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# Facilitator Guide



Sector  
Logistics

Sub-Sector  
Courier & Mail Services

Occupation  
Retail and Institutional Sales

Reference ID: LSC/Q3035, Version 3.0  
NSQF Level: 5

## Key Consignor Executive



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Logistics Sector Skill Council

Logistics Sector Skill Council Contact Details:

Address: No. 480 A, 7th floor Khivraj Complex 2,  
Anna Salai, Nandanam,  
Chennai - 600 035.

Email: reena@lsc-india.com

Phone: 044 4851 4607

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**Shri Narendra Modi**  
Prime Minister of India

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



## Acknowledgements

We thank the following organizations for endorsing the contents of this Facilitation Guide, thus contributing towards skilling based on the Qualification Pack (QP) and National Occupational Standards (NOSs).



## About this Guide

This Facilitator Guide is designed to enable training for the Key Consignor Executive Qualification Pack (QP). It provides facilitators with the necessary knowledge relating to major topics in courier sales.

The book elaborates how facilitators interact with the participants and train them by understanding their needs and explaining all the key concepts pertaining to the job roles. Also it helps the facilitator to complete all the topics to the participants in timely fashion.

This guide also provides the latest information on current advancements in technology and its impact on the industry. Many modules have been revised to capture the diversity, varied perspectives, and current spirit of courier service.

Key Learning Objectives for the specific NOS mark the beginning of the Unit/s for that NOS. The symbols used in this book are described below.

## Symbols Used



Steps



Time



Tips



Notes



Objectives



Do



Ask



Explain



Elaborate



Field Visit



Practical



Lab



Demonstrate



Exercise



Team Activity



Facilitation Notes



Learning Outcomes



Say



Resources



Activity



Summary



Role Play



Example

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	Scan the QR code below to access the ebook	







## Key Learning Outcomes

At the end of this module, you will be able to:

1. Build rapport with fellow participants of the program
2. Relax and interact with fellow students more quickly
3. Provide a basic idea of what they are going to learn during the training period.
4. Talk about their expectations and takeaway after the course completion
5. Discuss about the Supply chain management
6. Explain the growth of courier Industry
7. Identify your roles and responsibilities
8. Explore the reasons for the growth of the courier industry
9. Elaborate the available employment opportunities
10. Name some of the top companies providing the job opportunities in the field

## UNIT 1.1: Icebreaker

### Unit Objectives

At the end of this unit, you will be able to:

1. Introduce each other
2. Build rapport with fellow students and the trainer
3. Create learning environment better
4. Relax and interact with fellow students more quickly

### Resources to be Used

- Available objects such as a duster, pen, notebook etc.
- Teaching board
- Ball or any weightless object to pass

### Do

- Make the students stand in a circle, close enough to the person each side of them that they can pass the parcel quickly.
- Say 'Stop' when the when students least expect it. The person who has the parcel at that time should get out.
- Those who get out should introduce themselves by providing their names and a little additional information such as favorite hobbies, likes, dislikes etc.
- The winner of the game should stand and introduce himself/herself at the end of the game.
- Continue with rest of the participants till become last one
- Finish the task by clapping and ask them to sit next to one whom they do not know before

### Say

- Thank the students for their participation.

## Notes for Facilitation

- You could ask the students who get out during the game to be the music keepers. They can start and stop the music as the game progresses.
- Encourage shy students to provide information about themselves by prompting them with questions such as 'what do you enjoy doing the most', 'what is your favorite movie or book' etc.
- Motivate students by stating that they are going to achieve something big in their life
- Promote all the students in a much positive note and do not allow anybody to share any negative stories.

## UNIT 1.2 : Objectives of the Course

### Unit Objectives

At the end of this unit, students will be able to:

1. Provide a basic idea of what they are going to learn during the training period.
2. Talk about their expectations and takeaway after the course completion
3. Think about their career progression
4. Evaluate their calendar and learning plan

### Notes for Facilitation

- You could ask the students about the expectations from the course.
- Invite students to participate. List the expectations on the whiteboard.
- Give the students a brief overview of what all will be covered in the program.
- Provide information on what are they going to learn during the training period.
- Supply the time schedule about the learning they are going to cater periodically
- Inform about the discipline to be followed in the class, timings they have to maintain
- Share important dates, plan of visits, assessments, labs, practical classes and explain the calendar in detail as when and what is planned.

## UNIT 1.3: Courier Industry in India

### Unit Objectives

At the end of this unit, students will be able to:

1. Discuss about Supply Chain and Logistics Management
2. Discuss the evolution and growth of the courier industry in India
3. Identify the reasons for the growth of the courier industry
4. Talk about the hierarchy reporting structure

### Say

- The definition of Supply Chain and Logistics Management
- The movement of goods from supplier to the manufacturer to the customer is called as the supply chain flow (use the diagram for reference Fig 1.2)
- 3 basic flows of Supply Chain management- Product flow / Service Flow, Information Flow, Finance/Money Flow
- An example of a very simple supply chain for a single product, where raw material is procured from suppliers, transformed into finished goods in a single step, and then transported to distribution centers, and ultimately, customers. Example –Pen, where suppliers are plastic molding supplier (shell, cap, top and bottom lid), ink supplier, steel supplier (nib and ball). Manufacturer assembles the pen in right condition and quality. Customer is you and me.
- The courier service definition
- The evolution of courier service, starting from pigeon, donkey's and horses to postmans
- The growth potential of courier industry is growing by 10-15% every year, \$110 billion logistics and supply chain industry. DHL, Blue Dart and Elbee are the major players contributing to 70% of industry's revenues.
- For example, if you need to send a courier, you simply visit the office of a courier company in your vicinity and tell them that you need to get a courier delivered. You are handed over a receipt; you make the payment and are glad that the job is done. But did you bother to enquire if the delivery could have been done without spending as much money as you did? Well, why would you, if you had no idea about the options in the first place? Just so you know, if you are not in too much of a hurry, send your package if you are comfortable with it getting delivered in 3 days instead of 1. The courier charges could be significantly lower!

### Elaborate

- The hierarchy and reporting structure of the job role, as whom will be the student on job will be reporting to. (Refer the Chart 1- Organizational structure)
- The courier activities stepwise and the operations that will be carried in a courier office and warehouse

## Notes for Facilitation

- You could ask the students what they know about the courier industry in India.
- Ask students about, what is their idea about courier activities
- Give students some time to think about how the courier industry has changed in the last five years.
- Set the context and ask them to describe the industry trends in courier.
- Identify the knowledge of students on the various types of courier services

## UNIT 1.4: Career Progression

### Unit Objectives

At the end of this unit, students will be able to:

1. Explain the significance of the key consignor executive
2. Identify the roles and responsibilities of the key consignor executive
3. Elaborate the employment opportunities
4. Name some of the top companies providing the job opportunities for key consignor executive

### Say

- Almost all the companies are dependent nowadays on courier services
- Every household in urban India is nowadays somehow connected to the courier and ecommerce
- Evolution of ecommerce has created lots of job opportunities in courier industry
- Age group between 20 to 40 are the major customers depending on courier for their delivery of products
- Multinational companies and Indian organizations provide online shopping and on time delivery services, basically on the only hope on the courier
- Courier industry has become one of the backbone for the companies.

### Ask

- Ask the students the responsibilities of a Key consignor executive
- Ask the students their job type
- What will be the nature of their job
- How many hours will they think they will be travelling
- What are the companies do they think, they will hire them
- To talk about their knowledge in courier industry
- The status of their driving license

### Answers of Exercises

1. Suppliers.
2. Product, Quantity, Time, Price, Place.
3. Courier Companies - DHL Shipping Service, XpressBees, FedEx. e-commerce companies - Amazon, Wal-Mart Stores Inc.
4. The Client.
5. Non-existing.







## Key Learning Outcomes

At the end of this module, students will be able to:

1. Explore the organizational requirements
2. Describe coding system
3. Discover reference number
4. Distinguish labeling system
5. Key out pin codes
6. Explore barcodes
7. Identify primary security responsibility
8. Locate package / consignment through understanding coding system
9. Explain labels used on packages

## UNIT 2.1: Understanding required

### Unit Objectives

At the end of this unit, students will be able to:

1. Learn about coding, labeling, reference number and barcodes
2. Inspect on the various labeling, its signs and symbols
3. Correspond with the pin code system
4. Explain as how to handle packages
5. Identify the packaging accessories and method of packing
6. Fill the details on an airway bill number

### Do

- Welcome the students and greet them. Revise the learnings what they had in their previous session. Check if they have any doubts.

