use the product or service 3. Gather information in a courteous and professional manner 4. Select and use most efficient method of interviewing when gathering information from customers (e.g. open vs. close ended questions, knowing when to use follow up questions). 	Trainee will be asked for: <ul style="list-style-type: none"> 1. What is Customer's Objectives, desires and Problems that relate to your Organization? 2. How to gather information from Customer? 3. What types of question should be asked when gathering information from Customer?
LU-3: Provide information or services to customer	Trainee should be able to: <ul style="list-style-type: none"> 1. Select appropriate media to send feedback to the customer 2. Provide courteous and complete attention to customer 3. Address customer's comments, questions, concerns and objections with clear, direct, accurate and timely responses 4. Clarify and reconfirm customer's needs and objectives, if necessary 	Trainee will be asked for: <ul style="list-style-type: none"> 1. How to send feedback to Customer? 2. What Customer demands? 3. How to address customer comments, questions or complaints?

LU-4: Coordinate with Internal / External Departments	Trainee should be able to: <ol style="list-style-type: none"> 1. Follow proper communication channels and methods for interacting with internal or external departments 2. Obtain necessary approvals from senior management or person concerned before interacting with external department, where applicable 3. Convey accurate and complete information to relevant department and ensure proper follow up for timely response 4. Keep record of all the correspondence with internal or external departments as per company's policies. 	Trainee will be asked for: <ol style="list-style-type: none"> 1. How to coordinate with Internal and external departments? 2. What policy to follow when interacting with external department? 3. How to keep a record of all the correspondence with internal or external departments?
LU.5 Assure customer satisfaction	Trainee should be able to: <ol style="list-style-type: none"> 1. Conduct timely follow up inquiry to determine whether product or service met customer's expectations. 2. Convey immediately the significant customer feedback to supervisor or other relevant individuals and departments. 3. Select techniques and tools for obtaining information about customer satisfaction. 	<ol style="list-style-type: none"> 1. How to ensure customer satisfaction? 2. What action to take when receive a complaint or feedback from customer? 3. What are the tools and techniques for obtaining information about customer satisfaction?
LU.6 Maintain record of correspondence	Trainee should be able to: <ol style="list-style-type: none"> 1. Maintain record of queries and complaints in proper format accordingly to company's practice. 2. Ensure customer's queries and complaints are answered and recorded in report. 	<ol style="list-style-type: none"> 1. What is the format of recording queries and complaints? 2. How to make sure that customer's queries and complaints are answered timely?

Module 5: Achieve Sales	PRACTICAL	THEORY
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Targets and Goals		
LU-1: Target potential customers	Trainee should be able to: 1. List sources for developing customer list. 2. Develop the customer's list. 3. Research general information about customer to determine potential. 4. Update and revise the list regularly. 5. Liaise with call / contact centre.	Trainee will be asked for: 1. How to target a potential customer? 2. How to maintain customer database? 3. Why it is necessary to revise and update customer's list regularly? 4. What is the role of Call Center or Contact Center? 5. What are the Types of Call Center?
LU-2: Plan for the initial contact.	Trainee should be able to: 1. Establish and maintain prospect files. 2. Obtain strategic information about the prospect's situation. 3. Identify the potential opportunities. 4. Set contact objectives. 5. Record information in prospect file.	Trainee will be asked for: 1. How to break the ice while initiating contact with customer? 2. What is strategic information about prospect situation? 3. How to identify opportunities?
LU.3 Contact and qualify the customer	Trainee should be able to: 1. Write a personal letter, e-mail. 2. Use effective telephone communication skills. 3. Use the planned sales strategies and tactics. 4. Record detail of the conversation.	Trainee will be asked for: 1. What is the importance of writing and maintaining correspondence with customer? 2. What are the most effective telephone communication skills? 3. Why it is important to records details of conversation?
LU.4 Review and plan for the sales call	Trainee should be able to: 1. Identify the potential opportunities. 2. Set the sales call agenda. 3. Set the sales call objectives. 4. Develop a strong compelling opening statement tied to customers need and benefits. 5. Plan a variety of questions.	Trainee will be asked for: 1. How to identify the potential opportunities? 2. What is Sales Call Agenda? 3. What are the sales Call objective? 4. What is the impact of a strong opening statement to customer? 5. What types of question to be asked at this particular situation?

