ESSCI
Skilling India in Electronics

Participant Handbook

Sector
Electronics

Sub-Sector
**Consumer Electronics &
IT Hardware**

Occupation
Marketing and Sales

Reference ID: **ELE/Q3202 Version-2.0**
NSQF Level: 3

In-Store Demonstrator

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> **"** Skilling is building a better India.
> If we have to move India towards
> development then Skill Development
> should be our mission. **"**

Shri Narendra Modi
Prime Minister of India

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कौशल भारत - कुशल भारत

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Skilling India in Electronics

N·S·D·C
National
Skill Development
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Transforming the skill landscape

Certificate

COMPLIANCE TO
QUALIFICATION PACK – NATIONAL OCCUPATIONAL
STANDARDS

is hereby issued by the

ELECTRONICS SECTOR SKILL COUNCIL OF INDIA

for

SKILLING CONTENT - PARTICIPANT HANDBOOK

Complying to National Occupational Standards of
Job Role/Qualification Pack: **In-Store Demonstrator** QP **NSQF ELE/Q3202 Level 3**

Date of Issuance: 16/12/2020

Valid up to   : 16/12/2025

*Valid up to the next review date of the Qualification Pack or the
'Valid up to' date mentioned above (whichever is earlier)*

Authorised Signatory
(Skilling India In Electronics)

Acknowledgements

About this Book

This participant handbook has been designed to serve as a guide for participants who aim to obtain the required knowledge and skills to undertake various activities as a In-Store Demonstrator. Its content has been aligned with the latest Qualification Pack (QP) prepared for the job role. With a qualified trainer's guidance, the participants will be equipped with the following for working efficiently in the job role:

• Knowledge and Understanding: The relevant operational knowledge and understanding to perform the required tasks.

• Performance Criteria: The essential skills through hands-on training to perform the required operations to the applicable quality standards.

• Professional Skills: The Ability to make appropriate operational decisions about the field of work.

The handbook details the relevant activities to be carried out by a In-Store Demonstrator. After studying this handbook, job holders will be adequately skilled to carry out their duties efficiently according to the applicable quality standards, with minimum supervision.

The handbook has been divided into an appropriate number of units and sub-units based on the content of the relevant QP. We hope it will facilitate easy and structured learning for the participants. We sincerely hope that participants will obtain enhanced knowledge and skills after studying this handbook and make career progress in the relevant and senior job roles.

The Participant Handbook is designed based on the National Skill Qualification Framework (NSQF) aligned Qualification Pack (QP) and it comprises of the following National Occupation Standrads (NOS)/ topics:

1. ELE/N3203: Effectively interact with customers

2. ELE/N3204: Demonstrate product specifications and offerings

3. ELE/N9972: Communicate and coordinate effectively with others

4. ELE/N1003: Work effectively, sustainably, and safely

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1. Introduction and orientation to the role of an In-Store Demonstrator

Unit 1.1 Roles and Responsibilities of an In-Store Demonstrator

Bridge Module

Key Learning Outcomes

At the end of this module, the trainee will be able to:

1. Discuss the job role of an In-Store Demonstrator

UNIT 1.1: Roles and Responsibilities of an In-Store Demonstrator

Unit Objectives ◎

At the end of this Unit the trainee will be able to:

1. Describe the size and scope of the electronic industry and its sub-sectors
2. Discuss the role and responsibilities of an In-Store Demonstrator
3. Describe various employment opportunities for an In-Store Demonstrator

1.1.1 Introduction to Electronic Industry

The electronics industry is the economic sector that manufactures electronic devices. It is one of the world's largest and fastest-growing industries. Today's society is totally dependent on a plethora of electronic devices manufactured in industrially run automated or semi-automated factories. Electronic products have a huge impact on our lifestyle. With the world more connected than ever before, and the digital push induced by the COVID-19 pandemic, demand for electronic devices has risen steadily and remained a significant economic driver around the world. The global electronics industry is rapidly expanding. In 2020, the global electronics industry is projected to be worth $2.9 trillion. In comparison, the global value of the electronics industry is nearly equal to India's current GDP of US$ 2.9 trillion. Asian countries such as China, Taiwan, Singapore, and South Korea dominate the electronic market. The industry is distinguished by rapid innovation and speed to market, a short product life cycle, highly automated manufacturing, and high volume production, all of which result in consistent quality at a low cost and profit accrual through volume.

The Government of India's National Policy for Electronics, 2019 ('NPE') recognizes the electronics industry's growth potential and strategic importance. NPE was founded with the goal of positioning India as a global hub for Electronics System Design and Manufacturing (ESDM), among other things, by creating an enabling environment for the industry to compete globally. Furthermore, the ESDM industry has been identified as one of the 25 priority sectors in the government's Make in India initiative and serves as a significant pillar in contributing to India's economic growth.

The Indian electronics industry is segmented into several sub-sectors:

Communications and Broadcasting Electronics
- Mobile Phones, Tablets, Wired, and Wireless Connections

Consumer Electronics
- Home Appliances, viz., Refrigerators, Washing Machines, Air Conditioners & Microwaves,Televisions, Music Systems, and Home Theatres, Direct-to-home and Set Top Boxes

Industrial Electronics
- UPS, Supervisory Control and Data Acquisition (SCADA), Programmable Logic Controller (PLC), AC Drive Systems

Medical Devices
- Heart-rate monitors, Dialysis machine, ventilator, x-ray machines etc.

Electronic Components
- Semi-conductors, Capacitors, Resistors, Picture-tubes, X-ray tubes, and caters to the Consumer
- Electronics, Telecom, Defense, and IT segment of the electronic industry

Strategic Electronics
- Satellite-based Communication, Navigation, and Surveillance Systems, Sonar, Underwater
- Electronics Systems, Radar, Infrared-based Detection and Ranging Systems

Computer Hardware
- Desktop Computers, Laptops, Notebooks, Netbooks, and Servers

LED
- LED Lights in Automobiles, Communications, Signage, Signalling, Architecture, and
- Entertainment Sectors

Fig. 1.1 Sub-Sectors of Electronic Industry

Consumer electronics is the most crucial segment of the Indian electronics hardware industry. The segment accounts for approximately 28 percent of the country's electronic industry production. In 2009, the estimated turnover for this segment was 260 billion. Around half of the workforce is employed in the consumer electronics sector's production function. The current consumer electronics employment pattern is around 0.9 million approx. Electronic components accounted for the lion's share of exports in 2008, accounting for 45 percent of total exports. According to the report "Human Resource and Skill Requirements in the Electronics & IT Hardware Sector (2022)," the electronics industry's output is expected to rise from $844 billion in 2008 to $7,520 billion by 2022. This is a good sign because it would increase overall employment from 0.9 million to over 4 million by 2022. As a result, there will be a significant increase in employment opportunities for skilled personnel in the consumer industry. This means that there will be an increasing demand for **In-store Demonstrators** in India's various towns and cities.

Fig. 1.2 In-store Demonstrator in Electronic and Appliance Store

1.1.2 Roles and Responsibilities of an In-Store Demonstrator in Electronic Industry

The In-store Demonstrator in the retail store demonstrates the functions and features of specific manufacturing or supplier company's electronic equipment and appliances and assists the customer in making a purchasing decision. In-store Demonstrators are responsible for keeping the demonstration area clean and tidy throughout the day, as well as packing up at the end. They keep track of what happens in the store throughout the day, for example - the total number of customers approached, total sales of the day, and discount coupons distributed. They also keep track of the reasons why customers did not purchase the goods.

Identifying the buying requirement of customers	Explaining the offerings of the retail store	Demonstrating the functions and features of electronic equipment and appliances
Helping the customer in choosing the right model of an appliance	Completing the sales transaction	
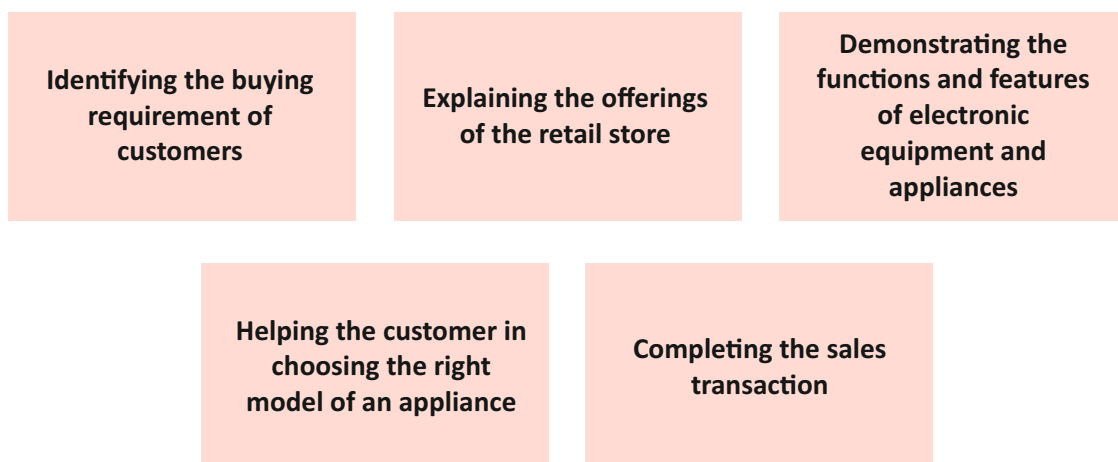
Fig. 1.3 Roles and Responsibilities of In-store Demonstrator

Let's look at the required skills or key competencies of In-store Demonstrator in electronic industry.

