



Model Curriculum

QP Name: In-Store Demonstrator

QP Code: ELE/Q3202

QP Version: 1.0

NSQF Level: 3

Model Curriculum Version: 1.0

Electronic Sector Skills Council of India
602, 604, 606, 607 & 608 6th, Bhikaji Cama Place, Rama Krishna Puram, New Delhi, Delhi 110066

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Training Parameters

Sector	Electronics
Sub-Sector	Consumer Electronics & IT Hardware
Occupation	Marketing and Sales
Country	India
NSQF Level	3
Aligned to NCO/ISCO/ISIC Code	NCO-Code/ 5242.0101
Minimum Educational Qualification & Experience	10th Standard passed
Pre-Requisite License or Training	Not Applicable
Minimum Job Entry Age	21 Years
Last Reviewed On	24/06/2015
Next Review Date	31/03/2020
NSQC Approval Date	20/07/2015
Version	1.0
Model Curriculum Creation Date	21/02/2020
Model Curriculum Valid Up to Date	30/06/2020
Model Curriculum Version	1.0
Minimum Duration of the Course	200 Hours, 0 Minutes
Maximum Duration of the Course	200 Hours, 0 Minutes

Program Overview

This section summarizes the end objectives of the program along with its duration.

Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills.

- Identify the role, responsibilities and scope of work of an in-store demonstrator
- Display customer engagement and communication skills.
- Demonstrate product offerings
- Work effectively in a team

Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
Role of an In-Store Demonstrator <i>Bridge Module</i>	08:00	00:00	00:00	00:00	08:00
ELE/N3203 - Welcome, manage and engage with customer at retail counter NOS Version No. 1.0 NSQF Level 3	14:00	28:00	00:00	00:00	42:00
Customer Engagement	14:00	28:00	00:00	00:00	42:00
ELE/N3204 - Explain and demonstrate company's product offerings to the customer NOS Version No. 1.0 NSQF Level 3	30:00	70:00	00:00	00:00	100:00
Product demonstration to customers	30:00	70:00	00:00	00:00	100:00
ELE/N9904 Interact with colleagues, manufacturer and supplier NOS Version No. 1.0 NSQF Level 3	15:00	35:00	00:00	00:00	50:00
Interaction with stakeholders	15:00	35:00	00:00	00:00	50:00
Total Duration	67:00	133:00	00:00	00:00	200:00

Module Details

Introduction to Role of an In-store Demonstrator

Terminal Outcomes:

- Discuss the role, responsibilities and scope of work of an in-store demonstrator

Duration: 08:00	Duration: 00:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss about the electronics industry and its segments. • Discuss about the various job opportunities in the consumer electronics and IT hardware segment. • Identify the role and responsibilities of in-store demonstrator in the consumer electronics and IT hardware segment. 	
Classroom Aids	
White board/ black board marker / chalk, duster, computer or Laptop attached to LCD projector	
Tools, Equipment and Other Requirements	
NA	

Customer Engagement

Terminal Outcomes:

- Display effective customer engagement skills.
- Demonstrate appropriate communication skills while interacting with customers.
- Describe ways provide solutions to customer's queries/issues.
- Demonstrate the process of maintain customer database.

Duration: 14:00	Duration: 28:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss the ways to gather information about company's appliances and products and their functions, features and specifications. • List basic electrical appliances. • Describe the functioning of basic electrical appliances. • Explain the different types of warranties and maintenance contracts that products have. • Discuss the process of building relationship with customers. • Describe the ways to capture customer requirements. • Explain the process and relevance of providing after sales support. • Describe the ways of maintaining a customer database. 	<ul style="list-style-type: none"> • Demonstrate the use of appropriate verbal and body language while interacting with customers. • Ask relevant questions to capture a customer's requirements before and after sales. • Prepare a sample records of customers using ERP. • Demonstrate the ways to rectify errors in existing customer database.
Classroom Aids	
White board/ black board marker / chalk, duster, computer or Laptop attached to LCD projector	
Tools, Equipment and Other Requirements	
NA	

Product Demonstration to customers

Terminal Outcomes:

- Describe ways to determine customer's needs.
- Describe ways to relate customer needs to available products.
- Demonstrate ways to pitch products to customers.
- Discuss the ways of finalizing sales of products.