	6. Reconfirm the appointment.	
LU.5 Select and use the sales tools during process	Trainee should be able to: <ol style="list-style-type: none"> 1. Collect all the sales support materials. 2. Select and use the sales tools at the appropriate time during the process to emphasize key messages and solutions. 3. Contain all sales tools accessible and be pro-active. 	Trainee will be asked for: <ol style="list-style-type: none"> 1. What are the Sales and support material? 2. How, When and what sales tools to be used during the process to emphasize key messages and solution? 3. How to become pro-active.
LU.6 Open the sales call	Trainee should be able to: <ol style="list-style-type: none"> 1. Great the customer. 2. Build rapport. 3. Communicate sales call objectives. 4. Present an agenda and time frame. 5. Listen to customer's objectives. 6. Confirm agreement to objectives. 	Trainee will be asked for: <ol style="list-style-type: none"> 1. How to open a Sales call? 2. How to build a rapport in front of a customer? 3. How to present an agenda and time frame? 4. What are customer objectives
LU.7 Identify needs and /or opportunities	Trainee should be able to: <ol style="list-style-type: none"> 1. Listen actively. 2. Encourage 3. Responses through body language (learning forward) and verbal language. 4. Focus the discussion on the interests and needs of the customers. 5. Reconfirm needs frequently. 6. Use effective feedback skills to check understanding. 7. Uncover buyer's selection criteria. 8. Identify budgets. 	Trainee will be asked for: <ol style="list-style-type: none"> 1. Why active listening is important? 2. What are the effective feedback skills? 3. How to identify customer's budgets? 4. How to differentiate needs and opportunities?
LU.8 Present solutions/options	Trainee should be able to: <ol style="list-style-type: none"> 1. Match products and services to customer's needs and / or opportunities. 	Trainee will be asked for: <ol style="list-style-type: none"> 1. How to determine what customer's need? 2. How to identify solution for customer's

	<ol style="list-style-type: none"> 2. Focus on current needs but also look at emerging needs. 3. Identify solutions. 4. Present proposals. 5. Use a feature / benefit strategy. 	<p>problem?</p> <ol style="list-style-type: none"> 3. How to differentiate between features and benefits?
LU.9 Address objections	<p>Trainee should be able to:</p> <ol style="list-style-type: none"> 1. Anticipate possible objections and pre-plan your response. 2. Listen closely for the signals that indicate an objection. 3. Interpret questions and statements. 4. Identify the different sources of objections. 5. Clarify the objections. 	<p>Trainee will be asked for:</p> <ol style="list-style-type: none"> 1. Why objections and complains are important? 2. How to clarify Objection? 3. How to interpret question and statements?
LU.10 Close the sales	<p>Trainee should be able to:</p> <ol style="list-style-type: none"> 1. Identify and match various decision making styles. 2. Check for more questions, concerns. 3. Summarize the benefits. 4. Recap and highlight specific benefits. 5. Establish agreement with customer as per company policy and procedures. 6. Set the stage for additional business. 7. Reconfirm the buying decision. 	<p>Trainee will be asked for:</p> <ol style="list-style-type: none"> 1. How to summarize benefits? 2. How to set a stage for additional business. 3. How to reconfirm buying decision?
LU.11 Follow up the sales	<p>Trainee should be able to:</p> <ol style="list-style-type: none"> 1. Reinforce the buying decision as per company policy and procedures. 2. Full fill every commitment. 3. Diarize key points from the sales call. 4. Plan next step. 5. Mange the implementation procedure. 	<p>Trainee will be asked for:</p> <ol style="list-style-type: none"> 1. How to reinforce the buying decision as per company policy and procedures? 2. How to full fill every commitment? 3. How to Plan next step? 4. How to stay connected with customer?