Knowledge of the company and its processes	Proficient with product sale documents and manuals	Well-versed with the basic electronics involved in appliance operation
Equipped with good communication skills and local language	Knowledge of basic computer operation	Proficient in educating customers on safety and handling of products
Knowledge of different types of customers and the after sales support provided to them	Patient and customer friendly	Quick solution provider
Hardworking and persistent	Good selling skills and convincing power	

Fig. 1.4 Key Competencies of In-Store Demonstrator

1.1.3 Employment Opportunities for In-Store Demonstrator

Various retail stores, home shopping channels, and electronics and appliance stores across India offer numerous employment opportunities who are interested in the job role of In-store Demonstrator. As a beginner, In-store Demonstrators earn INR 8,000 to INR 10,000 per month. The candidates with one year of experience or more - INR 10,000 to INR 12,000 per month (approx.). There are various electronic retail outlets and stores in India. Apart from retail stores, electronics companies like Samsung, LG India and others have their own stores across the country. Following are few popular electronic retail and appliance stores across the country.
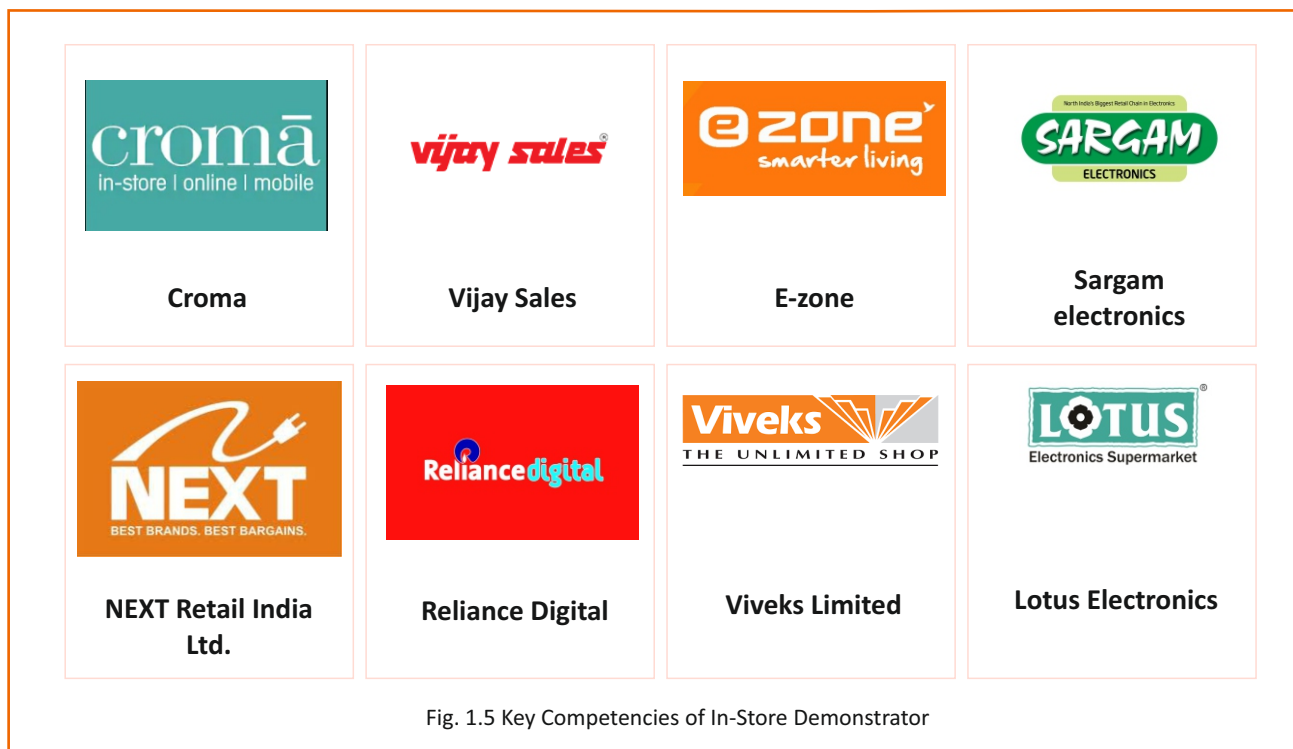
Fig. 1.5 Key Competencies of In-Store Demonstrator

Summary

- The electronics industry is the economic sector that manufactures electronic devices. It is one of the world's largest and fastest-growing industries.

- In 2020, the global electronics industry is projected to be worth $2.9 trillion. In comparison, the global value of the electronics industry is nearly equal to India's current GDP of US$ 2.9 trillion.

- The industry is distinguished by rapid innovation and speed to market, a short product life cycle, highly automated manufacturing, and high volume production, all of which result in consistent quality at a low cost and profit accrual through volume.

- The Government of India's National Policy for Electronics, 2019 ('NPE') recognizes the electronics industry's growth potential and strategic importance.

- The Indian electronics industry is segmented into seven sub-sectors - communications and broadcasting electronics, consumer electronics, industrial electronics, electronic components, strategic electronics, computer hardware and LED.

- Consumer electronics is the most crucial segment of the Indian electronics hardware industry. The segment accounts for approximately 28 percent of the country's electronic industry production.

- In upcoming years, there will be a significant increase in employment opportunities for skilled personnel in the consumer industry. This means that there will be an increasing demand for In-store Demonstrators in India's various towns and cities.

- The In-store Demonstrator in the retail store demonstrates the functions and features of specific manufacturing or supplier company's electronic equipment and appliances and assists the customer in making a purchasing decision.

- As a beginner, In-store Demonstrators earn INR 8,000 to INR 10,000 per month. The candidates with one year of experience or more - INR 10,000 to INR 12,000 per month (approx.).

Notes

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QR Code

Scan the QR Code to watch the related video

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1.1.1 Introduction to Electronic Industry

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1.1.2 Roles and Responsibilities of an In-Store Demonstrator in Electronic Industry

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1.1.3 Employment Opportunities for In-Store Demonstrator

Exercise

Answer the following questions:

1. Explain electronic industry and its sub-sectors.

   _____
   _____
   _____

2. List the roles and responsibilities of In-store Demonstrator.

   _____
   _____
   _____

3. Write a short note on employment opportunities for In-store Demonstrator.

   _____
   _____
   _____

4. List any three key competencies of In-store Demonstrator.

   _____
   _____
   _____

Choose the correct answers:

1. Asian countries such as _____, _____, and South Korea dominate the electronic market.
   a. Thailand, Japan b. China, Singapore

2. As a beginner, In-store Demonstrators earn _____ per month.
   a. 8000 to 10000 Rupees b. 6000 to 70000 Rupees

3. Electronic Sectors consist of _____.
   a. Computers b. Radio

4. In-store Demonstrators are responsible for_____
   a. Helping the customer in choosing the right model of an appliance
   b. Inspecting and repairing minor repairs

2. Effectively Interact with Customers

Unit 2.1 Analyse Customer Requirements

Unit 2.2 Assist customers in Buying Process

Key Learning Outcomes 💡

At the end of this module, the trainee will be able to:

1. Describe the process of analysing customer requirements

2. Describe the process of assisting customers in buying

Unit 2.1 Analyse Customer Requirements

Unit Objectives 🎯

At the end of this Unit the trainee will be able to:

1. Explain the company's code of conduct, reporting structure, documentation policy, sales policy, product pricing policy, etc.
2. Explain the organisation culture and typical customer profile
3. Explain the company's human resource and performance evaluation policy
4. Explain the company's line of business and product offerings
5. Describe the internal processes of the company and their significance
6. Describe the internal process system, such as Enterprise resource planning (ERP), followed in the organisation terms and conditions associated with the sale of company products
7. Explain the incentives offered by different brands/vendors for sales concluded

2.1.1 Organisation Culture

The culture of an organization defines the proper way to behave within the organization. It is made up of shared beliefs and values established by leaders and then communicated and reinforced through various methods, ultimately shaping employee perceptions, behaviours, and comprehension. In other words, organizational culture is the set of values, expectations, and practices that guide and inform the actions of all team members. It consists a collection of characteristics that define the organization. The following figure explains different types of organization.

Adhocracy Culture
• Dynamic, Entrepreneurial Create Culture

Clan Culture
• People-oriented, Friendly Collaborate Culture

Hierarchy Culture
• Process-oriented, Structured Control Culture.

Market Culture
• Results-oriented, Competitive Compete Culture

Fig. 2.1 Types of Organization Culture

2.1.2 Organization's Code of Ethics and Business Conduct

A company code of conduct is a document that an organization creates and outlines a set of principles that it commits to following or requires its employees to follow. Codes of conduct may reach suppliers, subcontractors, and third parties in some cases. It is crucial to establish a code of conduct in any organization. The following are the standard code of conduct that every organization should follow and practice.

Be inclusive and considerate	**Build trust and credibility in an organization**	**Treat others with dignity and respect**
Address and report discriminatory, harassing, abusive, offensive, or unwelcome behavior and comments	**Encourage teamwork and employee participation**	**Seek advice from employees with a variety of experiences, perspectives, and backgrounds**
Avoid using slang or idioms that may not be understood across cultures	**Keep accurate and complete records**	**Encourage coworkers with varying needs, abilities, and obligations to have flexible work arrangements**
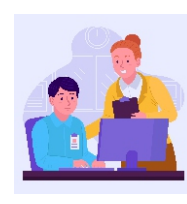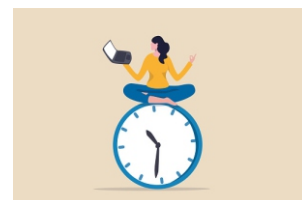
Confront others' decisions or behaviors that are influenced by conscious or unconscious biases

Be open-minded and attentive when given constructive feedback

Create a culture of open and honest communication
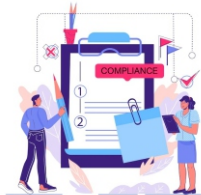
Compliance with laws and regulations

Avoid Conflicts of Interest

Uphold proper competitive behavior
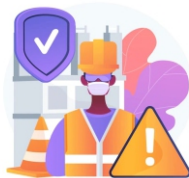
Promote health and safety

Stand for diversity and equal opportunity

Encourage continuous learning and development

Protect company assets, including physical, intellectual, and electronic or digital properties

Ensure appropriate handling of confidential information

Fig. 2.2 Standard Code of Conduct

2.1.3 Reporting Structure

The interdependence of various authorities in a company is referred to as a reporting structure. It is a hierarchical chain of command that specifies who reports to whom. In small businesses with a few employees, some reporting structures are self-evident. There are numerous types of organizational reporting structures, each with its own set of benefits and drawbacks. The reporting structure is chosen based on the organizational requirements. The following are the top organizational reporting structures.

	Traditional vertical reporting structure • It is a pyramid-like top-down management structure. • These types of organizational reporting structures have clear defined roles, with the highest level of leadership at the top, followed by middle management and then regular employees.
	Functional reporting structure • It is a business structure that divides a company into departments based on areas of expertise. • These departments function as functional units, with functional managers or department heads in charge.
	Divisional or product reporting structure • In a product-based structure (also known as a divisional structure), employees are assigned to self-contained divisions based on the - • Specific line of products or services they produce. • Customers they serve in the geographical area in which they operate.
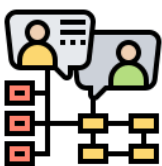
	Line-and-staff reporting structure • In this structure, authorities (e.g., managers) establish goals and directives that are then carried out by employees and other workers. • A line-staff organizational structure aims to make a large and complex enterprise more flexible while retaining managerial authority.
	Flat reporting structure • A flat organizational structure means that there are few (if any) levels of management between the workforce and the highest-level managers. • Since there are no middle managers, workers have more authority in decision-making functions.
	Matrix reporting structure • A matrix organization is a work structure in which team members report to multiple leaders. • Team members (whether remote or in-house) report to a project manager as well as their department head in a matrix organization.