### Resources

- A copy of blank airway bill /courier slip
- Computer, projector
- Different types of Labels
- Packaging accessories
- Carton box
- Any handling devices (if available) trolleys, cages, conveyor etc

## 2.1.1: Understandings on an Airway bill

### Elaborate



- The students as how to fill the details in the courier slip
- The dos and don'ts while packaging
- Different types of labels

### Notes for Facilitation



- You could ask the students as what should be filled in each column
- Invite students to answer each column
- Increase the awareness of the students in understanding by explaining the purpose of each column
- Give brief overview as what are the essential details, to be filled mandatory

### Explain



- The students as how to fill the airway bill / courier slip

### Ask



- Where is the airway bill number?
- Where should we enter the customer address?
- Where should we enter the senders address?
- Where should the customer sign?
- Where should the weight of package to be mentioned?

## 2.1.2: Understanding on Courier Tracking

### Resources



- Computer
- Projector
- Internet connection
- Live Airway bill number

### Say



- It important to understand the courier tracking and understand as how it works
- Customers, nowadays can track their parcel live, including location.

### Practical



- Login to the courier website, enter the airway bill details and track
- Convey the students as how to track the courier
- Ask the students to do the same

### Explain



- Each step shown in the detailed tracking summary
- The length of journey, time taken for the courier to pick up and reach the customer

## 2.1.3: Understanding on Packaging and labelling

### Say

- Packaging plays an important role in courier industry indirectly
- Without noticing the label, moving a parcel may lead to big errors
- There are universal signs on labels
- Packaging is an art by which we handle the items inside the parcel, undamaged and in safe condition till it reaches the customer
- Multiple handling is done in between and hence proper packaging and labelling plays a very important to handle safe.

### Ask

- The students to think about a situation, when they are carrying a package which got loose ends and all the parcel inside falls down and broken.
- Who is responsible for the broken items?
- Consider if the label is marked upside down and handling the parcel opposite, causes damages to the items inside. Now in this situation, whose fault is it?

### Activity

- Arrange a list of labels across the table and ask the students to match the following
- Arrange the list of packing accessories and ask students to identify which type of packing material goes with what kind of materials.

### Demonstrate

- Packing a box
- At which part of the box the labels are to be attached

### Explain

- Different labels
- What is prohibited goods, its labels and its meaning
- The checks to be made after packing, to confirm the packing is good.

## 2.1.4: Understanding on handling

### Explain



- Why we need handling equipment's?
- The reason as why should we carry the package in an orderly fashion

### Say



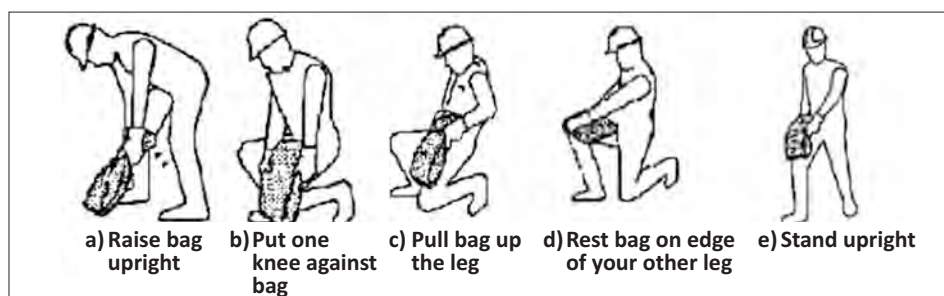
- Handling equipment's are those, which help us to lift or move the packages easily
- Manual, semi-automated and fully automated equipment's are used in the warehouses to handle goods handling
- Handling packages should be in right movement, else in few months, back pain and other health related issues may arise.

### Demonstrate



- The steps in manual handling, step wise, as explained in the participant handbook and as reference image below
- Place a package in front and explain as how to lift, without affecting the backbone.
- Demonstrate to make understand that the students make sure that the load is handled on the arms and legs and pressure not on the bones

Because of the orthopedic pains and to avoid the pressure on bones, there has been a systematic way to handle goods. Handling of materials should be taken care. Lift heavy objects safely.





Reduce Package weight and Size



## Activity

- Ask few students to perform lifting of a box from ground and place back to another location on the ground
- Monitor the body movement as how they lift and handle.

## Summarize

- Summarize as how to fill airway bill details
- Summarize what is packaging, its accessories and different labels
- Sum up the process of handling and lifting a box
- Sum up the different types of handling equipment's

## Answers of Exercises

1. Refer 2.1.2. in participant handbook.
2. Refer 2.1.3. in participant handbook.
3. Refer 2.1.3. in participant handbook.
4. Refer 2.1.5. in participant handbook.
5. Refer 2.1.6. in participant handbook.
6. Refer 2.1.4. in participant handbook.







## Key Learning Outcomes

At the end of this module you will be able to:

1. Describe as how to gather information about clients
2. Evaluate the potential clients
3. Discover as what information to be gathered before meeting clients
4. Discovering the market trends
5. Gather database of clients
6. Evaluate as how to recognize the market trends
7. Evaluate the raw data of sales from past records
8. Distinguish the unhappy client and satisfied clients
9. Narrate as how to asses target and to measure the gap
10. Evaluate the various strategies to retain the existing customers
11. Devise strategies to acquire new customers
12. Plan for the day today activities and Manage time

## UNIT 3.1: Generate day Plan

### Unit Objectives

At the end of this module you will be able to:

1. Narrate as how to recognize the market trends
2. Evaluate the raw data of sales from past records
3. Distinguish the unhappy client and satisfied clients

### Resources

- Upward trend graph
- Downward trend graph
- Seasonal trend graph

### Explain

- What is upward trend?
- What is downward trend?
- What is seasonal trend?

### Demonstrate

- Upward trend graph

If there is a sales growth which is increasing consistently, then the trend is called upward trend. Example, a company which made a sale for Rs30,000 in Jan, Rs 35,000 in Feb and Rs 40,000 in March has an increase in sales and this is referred as upward trend in sales.

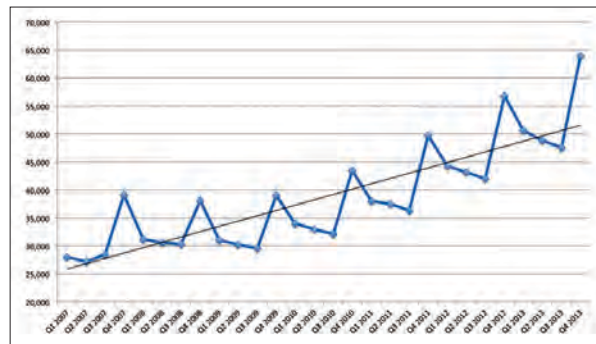


Fig 3.1 - Uptrend Graph

- Downward trend graph

If there is a sales decline which is decreasing consistently, then the trend is called downward trend. Example, a company which made a sale for Rs30,000 in Jan, Rs 25,000 in Feb and Rs 15,000 in March has an increase in sales and this is referred as upward trend in sales.

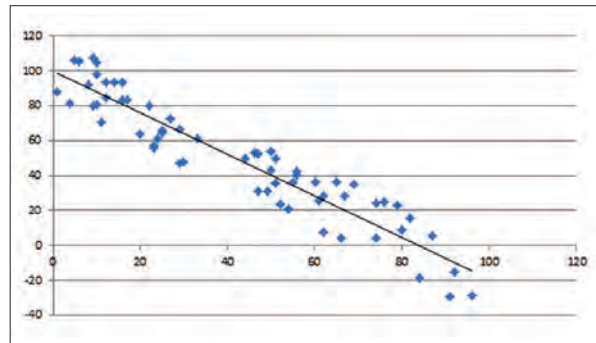


Fig 3.2 - Downtrend Graph

- Seasonal Trend graph

If there is a raise in sale or drop in sale in a particular month, then it is pictured as seasonal trend. Example- The sales of air conditioners will be more during summer.

