Government of Pakistan

National Vocational and Technical Training Commission

Prime Minister’s Hunarmand Pakistan Program

"Skill for All"

Course Contents/ Lesson Plan

Course Title: Customer Services and Sales Representative

Duration: 6 Months

Course Details / Description& Preliminaries

Course Title	Customer Services and Sales Representative
Objective of Course	**Employable skills for students having minimum SSC qualification through an intensive course on Customer services & sales representatives and its Application.** This is a special course designed to address unemployment in the youth. The course aims to achieve the above objective through hands on practical training delivery by a team of dedicated professionals having rich market/work experience. This course is therefore not just for developing a theoretical understanding/back ground of the trainees. Contrary to that, it is primarily aimed at equipping the trainees to perform commercially in a market space in independent capacity or as a member of a team. The course therefore is designed to impart not only technical skills but soft skills as well as entrepreneurial skills deemed essential for that purpose i.e. communication skills; marketing skills (including freelancing); personal grooming of the trainees and inculcation of the positive work ethics to foster better citizenship in general and improve the image of Pakistani work force in particular. Main Expectations: In short, the course under reference should be delivered by professional instructors in such a robust hands- on manner that the trainees are comfortably able to employ their skills for earning money (through wage/self-employment) at its conclusion. This course thus clearly goes beyond the domain of the traditional training practices in vogue and underscores an expectation that a market centric approach will be adopted as the main driving force

Key Features of Training& Special Modules	while delivering it. The instructors should therefore be experienced enough to be able to identify the training needs for the possible market roles available out there. Moreover, they should also know the strengths and weaknesses of each individual trainee to prepare them for such market roles during/after the training. **i.** Specially designed practical tasks to be performed by the trainees have been included in the Annexure-I to this document. Their weekly distribution has also been indicated in the weekly lesson plan given in this document. The record of all tasks performed individually or in groups must be preserved by the management of the training Institute clearly labeling name, trade, session etc so that these are ready to be physically inspected/verified through monitoring visits from time to time. The weekly distribution of tasks has also been indicated in the weekly lesson plan given in this document. **ii.** In order to materialize the main expectations, a special module on **Job Search & Entrepreneurial Skills** has been included in the course through which, the trainees will be made aware of the Job search techniques in the local as well as international job markets (Gulf countries). Awareness around the visa process and immigration laws of the most favored labour destination countries also forms a part of this module. Moreover, the trainees would also be encouraged to venture into self-employment and exposed to the main requirements in this regard. It is also expected that a sense of civic duties/roles and responsibilities will be inculcated in the trainees to make

	them responsible citizens of the country. **iii.** A module on **Work Place Ethics** has also been included to highlight the importance of good and positive behavior at work place in the line with the best practices elsewhere in the world. An outline of such qualities has been given in the Appendix to this document. Its importance should be conveyed in a format that is attractive and interesting for the trainees such as through PPT slides + short video documentaries. Needless to say that if the training provider puts his heart and soul into these, otherwise non-technical components, the image of Pakistani workforce would undergo a positive transformation in the local as well as international job markets. In order to maintain interest and motivation of the trainees throughout the course, modern techniques such as: • Motivational lectures • Success stories • Case studies These would be employed as additional training tools wherever possible (these are explained in the subsequent section on Training Methodology). Lastly, evaluation of the competencies acquired by the trainees will be done objectively at various stages of the training and proper record of the same will be maintained. Suffice to say that for such evaluations, practical tasks would be designed by the training providers to gauge the problem solving abilities of the trainees.

Training Tools/ Methodology	**(i) Motivational Lectures** The proposed methodology for the training under reference employs motivation as a tool. Hence besides the purely technical content, a trainer is required to include elements of motivation in his/her lecture to inspire the trainees to utilize the training opportunity to the full and strive towards professional excellence. Motivational lectures may also include general topics such as the importance of moral values and civic role & responsibilities as a Pakistani. A motivational lecture should be delivered with enough zeal to produce a deep impact on the trainees. It may comprise of the following: • Clear Purpose to convey message to trainees effectively. • Personal Story to quote as an example to follow. • Trainees fit so that the situation is actionable by trainees and not represent a just idealism. • Ending Points to persuade the trainees on changing themselves. A good motivational lecture should help drive creativity, curiosity and spark the desire needed for trainees to want to learn more. Impact of a successful motivational strategy is amongst others commonly visible in increased class participation ratios. It increases the trainees' willingness to be engaged on the practical tasks for longer time without boredom and loss of interest because they can clearly see in their mind's eye where their hard work would take them in short (1-3 years); medium (3 -10 years) and long term (more than 10 years). This tool is designed for training providers to ensure arrangements for regular well planned motivational lectures as part of a coordinated strategy interspersed throughout the training period as suggested in the weekly lesson plans in this document.

	(ii) Success Stories Another effective way of motivating the trainees is by means of Success Stories. Its inclusion in the weekly lesson plan at regular intervals has been recommended till the end of the training. A success story may be disseminated orally, through a presentation or by means of a video/documentary of someone that has risen to fortune, acclaim, or brilliant achievement. A success story shows how a person achieved his goal through hard work, dedication and devotion. An inspiring success story contains compelling and significant facts articulated clearly and easily comprehendible words. Moreover, it is helpful if it is assumed that the reader/listener knows nothing of what is being revealed. Optimum impact is created when the story is revealed by the person himself either: • Directly (in person) or, • Through an audio/ videotaped message. It is expected that the training provider would collect relevant high quality success stories for inclusion in the training as suggested in the weekly lesson plan given in this document. Suggestive structure and sequence of a sample success story and its various shapes can be seen at annexure III. **(iii) Case Studies** Where a situation allows, case studies can also be presented to the trainees to widen their understanding of the real life specific problem/situation and to explore the solutions. In simple terms, the case study method of teaching uses a real life case example/a typical case to demonstrate a phenomenon in action and explain theoretical as well as practical aspects of the knowledge related to the same. It is an effective way to help the trainees comprehend in depth both the theoretical and practical aspects of the complex phenomenon in depth with ease. Case

	teaching can also stimulate the trainees to participate in discussions and thereby boost their confidence. It also makes class room atmosphere interesting thus maintaining the trainee interest in training till the end of the course. Depending on suitability to the trade, the weekly lesson plan in this document may suggest case studies to be presented to the trainees. The trainer may adopt a power point presentation or video format for such case studies whichever is deemed suitable but it's important that only those cases are selected that are relevant and of a learning value. The Trainees should be required and supervised to carefully analyze the cases. For the purpose they must be encouraged to inquire and collect specific information / data, actively participate in the discussions and intended solutions of the problem / situation. Case studies can be implemented in the following ways:- **i.** A good quality trade specific documentary (At least 2-3 documentaries must be arranged by the training institute) **ii.** Health & Safety case studies (2 cases regarding safety and industrial accidents must be arranged by the training institute). **iii.** Field visits(At least one visit to a trade specific major industry/ site must be arranged by the training institute.