	Network organization structure
	• It is a type of internal structure that prioritizes communication and relationship goals over hierarchy.
	• It enables companies to -
	  ◦ Easily see and comprehend the complex web structure, both on and offsite.
	  ◦ Assist employees in collaborating and taking initiatives to aid in decision making.
	  ◦ Assist employees and stakeholders in large organizations in determining who to approach.

Fig. 2.3 Types of Reporting Structure

2.1.4 Human Resource Management

A Company's human resource is the set of people who make up the workforce of an organization, business sector, industry, or economy. The human resource department is the division of a company that is in charge of effectively managing the human resources of the company, which are its employees. Let's take a closer look at what a human resources department does and what kinds of roles an employee there may occupy.

1. The human resource department of a company is in charge of the training and development of its employees, who are regarded as some of the company's most valuable resources.

2. The mission of the human resource department (HR), is to ensure that the company's employees are adequately managed, appropriately compensated, and effectively trained.

3. A human resources department is responsible for ensuring that the company has a solid roster of trained employees to fulfil their roles and are appropriately compensated for doing so.

4. The human resources department implements effective policies and procedures, as well as people-friendly guidelines and support.

5. Furthermore, the human resource function ensures that the company's mission, vision, and values are ingrained in the company culture.

6. The department is also in charge of recruiting, hiring, firing, and administration.

Recruitment
- Locate and recruit promising candidates, with the recruiting process guided by the company's business goals.
- Assess the job for which they are hiring in order to identify key responsibilities and desired qualifications.
- Attract qualified candidates and guide them through the hiring process, including resume screening and interviewing.

Hiring
- Extends offers to qualified candidates and negotiates pay and benefits Choose the right candidate and careful vetting of each job candidate, including background checks
- Charge of the new employee on boarding process after candidate acceptance

Administration
- Deal with employees on a variety of administrative tasks.
- Assist employees in completing required paperwork (such as a Form I-9)
- Plan and manage employee work schedules

Payroll
- Charge of overseeing compensation, including salary or wages and benefits such as paid vacation or health insurance
- Ensure adequate and timely compensation to keep employees satisfied
- Address questions related to employee's health benefits, vacation time, tax withholdings, and other concerns

Training & Development
- Organize various sessions or in-house trainings in order to maximize a staff's productivity
- Ensure that employee certifications or licenses are up-to-date
- Arrange for higher education or course reimbursement
- Prepare certain employees for promotions and higher-level positions

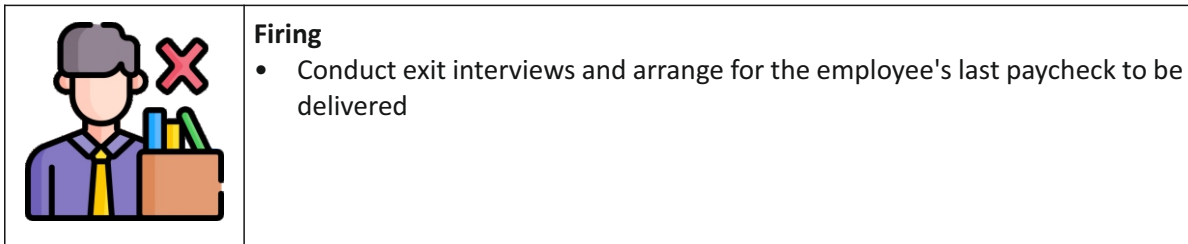|	**Firing** • Conduct exit interviews and arrange for the employee's last paycheck to be delivered

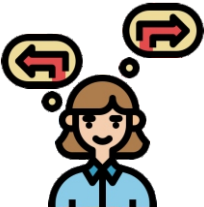Fig. 2.4 Various Sub-Divisions of HR Department

2.1.5 Various Types of Policies in Organization

Policies define an organization's top-level approach within a specific area of responsibility to ensure business alignment and achievement with strategic plans. Below are the different types of policies in organization.

1. **Document Policy –** Documentation Policies define a company's approach to implementing document controls and practices throughout the organization. Below are the generic requirement for the document policy and procedure:

   a. Documents must have a title, a unique identification or control number, a current revision number, and an effective date.

   b. Documents that are out of date must be removed from operational use. Personnel should never have to choose which document to use.

   c. It is to ensure that personnel can perform the task exactly as described in the procedure.

   d. Procedures are designed so that if they are followed, products will meet their quality specifications and adhere to best practices.

   e. Documents will serve as key records for the quality management system.

2. **Sales Policy –** A sales policy is a systematic process for developing, coordinating, and monitoring the various decisions that directly affect the company's sales. The aim of such policies is to provide effective guidelines for corporate efforts to maximize customer satisfaction while also increasing the company's profitability and competitiveness. An organisation must develop sales policies pertaining to

   a. The types of customers to whom the products will be sold, i.e., Distribution Policies

   b. The prices at which the products will be sold, — in other words, Pricing Policies

   c. The promotional methods used to sell products, i.e., Promotional Policies

3. **Product Pricing Policy –** Pricing policy, in general, refers to how a company determines the prices of its goods and services based on costs, value, demand, and competition. There are seven major types of pricing policies: premium, penetration, economy, price skimming, psychological, product line pricing, and pricing variations.

4. **Performance Evaluation Policy -** This policy aims to establish a procedure for conducting periodic evaluations of employee performance and formulating criteria for determining qualification, positive attributes, and independence of each employee of the organization to effectively determine issues relating to the remuneration of each employee.

2.1.6 Customer Profile & Types of Customer

A customer can be defined as someone who purchases goods or services from a store, restaurant, or other retail seller. For example - a customer is someone who goes to an electronics store and purchases a television. In general, there are seven types of customers. Each has distinct characteristics, but it is important to note that the customers may be a mix of these seven types of customers.

	Loyal Customer • Most valuable client who purchased your product and continues to purchase it • Disseminate information about your product via word-of-mouth and social media platforms • Increase the enthusiasm for your product by becoming the brand ambassadors of your product • Ensure that you don't let them down
	Need-based Customer • Purchase your product because they have a need and are confident that your product will meet it • Know what they want, hence give a difficult time upselling to them. • Don't want to engage in small talk • Provide excellent personal interactions to convert these customers into loyal customers • Must be served as soon as possible
	Impulsive Customer • Purchases are based on their emotions as they want to be satisfied with their purchase • Can upsell to them, and they will usually accept if you have made them happy with their purchase • Ensure that the checkout process is as simple as possible • Serve them quickly and answer their queries concisely
	New Customer • Just made a purchase and is critical that they are successful in using your product • Make them aware with well-designed user manuals • Need proper and smooth user on-boarding system • Easy access to all of the ways your customer can contact you
	Potential Customer • Still researching the product they want to purchase • Required to nurture this customer and acquaint them with your product • Provide them with accurate and relevant information • Demonstrate the worth of your product to them • Appoint a person nearby who is willing to answer their questions, and your social media icons and contact us page should be easily visible on your website

	Discount Customer • More concerned with the price of the product than they are with the product you are selling • Using your product for the discount, and can easily switch to another company if they offer a better deal • Non-responsive to upselling • Provide them with added value and clearly explain how your deal works to convert these customers into loyal customers
	Wandering Customer • Stop by your store to kill some time before meeting up with a friend or going to the movies • Ask a series of random questions about the products you sell. • Provide accurate answers to their questions and treat them professionally to convert them into a new customer

Fig. 2.5 Types of Customers

A customer profile, also known as a consumer profile, is a comprehensive description of the current customers. A customer profile includes identifying purchasing behaviours, pain points, psychographic data, and demographic data of the customer to target similar customers in the sales and marketing campaigns.
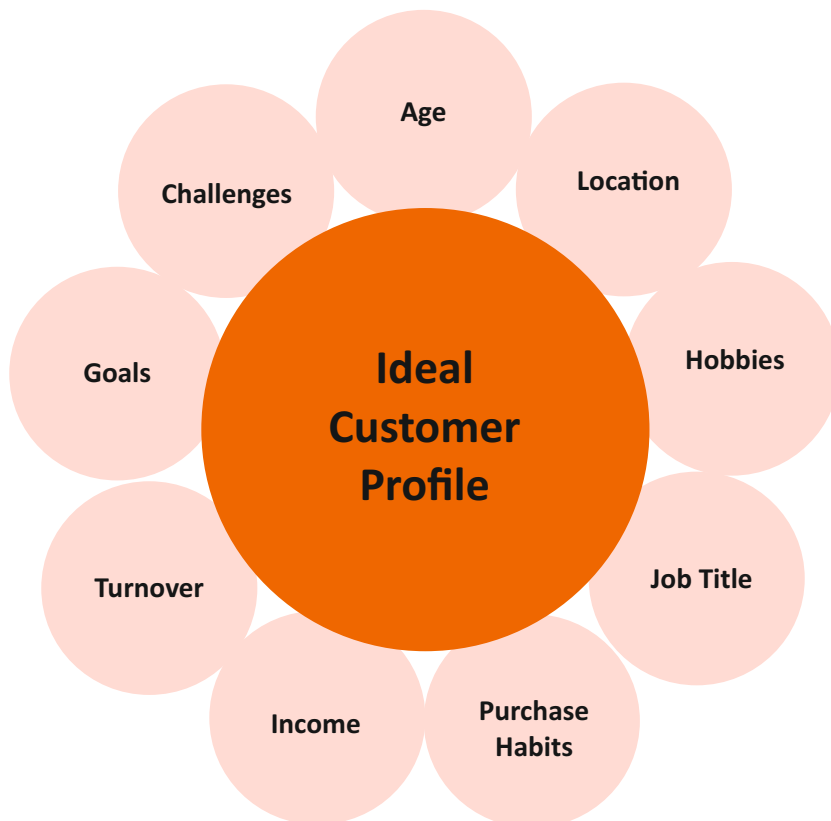
Fig. 2.6 Ideal Customer Profile

There are several approaches to customer profiling. Here are some of the most common types:
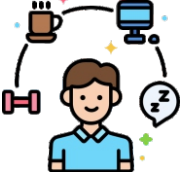
	Demographic Profiling • Includes standard profiling categories, like age, gender, income, marital status, education level and so on
	Geographic Profiling • Provide customers' location, right down to detailed city and town analysis, can help you target different regional groups effectively
	Psychographic Profiling • Consist of habits, hobbies, interests and life goals of customers
	Behavioural Profiling • Assist in analyzing purchasing and engagement patterns of customer

Fig. 2.7 Types of Customer Profiling

2.1.7 Company's Line of Business

A company's line of business (LOB) is a broad term that refers to the related products or services that a company or manufacturer provides. For example, a company that manufactures home appliances may claim that its LOB is consumer electronics. The Electronics Industry's main lines of business are as follows:

 Communications and Broadcasting Electronics	• This segment includes the production of consumer and industrial networking hardware, as well as other communication equipment. • For example - Mobile Phones, Tablets, Wired, and Wireless Connections, Routers, Hubs and Gateways.