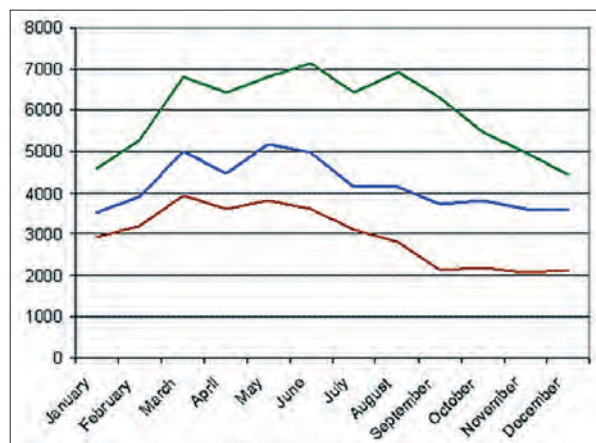


Fig 3.1 - Seasonal trend Graph

## Say



- When the market is down performing, it is better not to find new customers and should rely on only potential clients whose business is doing well.
- When market is positive, it gives you a clue that there are more opportunities and business potential.
- The analysis should be done on various factors like sector, local market, competitor's growth, market share of competitor, industrial expansion, new business evolving in the region etc

## Elaborate

- Data review process
- Analyzing the past data
- Finalizing the potential clients
- Filter data

## Say

- Data of an organization is one of the hardest earned asset.
- The data reflects is the hard work of many seniors who had worked before you.
- It is the prime responsibility to maintain and safeguard the data

## Explain

- Data Validation
  1. It is a process of identifying the right clients and cleansing the data
  2. The data could have been old and would be outdated. The past managers of the company may have left or the new in charge would have been in charge, hence reviewing data and managing is essential
  3. Identify the potential clients, who shall share the business
- Explain the flow of Collecting data, analyzing data and reviewing data

## Demonstrate

- As how to finalize the list of clients from a database

## Do

- Take a list of clients or company names (20 names across your office)
- Sort out clients in your geographical area
- Identify who has potential business volume
- Identify as who may be interested in your business services
- Prepare a list of whom shall you meet for the day

## Say



- Identify the list of clients to whom you shall go and meet.
  1. Who are the unhappy clients?
  2. Any new leads have you received from friends, colleagues, and inquiry?
  3. List down the clients list from CRM database that needs immediate attention?
  4. Clients whom you have met a long while before
  5. Clients who may be interested in your business
  6. New Clients who have expanded their business in your geographical area
- Apart from the facts, the executive should decide on instinct and experience as who will be the potential client.

## UNIT 3.2: Preparing for Meeting

### Unit Objectives

At the end of this module you will be able to:

1. Narrate as how to recognize the market trends
2. Evaluate the raw data of sales from past records
3. Distinguish the unhappy client and satisfied clients

### Notes for Facilitation

- You shall ask the students about their knowledge on customers
- You shall ask them as how can they classify the set of customers in to

### Explain

- What is retail sales
- What is Institutional Sales
- What is Target

### Say

- Targets are set as a measuring tool on once performance.
- Targets are always on the higher end, and always looks challenging.
- Targets are meant to be met but not easy unless you have the plan and working closely with the plan.
- Target is not always achievable, at times you may miss. What is very important is to focus on exceeding the target set.
- One who meets the target is well appreciated and always has the first choice of growth in the organization
- Actual sales is the total sales made in the given duration and target is the actual expectation from the organization. The gap between actual and target is the error, which you have to minimize.

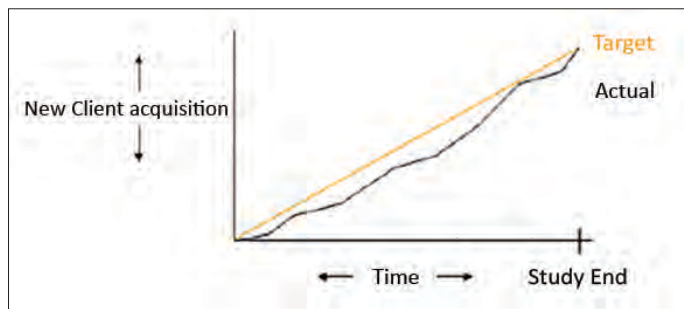


Fig 3.4 - Target Vs Achieved

## Elaborate



- The process of devising strategies
- Everyone has a separate way of approach in terms of acquiring the client. Everyone has the same goal but a different way.
- Understand
  - who the target audience is,
  - what questions will be asked by a customer,
  - how to equip yourself,
  - your deliverables,
  - the relationship
  - When is the right time to approach
  - The strengths and weakness
  - And devise the strategies
  - That the strategies actually refer to winning the customer orders and ensuring smooth business flow.
- That each customer is different and each of their needs is different and problems are also different

## Tips



- Prepare based on each customer (Existing)
  - Open up customer portfolio and understand the business they are involved in
  - Research on the previous failures or issues or feedback with the organization
  - Discover the business potential in the near future of the customer
  - Look for new offers or promotions that shall be suitable for the customer
  - Prepare list of good things that are to be shared with the customer (growth, future operations, etc)

- Prepare based on customer (New)
- Research to understand what type of business they are involved in
- What is the potential volume that shall be expected?
- What offers and promotional schemes that shall be shared and best suitable for the client?
- Details on Performance and business connectivity of organization
- Presentation about organization more precisely suiting the needs of customer
- Know the potential questions that shall be asked by the customer and prepare
- Prepare to define your outreach clearly

### Activity

- Ask the students to make a day calendar
- Consider they are going to meet the customer and ask them to make the calendar for the day
- Ask them to get prepared the questions and answers before meeting the client

### Notes for Facilitation

- You shall ask the students to consider route plan in scheduling the calendar
- You shall ask the students as how will they fix an appointment
- Ask students to allocate some buffer time between the first clients and second as there may be delays from the client one.

### Team Activity

- As a team of 4 or 5 team members, ask them to devise the strategy for acquiring the customer and make a presentation

### Summary

- Summarize the analysis of market trends
- Summarize the data analysis activities and finding potential clients
- Sum up as how to prepare for meeting

### Answers of Exercises

1. Refer 3.1.1. in participant handbook.
2. Refer 3.2.2. in participant handbook.
3. Refer 3.2.2. in participant handbook.
4. Refer 3.1.2. in participant handbook.
5. Refer 3.2.3. in participant handbook.
6. Refer 3.1.1. in participant handbook.
7. Refer 3.2.2. in participant handbook.





## Key Learning Outcomes

At the end of this module you will be able to:

1. Plan and identify the potential client to meet
2. Describe as how to fix up client meeting
3. Distinguish the requirements of client based on their business model
4. Evaluate the pulse of the customer
5. Deliver and explain services of the company
6. Describe the client needs and requirements
7. Distinguish the cost involved and offer services
8. Evaluate the cash collecting procedures
9. Explain the negotiation process

## UNIT 4.1: Performing Courier Delivery

### Unit Objectives

At the end of this unit, students will be able to:

1. Check the destination.
2. Inspect the ID of the customer
3. Receive and store cash
4. Ensure the shipment had been received in good condition

### Elaborate

- The process of identifying the client
- Define the potential client
  - The client who needs immediate attention
  - The client who is willing to expand business
  - The client who is looking for courier service

### Explain

- As how to fix the appointment with the client

### Say

- Fix up appointment before meeting the client
- It is not wise to walk in directly to the client location without an appointment these days.
- Do not call the customer on their personal number

### Elaborate

- Call the customer
- Explain as why to meet the customer
- Check as when and where to meet based on mutual convenience
- The reason for meeting and thank the customer

## Role Play

- Ask the students to perform a telephone call play in fixing the appointment
- Check for the mannerism while making the appointment.
- Monitor the flow. General flow of the conversation shall be - who is calling, why have you called, the purpose of meeting, say the total time for meeting, good time to meet, acknowledge the place and time, thank the customer

## Say

- There would be situations where the client will not be available for meeting because of their duties.
- In such case, explain the services by call

## Role Play

- Ask the students to perform the call conversation in which they should explain about selling the service
- The conversation shall have the flow like, introduction about self and the company, the locations the company serves, the volumes it handles, the best things about your organization, the various offers and plans you provide, the fee structure, meanwhile ask about the customer company requirements, company's business volumes, their expansion plans and the areas where you shall be support of, and confirm for follow up call and thank the customer

## UNIT 4.2: Generate Sales Through Business Development

### Unit Objectives

At the end of this module the student will be able to:

1. Deliver and explain services of the company
2. Narrate the client needs and requirements
3. Distinguish the cost involved and offer services
4. Evaluate the cash collecting procedures