Learning Outcome of the Course	After completion of this course, the trainees must be able to: • 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 environment • 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 • 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 • 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

Course Execution Plan	Total Duration of Course: 6 Months (26 Weeks)
	Class Hours: 5 Hours per day (5 Days a Week)
	Theory: 20% Practical: 80%
	Weekly Hours: 25 Hours Per week
	Total Contact Hours: 600 Hours
Companies Offering Jobs in the respective trade	• Pharmaceutical companies • Telecom companies • Multinational Companies • Hospitals • Hotel and tourism industry • Brand Outlets • Customer Services Centers • Whole-sale and retails centers • Shopping malls
Job Opportunities	• Front Desk Officer • Customer Service Officer • Sales Officer/Assistant / Representative c. Call Centre Agent / Supervisor • Tele Sales Representative e. Office Assistant
No of Students	25
Learning Place	Classroom / Field

WEEKLY SCHEDULE OF TRAINING

Scheduled Week	Module Title	Learning Units	Remarks
Week 1	**Orientation**	• Program Orientation • Course orientation • **Motivational Lecture** (For further detail please see Page No: 3-4) • Course benefits • Job market • Introduction to Marketing • Introduction to Customer Services • Introduction to Sales management • Rules and regulations • **Institute/Work ethics** (For further detail please see Annexure-II at the end)	
Week 2	**Introduction to Marketing**	• Marketing basics • Product • Price • Place • Promotion • Direct marketing • Online/interactive marketing • Personal selling • Sales promotion • Public relation marketing • Market segmentation	**Task-1** (Details may be seen at Annexure 1)
Week 3	**Organization's Product/services Range**	• **Success story** (For further detail please see Page No: 4-5) and Annexure-III at the end) • Organization's Strengths, Weaknesses, Opportunities and threats • Identify competitors • Correctly Identify strengths and weaknesses of competitors. • Target market identification • Organization's Competitors • Identifying customer needs • Alternate product and services	**Task-2** (Details may be seen at Annexure 1)

Week 4	**Personal Communication Skills**	• **Motivational Lecture**(For further detail please see Page No: 3-4) • Presentation Skills • Confidence building • Attire • Greeting Customers • Self & Company Introduction • Verbal Communication • Body language • Personal Grooming • **Institute/Work ethics** (For further detail please see Annexure-II at the end)	**Task-3** (Details may be seen at Annexure 1)
Week 5	**Workplace Communication**	• The nature of Communication Process • Awareness, interest, comprehension. • Basic Model of Communication • Barriers to effective communication • Peer to peer communication • Upwards communication • Downwards communication • **Case Study**(For further detail please see Page No: 5-6)	**Task-4**(Details may be seen at Annexure 1) **1st Monthly Test**
Week 6	**Tools for customer's communication**	• **Motivational Lecture** (For further detail please see Page No: 3-4) • Use of communication vehicles • Face to face communication • Telephonic communication • Email communication • Social Media communication • Company website communication • Company software communication • Handling difficult customers • Troubleshooting of communication technology devices • Maintain communication log • **Success story** (For further detail please see Page No: 4-5) and Annexure-III at the end)	
Week 7	**Team management**	• Team dynamics • Team building • Work as team • Importance of teamwork	**Task-5** (Details may be seen at Annexure 1)

		• Workplace Conflict management • Roles and job description of team members • Motivating teams • **Case Study** (For further detail please see Page No: 5-6)	
Week 8	**Understanding Customer**	• **Motivational Lecture** (For further detail please see Page No: 3-4) • Types of customers • Customer's behavior • Customer Handling • **Success story** (For further detail please see Page No: 4-5)and Annexure-III at the end)	**Task-6** (Details may be seen at Annexure 1) **2nd Monthly Test**
Week 9	**Knowledge about customer**	• Identify customers • Customer information gathering • Knowing your customers • Banking your customers • Teaching Employees to focus on Best Customers and Prospects • Customer's needs and expectations • Cost benefit analysis for customers • Tools and techniques for customers research • Creating Customer Oriented Marketing Campaigns • Circumstances for leaving bad customers • Loyalty programs	
Week 10	**Knowledge for customer**	• Providing company information • Providing product/service information • Company Broachers • Company pamphlets • Company leaflet • Company banners (Both online and hard form) • Emailing • Cataloging • Magazine • Events/fairs • **Case Study** (For further detail please see Page No: 5-6)	**Task-7** (Details may be seen at Annexure 1)

Week 11	**Customer assistance**	Procedures for handling and solving customer's complaints Options for solving customer problems • Advantages and disadvantages of different alternatives • Feedback on problems • Improve customer service • **Success story** (For further detail please see Page No: 4-5)and Annexure-III at the end)	**Task-8** (Details may be seen at Annexure 1)
Week 12	**Customer Satisfaction**	• **Motivational Lecture** (For further detail please see Page No: 3-4) • Introduction to customer satisfaction • Customer satisfaction strategies • Customer satisfaction tool & techniques • Customer satisfaction survey (online, offline) • Designing Customer survey • Survey data analysis • Handling dissatisfied customer • **Institute/Work ethics** (For further detail please see Annexure-II at the end)	
Week 13	**Overview of the previous weeks & Mid Term Examination**		
Week 14	**Customer Database**	• **Motivational Lecture** (For further detail please see Page No: 3-4) • Introduction to database • Database software literacy • Customer related database • Maintain the database • Data integration • Data access and interrogation • Privacy issues	**Task-9** (Details may be seen at Annexure 1)
Week 15	**Cash handling**	• Basic bookkeeping principles • Cash handling principles • Cash Flow statement • Why cash flow statement • Credit/debit card machine handling • Cash instruments and their validation • Report generation	**Task-10** (Details may be seen at Annexure 1)

Week 16	**Product / service knowledge**	• Information about your product / services. • Identify the components of your product and services. • Essential selling features of your products and services. • Translate all essential features of your product and services. • Analyses product success. • Product Market position. • Familiar with all product promotions, sales manuals and product literature. • **Institute/Work ethics** (For further detail please see Annexure-II at the end)	**4th Monthly Test**
Week 17	**Customer Relationship Management** **Understanding Relationships** **Job search/Entrepreneurial Skills**(Job market)	• Strategic CRM • Operational CRM • Collaborative CRM • Misunderstanding about CRM • What is a relationship • Relationship Quality • Why Companies want relationships with customers • Customer satisfaction, loyalty and business performance • **Job market & job search** • Job related skills. • Interpersonal skills • Communication skills	
Week 18	**Deliver sales presentations** **Job search/Entrepreneurial skills**(CV Building)	• **Institute/Work ethics** (For further detail please see Annexure-II at the end) • Describe the importance of making sales presentations. • Prepare the structure of sales presentation. • Select appropriate place for the meeting with Customer. • Use of appropriate tools for Sales Presentation • **Session on CV Building.** • How to make notable CV.	**Task-11** (Details may be seen at Annexure 1)

		• Dos and Don'ts of CV making	
Week 19	**Initial contact Plan**	• **Motivational Lecture** (For further detail please see Page No: 3-4) • Point of contact • Set contact objectives • Understanding of buyer's and buying behavior • Develop skills for first contact • Follow up • **Case Study** (For further detail please see Page No: 5-6)	**Task-12** (Details may be seen at Annexure 1)
Week 20	**Address objections** **Job search/Entrepreneurial Skills**(Self Business)	• Anticipation of possible objections • Listing objections • Planning response • Addressing customers FAQs • Objection clarification • **Institute/Work ethics** (For further detail please see Annexure-II at the end) • **Session on Self-Employment** • How to start a Business. • Requirements (Capital, Human, Physical etc) • Benefits/Advantages of self-employment	**5th Monthly Test**
Week 21	**Sales handling**	• Identification of Decisions making styles • Matching decision of decision-making styles • Summarizing the benefits • Recapping and highlighting specific benefits • Establishing agreement with customers • Setting the stage for additional business • Reconfirmation of buying decision • Understanding the company's policies and procedures • Reinforcing the buying decision • Managing the implementation procedure	