Consumer Electronics	• This is a significant segment of the electronic industry that produces consumer goods. • For example - Refrigerators, Washing Machines, Air Conditioners & Microwaves, Televisions, Music Systems, And Home Theatres, Direct-to-Home and Set Top Boxes.
Consumer Electronics	• This segment of electronics deals with power electronics. • For example - UPS, Supervisory Control and Data Acquisition (SCADA), Programmable Logic Controller (PLC), AC Drive Systems
Consumer Electronics	• This segment is concerned with the production of electro-medical equipment used in diagnosis, surgical procedures, medical imaging, forensic and medical research, and medical training. • For example - Heart-rate monitors, Dialysis machine, ventilator, x-ray machines, ultrasound machines etc.
Computer Hardware	• This segment manufacture a wide range of business-related electronic equipment such as copiers and fax machines, as well as computing equipment such as personal computers, servers, mainframes, and workstations.

 Strategic Electronics	• This segment is distinguished by expensive and sophisticated technologies, as well as information closely guarded by a few countries. • For Example - Satellite-based Communication, Navigation, and Surveillance Systems, Sonar, Underwater Electronics Systems, Radar, Infrared-based Detection and Ranging Systems.
 Electronic Components	• This segment does design and manufacture work, and supplies everything related to semi-conductors and integrated circuits that are common in many electrical and electronic devices. • It supports almost every industry including medical, aviation, automotive, telecoms, etc. • For Example - Semi-conductors, Capacitors, Resistors, Picture-tubes, X-ray tubes, and caters to the Consumer Electronics, Telecom, Defense, and IT segment of the electronic industry.
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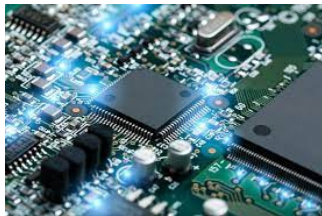
Table 2.1 Electronics Industry's Main Lines of Business

2.1.8 Product Offerings

A product offering is an accumulation of platform features that work together to provide a specific value proposition to a customer. That product or service can be named, marketed, priced, sold, and serviced. Most offerings include a product or tangible good that people can buy, sell, or own. Purchasing a classic iPod, for instance, will allow the customer to store up to 40,000 songs or 200 hours of video. A feature or characteristic of the offering is the amount of storage.
The product offerings can be divided into four broad categories:

Convenience offerings

- Convenience offerings are products and services that consumers don't want to put much effort into shopping for because they don't see much difference between competing brands.
- Convenience offerings often include life's necessities such as light bulb, battery cells, fuel etc.

Shopping offerings

- A shopping offering is one for which the consumer will compare and choose a brand, as they believe there are distinctions between similar shopping options and want to find the best one or the best price.
- Buyers may visit multiple retail locations or spend a significant amount of time visiting websites and reading product reviews, such as those found in customer feedback.

Specialty offerings

- Specialty offerings are extremely diverse, and the brands under which they are marketed differ greatly across companies.
- Specialty products are only available through a few distribution channels. Gaming keyboards, for example, only available in select stores are considered specialty offerings.

Unsought offerings

- Unwanted offerings are those buyers do not want to shop for until they need them.
- Towing and funeral services are generally regarded as unwelcome offerings.
- It's difficult to sell items that aren't in high demand.

Fig. 2.8 Types of Product Offering

2.1.9 Internal Process System

An internal process is a type of business process that organizations carry out without the influence or involvement of external business partners. Internal processes are a component of the balanced scorecard method, which is a performance metric that an organization can use to identify areas for improvement. Using an internal process can help the organization improve its efficiency by eliminating bottlenecks during the production process. It enables the company to better serve its demographics and improve the overall customer experience. The following figure explains the significance of internal process system in an organization.

	Ensure consistent quality in products and services

Clarify job responsibilities

Set objectives to measure goals and outcomes to provide direction to employees

Define accountability to help employees succeed
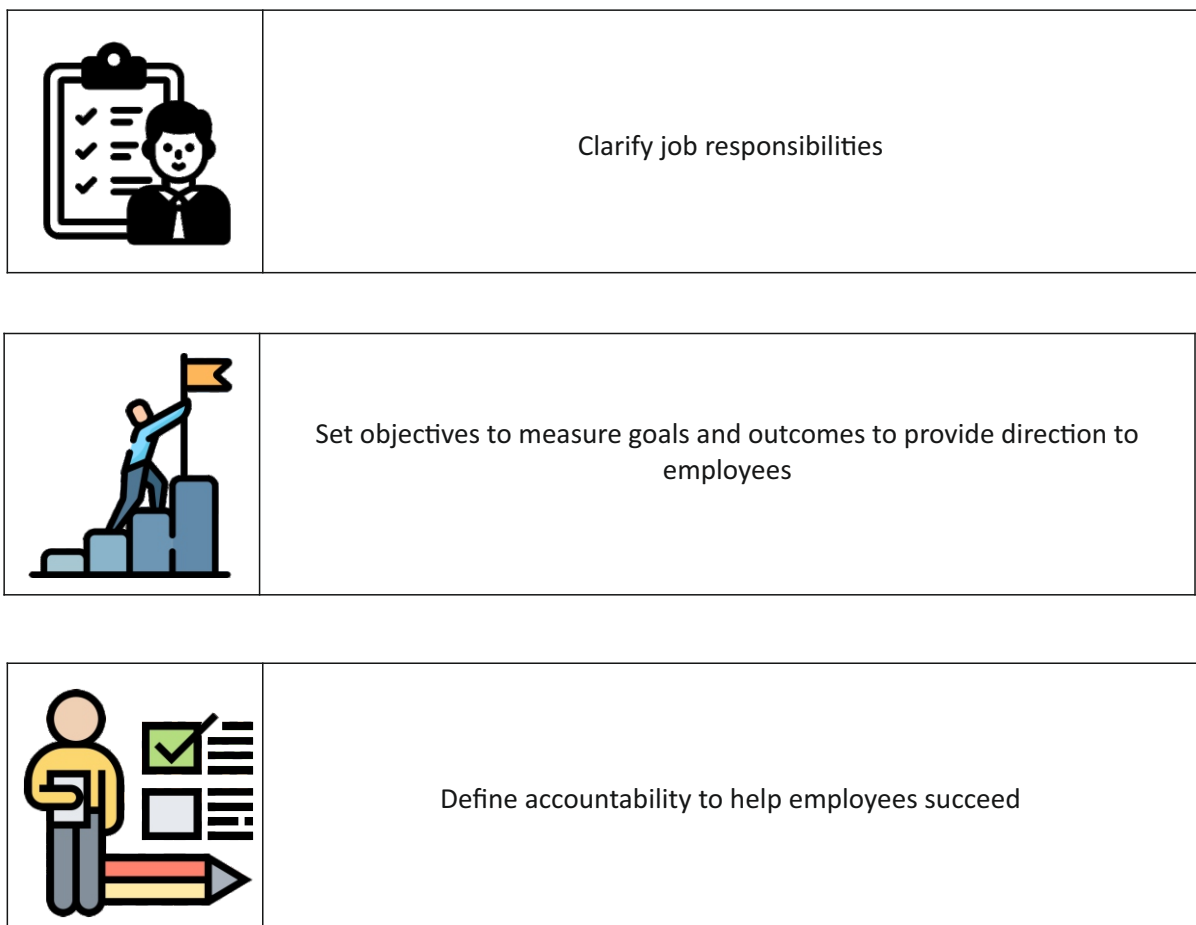
Fig. 2.9 Significance of Internal Process System in a Company or Business

Enterprise resource planning (ERP) refers to a type of software used by businesses to manage day-to-day business operations such as accounting, procurement, project management, risk management and compliance, and supply chain operations.

In today's scenario, manufacturing organizations are progressively focused on streamlining their operations to drive profits, increase margins and deliver high quality to customers. A robust **ERP system** helps organizations integrate and streamline interdependent departments while remaining competitive. For most companies, it's imperative. For manufacturers, it's vital.

An ERP, or Enterprise Resource Planning System, comprises of all the elements of an MRP for production, shop floor control, and purchasing. Still, it also provides systemized management and data analysis for financial and sales functions, all optimized for a manufacturing environment.

Fig. 2.10 Basic Modules of ERP

In other words, ERP is an application that is used to automate business processes. It provides insights and internal controls, draws on a central database that collects inputs from various departments including accounting, production, sales, marketing, and human resource, etc.

Once information is compiled in the central database, leaders gain cross-departmental visibility empowering them to analyze various scenarios, discover process improvements, and generate significant efficiency benefits. This further translates to cost savings and better productivity as people spend less time digging for needed data.

Following are the examples of ERP software available for the manufacturing industry:

| Epicor | Microsoft Dynamics | Rootstock | Syspro | DelmiaWorks |
| MRPeasy | SAP ERP | Oracle Cloud ERP | NetSuite ERP | Brightpearl |

Fig.2.11 ERP Software

Organizations can avoid significant challenges by taking the time to create a detailed implementation plan. Below are the seven key stages of an ERP implementation in an organization:

Discover and plan organizational needs for an ERP system

Evaluate lead offerings and select the platform that can best resolve existing problems

Identify any required customizations

Configure the software and begin migrating the company's data to the new solution

Test the platform to make sure everything work as expected and fix any unforeseen problems

Train and deploy employees on the system

Ensure that employees get all the support and advantages of the new system for production

Fig. 2.12 ERP Implementation

Today, ERP solutions are helping companies and various industries to improve efficiency and assisting managers to deliver on time.

Integrates Supply Chain	Improves Production Scheduling	Enhance Customer Satisfaction
Removes Silos in Financial Operations	Helps in Managing Staff and Other Resources	Reduce Costs
Analyse the data	Automates and Streamlines Business Processes with greater Adaptability	Regulatory compliance & data security

| Strategic Decision Making | Flexible and Scalable | Consistant UX/UI |
| Common Database | Quick Response to Market Conditions | |

Fig. 2.13 Benefits of ERP System

2.1.10 Incentives Offered by Different Brands/Vendors for Sales

Customer incentives are rewards given by a brand to customers for engaging in certain brand-building behaviours. They can come in a variety of forms, such as reward points, discounts, freebies, early access to newly released products, or exclusive sales.