	<ol style="list-style-type: none"> 6. Ensure that budget, time lines, quality standards and deliverables are communicated, understood and met. 7. Verify the customer understands and values the products / service benefits. 8. Stay connected with customer. 9. Make calls without a sales objective (a public relation call) to check customer's satisfaction. 	
LU.12 Deliver sales presentations	<p>Trainee should be able to:</p> <ol style="list-style-type: none"> 1. Identify customer's need. 2. Choose a location for the presentation. 3. Plan the agenda, content and structure of the presentation. 4. Design the content of presentation. 5. Organize information in a logical and orderly manner. 6. Focus on features, advantages and benefits of product / service. 7. Create support materials, audio-visual, slides etc. 8. Utilize appropriate technology. 9. Deliver the presentation. 	<p>Trainee will be asked for:</p> <ol style="list-style-type: none"> 1. How to identify customer's need? 2. How to choose a location for the presentation. 3. How to deliver the presentation? 4. How to utilize appropriate technology? 5. Why it is important to focus on features, advantages and benefits of product / service?

Module 6: Work Effectively in a Customer Service/Sales Environment	PRACTICAL	THEORY
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<p>LU-1: Work within organizational requirements.</p>	<p>Trainee should be able to:</p> <ol style="list-style-type: none"> 1. Identify and read organisation's requirements and responsibilities and seek advice from appropriate people where necessary. 2. Interpret staff rosters and provide sufficient notice of unavailability for rostered hours according to workplace policy and procedures. 3. Develop and use a current working knowledge and understanding of employee and employer rights and responsibilities. 4. Comply with relevant duty of care and legal responsibilities, and support organisational culture. 5. Identify roles and responsibilities of colleagues and immediate supervisors. 6. Identify standards and values considered to be detrimental to the organisation and communicate this through appropriate channels. 7. Identify, recognise and follow behaviour that contributes to a safe and sustainable work environment. 	<p>Trainee will be asked for:</p> <ol style="list-style-type: none"> 1. How to identify and read organisation's requirements and responsibilities and seek advice from appropriate people where necessary? 2. Why it is important to provide sufficient notice of unavailability for rostered hours according to workplace policy and procedures? 3. How to develop and use a current working knowledge and understanding of employee and employer rights and responsibilities. 4. What are the roles and responsibilities of colleagues and immediate supervisors? 5. How to identify standards and values considered to be detrimental to the organisation and communicate this through appropriate channels? 6. What is safe and sustainable work environment?
<p>LU-2: Support the work team.</p>	<p>Trainee should be able to:</p> <ol style="list-style-type: none"> 1. Display courteous and helpful behaviour at all times. 2. Take opportunities to enhance the level of assistance offered to colleagues and meet all reasonable requests for assistance within acceptable workplace timeframes. 	<p>Trainee will be asked for:</p>

	<ol style="list-style-type: none"> 3. Complete allocated tasks as required. 4. Seek assistance when difficulties arise. 5. Use questioning techniques to clarify instructions or responsibilities. 6. Identify and display a non-discriminatory attitude in all contacts with customers and other staff members. 	
LU-3: Maintain personal presentation.	<p>Trainee should be able to:</p> <ol style="list-style-type: none"> 1. Observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact. 2. Follow personal hygiene procedures according to organisational policy and relevant legislation. 	<p>Trainee will be asked for:</p> <ol style="list-style-type: none"> 1. Why appropriate dress code and presentations are important? 2. Why personal hygiene is important?
LU-4: Develop effective work habits.	<p>Trainee should be able to:</p> <ol style="list-style-type: none"> 1. Interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task. 2. Ask questions to seek and clarify workplace information. 3. Plan and organise daily work routine within the scope of the job role. 4. Prioritise and complete tasks according to required timeframes. 5. Identify work and personal priorities and achieve a balance between competing priorities 	<p>Trainee will be asked for:</p> <ol style="list-style-type: none"> 1. Why probing is important? 2. What are the advantages of probing? 3. How to plan and organize daily work routine? 4. How to prioritise and complete tasks according to required timeframes? 5. How to achieve balance between personal priorities and competing priorities?
LU.5 Portray ethical behaviour	<p>Trainee should be able to:</p> <ol style="list-style-type: none"> 1. Follow ethical code of conduct. 2. Understand your costumer's code of ethics. 3. Declare conflict of interest. 	<p>Trainee will be asked for:</p> <ol style="list-style-type: none"> 1. Why it is important to follow ethical code of conduct? 2. How to understand costumer's code of ethics? 3. Why it is important to maintain