		• Communicating Product/service benefits • Sustaining customer contact • **Success story** (For further detail please see Page No: 4-5) and Annexure-III at the end)	
Week 22	**Managing professional development** **Job search/Entrepreneurial skills**(General Overseas Employment)	• Inventory of your personal interests, abilities, skills, knowledge etc. • Identify and prioritize the strengths and gaps • Use available assessment tools • Set personal goals and timeframe for achieving them • Learn from mistakes • **Session on General Overseas Employment opportunities.** • Job search Avenues. • Visa Processes and other necessary requirements. • Immigration Information (Legal age requirements, Health Certificate, Police Clearance &Travel Insurance • **Selection of a country of destination (Gulf Countries, Malaysia, South Korea etc) focusing on** • Trade specific Job Prospects and Earning levels. • Country Specific Labor laws, entry and exit requirements (Legal age requirements, Health Certificate, Police Clearance & Travel Insurance etc.).	

Week 23	**Develop effective work Habits.**
	
	Job search/Entrepreneurial skills(Country cases)
		• Dealing workplace information, instructions and procedures relevant to the particular task
		• Plan and organize daily work routine within the scope of the job role.
		• Managing timeline.
		• Work and personal priorities and balance between competing priorities
		  • **Session on General Overseas Employment opportunities.**
		  • Job search Avenues.
		  • Visa Processes and other necessary requirements.
			Task-13 (Details may be seen at Annexure 1)

<table>
<tr><td></td><td></td><td>Immigration Information (Legal age requirements, Health Certificate, Police Clearance &Travel Insurance
Selection of a country of destination (Gulf Countries, Malaysia, South Korea etc) focusing on
Trade specific Job Prospects and Earning levels.
Country Specific Labor laws, entry and exit requirements (Legal age requirements, Health Certificate, Police Clearance & Travel Insurance etc.).</td><td></td></tr>
<tr><td>Week 24</td><td>Field Project</td><td>Identify a target market
Develop market feasibility report product/service
Develop marketing strategy for product/company/firm etc
Identify target customer
Develop different sale material
Identify mediums of communication/promotion
Conduct customer satisfaction survey
Identify challenges and constrain</td><td>Task 14 (Details may be seen in annexure 1)</td></tr>
<tr><td>Week 25</td><td>Field Project</td><td>Develop market feasibility report product/service
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Identify target customer
Develop different sale material
Identify mediums of communication/promotion
Conduct customer satisfaction survey
Identify challenges and constraints</td><td>Task 14
Continued…</td></tr>
<tr><td>Week 26</td><td colspan="3">Course Review
Presentation on field project assignments
Preparation for starting career as a customer & sales Representative
Final Term Examination /Assessment</td></tr>
</table>

Annexure-I

Tasks for Customer Services & Sales Representatives

Note: The following tasks are required to be performed multiple times by each trainee/group until sufficient proficiency level is acquired. The trainer is required to determine the number of times the task needs to be repeated by a trainee as per his/her low/medium/high level of skill and proficiency during any stage of the course.

Task 1:

Introduction to marketing

Exercise

Role plays and group discussions.

Training materials /equipment required:

Charts, Markers

Preparation Required: During the break before this session, ask for 8 volunteers. Explain to the volunteers that they will be involved in a role-play in the next session. Explain to them the role-plays and give them time to prepare.

Step I

Introduce trainees to the session.

Define with the team what is considered on small scale-business. Ask them to list some of the small-scale businesses they know.

Tell them that they will watch 2 role-plays. Ask them to record the problems faced by small-scale businesses and strengths of small scale as depicted in the two role-plays.

Step II

Invite group II to present their role-play.

Invite group I to present their role-pla

Step III

In plenary ask the team to list the problems and importance of small scale businesses mentioned in the two role-plays. Record all the feedback on the Charts.

Step IV

Compare the information recorded to those on the facilitator's notes and add what has not been recorded then, summarize challenges and strengths of small scale businesses. Ask the trainees to discuss question 1 in groups

Discussion Notes

1: How can we make our small businesses survive? Or What are the possible solutions to challenges faced by small scale businesses?

2. What happens in your situations? What problems do your businesses face?

3. Why do you think you face these problems?

Instructor Notes

Many times, small-scale businesses are largely practiced, and they often face a number of challenges Characteristics and examples of small-scale businesses:

- Produce and sell in small scale
- Less use of heavy machinery
- Belong to individuals and small groups and small associations Role play

Divide the volunteers into two groups and explain to them the following:

Group 1: Challenges for Small scale Businesses

Assume the role of an entrepreneur. Discuss among themselves the problems faced by small scale entrepreneurs. Practice to act this for presentation in the plenary

Key items to capture

- Product quality, acceptability, price and availability
- Packaging
- Method of selling (how selling is done)
- Awareness and effective promotion of the product
- Profitability
- Maintenance (Problems easily eat away capital)

Group II: Strengths of small-scale businesses

Tell them that they will discuss and act out the strengths of small-scale businesses. Practice to act this for presentation in the plenary

Key items to capture

- Requires minimum capital to start
- Easy to manage, monitor and control
- Quality control is easy
- Can be practiced anywhere including rural areas

Ask the trainees to write their problems and keep them for the handout 'introduction to marketing - session on problem solving'. Effective marketing involves dealing with the problems faced.

EXPERIENCE SHARING

- Small businesses need to be run as business in order to survive
- For development activities – marketing aspect of interventions is important
- Sustainable marketing is obtained by allowing the commercial element
    - Profitable
    - Carried out by independent
    - Indigenized
    - Improved levels of skills