After the Covid-19 pandemic deflated consumer demand, manufacturers are now increasing dealer and distributor incentives to push sales even harder. The sales incentives help in to increase liquidity in the system, reward higher sales performance, and cover dealer overhead costs. Also it makes a lot of sense, especially when it comes to increasing customer retention, increasing sales, or providing a better-than-average customer experience. Here are some of our top picks for sales incentives to add exciting new features to the incentive marketing strategy.

Coupons

An effective way to encourage customers to take action

Discounts

One of the popular sales incentive as they work well for most situations

Free gifts

Encourage people to spend more to unlock a gift with purchase

Free upgrades	**Loyalty programs**	**Referral programs**
Great incentive for loyal customers as they continue to stick with the brand	Encourage customers to make purchases and engage with brand to earn points and redeem for rewards	Encourage people to recommend the brand to others in exchange for perks like discounts
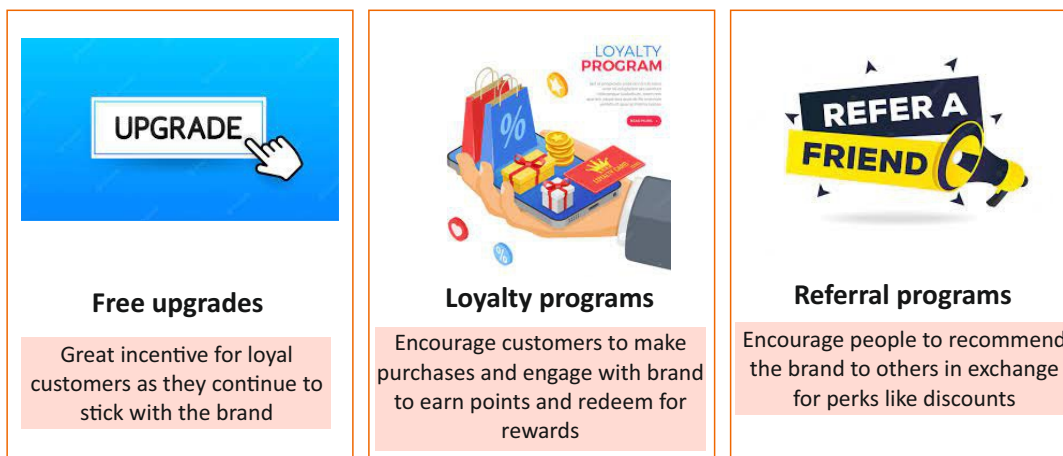
Fig. 2.14 Types of Incentives to Boost Sales

Summary

- Organizational culture is the set of values, expectations, and practices that guide and inform the actions of all team members. It consists a collection of characteristics that define the organization.

- A company code of conduct is a document that an organization creates and outlines a set of principles that it commits to following or requires its employees to follow.

- The interdependence of various authorities in a company is referred to as a reporting structure.

- A Company's human resource is the set of people who make up the workforce of an organization, business sector, industry, or economy.

- The HR department is also in charge of recruiting, hiring, firing, and administration.

- Policies define an organization's top-level approach within a specific area of responsibility to ensure business alignment and achievement with strategic plans.

- Documentation Policies define a company's approach to implementing document controls and practices throughout the organization.

- A sales policy is a systematic process for developing, coordinating, and monitoring the various decisions that directly affect the company's sales.

- Pricing policy, in general, refers to how a company determines the prices of its goods and services based on costs, value, demand, and competition.

- Performance Evaluation Policy aims to establish a procedure for conducting periodic evaluations of employee performance and formulating criteria for determining qualification, positive attributes, and independence of each employee of the organization to effectively determine issues relating to the remuneration of each employee.

- A customer can be defined as someone who purchases goods or services from a store, restaurant, or other retail seller.

- A customer profile, also known as a consumer profile, is a comprehensive description of the current customers. A customer profile includes identifying purchasing behaviours, pain points, psychographic data, and demographic data of the customer to target similar customers in the sales and marketing campaigns.

- A company's line of business (LOB) is a broad term that refers to the related products or services that a company or manufacturer provides. For example, a company that manufactures home appliances may claim that its LOB is consumer electronics.

- A product offering is an accumulation of platform features that work together to provide a specific value proposition to a customer. That product or service can be named, marketed, priced, sold, and serviced.

- An internal process is a type of business process that organizations carry out without the influence or involvement of external business partners.

- Enterprise resource planning (ERP) refers to a type of software used by businesses to manage day-to-day business operations such as accounting, procurement, project management, risk management and compliance, and supply chain operations.

- Customer incentives are rewards given by a brand to customers for engaging in certain brand-building behaviours. They can come in a variety of forms, such as reward points, discounts, freebies, early access to newly released products, or exclusive sales.

Notes

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QR Code

Scan the QR Code to watch the related video

youtu.be/ldbSbmDHn6Q

2.1.1 organisation culture

youtu.be/yD8eA7ah2Ho

2.1.2 Organization's Code of Ethics
and Business Conduct

youtu.be/ezbMw_30jm8

2.1.3 Reporting Structure

youtu.be/qWv570bxjdU

2.1.4 Human Resource Management

youtu.be/m1GZ06NHDy8

2.1.6 Customer Profile & Types of Customer

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2.1.7 Company's line of business

Exercise

Answer the following questions:

1. What do you understand by the organization culture?
_____

2. What are the standard code of conduct in an organization?
_____

3. Explain different types of reporting structure.
_____

4. Write a short note on human resource department in an organization.
_____

5. Discuss the generic requirement of document policy.
_____

6. Explain any two types of customer.
_____

7. Explain different types of product offerings.
_____

8. Elucidate the significance of ERP system in an organization.
_____

Fill in the blanks:

1. _____is the set of people who make up the workforce of an organization, business sector, industry, or economy.

2. _____, _____, _____ and _____ are the different types of organization.

3. _____is a document that an organization creates and outlines a set of principles that it commits to following or requires its employees to follow.

4. _____ a pyramid-like top-down management structure.

5. A _____ aims to make a large and complex enterprise more flexible while retaining managerial authority.

6. _____ is charge of overseeing compensation, including salary or wages and benefits such as paid vacation or health insurance.

7. _____organize various sessions or in-house trainings in order to maximize a staff's productivity.

8. _____ refers to how a company determines the prices of its goods and services based on costs, value, demand, and competition.

9. _____ are the most valuable client who purchased your product and continues to purchase it.

10. _____ comes in a variety of forms, such as reward points, discounts, freebies, early access to newly released products, or exclusive sales.

Unit 2.2 Assist Customers in Buying

Unit Objectives ⊚

At the end of this Unit the trainee will be able to:

1. Explain how to communicate with customers in order to put them at ease
2. Explain the company's appliances, functions, features and specifications
3. Explain the company's products and their variants offered in the retail store and their functionalities
4. Explain the basic electrical and electronics involved in the working of the appliance
5. Explain the warranty and annual maintenance contracts or special offerings
6. Explain the basic computer applications (MS Office) and using the Internet.
7. List different types of selling and promotion methods
8. Explain the reference sheets, manuals and documents to read.
9. Explain different models of after sales support provided by the company.
10. List different types of customer and the after sales support provided to them

2.2.1 Communication with Customers

Communication is essential in any business relationship. Good communication enables businesses to build a strong relationship with the customers and clearly articulate their needs, expectations, and challenges. More effective communication can improve client relationships and potentially add more leads to the business. Effective customer communication frequently entails actively listening to the customers in order to interpret their emotions and better meet their needs. **Customer communication** is the process by which a company shares important information with its customers. These interactions take place via popular communication channels such as email, phone, live chat, social media, online forums, customer portals, and many others. The following figure explains how to communicate effectively with customers.

Greet the customers and attend them	**Make communication clear and concise**	**Personalize interaction with the customer**
Avoid negative phrases	**Interact with customer to analyse the price restrictions**	**Use positive language with a touch of empathy**

Listen closely and avoid interrupting the customer	Use consistent brand vocabulary	Explain the product professionally
Pay attention to their requirements	Provide information on all variants, their price range, and special feature	Maintain customer engagement throughout the entire purchasing process
Co-ordinate with the customer to inform/update the customer on the status of the ordered appliances' delivery	Offer discounts, cupon or referal codes	Give thorough answers to technical questions
Build a community or group or host a webinar for online customers	Follow up on customer feedback	

Fig. 2.15 Communicating with Customers

2.2.2 Electric Appliances, Product Line and its Variants

The power of electricity has been mankind's greatest driving force, bringing the world from the dark ages of mediaeval times to the modern age of the industrial revolution. Technological advancements have enabled us to unlock the limitless potential of electric power to make our lives easier and better. Appliances are an integral part of our daily lives, and it is hard to imagine life without them. Hence, it is essential for an in-store demonstrator to be well-versed in all of the company's applications, features, and specifications. Washing machines, air conditioners, food processing appliances, computers, laptops, smartphones, TVs, tablets, gaming consoles, wearables, digital cameras, and VR & AR devices are few examples of consumer electronics products. Before going further, lets understand various terminologies and specifications in electric appliances.

1. **Electrical Appliances - An appliance** or a device in our home that we use to perform a task like cleaning or cooking. Appliances are more often electrical. Electrical appliances include electric ovens, refrigerators, air conditioners, and electric space heaters.