### Steps

#### Steps: Meet the Client



**STEP 1:** Be On Time



**STEP 2:** Neatly dressed



**STEP 3:** Firm Handshake



**STEP 4:** Introduce yourself



STEP 5: Eliminate Jargons



STEP 6: Organized

## Elaborate

- The meeting procedure stepwise and inform the students as how to present themselves and represent the organization

## Say

- The conversation should be more positive and mood should be kept high during the conversation
- Do not bore the listener by saying repetitive things or by jumping around the conversation without a flow
- As how to begin the conversation. It should always start with the self-introduction, with a firm handshake, introduction about organization, the locations the company serves, the volumes it handles, the best things about your organization, the various offers and plans you provide, the fee structure, meanwhile ask about the customer company requirements, company's business volumes, their expansion plans and the areas where you shall be support of
- Always maintain a flow in the conversation
- Always talk about the success stories
- Talk about the big clients you handle
- Listen to customer and understand his requirements

## Notes for Facilitation

- You shall ask the students as how ill they begin the conversation with a new person
- You shall ask them as how will they get prepared for the conversation
- You shall ask, what will they do if they stuck with a point and if they do not remember some data during the talk

## Elaborate



- The process of listening
- Once after the explanation or after the presentation, check with the client as whether they have any queries
- The customer will more positively ask the questions pertaining to similar business relevant to clients and process, its efficiency.
- Allow the customer to explain their consensus.
- If a customer seeks, some information to which you have no idea, kindly explain to the customer that, you will make a note of this question and you will discuss with your superiors and will reply them. Inform them a particular time limit within which they shall receive the answer.
- Make a note of all the things the customer says and should be able to recall the minutes of meeting

## Explain



- What is negotiation
- That the negotiation should be a win-win strategy for both the customer and for the organization.
- The long term association needs
- The volume based business advantages consideration during negotiation
- That the offers and discounts to be announced to retain the customer and to get the hold of the customer
- As what are the other value added services that shall be provided

## Role Play



- Ask the students to perform an act on meeting the customer, their mannerism and how do they start the conversation
- Correct the students during the conversation on do's and don'ts

## Demonstrate



- A negotiation scenario and explain how to reach a win-win deal

## Explain



- How to handle Payments
- When will you receive the payments from the customer
- What are the modes of payment shall be received

## Say



- For existing clients, any outstanding bills shall be collected
- For new clients, client deposit or one time service charge or application charges shall be collected based on the organization procedure
- It is always better to avoid cash handling. Between companies, it is always good to handle as Cheque, DD or NEFT transfer. But always consider the organization rules.

## Summary



- Summarize Selection of client for meeting
- Summarize as how to fix appointment
- Sum up the steps in meeting and greeting client
- Summarize negotiation talks and payment handling

## Answers of Exercises



1. Refer 4.1.1. in participant handbook.
2. Refer 4.2.2. in participant handbook.
3. Refer 4.1.3. in participant handbook.
4. Refer 4.1.2. in participant handbook.
5. Refer 4.1.3. in participant handbook.
6. Refer 4.2.1. in participant handbook.
7. Refer 4.2.4. in participant handbook.







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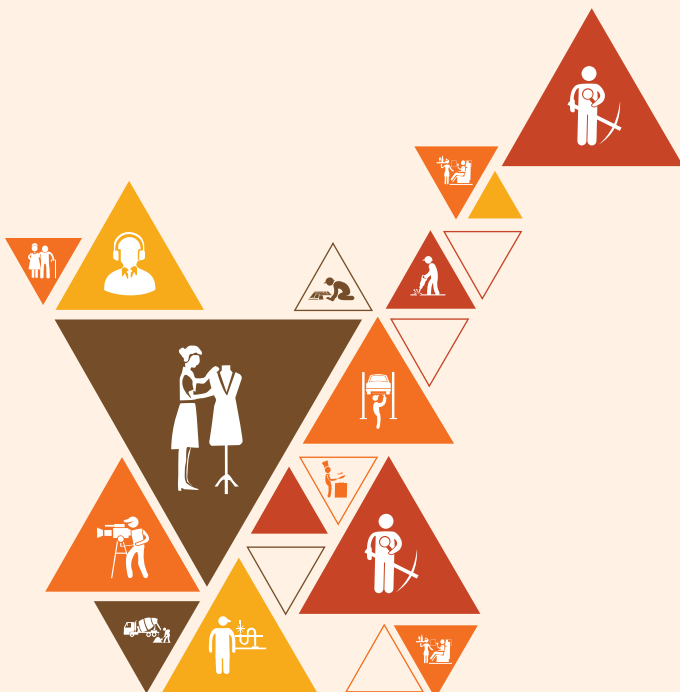
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# 5. Post Sales Activities

Unit 5.1 - Follow-Up with Prospective Clients

Unit 5.2 - Build market Intelligence and Track Sales Process



LSC/N3038

## Key Learning Outcomes

At the end of this module you will be able to:

1. Identify as how and when to contact the leads generated
2. Narrate the etiquettes to be followed during the conversation
3. Evaluate the interest of clients
4. Distinguish the potential clients
5. Identify the competitors
6. Describe strategies for winning the market competitors
7. Evaluate the Offerings
8. Narrate new ways to develop and build associations
9. Explain team building

## UNIT 5.1: Follow-Up with Prospective Clients

### Unit Objectives

At the end of this module you will be able to:

1. Identify as how and when to contact the leads generated
2. Narrate the etiquettes to be followed during the conversation
3. Evaluate the interest of clients
4. Distinguish the potential clients

### Explain

- Who are leads?
- What should be the frequency to call the leads?
- The advantages of follow up

### Elaborate

- The do's and donts in follow up
- Do's
  - Communicate at a frequency
  - Seek permission as when to communicate back again
  - Have a very polite conversation
  - Wait for the others to reply – Give the clients sufficient time
  - Check the convenience to speak
  - Seek permission and interest
  - Get confirmation to communicate back
  - Be brief
  - Craft your message clearly before communicating
- Don'ts
  - Don't be rigid
  - Don't Communicate continuously or too soon or Email them constantly
  - Don't communicate if the client has mentioned that “you do not qualify now”
  - Don't misinform

- Don't communicate until you are prepared to deal with the agenda
- Don't seek decision immediately
- Don't assume anything, be open

## Say

- If client is interested they will get back
- They will stay connected if they are interested
- The signs that stays positive if the client is interested are
  - If Client Listens
  - If they ask more genuine questions on the product/ Service
  - If they try to negotiate
  - If they call back
- It is good to understand the mood of the client
- Based on experience you will understand whether the customer will comeback or not.

## Points for facilitation

- Ask the students their view on when will the customer will get back
- Ask the students as when the scenarios when they avoid and how do they do it

## Elaborate

- If customer is interested and if they are getting back.
  - Think strategically and
  - Provide them offers or discount
  - Evaluate plan of increasing business opportunities
  - Better up Pricing strategies
  - Design customized plan that may fit for the customer
  - Think actions and negotiations on a long-term basis.
  - Lead the conversations in a smooth and positive way to trigger up fine opportunities
- The offer values to customers at all times. Because of the exceeding competition, the client expects value added services and offers.

## Say

- Once when the discussion moves fruitful, document the communication and price finalization
- After final confirmation and on mutual agreement from the client, note it down and get acknowledgement with the client.
- This information shall be either as an email communication between the parties or as an MOU (Memorandum of Understanding) or as a proposal. While making any pricing information as a document, it is essential to understand and mention the payment terms and taxes (Inclusive or exclusive).