Task2

Organization's Product/services Range

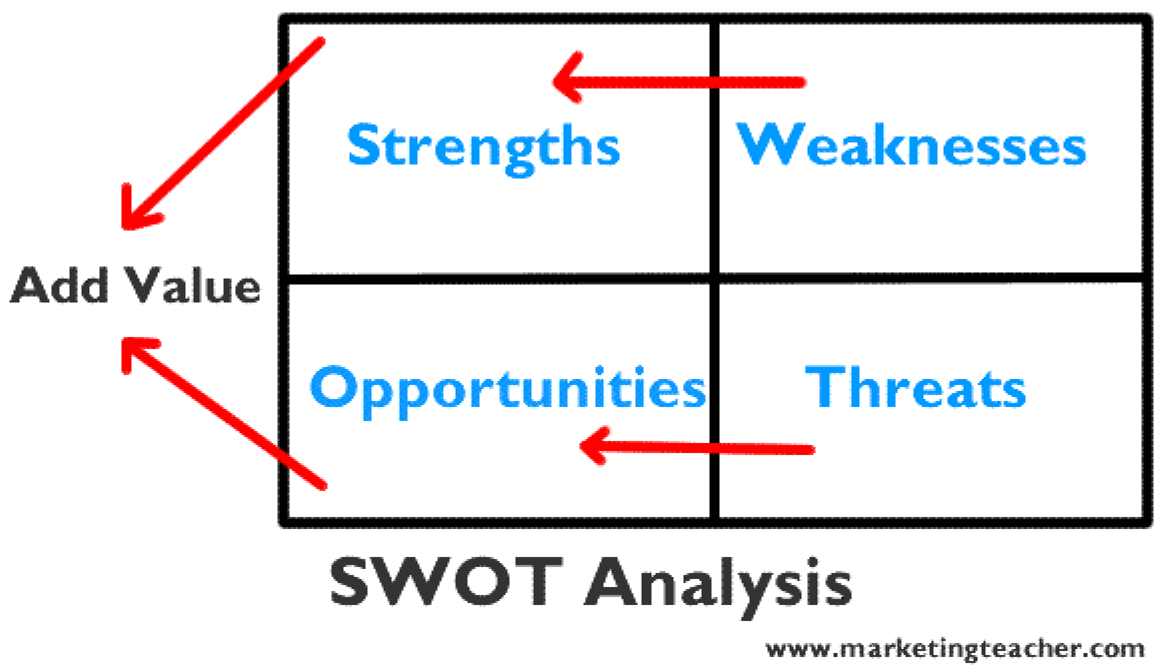
Exercise SWOT analysis

Exercise:

Trainees will Divided into groups and will be ask to do SWOT analysis of any organization/business they have selected

SWOT analysis is a tool for auditing an organization and its environment. It is the first stage of planning and helps marketers to focus on key issues. SWOT stands for strengths, weaknesses, opportunities, and threats. Strengths and weaknesses are internal factors. Opportunities and threats are external factors. A strength is a positive internal factor. A weakness is a negative internal factor. An opportunity is a positive external factor. A threat is a negative external factor.

Diagram: A SWOT Analysis



The main purpose of the analysis has to be to add value to our products and services so that we can recruit new customers, retain loyal customers, and extend products and services to customer segments over the long-term. If undertaken successfully, we can then increase our Return On Investment (ROI).

Simple rules.

- Be realistic about the strengths and weaknesses of your organization.
- It should distinguish between where your organization is today, and where it could be in the future.
- It should always be specific. Avoid grey areas.
- Always apply the tool in relation to your competition i.e. better than or worse than your competition.
- Keep your audit short and simple. Avoid complexity and over analysis
- It is subjective.

Once key issues have been identified with your SWOT analysis, they feed into marketing objectives. The tool can be used in conjunction with other tools for audit and analysis, such as PEST analysis and Porter's Five-Force analysis. So SWOT is a very popular tool with marketing students because it is quick and easy to learn. During the SWOT exercise, list factors in the relevant boxes. It's that simple. Below are some FREE examples of SWOT analysis – click to go straight to them.

Strengths and weaknesses are internal factors.

For example:

- A strength could be:
- Your specialist marketing expertise.
- A new, innovative product or service.
- Location of your business.
- Quality processes and procedures.
- Any other aspect of your business that adds value to your product or service.
- A weakness could be:
- Lack of marketing expertise.
- Undifferentiated products or services (i.e. in relation to your competitors).
- Location of your business.
- Poor quality goods or services.
- Damaged reputation.

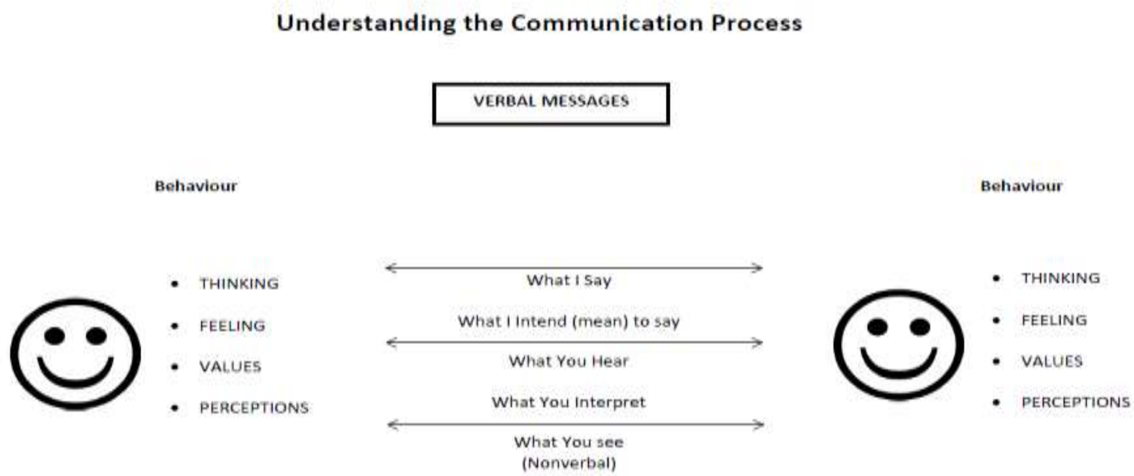
Opportunities and threats are external factors.

For example:

- An opportunity could be:
- A developing market such as the Internet.
- Mergers, joint ventures or strategic alliances.
- Moving into new market segments that offer improved profits.
- A new international market.
- A market vacated by an ineffective competitor.
- A threat could be:
- A new competitor in your home market.
- Price wars with competitors.
- A competitor has a new, innovative product or service.
- Competitors have superior access to channels of distribution.
- Taxation is introduced on your product or service.

Task 3:

- Communication Skills
- Verbal Communication and its uses.
- Formal vs Informal.
- Identify situations where formal and informal communication is used. Present an example of both.



Nonverbal Communication

1. Gestures
2. Body Language
3. Movement
4. Eye Contact
5. Tone
6. Facial Expressions

Impacted by:

1. How we feel
2. Whether or not we like the message
3. Who is delivering the message

Influencing Facial Expressions

1. Sadness
2. Anger
3. Surprise
4. Fear
5. Disgust
6. Contempt
7. Happiness

Task4

Workplace communication

Resource Material

https://dphu.org/uploads/attachements/books/books_4741_0.pdf

Unit-Tools for customer's communication

https://www.comm100.com/blog/customer-service-training-activities.html#step

Exercise:

Trainees will give opportunity to practically demonstrate the use of different tools used for Customer Communication

Conversations over the Telephone

It's not what you Say; it's how you Say It

The moment you pick up a telephone, body language and visual perceptions disappear and your tone of voice becomes dominant.
Almost the entire message you project to the customer over the phone is derived from tone of voice and attitude.

For example:

- A flat tone of voice says to the customer, "I don't like my job and would rather be elsewhere."
- Slow pitch and presentation say, "I am sad and lonely – do not bother me."
- A high pitch, rapid voice says, "I am enthusiastic and excited!'
- A loud voice says, "I'm angry and aggressive."

Telephone Etiquette

Telephone etiquette, unlike more varying body language, can be uniform and is not culturally based. The telephone is often the first or last place a customer comes in contact with an organization or company. Being telephone friendly is one of the least expensive and cost-effective ways to deliver better customer service.

Answering the Telephone

How a company answers the phone can tell the whole story of how they treat customers and employees. The correct phrase said in the right order in a positive tone leaves a good impression and starts the customer-client relationship off on the right foot.

Troubleshooting

Some things which may upset a customer are simply unavoidable. Here are some tips on how to best handle these situations.

“Putting a Customer on Hold”

Ask the customer if you can put them on hold; wait for them to say “yes” or “no” and then explain it will only be for a short period of time. Explain to customers why you are putting them on hold. Thank customers for holding.