	<ol style="list-style-type: none"> 4. Maintain confidentiality. 5. Honour your commitments (timeframe, deliverables etc.) 6. Use internet for business only on company time. 	confidentiality?
LU.6 Acquire up to date product / service knowledge	<p>Trainee should be able to:</p> <ol style="list-style-type: none"> 1. Gather information about your product / services. 2. Identify the components of your product and services. 3. Recognize the essential selling features of your products and services. 4. Translate all essential features of your product and services. 5. Analyse product success. 6. Identify your market position. 7. Familiar with all product promotions, sales manuals and product literature. 8. Keep information of latest technology advances and seek ways to use these technologies in your work. 	<p>Trainee will be asked for:</p> <ol style="list-style-type: none"> 1. How to gather information about your product / services? 2. How to identify the components of your product and services? 3. How to analyse product success? 4. Why it is important to keep information of latest technology advances and seek ways to use these technologies in your work? 5. How to identify your market position?

Module 7: Develop Professionalism	PRACTICAL	THEORY
LU-1: Create a personal vision / mission	<p>Trainee should be able to:</p> <ol style="list-style-type: none"> 1. Clarify / prioritize self-values and consider the value of others. 2. Clarify expectations of yourself and 	<p>Trainee will be asked for:</p> <ol style="list-style-type: none"> 1. Why it is important to clarify / prioritize self-values and consider the value of others. 2. Why it is important to create a personal vision?

	<p>expectations others have of you.</p> <ol style="list-style-type: none"> 3. Identify what you need to do to be successful (personal standards, targets, goals, principals) 4. Set specific short and long term goals. 5. Translate the vision into actionable steps. 6. Integrate the vision into daily practice. 7. Recount frequently with your vision and change accordingly. 	<ol style="list-style-type: none"> 3. How to integrate the vision into daily practice?
<p>LU-2: Manage your attitude.</p>	<p>Trainee should be able to:</p> <ol style="list-style-type: none"> 1. Challenge yourself, break old habits, and move out of your comfort zone. 2. Practice innovative techniques for out of the box creative thinking. 3. Seek out support and feedback from others on the team, in the organization / community etc. 4. Identify daily, weekly accomplishments. 5. Read inspirational material, audiotapes etc. 	<p>Trainee will be asked for:</p> <ol style="list-style-type: none"> 1. How to manage your attitude? 2. How to think out of the box? 3. How to identify accomplishments?
<p>LU-3: Practice self-discipline</p>	<p>Trainee should be able to:</p> <ol style="list-style-type: none"> 1. Accountable for your performance. 2. Identify what you need to do to be successful. 3. Communicate your priorities to others. 4. Make and honour appointments with yourself and others. 5. Practice relaxation and energizing techniques. 	<p>Trainee will be asked for:</p> <ol style="list-style-type: none"> 1. Why it is important to Practice self-discipline? 2. How to become successful in self-discipline? 3. How to communicate priorities to others? 4. How to Practice relaxation and energizing techniques?

LU.4 Manage time	Trainee should be able to: <ol style="list-style-type: none"> 1. Isolate key success activities and prioritize them. 2. Breakdown large tasks down into manageable action steps (set time frame). 3. Create or adopt action plans and follow it. 4. Set aside appropriate blocks of time for goal-related activities. 5. Make the best possible use of support people / recourses to accomplish tasks. 	Trainee will be asked for: <ol style="list-style-type: none"> 1. How to isolate key success activities and prioritize them. 2. How to breakdown tasks into manageable action steps? 3. How to create or adopt action plans and follow it? 4. How to set aside appropriate blocks of time for goal-related activities? 5. How to make the best possible use of support people / recourses to accomplish tasks?
LU.5 Manage your professional development	Trainee should be able to: <ol style="list-style-type: none"> 1. Take inventory of your personal interests, abilities, skills, knowledge etc. 2. Identify and prioritize the strengths and gaps. 3. Use available assessment tools. 4. Create a personal growth strategy / career path. 5. Set personal goals and timeframe for achieving them. 6. Learn from your mistakes. 	Trainee will be asked for: <ol style="list-style-type: none"> 1. How to take inventory of your personal interests, abilities, skills, knowledge etc. 2. How to identify and prioritize the strengths and gaps? 3. How to use available assessment tools? 4. How to set personal goals and timeframe for achieving them? 5. How to learn from your mistakes?
LU.6 Participate in trainings and performance review	Trainee should be able to: <ol style="list-style-type: none"> 1. Analyse, evaluate and improve performance, and report significant issues/problems to senior management 2. Demonstrate to-do attitude in profession 3. Demonstrate understanding of skills requirements 4. Use the competences acquired in 	Trainee will be asked for: <ol style="list-style-type: none"> 1. Why it is important to analyse, evaluate and improve performance, and report significant issues/problems to senior management? 2. How to demonstrate to-do attitude in profession? 3. How to demonstrate understanding of skills requirements?