Consumer Electronics	Small Appliances	Larger Appliances
For Example - television, audio, IT, data processing, etc.	For example - electric kettles, toasters, hair driers, beverage makers, etc.	For example - refrigeration, cooking, laundry equipment, etc.
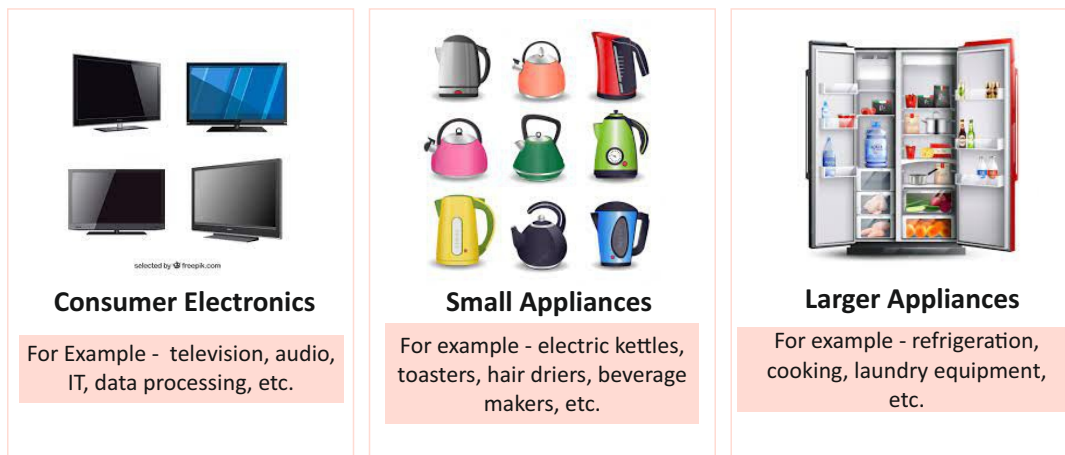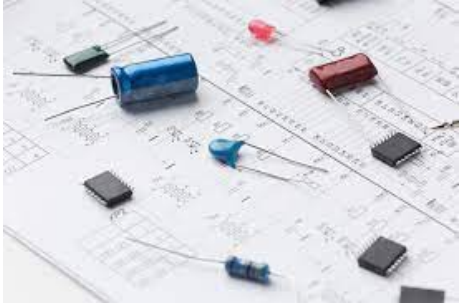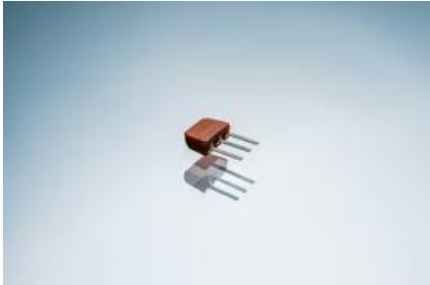
Fig. 2.16 Types of Electrical Appliances

2. **Electronic Appliances -** Electronic appliances are any appliances that have a control element. The control of electric devices is referred to as electronics. Electronic appliances include computers, smartphones, MP3 players, radios, and cameras. Many electronic appliances can be powered by batteries.

3. **Product Line -** A product line is a collection of similar products or services marketed under a single brand name and sold by the same company with varying features and prices. Apple's iPod is a very successful product line, with models available at a variety of price points. Companies sell multiple product lines under different brand names in order to differentiate them for better consumer usability.

4. **Product Variant -** Products with variants share similarities, such as being based on the same model but differ in some ways. They provide customers with various purchase options for a product, such as different colours, sizes, dimensions, flavours, and so on.
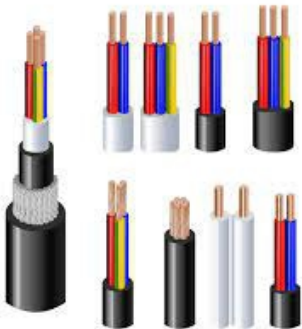
2.2.3 Basic Electrical/Electronics Components in Appliances

The following electrical and electronic components are among the most common found in appliances.

Electrical/Electronics Components	Description
Resistors	• It is fairly simple to assume that a resistor, as the name implies, resist the flow of electricity through it. • A resistor is required in any situation where the flow of current must be controlled at a specific level.

Electrical/Electronics Components	Description

Capacitors	• Capacitors function similarly to small rechargeable batteries in that they store small amounts of charge. Capacitors perform two functions at the same time:
	  a. It allows Alternating Current (AC) to flow through them.
	  b. They are impervious to the flow of DC, or direct current, through them.

Light Emitting Diode (LED)	• LEDs are similar to bulbs, except that they are extremely dependable. • They can be found on nearly every appliance at home that has an indicator light. • A typical LED bulb can last for decades without showing signs of wear. • Because they are so dependable, they can be used to indicate the state of current at any point in a circuit. • With these light-based indicators, a critical task such as checking the output voltage or current on a circuit becomes much easier.
Transistors	• Transistors are used to build complex electrical systems such as amplifiers. • Consider a switch as an example of a transistor. • A basic switch has two states: "on" and "off." • The position of the switch, which is changed manually, controls these.
Inductors	• Inductors, on the other hand, are essentially coils of wire wrapped around other components, as opposed to transistors. • They serve as filters.

Electrical/Electronics Components	Description
Integrated Circuit (IC)	• Integrated circuits are electrical components that combine or integrate a variety of electrical components, including the ones listed above. • One integrated circuit can function as a transistor, while another can function as a resistor. • An integrated circuit (IC) is a ready-made chip that you can use to complete your project without having to use a lot of single transistors or capacitors.

Circuit Breaker	• A circuit breaker is a critical mechanical switching device that safeguards your electrical equipment against short circuits and power surges.
	• It detects a faulty condition and prevents harmful current flow from reaching the sockets.
	• Every circuit breaker has two coils: one that closes the circuit and one that trips the circuit.
	• In a circuit breaker, there are two types of contacts.
	  ◦ One is a moving connection that makes and breaks the circuit using stored energies.
	  ◦ Another type is fixed contact, which consists of a spring that holds the moving contact after it has closed.

Fuse	• Fuse is a circuit breaker's best friend because it assists the breaker in protecting electric equipment from power overload. • The fuse is the wire that becomes heated and damaged when the circuit is subjected to a power surge. • As a result, the current ceases to flow. • It is available in a variety of sizes to accommodate varying currents. • Metal-fuse elements, a support body, contacts, and a connection are the primary components of a standard fuse. • Alloys, copper, aluminum, zinc, silver, and other metals can be used to create metal-fuse elements.

Electrical/Electronics Components	Description

Switch	• A switch's primary functions as a device are to break, interrupt, and supply current from one conductor to another.
	• This task is carried out using the "on and off" mechanism.
	• A switch is classified into four types:
	    a. Single Pole Single Throw (SPST)
	    b. Single Pole Double Throw (SPDT)
	    c. Double Pole Single Throw (DPST)
	    d. Double Pole Double Throw (DPDT)

Transformer	• It is an electric device that modifies the levels of alternating current (AC). • It is made up of two-wire coils connected by an iron core. • The transformer converts electric energy from one circuit to another by using mutual induction of two windings. • It also converts power between circuits with varying voltage levels while maintaining the frequency.
Electrical Wires & Power Cables	• It is nearly impossible to construct an electrical structure without the use of electrical wires and cables. • Electrical wires connect a device to a power source via cables. • Wires are required for the installation of any device, whether it is a switch, socket, LED, or anything else. • An electrical power cable is formed when multiple electrical wires are bundled or run side by side for the transmission and distribution of electrical current. • When overhead lines are unavailable, electrical cables are used to transmit high voltage current. • A cable consist of three main parts: a conductor, a sheath, and a dielectric.

Electrical/Electronics Components	Description
Battery	• It acts as a source of electric power through the electrochemical cells. • Each cell contains an anode (-), a cathode (+), and an electrolyte. • It operates on the principle of electrochemical reaction, with the cells generating an electron flow via a chemical reaction. • Batteries, in layman's terms, are portable containers that store electrical potential energy.
Relay	• Relays were previously used as amplifiers in long-distance telegraph circuits. • Relay evolved to serve more functions in the technology sector and phone exchange. • They are electromechanical switches that control the circuit through the use of low-power signals. • It consists of an armature, a spring, an electromagnet, and a series of electrical contacts. • Instead of electric connections, the circuits inside a relay use magnetic ones.
Motor	• Motors are devices that convert electrical energy into mechanical energy. • It is the most common component in all electrical machinery. • It is made up of a stator, a conduit box, an eye bolt, a rotor, an enclosure, and bearings. • Motors are more efficient at supplying energy than their pneumatic and hydraulic counterparts.

Table 2.2 Basic Electical/ Electronics Components in Appliances

2.2.4 Warranty, AMC and Reference Documents and Manuals

1. Warranty - A warranty is a seller's guarantee that a defective product will be repaired or replaced within a certain time frame. A guarantee is a seller's assurance that a product will meet certain quality or performance criteria. If this is not the case, it will be repaired or replaced. A warranty may cover a product for a lifetime or just a few days. It may cover all types of damage or be restricted to specific flaws. Certain actions, such as misuse, may invalidate a warranty, preventing the customers from returning a broken product. There are four common types of warranties:

    a. **Express Warranty –** An express warranty, as the name implies, is an expressed guarantee from a seller to a buyer that the purchased product will perform according to certain specifications.

    b. **Implied Warranty –** An implied warranty, also known as an implied warranty of merchantability, ensures that the purchased product will function as intended. It does not have to be expressed in order to be valid. Unless explicitly stated otherwise, such as with "as is" sales, this guarantee is implied.

    c. **Extended Warranty –** An extended warranty is a type of warranty that extends beyond the manufacturer's warranty to cover the repair and maintenance of a product. It is more of a service contract than a warranty because it is an optional coverage that the buyer purchases that covers service-related claims.

    d. **Special Warranty Deed -** A special warranty deed is one in which the seller guarantees against title defects that occur during their ownership of the product. This deed transfers ownership to the grantee and includes an express warranty regarding the title.

2. Annual Maintenance Contracts - An annual maintenance contract (AMC) is a contract with a service provider for the repair and maintenance of property used by the brand or company. The service can be provided for any product owned by the company, from the large manufacturing machines used to create the products to the computers and printers used in the offices. The primary goal of an Annual Maintenance Contract is to ensure that the desktops, laptops, and other electronic devices are operational 24/7. The company will complete maintenance, as any hardware or software issues will be resolved quickly and easily. The AMC services are available at a very low fixed price on a yearly subscription.

3. Reference manuals and Documents - A reference manual is a document that explains how to use a product's various components. A reference manual responds to the question, "What is x?" Reference manuals and supportive documents are essential in any electronic retail stores. While reference manuals provide instructions and specifications related to electronic product and appliances, various types of documents record and maintain the data related to the same.

Fig. 2.17 Reference Manuals and Documents

2.2.5 Basic Computer Applications and Uses of Internet at Electronic Retail Store

Computers are used in electronic retail stores for a variety of purposes, including clerical tasks - wages and salaries, recording physical movements of goods into stores, warehouses, and in transit, monitoring progress on purchase orders, doing accounts, and so on.

Fig. 2.18 Employee using Computers at Retail Store

The following are some of the most common types of software used in businesses.

Word Processing Programs - Microsoft Word, pen Office Writer, Word Perfect and Google Drive Document	**Accounts Software -** Ms Excel, Tally, Zoho Books, FreshBooks, GoDaddy Online Bookkeeping, Xero etc.	**Billing Software -** Scoro, QuickBooks
Payroll Software - QuickBooks Payroll	**Database Software -** MySQL, Microsoft Access, Microsoft SQL Server, FileMaker Pro, Oracle Database, and dBASE	**Desktop Publishing Programs -** Acrobat, Pagemaker

Fig. 2.19 Various Types of Software at Businesses

The internet has enabled retailers to connect with potential customers and express their brand in entirely new ways, and physical stores have become an extension of their communication and sales strategy rather than their sole or primary means of reaching consumers.The following figure explains the uses of internet and computer applications and software at electronic retail store.