## UNIT 5.2: Build Market Intelligence

### Unit Objectives

At the end of this module the students will be able to:

1. Identify the competitors
2. Describe strategies for winning the market competitors
3. Evaluate the Offerings
4. Narrate new ways to develop and build associations
5. Explain team building

### Explain

- As how to analyze the competition
- As how well the competitors perform
- As how to get the information on the performance of the competitors

### Say

- Experiment, what the competitors do.
- Try to analyze what is the growth and market share of the competitors
- Eliminate the waste practices, that are traditionally old and has no value to customers
- Closely watch the growth and fall off competitors
- Understand the reasons for the fall off of the competitors
- Collect reports about competitors, their performance, their market value, share, current growth, future plans etc.
- Adopt new strategies to win customers

### Explain

- The review methodology on the competitors
- As how and from where to get the competitors data

## Say

- The reports and information that are to be shared with the head office or team or with the managers are
  - The calls / visits made per week
  - Leads generated
  - Revenue generation
  - Target Verses achieved
  - Client servicing levels , Satisfaction reports of customers / Feedback
  - Previous calls made to customer
  - Increasing Business potential
  - Strategies for New Market / Development plans
  - Outstanding, Pending & Payment reports
- Competitor's performance may include
  - Market share of the competitors
  - Sales growth ( business volume)
  - Services offered and variety
  - Branding Activities
  - Promotion Activities performed
  - Pricing of Competitor
  - Product value of Competitor
  - Objection handling by the competitor product / services

## Activity

1. Perform a role play for a satisfied client and an unsatisfied client responses and how do the students make a note of it
2. Ask students to group discuss on this conversation and to develop strategies as how to overcome the issues.

## Answers of Exercises

1. Refer 5.2.1. in participant handbook.
2. Refer 5.2.1. in participant handbook.
3. Refer 5.1.1. in participant handbook.
4. Refer 5.1.2. in participant handbook.
5. Refer 5.1.2. in participant handbook.





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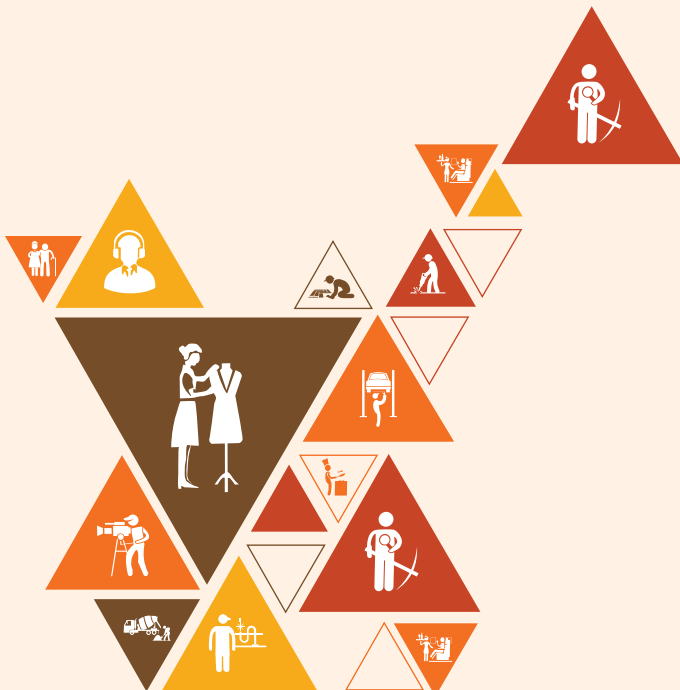
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# 6. Safety, Security, Health and other Soft Skills

Unit 6.1 - Safety Instructions to be followed in Workplace

Unit 6.2 - Vehicle Safety Procedures

Unit 6.3 - Skills to Develop



LSC/N3054

## Key Learning Outcomes

At the end of this module you will be able to:

1. Identify the safety procedures
2. Explain the driver safety
3. Gain knowledge on skills to be developed
4. Learn the procedures for Evacuation in work environment
5. Describe the safety requirements in the work environment
6. Gain knowledge on vehicle parking procedures
7. Evaluate the safety requirements
8. Identify the skills that are to be developed for safe operations
9. Discover the importance of road signs and rules

## UNIT 6.1: Safety Instructions to be Followed in Workplace

### Unit Objectives

At the end of this module you will be able to:

1. Explain health and safety standards
2. Describe standard operating procedures for safety
3. Identify safe operating procedures during the process

### Explain

The safety aids and its uses



Safety Goggles



Safety Helmets



Safety Ear Plugs



Reflective Jackets



Safety Hand Gloves



First Aid Box & Safety Ring



Fig 6.1- Fire Extinguisher



Fig 6.2 - Safety Mask



Fig 6.3 - Personal Protective Equipment's

- PPE that should be provided to the HUB staff such as:
  - Gloves
  - Safety Shoes
  - Body Back Support
  - Face mask Etc
  - Motorcycle Personal Protective Equipment (PPE) Requirement
- PPE that should be provided to the motorbike delivery staff are:
  - Helmet with clear visor (Certified by ISI)
  - Covered Shoes
  - Reflective vest
  - Long Sleeve/Arm Cover
  - Long Pants
  - Face mask (optional)



Fig 6.4- Two wheeler Driver PPE's

- Lorry Drivers & Attendants Requirement
- PPE that should be provided to the motorbike delivery staff are:
  - Safety Shoes
  - Reflective vest
  - Body Back Support (Load and unload process)
  - Face Mask (for dusty condition)



Fig 6.5 - Truck Driver PPE's

## Say

A valid driver's license should be maintained and should be updated. Report unsafe conditions if found any during loading, unloading or during transit or during storage of packages. Companies follow standard operating procedure (SOP) for each of the processes. If in case there is an emergency or a situation arises, follow the SOP to solve the issue. Every organization has a plan of action in terms of occurrence of any kind of event. So, plan and work accordingly based on the plan.

## Ask

- What are the PPE's required for a motorcycle driver
- What are the PPE's required for a van / truck driver
- When should one wear safety helmets?
  - While working in a warehouse where loads are stacked above head

## UNIT 6.2: Vehicle Safety Procedures

### Unit Objectives

At the end of this module you will be able to:

1. Describe vehicle safety procedures
2. Explain parking instructions of vehicles
3. Describe package protection responsibility

### Say

- What are the Vehicle Daily Checks to be performed

As per the organization requirements, the vehicle checks differs, but the macro observations will include

- Vehicle fault recording and reporting;
- Safety, maintenance and inspection plans;
- Safety inspection, maintenance and repair facilities;
- Maintenance record;
- Training and education for maintenance and safety inspection;
- Driver license; and
- Vehicle cleanliness.

### Explain

Process for handling Loss and Damages

- Considering the load safety is very essential in terms of loading the packages
- No vehicle should be loaded beyond its rated capacity or beyond the legal limit of gross weight for that vehicle.
- The driver is responsible for ensuring the load is secure and should give instructions on positioning of loads to lift truck drivers.



Fig 6.6- Correct way and wrong way of loading



Fig 6.7 - No mobile Phone while Driving



Fig 6.8 - Follow Traffic Rules



Fig 6.9- Park only at Parking Spaces



Fig 6.10 - Improper Parking may lead to fine

- Security

Packages may carry the sensitive information of an organization or an individual and, therefore, protecting the packages is a prime responsibility.

- Do not share log in id and Password of email of software applications
- Do not keep the packages unattended
- Do not hand over packages to unauthorized people
- Handle all packages with utmost care in front of you

## Elaborate

The types of risk that shall happen during the transport

- Traffic
- Verification/inspection by Police or government officials
- Breakdown of vehicle
- Flood
- Other delays

## Explain

Process for handling Loss and Damages

- The safety driving procedures
  - DO's and Don'ts while driving
- Vehicle inspection process
  - Checklist to be viewed before commencing the vehicle
  - Precautions to be noted before starting the vehicle
- Steps on Accident reporting
- The situations of Emergency response plan
  - Accidents
  - Delays
  - Spillage of goods
  - Theft from vehicle
  - Damage to goods externally
  - Damage due to rain / flood / fire
  - Hazard indicators from goods

## Activity



- Place traffic sign boards and ask the participants to explain the symbols, its meaning and understanding.

## Say



The offences related to traffic and violations include the following but not limited to:

- Exceeding imposed speed limit;
- Causing death by reckless or dangerous driving;
- Reckless and dangerous driving;
- Careless and inconsiderate driving which includes inattentive driving;
- Driving under the influence of alcohol or drugs;
- Driving when he is aware of his disease or disability;
- Obstructing the road with the vehicle which includes parking in prohibited area;
- Driving the vehicle without the registered owner's consent; and
- Not stopping when being involved in an accident.

## Explain



Process for handling Loss and Damages

- Security issues and related risk in not maintaining the security of documents
- The impact of not maintaining the security of the delivery items / documents /key information

## Say



The offences related to traffic and violations include the following but not limited to:

- Do not share log in id and Password of email of software applications
- Do not keep the packages unattended
- Do not hand over packages to unauthorized people
- Handle all packages with utmost care in front of you
- Sharing of information to any unknown resources will lead to legal consequences.
- Do not share any confidential information will lead to imprisonment
- Inform students that they represent the organization and any information against the organization should not be shared anytime.

