

MAHARASHTRA STATE BOARD OF VOCATIONAL EDUCATION EXAMINATION, MUMBAI

1	Name of Syllabus	Certificate course in Salesman Assistant (408104)						
2	Max. Nos of Student	25 Students						
3	Duration	6 Month						
4	Type	Part Time						
5	Nos Of Days / Week	6 days						
6	Nos Of Hours /Days	4 hrs.						
7	Space Required	Workshop = 400 sqfeet <u>Class Room = 200 sqfeet</u> TOTAL = 600 sqfeet						
8	Entry Qualification	9 th Passed						
9	Objective Of Syllabus/ introduction	After completion of training the trainee will be able to work as a sales person and handle customers in large/small sales outlets.						
10	Employment Opportunity	Work as a sales man in enterprises.						
11	Teacher’s Qualification	B.Com.						
12	Training System	Training System Per Week						
		Theory		Practical		Total		
		6 hrs		18 hrs		24 hrs		
13	Exam. System	Sr. No. Paper Code Name of Subject TH/PR Hours Max. Marks Mini. Marks						
		1	40810411	Retail Theory	TH-I	3 Hrs	100	35
		2	40810421	Customer Relations	PR-I	3 Hrs	100	50
		3	40810422	Management of store	PR-II	6 Hrs	200	100
				TOTAL			400	185

Theory - I - Retail Theory

1. Familiarization with the day to day activity of the store associate in the store
2. Importance of Customer orientation while interacting with customer at the store
3. Familiarization with various Categories & Products available in a Retail Store
4. Importance of store safety and security
5. First Aid, Fire safety & Evacuation Procedures
6. Ambulance, Fire, Local Police Station contact numbers
7. Familiarization of Scanning and other security systems and procedures used in the store
8. Introduction to the retail food safety practices
9. Apply personal hygiene,
10. Identify food safety plan/program , Handle product hygienically, Clean work area and equipment Monitor food safety , Contribute to continuous improvement
11. Importance of Personality Development in Career Growth ,Introduction to Communication , English Speaking , Personality Development , Communicate with Customers
12. Basics of Consumer Behavior , The 5As* Concept Profiling the Retail Market Customer Relations Dynamics of Customers Build relationships with customers
13. Introduction to Merchandising Introduction to Visual Merchandising Retail visual illustrations Visual merchandising support structures Props Display Merchandising and category presentation
14. Basics of Selling Qualities of a good sales person Basics of Sales Inventory
15. Importance of Identifying customer needs Probing to identify customer needs Suggest product/service as per customer requirement
16. Selling high-end Products Handling complex sale-situations Dynamics of Sales and Service Delivery
17. Understanding the Hardware Introduction to computer peripherals Computer peripherals used in a Retail outlet Introduction to Internet explorer Apply key board skills Operating data entry equipment
18. Basics of equipments used in store/department Types (POS & Non-POS)
19. Labelling, Bar-code reader, Computer, Printers & Currency Counter equipments
20. Point of Sale Handling Procedures Non-POS Retail Equipment POS Equipment Stacking Norms
21. Retail Sales 'Key Performance Indicators' Retail Sales Financial Responsibilities Elements of marketing concepts, marketing mix and strategies.
22. Stock control Receiving & Processing incoming goods Receiving and checking stock
23. Discrepancy in / tampering of seal Transfer Out Unloading stock Handling discrepancy found in stock Unloading stock Handling the unloaded stocks
24. Documenting unloading Documenting & Loading stock returns in the van
25. Dispatching empty tubs and cartons to the distribution center Completing documentation Stock rotation procedures for merchandise
26. Wrapping and packing materials
27. Processing Modes of Payment Handling Cash Bagging Queue Management
28. MIS System Communication System Contingency Planning

Practical - I - Customer Relations

1. Identifying Categories & Products available in a Retail Store in a simulated environment
2. Identify Security Equipments
3. Practice on giving first aid.
4. Visit to nearby retail outlets/showrooms/malls
5. Demonstrate food safety practice in a simulated environment
6. Cleaning work area in a simulated work environment
7. Demonstrate Customer Interaction in a simulated environment
8. Individual practice on public speaking. Demonstrate Smile, Wish, Greeting & Appreciating customers in a simulated environment
9. Role play on types of customers Role play on good customer relationship.
10. Identifying different types of Visual Merchandising (VM)
11. Demonstrate VM in a simulated environment
12. Produce retail visual illustrations
13. Manufacture visual merchandising support structures
14. Design, construct and maintain props
15. Create a display
16. Demonstrate merchandising and category presentation skills

Practical – II - Management of store

1. Visit to nearby retail outlets/showrooms/malls to observe VM
2. Demonstrate selling skills in a simulated environment
3. Role play on qualifier of a good
4. Demonstrate High-end product selling skills in a simulated environment
5. Demonstrate skills in handling complex sale situations in a simulated environment
6. Identifying Computer hardware and peripherals used in a Retail outlet
7. Use of internet, e-mail, telephone, fax and photocopier.
8. Demonstrate keyboard skills in a simulated environment
9. Identifying the equipments
10. Identifying POS & Non-POS equipments
11. Visit to nearby retail outlets/showrooms/malls to observe retail equipment
12. Demonstrate Point of Sale Handling Procedures in a simulated environment
13. Operate Non-POS Retail Equipment
14. Operate POS Equipment
15. Practice on billing, handling cash, other modes of payment, bagging, queue management
16. Conducting team reviews in a simulated environment
17. Monthly Reviews Store Audit

List of Equipments/Tools

Computer :	01
LCD Projector :	01
Projection Screen :	01 (minimum dimension 8/6) Ft
White/Black Boards :	6/4 Ft
Flip Chart Holder :	02 Nos
Shelves for Stacking Products :	04
Shopping Cart :	02
Signage Board :	06
Offer Signages :	01
End Cap :	01
Table (POS) :	01
Chair (POS) :	01
Poster (POS) :	01
Card Swiping Machine :	01
Computer (Till) :	01
Mannequins :	02
Gondolas :	02
Display Photographs Of Different Types Of Products Categories :	10 Each
10 different dangles :	10 Each
Display Photographs Of Focal Points :	01 Each
Photographs Of Different Financial Instruments :	01 Each
Types Of Cards, Coupons And Vouchers :	01 Each
Credit Notes :	01 Each
Notes Of Different Denominations :	01 Each (Color Photo Copies)
Carry bags :	01 Each of different dimensions
Neck-Locks For Carry Bags :	01
Physical Bill Copy :	01
Photographs Of Stacked Notes :	01