To check the stock and restock products with the help of inventory management software	To print delivery invoices at the stores	More accurate inventory control
Support the HR and management functions through email, user guides, and other standard office documents with microsoft office applications	Makes sure employees hours are tracked so they can be paid for their work via time & pay software	Trains employees in how to use all the other applications with training software
Track broken equipment (registers, scanners, etc.) And faults in the retail plant: plumbing, electrical, mechanical, structural, etc. With call management applications	Miscellaneous other applications for equipment and network management, scale management, digital sign programming, and so on.	

Fig. 2.20 Uses of Internet and Computer Applications at Electronic Retail Store

2.2.6 Types of Selling and Promotion Methods

Sales promotion refers to marketing activities that encourage consumers to buy other than personal selling, advertising, and public relations. Coupons and samples, displays, shows and exhibitions, demonstrations, and other selling efforts are examples of these activities. Sales promotion is required to attract new customers, retain existing customers, compete, and capitalize on opportunities revealed by market research. The following figure shows different methods and ways of sales promotion.

Free Sampling

Offer of Price discounts/price deals

Money back and Rebates
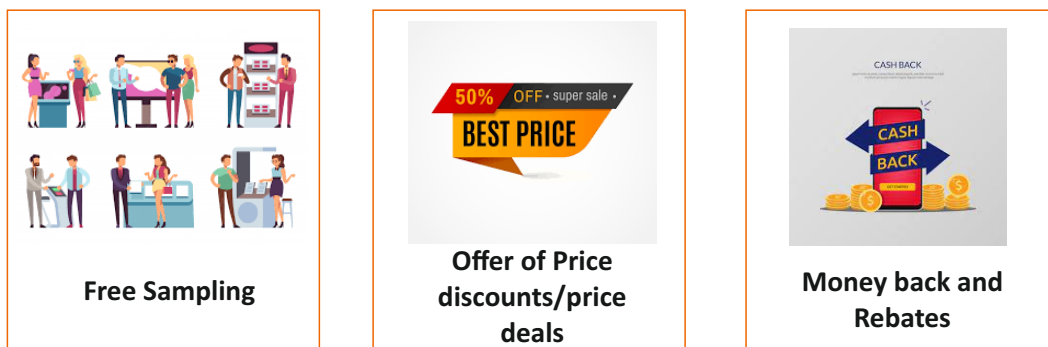
Loyal customers Reward Points	**Price-pack/Bonus packs offers**	**Gift Coupons or cash back coupons**
Mobile couponing	**Loss leader policy**	**Pamphlets**
Advertising	**Partial Refund**	**Prize Contest**
Lucky Draw	**Trade Fairs and Exhibitions**	**Word – of – Mouth Promotion**
Telemarketing		
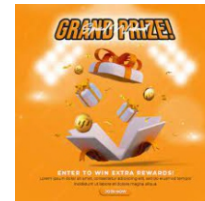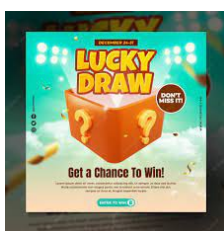
Fig. 2.21 Types of Sales Promotion

2.2.7 Different Models of After Sales Support

After-sales support, also known as after-sales service, refers to any service provided to a customer after they have purchased a product. A retailer, manufacturer, or a third-party customer service or training provider may provide after-sales support. The advantages of promoting excellent after-sales services are -

1. Increased sales

2. Increased customer loyalty

3. Enhanced performance

4. Distinguishes you from competitors

The steps for providing good after-sales service are as follows:
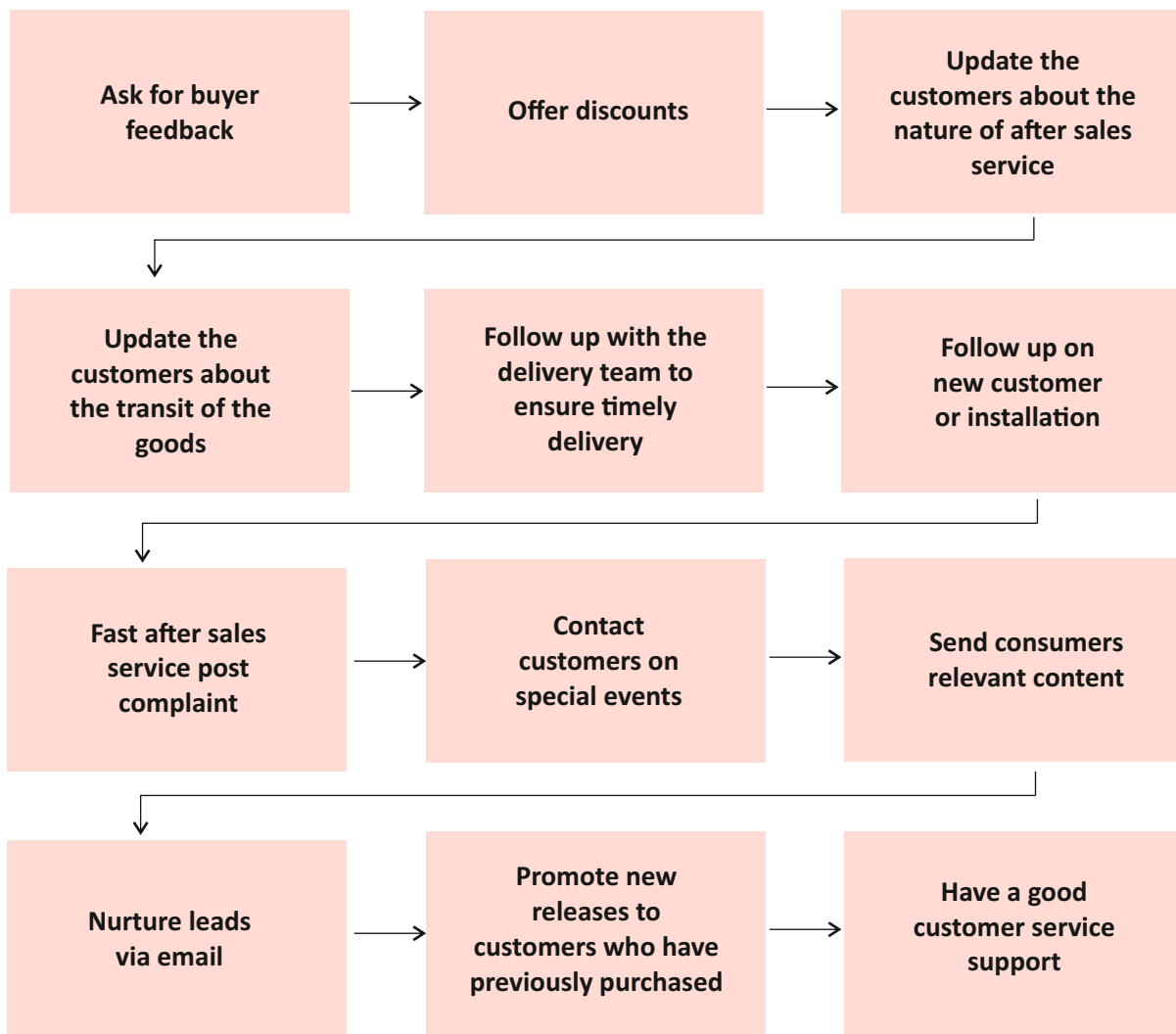
Fig. 2.22 After-sales Support Process

Summary 🔍

- Communication is essential in any business relationship. Good communication enables businesses to build a strong relationship with the customers and clearly articulate their needs, expectations, and challenges.

- Customer communication is the process by which a company shares important information with its customers.

- Customer interactions take place via popular communication channels such as email, phone, live chat, social media, online forums, customer portals, and many others.

- Appliances are an integral part of our daily lives, and it is hard to imagine life without them. Hence, it is essential for an in-store demonstrator to be well-versed in all of the company's applications, features, and specifications.

- Electrical appliances include electric ovens, refrigerators, air conditioners, and electric space heaters.

- Electronic appliances include computers, smartphones, MP3 players, radios, and cameras. Many electronic appliances can be powered by batteries.

- A product line is a collection of similar products or services marketed under a single brand name and sold by the same company with varying features and prices.

- Products with variants share similarities, such as being based on the same model but differ in some ways. They provide customers with various purchase options for a product, such as different colours, sizes, dimensions, flavours, and so on.

- Capacitors function similarly to small rechargeable batteries in that they store small amounts of charge.

- A resistor is required in any situation where the flow of current must be controlled at a specific level.

- Transistors are used to build complex electrical systems such as amplifiers.

- Integrated circuits are electrical components that combine or integrate a variety of electrical components.

- A circuit breaker is a critical mechanical switching device that safeguards your electrical equipment against short circuits and power surges.

- Motors are devices that convert electrical energy into mechanical energy.

- A warranty is a seller's guarantee that a defective product will be repaired or replaced within a certain time frame.

- An annual maintenance contract (AMC) is a contract with a service provider for the repair and maintenance of property used by the brand or company.

- A reference manual is a document that explains how to use a product's various components. A reference manual responds to the question, "What is x?" Reference manuals and supportive documents are essential in any electronic retail stores. While reference manuals provide instructions and specifications related to electronic product and appliances, various types of documents record and maintain the data related to the same.

- The internet has enabled retailers to connect with potential customers and express their brand in entirely new ways, and physical stores have become an extension of their communication and sales strategy rather than their sole or primary means of reaching consumers.

Exercise

Answer the following questions:

1. Explain how to communicate with customers.
_____
_____

2. What is an appliance?
_____
_____

3. What is difference between capacitor and resister?
_____
_____

4. Write a short note on circuit breaker.
_____
_____

5. List any six basic electrical components in appliances.
_____
_____

6. What is the significance of AMC?
_____
_____

7. Write any five uses of computer software.
_____
_____

8. Explain the steps of after sales service.
_____
_____

Fill in the blanks:

1. _____ is the process by which a company shares important information with its customers.

2. _____ take place via popular communication channels such as email, phone, live chat, social media, online forums, customer portals, and many others.

3. Electrical appliances include_____.

4. _____ is a collection of similar products or services marketed under a single brand name and sold by the same company with varying features and prices.

5. Examples of word processing software are
_____.

6. _____t has enabled retailers to connect with potential customers and express their brand in entirely new ways and sales strategy to reach consumers.

7. _____ refers to marketing activities that encourage consumers to buy other than personal selling, advertising, and public relations.

8. _____or a third-party customer service or training provider may provide after-sales support.