	trainings.	4. How to use the competences acquired in trainings?
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Module 8: Comply with health and Safety Regulations	PRACTICAL	THEORY
LU-1: Interpret health and safety regulations, standards and guidelines of an organization.	<p>Trainee should be able to:</p> <ol style="list-style-type: none"> 1. Identify, understand and apply health and safety regulations at workplace 2. Assess risk of injury and equipment damages in common work situations and report to department concerned for timely response 3. Participate in quality enhancement of products or services of the organization 4. Comply with quality and safety standards effectively 5. Handle toxic and hazardous material and product with caution 6. Assess risk of injuries and accidents and report it to senior management for avoiding serious injuries 	<p>Trainee will be asked for:</p> <ol style="list-style-type: none"> 1. How to identify, understand and apply health and safety regulations at workplace? 2. How to assess risk of injury and equipment damages in common work situations and report to department concerned for timely response? 3. Why it is important to participate in quality enhancement of products or services of the organization? 4. How to handle toxic and hazardous material and product with caution? 5. How to avoid serious injuries at workplace?
LU-2: Apply basic safety procedures.	<p>Trainee should be able to:</p> <ol style="list-style-type: none"> 1. Follow safety procedures to achieve a safe work environment, according to all relevant WHS legislation, including codes of practice relating to particular hazards in the industry or workplace. 2. Identify and report unsafe work practices , including faulty plant and equipment 	<p>Trainee will be asked for:</p> <ol style="list-style-type: none"> 1. What are the Basic Safety procedures? 2. How to identify and report unsafe work practices, including faulty plant and equipment according to company policy and procedures? 3. How to identify potential manual handling risks and manage manual handling tasks according to company

	<p>according to company policy and procedures</p> <ol style="list-style-type: none"> 3. Manage dangerous goods and substances according to company policy and relevant legislation. 4. Identify potential manual handling risks and manage manual handling tasks according to company policy. 5. Report work-related incidents and accidents to designated personnel. 6. Participate in consultative processes and procedures for WHS. 	<p>policy.</p> <ol style="list-style-type: none"> 4. Why it is important to participate in consultative processes and procedures for WHS? 5. How to report work-related incidents and accidents to designated personnel?
LU.3 Apply basic emergency procedures.	<p>Trainee should be able to:</p> <ol style="list-style-type: none"> 1. Follow fire and emergency procedures, including evacuation, according to company policy and legislation. 2. Identify designated personnel responsible for first aid and evacuation procedures. 3. Accurately identifies safety alarms. 	<p>Trainee will be asked for:</p> <ol style="list-style-type: none"> 1. What are fire and emergency procedures, including evacuation, according to company policy and legislation? 2. How to identify designated personnel responsible for first aid and evacuation procedures? 3. How to identify safety alarms?

Module 9: Workplace Management	PRACTICAL	THEORY
LU-1 : Developing a positive culture at workplace	See Annexure A	
LU-2: Productivity at Workplace		
LU-3 : Office Ethics and		

Decision Making	
LU-4: Supervising and Delegation	

Module 10: Computer	PRACTICAL	THEORY
LU-1. MS Word	See Annexure A	
LU-2. MS Excel		
LU-3. MS Power Point		
LU-4. Internet and emails		

Module 11: Functional English	PRACTICAL	THEORY
LU-1. Enhancement in Reading Skills	See Annexure A	
LU-2. Improving Writing Skills		
LU-3. Refining Listening Comprehension Skills		
LU-4. Advancing Speaking Skills		