“Transferring a Call”

Ask the customer if they mind being transferred; wait for them to say “yes” or “no” and explain why they are being transferred and to whom.

“Taking a Message”

Explain your co-workers absence in a positive light but do not be too specific. Explain that your co-worker is in a meeting, conference, briefing, or training. Do not say he or she is gravely ill, is too hung over to come to work, never called in today, can’t be found, that you do not know where he or she is, or that he or she “was just here”.

“Ending the Call”

This is the final step in good telephone etiquette. A good customer service representative ends the call on a positive note, repeating any actions agreed to be taken and what is going to be done to help or serve the customer.

Respond to your business email quickly!

Answering your business email promptly should be a priority for all business. Not only is e-mail an important communication line with your customers, it is often used by them to gauge that your trustworthy.

If a customer sends you an e-mail with a simple question, and you take forever to answer it, what does that say about the rest of your operation? It's one of the tell-tale signs customers use to separate men from boys. And we all want to play with the big guys, don't we?

Talking about the big businesses, surveys show that the Top-500 fail miserably at answering their business email. Jupiter Communications reported that 42% took more than 5 days to answer a simple question. In the world of Internet, that might as well have been forever. If a customer has to wait that long for an answer, most likely she will have taken their business elsewhere. 35% of companies don't even bother to answer at all. I guess, they just don't like customers ;-) Forrester Research is reporting figures that are similar.

So what is prompt answering your business email?

Business email should be answered within 24 hours max. No exceptions. At that rate, your doing a lot better than a lot of other businesses.

If you really want your customer service to shine, you should consider answering your business email twice a day with a 12 hour interval.

It is even better to check out your direct competition by sending them an e-mail as if you are a potential customer. Send them more than one on several days.

Task 5

Team Building

https://static1.squarespace.com/static/51a615dbe4b0643b1caad822/t/54e3cb6ae4b02a4158781123/1424214890486/10+Customer+Service+Exercises.pdf

Session Exercise

Dividing participants in groups and giving them following two question to answer

1. **What are teams?**
2. **Characteristics of effective teams**

Materials

Flipchart and colored markers

Instructor Notes

1. What are teams?

Explain that, in this session, we will talk about types of teams, characteristics of effective teams, and how teams develop. Ask the group, "What is a team?" Allow a few responses. Then ask, "Of course, there are many different types of teams. What types are you familiar with? What is their purpose?" Again, allow a short discussion. (Example responses: sports, social, organizational, project, department, etc.) Turn the discussion to the organizational level. "Now let's look at teams within NGOs. Is an organization/department/project (adapt to the audience) the same as a team?" (Possible response: An organization is a team because it is committed to a common vision and mission. However, it may be more diffuse in larger organizations that may comprise several teams through departments, projects, etc.) Ask the group for words/terms it associates with or describes a team. You can list ideas on the board.

2. Characteristics of effective teams

Explain that most people have experience both positive and negative with teams. We will study their experiences of success to better understand the characteristics of effective teams or teams that are able to achieve their purpose. Participants will have the opportunity to talk to one another and share stories of successful teams.

Distribute TB Handout 1--Effective Teams: What Makes Them Successful? Ask participants to pair with the person across the table or room from them (this is to mix up the pairs.)They will have 30 minutes to discuss the questions, take turns talking and listening to one another so that they both have the opportunity to share their answers. Throughout the conversation, they should be listening for common themes of what made the stories possible.

Use the following talking points to make your presentation:

1. Clear vision or purpose– A vision is a clear, concise statement of purpose that engenders involvement and commitment. A vision provides a pulling force that can impel a team toward a new realization of its possibilities. A vision appeals to people's motivations and captures their imaginations.

2. Shared commitment– If each member is motivated to work for the vision, each works to his/her full potential to see that the group achieves success. In so doing, the work becomes its own reward.

3. Clear roles and responsibilities– Each team member knows what s/he is to do and knows the roles of other members and how they all interact to form the whole.

4. Trust– With clear commitment and roles, each person knows that s/he can rely on the others. With high trust, members are more willing to face challenges and support one another through ups and downs.

5. Mutual accountability– The collective responsibility of the team toward generating results and achieving success, in addition to the individual obligations in specific roles. This creates a supportive environment within the team, and the performance of the team improves in the presence of this type of mutual support and cohesion.

6. Celebrate individual and team success— Keep the whole in view, and work to support each other. Team success is valued in theory and in practice.

7. Concern for group tasks and process– Team members are skilled at raising both specific task issues and issues that explore how the team itself is functioning. These distinct perspectives are usually raised at different times by different team members--not everybody pays attention to both functions at all times, but both functions are always present.

8. Address challenges with creativity– The team strives to maintain a sense of openness and to solve problems creatively.

9. Inclusive decision making– Effective teams allow an appropriate level of group participation in decision making--not too much so decisions are agonizingly slow, and not too little to result in insufficient team input and commitment to agreements.

10. Regular communication and feedback— Team members give and receive feedback effectively

Task6

Understanding Customer

Exercise:

Trainees will give opportunity to Role Play following types of customers in order to understand practically.

1. Lookers

Some visitors are “just looking.” They’re not after anything in particular. They’re having fun shopping and want to see what you have that might catch their attention. They may even have been looking for a different store, but got lost in all the mall traffic.

2. Bargain Hunters

Some shoppers have heard you’re having a sale. They want to see if they can find a bargain.

3. Buyers

Some people are there on a mission. They know exactly what they want, and they’re there to get it.

4. Researchers

Some are researching. They have a general idea of what they’re after, but they want to compare options and prices.

5. New Customers

Some are relatively new customers. They enjoyed their last visit to your store, and they’re back to find out more about what you offer.

6. Dissatisfied Customers

Some are there to return something. For some reason, a previous purchase didn’t suit them. They want customer service.

7. Loyal Customers

Some are your best customers. They come back often and love shopping with you.

Is that a fair assessment of what a local store owner might determine by greeting shoppers for a day? Wouldn't this be valuable information – especially if it would allow you to cater more to the particular needs of each?

Customer Handling Exercise

1. Don't look down on lookers

Lookers are enjoying the moment. If you can catch their attention and get them to stop long enough to consider an offer, you may be able to convert them now. It may take several visits to make that first sale, though, so don't be discouraged if they look around a bit and leave. That's what lookers do.

2. Keep bargain hunters happy

I'm not suggesting you engage in a price-slashing battle with your competitors – not at all – and discounting certainly isn't real conversion rate optimization. It's wise for most businesses, however, to be keenly aware of the thrill people feel when they get a discount. Even a small price adjustment or other special benefits can be enough to turn a "No" into a sale. Consider the research findings on the importance of free shipping. Nobody likes to pay full price for products. Every customers – even affluent customers – like to get a deal. Some need a deal before they'll buy.

3. Give your buyers a straight route to the purchase

Buying from you should be hassle-free. Clear every obstacle from your customers' path and give them what they want. Simplicity is always king when it comes to website navigation. Buyers don't need pop-up ads getting in their way or lengthy, friction-filled checkout procedures. They want to buy. They need to buy. Let them buy.

4. Help your researchers find what they seek

Do you ever do some basic research before deciding on a purchase? I sure do. Researchers need to feel they've adequately considered the options and they're making the right decision. Your job is to help them do that.

