

Skills for Employment Investment Project (SEIP)

Standards/ Curriculum Format

For

IT-Sales

Course Duration: 1 month

Course Structure and Requirements

Course Title: IT Sales

Course Objectives:

- Audience to understand the importance of having in depth knowledge on different business sectors as well as vertical Market for Software & ITES which is highly scattered, thus improving the reach by the suppliers.
- Audience to understand the Market for Software & ITES which is highly scattered, thus improving the reach by the suppliers.
- Improve marketing efforts of the audience to create awareness about Software & ITES and the benefits, such as tangible impact on profitability and savings in costs.
- Improve skills of the audience to be able to educate and train their contractors proactively.
- Improve the leadership skills of audience to enable them to improve the available manpower through coaching, inspiring and motivating.
- Make the audience realize the benefits of investing in Software & ITES.
- Improve the orientation of the audience regarding the need to treat customers as partners in their progress.
- Improve the knowledge of the audience of having a clear long-term strategy for their business and to have a proper marketing strategy to suit. This includes deciding on the appropriate market segments to target, positioning, differentiation, product portfolio, pricing and payment strategy, advertising, communication and supply chain.
- Audience will learn to sell Software & ITES solutions for business success.

Audience will learn the importance of providing customer service

Course Outline

Name of the Course	Duration of Course	Entry Qualification
IT Sales	1. Three days per week 2. 4:00 Hours per day	1. Age minimum = 18+ years 2. Education = Graduation passed

Module 1: Domain knowledge on different Software, Software Modules & ITES solutions

SI No	Unit of Competency (UoC)Title
1.	<ul style="list-style-type: none"> a. Overview of different variety of business specific software b. Software as a product & Service c. Difference of Software & ITES among other consumer products

Module 2: Sales, marketing of Software & ITES solutions and customer service strategies

SI No	Unit Code	Unit of Competency (UoC)Title
Generic Compulsory		
2.	IT-Sales M2 GC	Marketing Concept <ul style="list-style-type: none"> a. Overview of marketing concept b. The Role of Marketing in Business Management c. How did marketing evolve (grow & change)? d. What is marketing e. What is Marketing Management f. The Difference between Marketing and Selling
3.	IT-Sales M2 GC	What are Need, Demand and Motive <ul style="list-style-type: none"> a. Definition of Need, Demand and Motive b. Buying Motives c. Steps of a Sales Call d. Golden Rules for Professional Sales Persons
4.	IT-sales M2 GC	Two Way Communication & Sequence of Questioning <ul style="list-style-type: none"> a. Asking questions b. Types of question- Open or direct questions, Closed Questions, Leading Questions, Strategic Questions c. Using Questions & Tips on asking questions d. Probing questions & Why Ask Probing Questions? e. Communication Checklist
5.	IT-Sales M2 OSK	FAB (Feature, Advantage & Benefit) <ul style="list-style-type: none"> a. Definitions b. Use of FAB c. Benefit Checklist

Module 3: Hands-on-practice on operation & implementation of business solution software

SI No	Unit Code	Unit of Competency (UoC)Title
Generic Compulsory		
6.	IT-Sales M3GC	a. Case Study based Software operation practice b. Assignments

Module 4: Soft Skills

SI No	Unit Code	Unit of Competency (UoC)Title
Generic Compulsory		
7.	IT_Sales M4GC	a. Tools for Self-Esteem b. Self Confidence c. How to Develop-Confidence d. How to Develop-Personality & Character