Module 12: Life Skills	PRACTICAL	THEORY
LU-1: The Confident Personality		
LU-2: Assertive Communication		

LU-3: Planning Techniques	See Annexure A
LU-4: Working in a Team	
LU-5: Career Development	
LU-6: Emotional Intelligence	
LU-7: Gender Sensitivity	
LU-8: Workplace Harassment	

4.3 Supportive notes for Assessment

Assessment Context

- These learning units may be assessed on the job, off the job or a combination of on and off the job demonstrated by an individual working alone. In some areas continuous assessment may be required to gauge the competency.
- Final Assessment of the practical skills must take place only after a period of supervised practice and repetitive experience. If work place conditions are not available, assessment is simulated and that the work place conditions are

acceptable. On-going assessment should be done with each exercise/task to support learners to continuously improve the skills

- The prescribed outcome must be achieved without direct supervision.
- Competency should be assessed within the context of the qualification being sought.

Critical Aspects

Assessment must confirm that the candidate is able to:

Customer Services	<ul style="list-style-type: none"> ▪ Understand and explain the role of a Customer Service in an overall business ▪ Relate the understanding of Customer Services with the context of real work ▪ Formulate smart goals and plans to fulfill his/her tasks and improve the performance ▪ Serve the Customers with a positive service mindset ▪ Use problem solving approach to engage and satisfy the Customers ▪ Apply relevant strategies to deal with different types of customers ▪ Exhibit effective verbal and nonverbal communication skills ▪ Provide Tele-customer Services
Sales	<ul style="list-style-type: none"> ▪ Understand and explain the role of a Sales Officer in an overall business ▪ Explain the key knowledge, skills and values required by a sales officer ▪ Relate the understanding of Sells Steps and Sales Cycle with the context of real work ▪ Apply Sales Steps in the work ▪ Use different selling techniques at work ▪ Formulate smart goals to fulfill the sales tasks and improve the performance ▪ Develop and implement sales plans ▪ Initiate and build sales relationships

Assessment Condition

The candidate will have access to:

- All tools, equipment, materials and documentation required.

The candidates will be permitted to refer the following documents.

- Relevant workplace procedures.
- Relevant product and service specifications.
- Relevant manuals, codes, standards and reference material.

The Candidate will be required to:

- Orally or by other methods of communication, answer, questions put forward by the assessor.
- Identify superiors who can be approached for the collection of competency evidence where appropriate.
- Present evidence of credit for any off job training related course.

Special Notes

- During assessment the individual will:
- Demonstrate safe working practices all the times.
- Communicate information about processes, events or tasks being under taken to ensure a safe and efficient working environment.
- Take the responsibility for the quality of his/her own work.
- Plan tasks in all situations and review tasks requirements as appropriate.
- Perform all tasks in accordance with standard operating procedures.

- Perform all tasks to specifications.
- Use accepted sales techniques, practices, processes and work place procedures.

The tasks involved will be completed within reasonable time frames relating to typical work place activities. The resources required for assessment include tools, equipment and machines listed within these learning units. The completed processes/outcomes should comply with the respective standards.

5 List of Tools, Machinery, Equipment & Consumables

5.1 List of Tools, Machinery & Equipment

Materials, tools, equipment etc. are listed within the learning units. (For a class of 25 students)

Sr. No.	Name of Equipment	Quantity
1.	Computer with UPS	25
2.	Computer tables and chairs	25

3.	Printer	1
4.	Scanner	1
5.	Photocopier	1
6.	Multimedia	1
7.	Fax Machine	1
8.	Headphones	25
9.	Calculator	10
10.	Internet, Email	1
11.	Telephone Set	10

5.2 List of Consumable Supplies

Sr. No.	Name of Consumable Supplies	Quantity
1.	Flip Charts	300
2.	Ball points	40
3.	White board markers	60
4.	A4 Papers for printing	10 Rims
5.	Box files	25

6.	Paper Files	30
7.	Scotch Tapes 1 Inch	12
8.	Paper tapes 1 inch	12
9.	Sales promotions.	25
10.	Customer services application ((CRM)	25
11.	Invoices, various forms.	25
12	Filling	25