5. Welcome new customers back and treat them like gold

Make me feel like a celebrity for buying from you, and I'm very likely to be back for more. Ignore me, don't appreciate me, and that possibility sinks rapidly. New customers need to feel they made a wise decision, that you stand behind your products, and that you're glad they're your customers. Brick and mortar teams do that by being available to answer questions, with no-hassle returns, and by genuinely expressing gratitude to those who shop with them.

6. Listen closely to your dissatisfied customers

I admit that some people are difficult to deal with and impossible to please. Even though you can't make everybody happy, though, you should try. Irate customers who realize you can't magically make the garment fit them perfectly, but you'll certainly go over that sizing chart to make sure it's accurate, are often satisfied that you hear them and you'll try

Task7

Knowledge for Customer

Exercise

How to write a company profile

Trainees will be divided into groups and will be asked to select a company of their choice and develop its company profile.

Instructor notes

Focus on a high-level overview of your company.

At the beginning of your company profile, include important information such as your company name, your business's physical location, a website URL, contact information, and an established date.

Consider adding a timeline or synopsis of your company's history, including information regarding expansion or growth.

Aim to express your company's values or mission in your company profile, rather than just your products or services. A user won't care about what you're selling until they believe in your brand. Include any awards or recognition you've received, and highlight what makes your company different from your competitors. Depending on your audience, you might choose to include graphics, visuals, or video.

Add statistics to back up your claims.

Company Profile Templates

Company name

Established date

Physical address per location

Contact information

About Us / Our Story / Our Beginning

Here, you'll want to include a brief introduction to your company, including where, when, and by whom the company was founded, the company's mission statement, and/or the company's vision and purpose. In this section, you don't necessarily want to include products or services -- instead, focus on your bigger meaning, and how you stand out from competitors. Tell your story in a compelling way -- for instance, HubSpot starts their About Us section with, "More than ten years ago, we had a vision -- an inbound world". HubSpot doesn't mention their products until further down the page.

Task 8

Customer Assistance

Procedures for handling and solving customer's complaints

Trainees will be asked to practice the following in different scenarios

1. **Listen carefully to what the customer has to say, and let them finish.**

Don't get defensive. The customer is not attacking you personally; he or she has a problem and is upset. Repeat back what you are hearing to show that you have listened.

2. **Ask questions in a caring and concerned manner.**

The more information you can get from the customer, the better you will understand his or her perspective. I've learned it's easier to ask questions than to jump to conclusions.

3. **Put yourself in their shoes.**

As a business owner, your goal is to solve the problem, not argue. The customer needs to feel like you're on his or her side and that you empathize with the situation.

4. **Apologize without blaming.**

When a customer senses that you are sincerely sorry, it usually diffuses the situation. Don't blame another person or department. Just say, "I'm sorry about that."

5. **Ask the customer, "What would be an acceptable solution to you?"**

Whether or not the customer knows what a good solution would be, I've found it's best to propose one or more solutions to alleviate his or her pain. Become a partner with the customer in solving the problem.

6. **Solve the problem, or find someone who can solve it—quickly!**

Improving Your Customer Service Skills

Trainees will practice following to improve their customer service skills

- **9 Tips to Improve Your Customer Service Skills**

1. Practice Active Listening

- Approach with goal to learn something and focus on the speaker
- Ask clarifying questions
- Finish with a quick summary

2. Learn to Empathize With Your Customers

- Try to see the problem through their eyes
- Imagine how it makes them feel
- Customer will be more receptive if they feel heard

3. Use Positive Language

- Use verbs positively
- Be authentic, positve, and memorable
- Stay calm even if the customer is angry

4. Improve Your Technical Skills

5. Know Your Products and Services

6. Look For Common Ground

7. Communicate Clearly

- Be clear and concise
- Use your natural tone of voice
- Customers want an explanation, but don't need to know all the details
- Always end with "is there anything else I can do for you today?"
- Communicate hold times

8. Measure and Analyze Customer Feedback

9. Be Willing to Learn

Task 9

Customer Database

Develop Customer Database Using MS Excel

Customers	Company	Work Function	Phone	Email	Estimated Sale	Last Contact	Next Action	Next Contact	Lead Status	Lead Source	Notes
Wali uhammad	XYZ Plumbing	Owner	444-	@gmail.com	4,500	05-05-20		29-05-20	❄ Cold	Referral	
Waleed khan	ABC Corp	Sales Manager	222-		10,000	25-05-20		05-06-20	♨ Warm	Website	
Baber Ali	ACME	Business Dev.	111-		4,500.00	27-05-20		15-06-20	Hot	Email	Loves chocolate
	-	-	-	-							
	-	-	-	-							
	-	-	-	-							

<u>Instructions</u>

Update the Lead Status and Lead Source lists to change

What shows up in the drop-down lists in the CRM worksheet?

Edit the values in the green and yellow cells to change the settings used to conditionally format the Last Contact and Next Contact columns in the CRM worksheet.

The Cold/Warm Hot status cells use conditional formatting. If change these, you'll also need to update the conditional formatting rules.

How to use the Customer Database Template

Sorting and Filtering: This template is designed around the spreadsheet's built-in Sorting and Filtering features. With a couple clicks on the arrow in the column header, you can do things such as:

- Order the table based on the Estimated Sale value
- Filter out customers from the list where the Lead Status is "loss" or "cold"
- Sort the table by Next Contact date so you can make the most urgent contacts first

Demographics - For any contact, you'll want to record their name, company, job title or position, email, phone #, etc. Information that may be nice to know what not necessary to refer to on a day-to-day basis could be saved in the optional

Contact Details- worksheet (which is just the contact list added to this workbook).

Estimated Sale - For active customers, this might be the average monthly or annual sales figure - something to help you easily see the value of keeping that customer. For potential customers, this could be your estimate of the customer's potential monthly or annual sales.

Last Contact - When you make a contact, you record the date in the Last Contact field. The highlighting will make the cell green if the contact was recent, pink if it has been a long time since that last contact, or yellow for somewhere in between. Use the **Settings** worksheet to customize the number of days that are used for the basis for when the cell should be green/yellow/pink.

Next Contact - Planning follow-up communication is important, so use this column to record the date for the next contact and use the Next Action column to enter a code that describes what your follow-up action will be.

Notes - There are many ways that you can record notes about communications with your leads. You could add cell comments as shown in the screenshot image above. You can use a Notes column with Wrap Text turned on (though for long notes, that will make the table messy). You can also use the optional Contact Log worksheet, to record notes about each individual communication.

Sales Log - If you want to create monthly or quarterly or annual sales reports, you'll need a way to record individual sales. That could be done using the optional Sales Log worksheet. You could then add a Pivot Table to summarize the data, or create your own Excel dashboard to display important summary data.

Task 10

Cash Handling

Practice the following Cash handling Methods using different tools and scenarios**.**

1. Organization Is Key to Effective Cash Handling

From backroom logistics to front-line cashiers, you know organization is crucial. The same principle applies in your cash management. You should always be aware of the location of your cash and be able to track cash as it moves through your business. Better organization gives you the ability to prevent losses from occurring and avoid common cash handling problems, precisely because it makes it easier to keep track of your cash.

2. Keep an Eye on Your Cash

As mentioned, knowing where your cash is at all times is crucial. Making use of automated cash management technology will ease this process. The devices help you process transactions and generate accurate reports. With the right technology, you can always be in the know.

