

Skill Development Programme: ‘Shop Floor Officer’

1. Preamble:

The programme is focused at developing skills related with retail organizations especially shop floors. The programme aims at offering specialized skills to the learners who can be employed as Shop Floor Professionals at the floor level of retail organization.

2. Nomenclature:

The programme is titled as professional skills for Sales Response Executives in retail organizations.

3. Purpose:

The programme is developed with following purposes:

- a. To provide insights as to the nature of job of a Sales Response Executive.
- b. To develop professional skills to meet customer expectations and aspirations.
- c. To develop communication and conversation skills of sales professionals at floor level.
- d. To develop customer counseling and grievance redressal skills at shop floor.
- e. To develop a right image of shop through effective communication, counseling service capacity building.

4. Job Profile:

The incumbent trainee shall be expected to perform following jobs:

- a. To develop right shop floor climate through appropriate POP and display arrangement.
- b. To develop effective communication and counseling skills.
- c. To develop a right understanding of behavioural etiquettes regarding customers relations.
- d. To develop conflict resolution skills.
- e. To develop confident to deal with different types of customers.
- f. To have a right understanding of sales processes and procedures at shop floor.

5. Qualifications:

The trainee is expected to have minimum qualification of H. S. S. C. in any branch or discipline and should have working knowledge of English language.

6. Duration of Programme:

The programme shall be of 60 hours duration divided into appropriate components of hands on experience, assignments, demo-exercises and concept building lectures.

The programme shall have 60 hours duration or 4 credit weightage.

7. Interface:

Considering the nature of programme, it is mandatory that every trainee will have to undergo a 60 hours learning-field experience programme which is distributed as follows:

- a. The learner/ trainee will have to work with one or two retail organizations for practical experience and skill building.
- b. He will have to undergo conceptual lectures and foundation course with a specified learning institution.
- c. The distribution of interface is as follows-

Hands on experience	60%
Project Work	20%
Assignments	10%
Concept Building	10%

8. Composition of interface and learning activity:

For developing a right understanding of expected skills, the trainee will have interface with executives/ managers from departmental/ retail organizations as well as with skilled academicians from related business/ technical institutions.

The interface is divided as follows.

Faculty from retail organizations	60%
Academicians	40%

9. Proposed Skill Bank to be developed:

The proposed Skill Bank shall focus on development of following skills:

- a. Oral communication skills
- b. Conversation and negotiation skills
- c. Effective presentation and counseling skills
- d. Sales skills
- e. Customer orientation skills
- f. Maintenance of display and shelf management.
- g. Effective presentation of ideas

10. The Course Structure is divided in following components:

- a. Core components:** This shall include shelf and floor management, communication skills and sales skills.
- b. Allied components:** This shall include effective counseling and negotiation skills, sales closure talk, billing techniques and presentation skills.

11.The distribution of conceptual/ practical lessons is as follows:

Unit No.	Title	Conceptual Focus	Learning Hours (Conceptual)	Practical Focus	Learning Hours (Practical)
1	Nature and Function of Retail Organization	Understanding the functions of retail organizations through lectures	2	Understanding the functions of retail organizations through Films	3
2	Sales executives	Role, function and qualities of sales executives: Theory	2	Films/ demonstration on making of sales person	1
				Discussion as to qualities of sales person	3
				Demonstration through customer interface	3
3	Functions of Sales Floor Executives	Details of various functions & activities to be performed at the floor level (Maintenance of inventory, recording of stock, shipping and unshipping of goods etc.)	4	Maintenance of inventory	3
				Packing & Unpacking	3
				Warehouse record-keeping techniques	3
				Closure of books	3
4	Skills for effective sales techniques	Theory: Customer counseling Presentation Customer relationship	4	Hands on experience at floor regarding Customer counseling, Presentation, Customer relationship	4
5	Closure and Billing Techniques	Conceptual understanding related to techniques of closure and billing techniques	2	Hands on experience at retail outlet for practical exposure in relation to techniques of closure and billing techniques	4
6	Developing customer information system and maintenance of records	Conceptual	3	Field experience, training for stock taking, maintenance of documents	4
7	Interpersonal communication & effective oral communication	Conceptual	3	Role Play, demonstrations and mock training	6
Total number of Lectures			20		40

12. Evaluation:

The programme will be evaluated by using both- skill based and concept bases techniques.

13. Certification:

After successful completion of the conceptual and practical interface, the participating candidates will be awarded a certificate of completion by programme conducting agency.

15. Reference and Links:

1. The A to Z of Retail Management- Swapni Saurav, Eka Publishers
2. Retail Management- Functions, Principles and Practices-Gibson.V.Vedamani- Jaico Publising House
3. You can sell- Shiv Khera – Westland
4. Retail Management- A Global Perspective and Cases (2nd Edition)- Harjit Singh- S.Chand
5. Proven Selling Skills- For Winners- Management Briefs Publications
6. Sales Secrets & Negotiation Skills- Wolfgang Reibe
7. The Inner Game of Selling- Free Press Publications
8. The 25 Sales Skills- Stephman Schiffman- F+W Media