Duration: 30:00	Duration: 70:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss various sales strategies to promote products (esp. visual merchandizing) and increase sales and revenue. • Discuss ways to remain updated on new and competing products in the market, and ways to capture customer preferences. • Describe the steps involved in the process of handling customers. • Discuss the various factors that affect the demand of products. • List the safety procedures to be followed while handling electrical appliances. • Explain the procedure of preparing sale documents such as invoice, warranty certificate, etc. and recording details of sale using different software. • Discuss the process of handling common post purchase requirements of clients. 	<ul style="list-style-type: none"> • Demonstrate the process of pitching products to customers and handling customer queries. • Use different software to prepare sale documents and record sale details. • Demonstrate the safety precautions to be followed while handling electrical appliances in the store.
Classroom Aids	
White board/ black board marker / chalk, duster, computer or Laptop attached to LCD projector	
Tools, Equipment and Other Requirements	
NA	

Interaction with Stakeholders

Terminal Outcomes:

- Describe organizational structure, policies and workflow.
- Display appropriate behaviour while interacting with internal and external customers.
- Use different ways to manage stock requirements.
- Report safety issues in displayed products.

Duration: 15:00	Duration: 35:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Elaborate the common organizational structure of stores in the consumer electronics and IT hardware segment. • Differentiate between different organizational policies and guidelines on incentives, delivery standards, human resources, etc. • Discuss the process of seeking and achieving targets and maximizing incentives. • Describe the process of replenishing stock and procuring new products. • Discuss the ways to gain knowledge about new products. • Discuss the importance of reporting safety issues in displayed products. • Discuss the ways to address customer complaints. • Discuss ways to communicate appropriately within the team and resolve conflicts. 	<ul style="list-style-type: none"> • Draw a diagrammatic representation of common organization structure. • Use ERP software to make a sample requirement list of supplies. • Prepare a checklist containing the safety parameters of different appliances. • Prepare a sample report in given format on customer complaints.
Classroom Aids	
White board/ black board marker / chalk, duster, computer or Laptop attached to LCD projector	
Tools, Equipment and Other Requirements	
NA	

Annexure

Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Diploma, Graduate	Science / Engineering	2	Sales & Marketing	1	Trainer	if a person is having more than 3 years of Industrial experience than Training Delivery experience is not mandatory

Trainer Certification	
Domain Certification	Platform Certification
“In-store Demonstrator” “ELE/Q3202” Minimum accepted score is 80%	“Trainer”, MEP/Q2601”. Minimum accepted score is 70%

Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Diploma/ Graduate	Science / Engineering	5	Sales & Marketing			

Assessor Certification	
Domain Certification	Platform Certification
“In-store demonstrator” ,“ELE/Q3202” Minimum accepted score is 80%	“Assessor”, MEP/Q2701”.Minimum accepted score is 70%

Assessment Strategy

1. Assessment System Overview:

- 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.
- The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
- Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training centre (as per assessment criteria below).
- Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training centre based on this criterion.
- To pass the Qualification Pack, every trainee should score a minimum of 70% in every NOS.
- 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.
- In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

For On the Job:

- Each module (which covers the job profile of In-store Demonstrator) will be assessed separately.
- The candidate must score 70% in each module to successfully complete the OJT.
- Tools of Assessment that will be used for assessing whether the candidate is capable Marketing and sales of the Electronics & IT Hardware Products and coordinate with Colleagues effectively:
 - Videos of Trainees during OJT
 - Answers Sheets of Question Banks
 - Assessing the Log Book entries of Trainees at Employer location
 - Employer Feedback
- Assessment of each Module will ensure that the Apprentice is able to:
 - Welcome, manage and engage with customer at retail counter
 - Explain and demonstrate company's product offerings to the customer
 - Interact with colleagues, manufacturer and suppliers

2. Testing Environment:

- Confirm that the centre is available at the same address as mentioned on SDMS or SIP
- Check the duration of the training.
- Check the Assessment Start and End time to be as 10 a.m. and 5 p.m.
- If the batch size is more than 30, then there should be 2 Assessors.
- Check that the allotted time to the candidates to complete Theory, Practical and Viva Assessment is correct.
- Check the mode of assessment—Online (TAB/ Web).
- Confirm the number of TABs/ Systems on the ground are correct to execute the Assessment smoothly.
- Check the availability of the Lab Equipment for the particular Job Role.

3. Assessment Quality Assurance levels / Framework:

- Question paper has to be comply with the assessment criteria.
- The Taxonomy used for the Question Paper should be in line with NSQF guidelines.
- Assessor must be ToA certified & trainer must be ToT Certified

- Assessment agency must follow the assessment guidelines to conduct the assessment
4. Types of evidence or evidence-gathering protocol:
 - Time-stamped & geotagged reporting of the assessor from assessment location
 - Centre photographs with signboards and scheme specific branding
 - Biometric or manual attendance sheet (stamped by TP) of the trainees during the training period
 - Time-stamped & geotagged assessment (Theory + Viva + Practical) photographs & videos
 5. Method of verification or validation:
 - Surprise visit to the assessment location
 - Random audit of the batch
 - Random audit of any candidate
 6. Method for assessment documentation, archiving, and access
 - Hard copies of the documents are stored
 - Soft copies of the documents & photographs of the assessment are uploaded / accessed from Cloud Storage
 - Soft copies of the documents & photographs of the assessment are stored in the Hard Drives