3. Enforce Policies and Procedures

There’s no point in establishing cash handling policies and procedures if you aren’t going to stick to them after the fact. Make sure your employees receive proper training so they are comfortable and confident working within the boundaries of your policies. It helps to check in with your staff on a regular basis. This way, you can refresh their knowledge and correct any misunderstandings before they become problems.

4. Keep Less Cash on Site

Keeping large amounts of cash on site can be a catalyst for disorganization. It also increases opportunities for people to act dishonestly. Set a limit on the amount of cash you need to keep on hand and make regular deposits to the bank. Another easy way to manage cash on hand and set limits is to use a currency recycler.

5. Engage Your Staff

The process of handling cash begins with your front-line staff. As a result, it's important to engage these employees in training and conversations about proper cash management and loss prevention.

6. Maintain a Schedule

Handling cash works best when there's a schedule involved. For example, you may balance all of your cash registers at the end of every shift and make deposits every Monday and Thursday. Maintaining a schedule will keep you organized so you don't get bogged down with overflowing cash rooms.

7. Have Enough Staff

When you have enough staff on the sales floor, cash management can be a team effort! It takes plenty of hands to monitor your security and implement cash management best practices.

8. Ask for Help

Consulting a cash management solution provider is a great way to get answers to any of your burning questions on handling cash. These providers are experts in the field and can provide you with project management support as well as onsite tech support for your automated cash management technology.

9. Invest in Technology

Investing in cash management technology can do so much for your cash management. It will boost your accuracy, security, and efficiency. It also allows you to handle cash with ease and confidence and gives your business long-term savings by reducing labour costs and potential losses.

10. Keep Improving

Once you've made positive changes to your cash management process, it's in your best interests to keep evaluating your procedures. You might find that there is still room for improvement!

Cash Flow Statement

For the Year Ending	31-12-19
Cash at Beginning of Year	15,700
Operations	
Cash receipts from	
Customers	693,200
Other Operations	
Cash paid for	
Inventory purchases	(264,000)
General operating and administrative expenses	(112,000)
Wage expenses	(123,000)
Interest	(13,500)
Income taxes	(32,800)
Net Cash Flow from Operations	147,900
Investing Activities	
Cash receipts from	
Sale of property and equipment	33,600
Collection of principal on loans	
Sale of investment securities	
Cash paid for	
Purchase of property and equipment	(75,000)
Making loans to other entities	
Purchase of investment securities	
Net Cash Flow from Investing Activities	(41,400)
Financing Activities	
Cash receipts from	
Issuance of stock	
Borrowing	
Cash paid for	
Repurchase of stock (treasury stock)	
Repayment of loans	(34,000)
Dividends	(53,000)
Net Cash Flow from Financing Activities	(87,000)
Net Increase in Cash	19,500
Cash at End of Year	35,200

Task11

Deliver Sales Presentation

Trainees will practice preparation of sales presentation using different mediums.

How to Create a Powerful Sales Presentation

The quality of your sales presentation will often determine whether a prospect buys from you or one of your competitors. However, most presentations lack pizzazz and are seldom compelling enough to motivate the other person to make a buying decision. These seven tips will help you create a sales presentation that will motivate buyers.

1. Make the sales presentation relevant.

One of the most common mistakes people make is to use a generic presentation. They say the same thing in every presentation and hope that something in their presentation will appeal to the prospective customer. I have been victim to this approach more times than I care to remember having been subjected to many “canned” PowerPoint presentations.

2. Create a connection between your product/service and the prospect.

In a presentation to a prospective client, I prepared a sample of the product they would eventually use in their program. After a preliminary discussion, I handed my prospect the item his team would be using – instead of telling him about the item, I placed it in his hands. He could then see exactly what the finished product would look like and examine it in detail. He was able to ask questions and see how his team would use it in their environment.

3. Get to the point.

Today’s business people are far too busy to listen to long-winded discussions. Know what your key points are and learn how to make them quickly. I remember talking to a sales person who rambled at great length about his product. After viewing his product and learning how much it would cost I was prepared to move ahead with my purchase. Unfortunately, he continued talking and he almost talked himself out of the sale. Make sure you know what key points you want to discuss and practice verbalizing them before you meet with your prospect.

4. Be animated.

The majority of sales presentations I have heard have been boring and unimaginative. If you really want to stand out from the crowd make sure you demonstrate enthusiasm and energy. Use your voice effectively and vary your modulation. A common mistake made when people talk about a product they are very familiar with is to speak in a monotone - causing the other person to quickly lose interest in your presentation.

5. Use showmanship.

In The Sales Advantage, an example is given of a vending sales person laying a heavy sheet of paper on the floor, saying, “If I could show you how that space could make you some money, would you be interested?” Consider the impact of this approach compared to the typical approach of saying something like, “We can help you make more money.” What can you do to incorporate some form of showmanship into your presentation?

6. Use a physical demonstration.

A friend of mine sells sales training; he often uses the whiteboard or flip chart in the prospect’s boardroom during his presentation. Instead of telling his client what he will do, he stands up and delivers a short presentation. He writes down facts and figures, draws pictures, and records certain comments and statements from the discussion. This approach never fails to help his prospect make a decision.

7. Lastly, believe in your product/service.

Without a doubt, this is the most critical component of any presentation. When you discuss solutions, do you become more animated and energetic? Does your voice display excitement? Does your body language exhibit your enthusiasm? If not, you need to change your approach. After all, if you can’t get excited about your product, how can you expect your customer to become motivated enough to buy?

Task 12

Unit: Initial Contact

Initial Contact exercises

https://www.userlike.com/en/blog/sales-training-games

Unit: Managing Professional Development

Ways to manage your professional development

Set a clear goal about what you want to achieve

Once you have a clear goal, you'll find it easier to manage your personal and professional development. You'll be able to choose the training that stretches you personally and gives you the experience you need to grow professionally.

Be intentional and plan your development

One of the best ways to develop yourself and your career is to ensure you keep learning. Work out a training plan for each year and aim to complete at least one piece of significant training each quarter.If your employer only pays for training that gives them a return on their investment, you may need to pay for it yourself.

Look for and take the right opportunities

Training isn't all about the learning. You also need to find opportunities to use your new knowledge and skills. But not all opportunities will be right for you and may not fit your personal brand, so choose carefully.

Discuss your career plans with your manager

When it comes to personal and professional development, it helps if your manager is on board with your career plans. Since your manager will be signing off on your training, select the right one to take on new projects when those chances appear.

Set goals and measure your progress

The best way to manage your development is to ensure you go through a regular process of planning, taking action and reviewing your progress. You'll be clear about how you could improve your performance while seeing beyond day-to-day frustration.

Task 13

Develop effective work habits

1. **Punctual.**

Be punctual for work. Even better, be early. Start the day feeling relaxed and settled.

2. **Initiative.**

Take the initiative to get things done, even if that means you have to fill up the kettle and boil the water — just do it.

3. **Neat, tidy and clean.**

Make sure your desk or workstation is neat, clean and pleasant. Clear perishable rubbish immediately and wash your mug at the end of the workday. The same attitude applies to the general office area and restrooms — use them considerately for others to enjoy as well.

4. **Organized.**

The best indicator is to see if your tray, desk, drawers and cabinets are cluttered and messy or well-labeled and orderly.