## UNIT 6.3: Skills to Develop

### Unit Objectives

At the end of this module you will be able to:

1. Explain the skills required for a professional
2. Enhance problem solving skills
3. Initiate critical thinking skills
4. Improve communication skills
5. Learn computer skills

### Say

- To be more productive, it is essential to plan and manage time
- Planning and organization make efficient use of your time at the office by keeping you focused from beginning to completion of a project.
- An organizational plan also facilitates collaboration and information sharing with other team members who play a role in the completion of the activities.
- What is planning? Action planning is a process which helps you to focus your ideas and decide on the steps you need to take in order to achieve a particular goal. Planning is vital at all levels in the work place. You need to plan your own tasks and time.

### Explain

- What is attitude?  
An attitude can be defined as a positive or negative evaluation of people, objects, event, activities, ideas, or just about anything in your environment.
- How can positive attitude bring harmony in work atmosphere?  
Attitude determines your productivity. More positive you are, more productive you will be.

### Notes for Facilitation

- Ask the students as what is time management?
- What is Problem solving?
- What is their idea about handling pressure situations as what will they do?

## Say

- Ways to be more productive?
  - Help People
  - Avoid Complaining
  - Keep high energy
  - Build team works
  - Determine confidence
  - Solve problems
  - Do not react to emotions, make good decisions
- What is “Time Management?”
 

“Time management” refers to the way that you organize and plan how long you spend on specific activities.

  - Carry your schedule all the time
  - Plan your day and start your day
  - Schedule activities without interruptions
  - Block distractions and get disconnected from distractions
  - Example- Facebook, whatsapp etc

## Explain

- Problem solving
  - A fundamental part of your role is finding ways to solve them. So, being a confident problem solver is really important to your success

There are four basic steps in solving a problem:

  - Defining the problem.
  - Generating alternatives
  - Evaluating and selecting alternatives
  - Implementing solutions
- Analytical Skills
  - Think and find ideas step by step
  - Break down any issues into simpler set of issues
  - Start thinking in multiple ways and find alternate reasons
- Decision Making
  - You have multiple choices before you decide

- So selecting the right one is a challenge
- Think about the positive and negative impacts before finalizing the decision
- Learn from past experiences, from your own mistakes and others mistakes
- Do not repeat any mistake for the second time
- Communication
  - It is very much required to communicate in a very professional etiquette.
  - Good staff communication is essential to business success.
  - Effective communication is a two-way street.
  - Communication is about more than just exchanging information. It's about understanding the emotion and intentions behind the information.
- Engaged Listener
  - Hearing is different from listening
  - While listening get connected and do not loose attention on the subject.
  - Focus fully on the speaker
  - Favor your right ear
  - Avoid interrupting or trying to redirect the conversation to your concerns
  - Show your interest in what's being said
  - Try to set aside judgment
  - Provide feedback

## Activity

### Process for handling Loss and Damages

- Security issues and related risk in not maintaining the security of documents
- The impact of not maintaining the security of the delivery items / documents /key information



Fig 6.9 - Non Verbal Expressions

## Say

- Stay Calm under pressure
  - On the daily work environment, it will be hard to manage work, emotions, thought process and physical activities. Loosing yourselves will have fair chances. Hence to keep focused, it is always better to think and react by staying calm.
  - Decisions under pressure and in angry may not come right
  - Make a point and support your point by providing enough information.
  - Deliver words clearly, do not fumble
  - Clarify your statement and talk to the point
- Listening Skills
  - Listening is the ability to accurately receive and interpret messages in the communication process.
  - Listening is key to all effective communication, without the ability to listen effectively messages are easily misunderstood - communication breaks down and the sender of the message can easily become frustrated or irritated.
  - Good listening skills also have benefits in our personal lives
  - Listening requires focus and attention

## Explain



- Grooming is an essential requirement in today's work environment
- Any shabby appearance in these days represents organizational culture



Fig 6.10 - Grooming

## Ask



- What is your knowledge on computer and its usage?
- Have they used any software or apps?
- Do the participants know as how to order online a mobile phone or order food?
- Understanding of candidates on ERP

## Explain



- What is MS Excel, MS word, Outlook and PowerPoint?
- When and how to use

## Demonstrate

- How to use Excel, Word, Outlook and PowerPoint
- As how to use each of the basic icons and tools
- As how to print

## Elaborate

- Handheld devices
  - Its usages
  - Demonstrate with one if available
- Tracking devices
  - Devices which are helpful to track the vehicle
    - Example OLA / UBER or any taxi application
- GPS devices
  - Activate the location symbol of the mobile phone
  - Open Google maps
  - Identify the location you are present
- Barcode Scanners
  - Example – scanners in the retail supermarket at the till where billing is made

## Explain

- The excel workbook
- The icons in excel
- Excel ribbon
- Menus
- Saving
- Printing
- Copy and Paste
- Filling Color
- Alignment
- Using Formulae's

## Summary

- Explain Health and Safety requirements for the job role
- Describe Safety procedures and Security requirements, its importance
- Vehicle requirements, its inspection and Safety requirements
- Safe driving conditions and terms to understand
- Evaluating the responsibility of safety
- Requirements to follow parking instructions
- Initiating the skills enhancement and its requirements
- Requirements of communication skills and thinking skills
- Narrate the computer skills to be developed.

## Answers of Exercises

1. Clean and Hygiene.
2. No, Because documents are mandatory.
3. Yes.







## Annexure I

### Training Delivery Plan

Training Delivery Plan			
<b>Program Name:</b>	Certificate Course in Key Consignor Executive		
<b>Qualification Pack Name &amp; Ref. ID</b>	LSC/Q3024, version 3.0		
<b>Version No.</b>	3.0	<b>Version Update Date</b>	27/01/2021
<b>Pre-requisites to Training (if any)</b>	Completed 1st year of UG (UG Certificate) or Pursuing 2nd year of UG or Completed 1st year of diploma (after 12th) or Pursuing 2nd year of 2-year diploma after 12th or 12th pass with 1 year Vocational Education & training (NTC or NAC or CITS) or Completed 3 year diploma after 10th + 1 year relevant experience or 12th Grade pass + 2 year relevant experience or 10th Grade pass + 4 year relevant experience or Previous relevant Qualification of NSQF Level 4 and with minimum education as 8th Grade pass + 3 year relevant experience or Previous relevant Qualification of NSQF Level 4.5 + 1.5 year relevant experience		
<b>Training Outcomes</b>	<p><b>By the end of this program, the participants will be able to:</b></p> <ol style="list-style-type: none"> <li><b>Obtain Knowledge on Retail and Institutional Sales activities:</b> General introduction to courier activities, and operations involved in the sales process such as preparing for the day, identifying potential clients, identifying the targets, checks to be performed during days operations, meeting and understanding clients requirements would be gained</li> <li><b>Getting Familiar with Customer Handling process:</b> Awareness on various problems /issues while handling the company account and the issues customers faced with the services, handling customers by resolving their queries, planning for a long term relationship and maintaining the customer relationships</li> <li><b>Understand handling customer accounts and winning competitors:</b> To ensure that the communication between peers is done right and conditions in handling customers in providing services and handling customer queries in right manner. Define and develop strategies to be implemented to win customer over the competitor.</li> <li><b>Cultured in workplace skills:</b> Build on effective communication with customers, inter departments, sub-ordinates and super-ordinates for smooth running of courier activities, team building and time management</li> <li><b>Acquainted with Environmental/ Occupational Health &amp; Safety:</b> Get well versed with health and safety measures practiced in courier delivery, Individual Safety, PPE usage, security procedures, Quick Emergency Responses, First Aid, Fire Safety and general maintenance on Vehicle</li> </ol>		

Sl. No	Module Name	Session Name	Session Objectives	NOS Reference	Methodology	Training Tools/Aids	Duration
1	Introduction	Ice breaker	<ul style="list-style-type: none"> <li>Introduce each other</li> </ul>		Group Activity: Passing the Parcel	Book, pen, duster etc.	P:8 hrs
		Describe Supply Chain and Logistics Management	<ul style="list-style-type: none"> <li>Build rapport with fellow students and the facilitator</li> </ul>			Projector/Slides/ Board/ Video	P:8 hrs
		Organizational Structure	<ul style="list-style-type: none"> <li>Describe Supply Chain and Logistics Management</li> </ul>		Facilitator-led-discussion	Carton Box	P:8 hrs

