

CORPORATE OFFICE

Training Cell,
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भारत संचार निगम लिमिटेड
(भारत सरकार का उपक्रम)
BHARAT SANCHAR NIGAM LIMITED
(A Govt. of India Enterprise)

No.29 -1/2014-Trg

Dated, the 19.09.2014

To

The Chief General Managers,
All Territorial circles

Subject: Provision of in-service training on “Marketing & Sales” to BSNL officers/officials - regarding

It is to intimate that during the recently held review meeting by Hon’ble MOC&IT in DOT on the issue of revival and revitalizing of BSNL & MTNL, following actionable point emerged: “Special measures should be taken for the in-service training of the staff to sharpen marketing and sales skill”

As is generally perceived, out of our core strengths, Marketing & Sales is perhaps the weakest segment. Though training on marketing & sales is available to our staff on regular basis, we need to appreciate that the very dynamics of this area makes it imperative to have such trainings repeatedly. Accordingly, keeping in view the impetus given on special measures to improve the marketing & sales skill of the staff, a special initiative is needed to enhance the skill of our employees on this segment.

A comprehensive short term course module **for training of non-executives** in this area has been prepared by our apex centre BRBRAITT, Jabalpur based on the suggestions received from different verticals. (Annexure)

The course is of three days duration and that can be customized based on the need and requirement of the each field unit. This training, being the focus area for the front line staff of BSNL dealing with our customers at various stages of their normal operation, is crucial for staff working for sales and marketing of BSNL services and dealing with the customers. Further, as the tariff is being revised periodically and promotional schemes are being introduced from time to time, this training needs to be imparted at regular intervals for updation of staff.

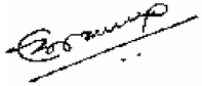
The mode of imparting this training shall be preferably Field Training Program arranged at various SSAs by the identified experts from the respective SSA under the supervision of the respective RTTCs. Some pilot programme shall also be conducted at field units, by faculties of training centers. The course content for this training will be available in our training centers and the necessary coordination/guidance shall be extended by the faculties of the respective training center in implementation of this training program at SSA level. BRBRAITT Jabalpur will be the nodal reference center for delivery of this special training programme.

The services of “Associate Faculties” identified in the SSA level may also be utilized for imparting this training. The details regarding pooling of Associate Faculty and remuneration to be paid to such Associate Faculty is categorised in this office letter No.23-10/2001-Trg dated 10th February 2009 under the heading “Field Training in the Work-Setting. (Available in Intranet)

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To make this training more effective and fruitful, it is requested that the circle training coordinator shall be asked to identify and nominate the name of the officials who are dealing with customers and associated with Project Vijay/Udaan etc and intimate the same to the concerned training center, who in turn will plan the trainings in coordination with the circle/SSAs.

It is accordingly requested that suitable action on the above may kindly be taken immediately and the details of staff so trained on this initiative may be entered progressively in the CTMS training portal so that proper monitoring is affected and a comprehensive report is submitted to the management. Should there be any issues in their implementations, this office would be pleased to be contacted back.



(Neeraj Verma)
GM (Trg)

Copy to:

1. CGM, BRBRAITT, Jabalpur
2. Principals of RTTCs - to appropriately assist the field units in getting their staff trained at their respective places.



BHARAT RATNA BHIMRAO AMBEDKAR
INSTITUTE OF TELECOM TRAINING
RIDGE ROAD, JABALPUR - 482001



Course Brochure

1. **Course Title: Marketing & Sales**
2. **Course Objectives:** After having undergone this training, the participants *would be able to*
 - i. Explain various marketing features and sale of the products to the customers.
 - ii. Explain the BSNL Sales channels.
 - iii. Obtain and analyse the similar products/ services of other operators – market research.
 - iv. Analyse the customer behavior for purchasing BSNL product/services.
 - v. Influence the customers by changing their behavior towards purchasing decision in favour of BSNL product/services.
3. **Course Content:** Marketing Fundamentals, Awareness on BSNL Services (includes Land Line & Broad Band etc) How to collect/update information for new product /services, Gain knowledge about the similar product/services of competitors- Study Customer Behaviour for purchasing BSNL product/services. Strategies for enhancing sales.
4. **Training Duration:** 3 days
5. **Training Methodology:** The training will be imparted on the job as field training by ALTTC/ BRBRAITT and experts from the field all over the country. Trainings will be held at SSAs wherein training sessions will be held by Power Point presentation /demos/group discussion using audio/video aids.
6. **Target Population:** Non Executive, All CSC Staff, staff associated with Project Vijay/Project Udaan, field staff dealing with customers
7. **Eligibility Criteria:** Staff working for Sales and Marketing of BSNL services and dealing with customers.

8. **Tentative Time-Table**

Day: 1

Time Day	10:00 to 11:00 hrs	11:00 to 13:00 hrs	LUNCH BREAK	14:00 to 15:30 hrs	15:30 to 17:30 hrs
Day 1	Registration	Marketing Fundamentals		Sales Promotion 1 & Management 2	Tariff Plan & Services

Day: 2

Time Day	10:00 to 11:30 hrs	11:00 to 13:00 hrs	LUNCH BREAK	14:00 to 15:30 hrs	15:30 to 17:30 hrs
Day 2	Broad Band Product & tariff Plan	Comparative Study of Tariff & Promotional Plans		Customer Relationship Management	Customer Care

Day: 3

Time Day	10:00 to 13:00 hrs	LUNCH BREAK	14:00 to 16:00 hrs	16:00 to 17:00 hrs	17:00 to 17:30 hrs
Day 3	Sales Channel Management & Awards & Rewards Scheme		Image Building	Role Play	Validation

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