5. **Systematic.**

A good system smoothens work processes. Generally, established companies have a standard operating procedure (SOP) manual as a guideline. If all you have are verbal instructions, develop your own checklist of how a task should be done.

6. **Efficient.**

Some people are naturally efficient. You can develop this skill by thinking things through. By doing so, you will know how processes can be done in a faster, smarter and more convenient way.

7. **Problem solving.**

Understand what you are doing and improvise on existing work processes. Give feedback, ideas and suggestions to colleagues and clients to help them come up with solutions.

8. **Follow-up.**

This does not mean chasing people after a day's notice. Give them a gentle reminder after a space of three days. Most people understand urgency and will help you expedite matters if you underline the importance of the deadline. Always exercise diligence in matters of finance and when forwarding documents to a third party. Have a tracking system on your calendar.

9. **Fast.**

Learn to work fast on routine jobs. But this does not mean rushing to get things done.

10. **Accuracy.**

Learn to pay attention to details especially if you are dealing with numbers and dates.

11. **Fewer mistakes.**

Everybody makes mistakes, but you should aim to make fewer mistakes on routine jobs. Always be mindful that some mistakes come with a cost.

12. **Paperwork.**

Be good in your paperwork. Clear paperwork as soon as possible and keep all your files updated so that you have important details at your fingertips.

13. **Interpersonal.**

Be friendly, pleasant and have a positive attitude towards your colleagues and your boss. Don't show your temper, keep a long face or be sarcastic as it is totally unacceptable. Maintain a pleasant and upbeat telephone-voice when you make or take calls as this reflects the image of the company.

14. **Teamwork.**

Be a team player. Be willing to share ideas, work experience, information, templates and so on, so other colleagues won't have to re-invent the wheel. This is how you build trust with each other.

15. **Office etiquette.**

Don't spend too much time on personal calls, e-mails, text messages or tea breaks. Respect others' personal space and desk. Avoid using office paper and stationery for personal reasons.

16. **Writing.**

Work on your letter writing and report writing skills. The only way to do this is to write more.

17. **Reading.**

Equally important is the ability to read, comprehend and grasp the essentials — concepts, facts, figures and instructions.

18. **Priority.**

Know what is important and what can be shelved. Stay focused, keep to your deadlines, plan your work for the day and the week and allow some flexibility for last-minute projects.

19. **Filing.**

This is important as you may need to retrieve documents or answer questions by your superiors immediately, and they cannot be kept waiting. This applies to both physical files in the cabinet as well as files on your computer.

20. **Responsibility.**

Know your level of responsibility with the company and take ownership for your job scope and inventory.

Resource Material

https://wps.prenhall.com/wps/media/objects/4169/4270049/dub91796_ch16.pdf

Task 14

<u>Field Project</u>

Methodology

Participants will be divided into groups of minimum 2 and maximum 4 per group on following basis

- Interest in the art of Marketing, customer service, Sales promotion, sales services etc
- Business interests
- The types of business available in market.
- Any other indicator may be decided by course trainer

Keeping in context what they have studied and practice during the course they each group has to develop a report

- Identify product/service for marketing and sales
- Develop marketing strategy for product/company/firm etc
- Identify target customer
- Identify different sale material
- Identify mediums of communication/promotion
- Conduct customer satisfaction survey
- Identify challenges and constraints

The groups will work among themselves under supervision of trainer and will also work in field to collect needed data and material required for completion of project.

Expected outcome

- Each group will develop one report of given assignment
- Each group will prepare presentation to be presented to panel and who class

Evaluation

Each group will be evaluated by expert panel on the basis of following

- Content of report
- Feedback of trainer
- Presentation by group

20% of marks may be allocated of field project in final evaluation of course.

Annexure-II

Workplace/Institute Ethics Guide

Work ethic is a standard of conduct and values for job performance. The modern definition of what constitutes good work ethics often varies. Different businesses have different expectations. Work ethic is a belief that hard work and diligence have a moral benefit and an inherent ability, virtue or value to strengthen character and individual abilities. It is a set of values centered on importance of work and manifested by determination or desire to work hard.

The following ten work ethics are defined as essential for employee's success:

1. **Attendance:**
   Be at work every day possible, plan your absences don't abuse leave time. Be punctual every day.
2. **Character:**
   Honesty is the single most important factor having a direct bearing on the final success of an individual, corporation, or product. Complete assigned tasks correctly and promptly. Look to improve your skills.
3. **Team Work:**
   The ability to get along with others including those you don't necessarily like. The ability to carry your own weight and help others who are struggling. Recognize when to speak up with an ideas and when to compromise by blend ideas together.
4. **Appearance:**
   Dress for success, set your best foot forward, personal hygiene, good manner, remember that the first impression of who you are, can last a life time
5. **Attitude:**
   Listen to suggestions and be positive, accept responsibility. If you make a mistake, admit it. Values workplace safety rules and precautions for personal and co-worker safety. Avoids unnecessary risks. Willing to learn new processes, systems and procedures in light of changing responsibilities.

6. **Productivity:**

   Do the work correctly, quality and timelines are prized. Get along with fellows, cooperation is the key to productivity. Help out whenever asked, do extra without being asked. Take pride in your work, do things the best you know how. Eagerly focuses energy on accomplishing tasks, also referred to as demonstrating ownership. Takes pride in work.

7. **Organizational Skills:**

   Make an effort to improve, learn ways to better yourself. Time management; utilize time and resources to get the most out of both. Takes an appropriate approach to social interactions at work. Maintains focus on work responsibilities.

8. **Communication:**

   Written communication, being able to correctly write reports and memos. **Verbal communications,** being able to communicate one on one or to a group.

9. **Cooperation:**

   Follow institute rules and regulations, learn and follow expectations. Get along with fellows, cooperation is the key to productivity. Able to welcome and adapt to changing workplace situations and the application of new or different skills.

10. **Respect:**

    Work hard, work to the best of your ability. Carry out orders, do what's asked the first time. Show respect, accept and acknowledge an individual's talents and knowledge. Respects diversity in the workplace, including showing due respect for different perspectives, opinions and suggestions.

Annexure-III

Suggestive Format and Sequence Order of Success Story

S.No	Key Information	Detail/Description
1.	**Self & Family background**	• Self-introduction • Family background and socio economic status, • Education level and activities involved in • Financial hardships etc
2.	**How he came on board NAVTTC Training/ or got trained through any other source**	• Information about course, apply and selection • Course duration, trade selection • Attendance, active participation, monthly tests, interest in lab work
3.	**Post training activities**	• How job / business (self-employment) was set up • How capital was managed (loan (if any) etc). • Detail of work to share i.e. where is job or business being done; how many people employed (in case of self-employment/ business) • Monthly income or earnings and support to family • Earning a happy life than before
4.	**Message to others (under training)**	• Take the training opportunity seriously • Impose self-discipline and ensure regularity • Make Hard work pays in the end so be always ready for the same.

Note: Success story is a source of motivation for the trainees and can be presented in a number of ways/forms in a NAVTTC skill development course as under: -

1. To call a passed out successful person of institute. He/she will narrate his/her success story to the trainees in his/her own words and meet trainees as well.
2. To see and listen to a recorded video/clip (5 to 7 minutes) showing a successful person Audio video recording that has to cover the above-mentioned points.
3. The teacher displays the picture of a successful trainee (name, trade, institute, organization, job, earning per month etc) and narrates his/her story in teacher's own motivational words.