	Objective of course	<ul style="list-style-type: none"> <li>• Understand courier industry and opportunities in it</li> </ul>				P:8 hrs
	What is Courier Service	<ul style="list-style-type: none"> <li>• Define your job roles and responsibilities</li> </ul>				P:8 hrs
	Evolution of Courier Service	<ul style="list-style-type: none"> <li>• Understand the activities in courier services</li> </ul>				T:8 hrs
	E commerce	<ul style="list-style-type: none"> <li>• Explain the importance of Courier service</li> </ul>				T:8 hrs
	Activities in Courier Industry	<ul style="list-style-type: none"> <li>• Describe the organizational structure in courier industry</li> </ul>				T:4Hrs
	Role of Courier Delivery Executive	<ul style="list-style-type: none"> <li>• Describe about the employment opportunities in the courier industry</li> </ul>				
	Functions of Courier Delivery Executive	<ul style="list-style-type: none"> <li>• Identify the difference between traditional mail service and modern courier system</li> </ul>				
	Employment opportunities Exercise	<ul style="list-style-type: none"> <li>• Explain courier movement</li> <li>• Describe e-commerce material movement</li> <li>• Understand Roles of courier delivery executive</li> <li>• Describe the functions involved</li> <li>• Know the pre requisites of joining the industry</li> </ul>				

2	Plan for Sales Activities	Prohibited Goods Handling Equipments Summary	<ul style="list-style-type: none"> <li>• Explain labels used on packages</li> <li>• Elaborate what pin code digits indicates.</li> </ul>				P:8 hrs	
		Market Trends Evaluation Reviewing Data	<ul style="list-style-type: none"> <li>• Understand as how to gather information about clients</li> <li>• Evaluate the potential clients</li> </ul>	LSC/N3036 PC1, PC2, PC3, PC4, PC5, PC6 KA1, KA7, KA8, KA9, KA10, KA12 SA5 SB4,SB15, SB16	Facilitator-led-discussion	Book, pen, duster etc.	P:8 hrs	
		Customer Segment	<ul style="list-style-type: none"> <li>• Discover as what information to be gathered before meeting clients</li> </ul>		Activity-Time Planning for the day	Projector/Slides/ Board/ Video	T:8 hrs	
		Target Assesment Devising Strategies	<ul style="list-style-type: none"> <li>• Discovering the market trends</li> <li>• Gather database of clients</li> </ul>		Demonstration-Appointment fixing and time planning	Stationary	T:8 hrs	
		Time Plan for the day	<ul style="list-style-type: none"> <li>• Understand as how to recognize the market trends</li> </ul>		Demonstrate Route plan	Local Map	T:8 hrs	
		Role Play-Time Planning	<ul style="list-style-type: none"> <li>• Evaluate the raw data of sales from past records</li> </ul>	LSC/N3037			T:8 hrs	
		Clients	<ul style="list-style-type: none"> <li>• Distinguish the unhappy client and satisfied clients</li> </ul>	LSC/N3038			P:8 hrs	
		Target	<ul style="list-style-type: none"> <li>• Understand as how to asses target and to measure the gap</li> <li>• Evaluate the various strategies to retain the existing customers</li> <li>• Devise strategies to acquire new customers</li> </ul>	LSC/N3054 KA1, KA7, KA8, KA9, KA10, KA12 SA5 SB4,SB15, SB16			P:8 hrs	
								P:8 hrs
								OJT:2 hrs
						OJT:8 hrs		
3	Perform Sales Activities	Client Selection	<ul style="list-style-type: none"> <li>• Plan and identify the potential client to meet</li> </ul>	LSC/N3037 PC1, PC2, PC3, PC4, PC5, PC6, PC7, PC8, PC9, PC10, PC11, PC12, PC13, PC14, PC15, PC16, PC17, PC18, PC19, PC20, PC21 KA11 SB1,SB2, SB3, SB5, SB8, SB10	Facilitator-led-discussion	Book, pen, duster etc.	P:8 hrs	
		Fixing Client Meeting	<ul style="list-style-type: none"> <li>• Describe as how to fix up client meeting</li> </ul>		Role Play-Fixing up of appointment	Projector/Slides/ Board/ Video	P:8 hrs	
		Activity-Fixing Client Meeting	<ul style="list-style-type: none"> <li>• Distinguish the requirements of client based on their business model</li> </ul>		RolePlay-Explaining service by call	Telephone	P:8 hrs	
		Explain client the client on call	<ul style="list-style-type: none"> <li>• Narrate the pulse of the customer</li> </ul>		Activity-Mannerism while talking to customer	Calculator	P:8 hrs	
		Activity-Selling Product on Call	<ul style="list-style-type: none"> <li>• Deliver and explain services of the company</li> </ul>		Activity - Negotiation on Cost and Service		P:8 hrs	
		Steps in meeting Client	<ul style="list-style-type: none"> <li>• Explain the client needs and requirements</li> </ul>				P:8 hrs	

		Explaining Sales	<ul style="list-style-type: none"> <li>• Distinguish the cost involved and offer services</li> </ul>	LSC/N3036			P:8 hrs
		Negotiating Service and Cost	<ul style="list-style-type: none"> <li>• Evaluate the cash collecting procedures</li> </ul>	LSC/N3038			P:8 hrs
		Payment Collection	<ul style="list-style-type: none"> <li>• Explain the negotiation process</li> </ul>	LSC/N3054 KA11 SB1, SB2, SB3, SB5, SB8, SB10			P:6 hrs T:8 hrs T:8 hrs
4	Post Sales Activities	Contacting Leads	<ul style="list-style-type: none"> <li>• Identify as how and when to contact the leads generated</li> </ul>	LSC/N3038 PC1, PC2, PC3, PC4, PC5, PC6, PC7, PC8 KA3, KA5, KA6 SA1, SA2, SA8 SB6, SB7 SB12, SB13, SB14	Facilitator-led-discussion	Book, pen, duster etc.	P:8 hrs
		Activity-Do's and Donts on follow up	<ul style="list-style-type: none"> <li>• Identify the etiquettes to be followed during the conversation</li> </ul>		Activity- Call discussion as contacting leads	Projector/Slides/ Board/ Video	P:8 hrs
		Analyze, lead, Plan and Implement strategy	<ul style="list-style-type: none"> <li>• Evaluate the interest of clients</li> </ul>		Role Play- Notifying the	Meeting table and Chair team	P:8 hrs T:8 hrs
		Market Intelligence	<ul style="list-style-type: none"> <li>• Distinguish the potential clients</li> </ul>			Reports	P:8 hrs
		Service Offerings	<ul style="list-style-type: none"> <li>• Identify the competitors</li> </ul>				P:8 hrs
		Information sharing to team	<ul style="list-style-type: none"> <li>• Describe strategies for winning the market competitors</li> </ul>				P:8 hrs OJT:8 hrs
			<ul style="list-style-type: none"> <li>• Evaluate the Offerings</li> </ul>	LSC/N3036			P:8 hrs
			<ul style="list-style-type: none"> <li>• Narrate new ways to develop and build associations</li> </ul>	LSC/N3037			P:4 hrs
			<ul style="list-style-type: none"> <li>• Explain team building</li> </ul>	LSC/N3054 KA3, KA5, KA6 SA1, SA2, SA8			T:8 hrs T:4 hrs
5	Maintain Health, Safety and Security measures during shipment delivery	Workplace safety	<ul style="list-style-type: none"> <li>• Identify the safety procedure's</li> </ul>	LSC/N3054 PC1, PC2, PC3, PC4, PC5 KA2, KA3, KA4, KA5, KB2, SA4, SA6, SB9, SB11	Facilitator-led-discussion	PPE's	P:8 hrs T:8 hrs
		Motorcycle & Vehicle Safety Requirement	<ul style="list-style-type: none"> <li>• Narrate the driver safety</li> </ul>		Demonstration-PPE's and Safety Equipment description	Traffic Signages	P:8 hrs
		Vehicle Safety Proceedure	<ul style="list-style-type: none"> <li>• Gain knowledge on skills to be developed</li> </ul>		Demonstration-Traffic Signs	Computer with MS office	P:8 hrs
		Traffic Rules-Activity	<ul style="list-style-type: none"> <li>• Learn the procedures for Evacuation in work environment</li> </ul>		Demonstration-Computer Handling	Book, pen, duster etc.	P:8 hrs
		Security on Information	<ul style="list-style-type: none"> <li>• Explain the safety requirements in the work environment</li> </ul>	LSC/N3036		Projector/Slides/ Board/ Video	P:8 hrs
		Professional Skills	<ul style="list-style-type: none"> <li>• Gain knowledge on vehicle parking procedure's</li> </ul>	LSC/N3037			P:8 hrs

		Communi- cation Skill - Activity	<ul style="list-style-type: none"> <li>• Evaluate the safety requirements</li> </ul>	LSC/N3038			P:8 hrs
		Computer Skills	<ul style="list-style-type: none"> <li>• Describe the skills that are to be developed for safe operations</li> </ul>	KA2, KA3, KA4, KA5, KB2, SA4, SA6, SB9, SB11			P:8 hrs
		Computer Skills- Activity	<ul style="list-style-type: none"> <li>• Discover the impor- tance of road signs and rules</li> </ul>				T:8 hrs
							P:6 hrs
							T:4 hrs

## Annexure II

### Assessment Criteria

#### CRITERIA FOR ASSESSMENT OF TRAINEES

Assessment Criteria for Key Consignor Executive	
Job Role	Key Consignor Executive
Qualification Pack	LSC/Q3035
Sector Skill Council	Logistic Sector Skill Council of India

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC
2	The assessment for the theory part will be based on knowledge bank of questions created by the SSC
3	Individual assessment agencies will create unique question papers for theory and skill practical part for each candidate at each examination/training center.
4.	To pass the Qualification Pack , every trainee should score a minimum of 40% in every NOS overall 50% pass percentage.
5.	In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack.

ASSESSMENT OUTCOME (NOS CODE AND DESCRIPTION)	ASSESSMENT CRITERIA (PC)	Total Marks	Out Of	MARKS ALLOCATION	
				Theory	Skills Practical
<b>LSC/N3036</b> <b>(Plan for key consignor sales activities)</b>	PC1. Obtain relevant data/information from the organization's internal knowledge base to identify market trends.	100	15	5	10
	PC2. Consolidate and review the data relevant to developing a sales plan and other business development initiatives.		15	5	10
	PC3. Obtain relevant information from the CRM database or other sources to compile a list of leads.		15	5	10
	PC4. Assess daily/weekly sales targets.			20	5 15
	PC5. Devise sales and relationship development strategies		15	5	10
	PC6. Analyze the time required to allocate for both relationship building and/or		20	5	15

	business development activities for the day.				
		Total	100	30	70
<b>LSC/N3037 (Perform key consignor sales activities)</b>	PC1. Obtain a list of existing clients from the company's sales database.	100	3	1	2
	PC2. Prioritize the clients for contact, based on the previous relationship building calls made to each of them.		3	1	2
	PC3. Call the client's office and enquire if they are available for a personal discussion (if applicable).		5	2	3
	PC4. If the client is open for a face-to-face discussion, travel to client's office (check address in sales database).		4	1	3
	PC5. Meet client in person to explain new service offerings, explain the benefits of the same and also request feedback for current services offered.		5	2	3
	PC6. Convince client to opt for additional services.		5	2	3
	PC7. Irrespective of the outcome, take note of client's feedback before leaving.		5	2	3
	PC8. Obtain a list of prospective clients from the company's sales database.		5	2	3
	PC9. Prioritize the customers for contact, based on possibility of lead conversion.		5	2	3
	PC10. Call the customer's office and enquire if they are available for a personal discussion (if applicable).		5	2	3
	PC11. If the customer is open for a face-to-face discussion, travel to their office (check address in sales database).		5	1	4
	PC12. Give a brief explanation of the company and its offerings to the customer		5	1	4
	PC13. Enquire customer's requirements and analyze the best choice of courier service offering possible.		5	2	3
	PC14. Based on conclusions arrived upon, recommend services as per customer requirement and explain the benefits of the various services.		5	2	3
	PC15. Describe the service features and benefits to the customer		5	1	4
	PC16. Listen to customer queries and answer the questions they ask.		5	1	4
	PC17. Propose courier services packages.		5	1	4
	PC18. Negotiate cost of courier services.		5	1	4
	PC19. If negotiation fails, request customer for adequate time to enquire with sales manager for a revised service cost and payment terms.		5	1	4

	PC20. Collect payment details of customer/organization.		5	1	4
		Total	100	30	70
<b>LSC/N3054 (Maintain Health, Safety and Security measures during during key consignor sales activities)</b>	PC1. Follow organization procedures with respect to documentation.		20	5	15
	PC2. Adhere to security and privacy regulations of the company and the customer.		20	5	15
	PC3. Recognize and report unsafe conditions and practices.		20	5	15
	PC4. Comply with organization safety regulations and procedures in case of fire hazards, bio-hazards, etc.		20	5	15
	PC5. Comply with local road safety regulations and procedures.		20	5	15
		Total	100	25	75

## Annexure III – QR Codes

S.N O	Chapter No.	Unit No.	Topic Name	URL	Page No.	QR Code (s)
1	Chapter 1- Introduction	Unit 1.1 - What is Supply Chain Management?	1.1.1 What is Supply Chain Management?	<a href="https://www.youtube.com/watch?v=4-QU7WiVxh8">https://www.youtube.com/watch?v=4-QU7WiVxh8</a>	7	 Logistics Management
2	Chapter 1- Introduction	Unit 1.1 - What is Supply Chain Management?	1.1.1 What is Supply Chain Management?	<a href="https://www.youtube.com/watch?v=VuZ9nvYNYCU">https://www.youtube.com/watch?v=VuZ9nvYNYCU</a>	7	 Supply Chain Management
3	Chapter 2 - Required Understandings	Unit 2.1 - Understanding Required for Key Consignor Executive	2.1.8- Packaging and labeling	<a href="https://youtu.be/aZNSH-HV8eM">https://youtu.be/aZNSH-HV8eM</a>	42	 Packaging and labeling
4	Chapter 2 - Required Understandings	Unit 2.1 - Understanding Required for Key Consignor Executive	2.1.9- Prohibited Goods	<a href="https://youtu.be/1R0eCCiVjbA">https://youtu.be/1R0eCCiVjbA</a>	42	 Warehouse safety signs
5	Chapter 3 - Plan for Sales Activities	Unit 3.2 - Preparing for Meeting	3.2.3- Time Plan for the Day	<a href="https://youtu.be/Dq6tg9Z7LXI">https://youtu.be/Dq6tg9Z7LXI</a>	57	 Creating Demand Plan
6	Chapter 3 - Plan for Sales Activities	Unit 3.2 - Preparing for Meeting	3.2.3- Time Plan for the Day	<a href="https://youtu.be/hnEQq7kNFWo">https://youtu.be/hnEQq7kNFWo</a>	57	 Customer Relationship Management
7	Chapter 4 - Perform Sales Activities	UNIT 4.2 - Generate Sales Through Business Development	4.2.4 Negotiate the Services and Cost	<a href="https://youtu.be/RfTalFEeKKE">https://youtu.be/RfTalFEeKKE</a>	64	 Negotiation

8	Chapter 4 - Perform Sales Activities	UNIT 4.2 - Generate Sales Through Business Development	4.2.2 Describe service and Benefits	<a href="https://youtu.be/2C-2v99paQM">https://youtu.be/2C-2v99paQM</a>	64	 Understanding customer needs
9	Chapter 5- Post Sales Activities	UNIT 5.2 - Build Market Intelligence	5.2.1 Analyze Competitors	<a href="https://youtu.be/xaleoPtHnuY">https://youtu.be/xaleoPtHnuY</a>	77	 Competitors analysis
10	Chapter 6- Safety, Security, Health and other Soft Skills	UNIT 6.1 - Safety Instructions to be Followed in Workplace	6.1.1 Health and Safety	<a href="https://www.youtube.com/watch?v=kcM9u4heDVK">https://www.youtube.com/watch?v=kcM9u4heDVK</a>	90	 PPE







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**Address** : No. 480 A, 7th floor Khivraj Complex 2,  
Anna Salai, Nandanam, Chennai - 600 035  
**Email** : reena@lsc-india.com  
**Web** : www.lsc-india.com  
**Phone** : 044 4851 4607  
**CIN No.** :



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