3. Demonstrate Product Specifications and Offerings

Unit 3.1 Inform Customer about Product Features/Specifications

Unit 3.2 Provide A Demonstration of the Finalized Product and a Few Variants

Unit 3.3 Finalize The Sales Process

ELE/N3204

Key Learning Outcomes 💡

At the end of this module, the trainee will be able to:

1. Explain the importance of informing customer about product features/specifications

2. Describe the process of providing a demonstration of the finalized product and a few variants

3. Describe the process of finalizing the sales process

Unit 3.1 Inform Customer About Product Features/ Specifications

Unit Objectives 🎯

At the end of this Unit the trainee will be able to:

1. Explain the company's line of business and product offerings
2. Explain the importance of educating customer on safety and handling of product
3. Describe the internal process system such as ERP followed in the organization
4. Explain the terms and conditions associated with the sale of company products

3.1.1 Product line and Various Types of Products as per Customer Need

In the previous module, we learned about a company's line of business in the electronic industry and different types of product offerings. Consumer electronics is one of the major segments of the electronic industry and caters to a large audience.

A product line is a collection of related product items that frequently resemble each other. Usually, an electronic company's product line includes **various types of products, such as televisions, home theater systems, refrigerators, washing machines, computer monitors, wearable devices, solar modules, smart appliances, and smartphones.** While a company's product lines vary depending on the business segment or industry in which it operates, marketing and organizational experts have identified four different product line classifications based on what is required to bring that line to market. The following figure explains the same:

New to the market
• Completely new product or invention

New additions
• New product lines added by a company to their production

Product Revision
• Replacements or upgrades to existing products

Reposition
• Repositioning of an existing product for different audience for a completely different use-case
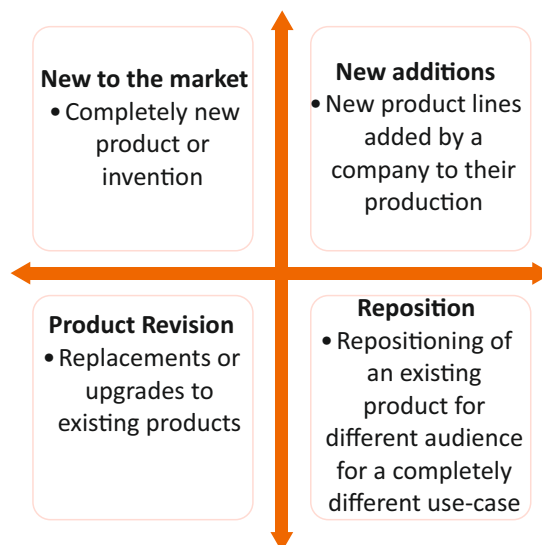
Fig. 3.1 Classification of Product Line

As previously stated in unit 2.1, the product offerings are divided into four broad categories: convenience products, shopping products, specialty products, and unsought products.

Considerations	Types of Product Offerings			
Customer buying behavior	• Frequent purchase • Little comparison or shopping effort • Low customer involvement	• Less frequent purchase • Planning and shopping effort • Comparison of brands on price, quality, style	• Strong brand preference and loyalty • Special purchase effort • Little comparison of brands, low price sensitivity	• Little product awareness, knowledge
Price	• Low price	• Higher price	• High price	• Varies
Distribution	• Widespread distribution, convenient locations	• Selective distribution in fewer outlets	• Exclusive distribution in only one or a few outlets per market area	• Varies
Promotion	• Mass promotion by the producer	• Advertising and personal selling by both producer and resellers	• More carefully targeted promotion by both producers and resellers.	• Aggressive advertising and personal selling by producers resellers
Examples	• Battery cells, Light bulb, tube light, switches, small appliances like food grinder, electronic games etc.	• Major appliances, televisions, refrigerators, laptops, mobiles	• Luxury electronic items or products like home theatre system, projectors, special series of cooking range, gaming laptop etc.	• Insurance, special services, customized products etc.

Table 3.1 Product Offering and its types

A **customer need** is a motivation that leads a customer to purchase a product or service. Finally, it's the need that drives the customer's purchase decision. Companies frequently view customer needs as an opportunity to resolve or contribute surplus value back to the original motivation. **In-store demonstrators** must understand and identify the customer's needs and accordingly recommend electronic appliances or services. By identifying the customers' needs and expectations, In-store demonstrator can:

1. Gain a competitive advantage, build relationships, and drive sales

2. Reduce the likelihood of misunderstanding and error between the company and its customers

3. Enable the company to identify solutions to meet the needs of their consumer

The following are the most common types of customer needs, the majority of which work in tandem to influence a purchasing decision.

Medical Devices
- Heart-rate monitors, Dialysis machine, ventilator, x-ray machines etc.

Electronic Components
- Semi-conductors, Capacitors, Resistors, Picture-tubes, X-ray tubes, and caters to the Consumer
- Electronics, Telecom, Defense, and IT segment of the electronic industry

Strategic Electronics
- Satellite-based Communication, Navigation, and Surveillance Systems, Sonar, Underwater
- Electronics Systems, Radar, Infrared-based Detection and Ranging Systems

Computer Hardware
- Desktop Computers, Laptops, Notebooks, Netbooks, and Servers

LED
- LED Lights in Automobiles, Communications, Signage, Signalling, Architecture, and
- Entertainment Sectors

Fig. 3.2 Types of Customer Needs

The following figure explains the process of process of interacting with customers and informing them about products and appliances.
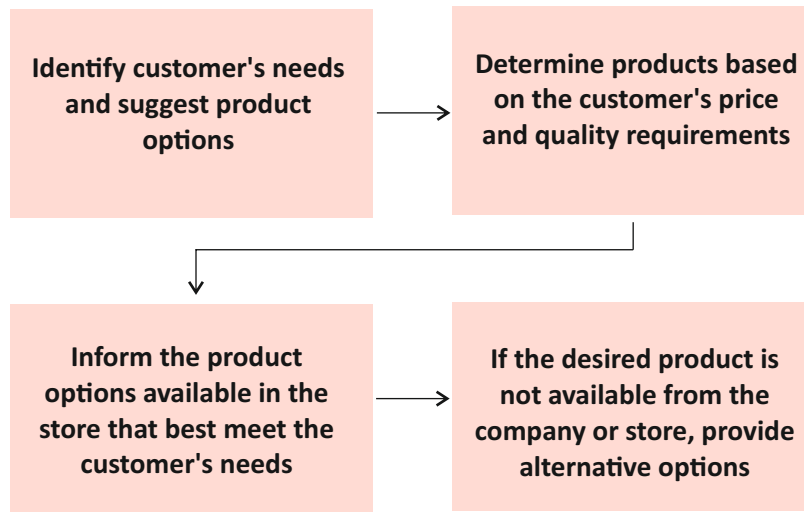
Fig. 3.3 Process-flow of Dealing with Customers for Product Sales

3.1.2 Importance of Educating Customer on Safety and Handling of Product

Products are inherently more complex in today's hyper-competitive market and advanced technology. As a result, customer education programs ensure customer adoption, which in turn increases the market success of products. Customer education fosters customer loyalty by instilling trust and discovering new and better ways to use the product. They'll be aware of which features to employ and how to employ them. They learn tricks, tips, and best practices that increase their value.

The main objective of customer education is to onboard, engage, and retain new and existing customers. Pre-sales customer education assists the customer in discovering the features of the product and developing an opinion about how the product or service can meet their needs. Customer education, on the other hand, occurs after the sale and focuses on educating the customer on how to use the product.

Positions the product/brand as a market leader	**Boosted customer engagement**

Fig. 3.4 Importance of Educating Customer on Safety and Handling of Product

The following figure explains how to educate customers on safety and handling of products

Provide manufacturer's instruction manual and necessary details related to the product

Give practical demonstration including do's and dont's related to the product

Show videos related to the products

Refer high-quality blog posts

Provide eye-catching infographics

Share podcasts links related to products

Fig. 3.5 Tips for Educating Customer on Safety and Handling of Product

Notes

_____

_____

_____

_____

3.1.3 Terms and Conditions associated with the Sale of Company Products

"Terms and Conditions" refers to these General Terms and Conditions for the Purchase of Products or Services, as well as any modifications or additional provisions expressly stated in customer's purchase order or expressly agreed upon in writing by customer. Terms and conditions are intended to protect the business.

They allow company or brand to set their own rules (within the bounds of applicable law) for how their service or product may be used, including, but not limited to, copyright conditions, age limits, and the contract's governing law. The following are included in the terms and conditions associated with the sale of any product.

Definition of the product	Basis of the sale	Intended use of the products
Quotations, price and orders	Payment	Delivery and acceptance
Risk and title	Warranty and limitations of liability	

Fig. 3.6 Terms and Conditions associated with the Sale of Company Products

Notes

_____

_____

_____

_____

_____

_____

Summary

- Consumer electronics is one of the major segments of the electronic industry and caters to a large audience.

- A product line is a collection of related product items that frequently resemble each other.

- The product offerings are divided into four broad categories: convenience products, shopping products, specialty products, and unsought products.

- A customer need is a motivation that leads a customer to purchase a product or service.

- In-store demonstrators must understand and identify the customer's needs and accordingly recommend electronic appliances or services.

- Customer education programs ensure customer adoption, which in turn increases the market success of products.

- Pre-sales customer education assists the customer in discovering the features of the product and developing an opinion about how the product or service can meet their needs. Customer education, on the other hand, occurs after the sale and focuses on educating the customer on how to use the product.

- "Terms and Conditions" refers to these General Terms and Conditions for the Purchase of Products or Services, as well as any modifications or additional provisions expressly stated in customer's purchase order or expressly agreed upon in writing by customer.

QR Code

Scan the QR Code to watch the related video

youtu.be/AtNgGEm-fu4

3.1.1 Product line and Various Types of Products as per Customer Need

youtu.be/zbtrehBbOog

3.1.2 Importance of Educating Customer on Safety and Handling of Product

youtu.be/XeDriGP8QVc

3.1.3 Terms and Conditions associated with the Sale of Company Products

Exercise

Answer the following questions:

1. What is product line?
_____
_____

2. Explain different types of product.
_____
_____

3. Explain different types of customer needs.
_____
_____

4. Write a short note on safety and handling of product.
_____
_____

Fill in the blanks:

1. _____ must understand and identify the customer's needs and accordingly recommend electronic appliances or services.

2. _____ ensure customer adoption, which in turn increases the market success of products.

3. _____ is a motivation that leads a customer to purchase a product or service.

4. _____ reduce the likelihood of misunderstanding and error between the company and its customers

Unit 3.2 Provide A Demonstration of the Finalized Product and A Few Variants

Unit Objectives ◎

At the end of this Unit the trainee will be able to:

1. Explain incentives offered by different brands/vendors for sales concluded
2. Explain the company's consumer appliances, their functionalities and specifications
3. Explain the company's products and competitive products
4. Explain how to communicate with customers in order to put them at ease

3.2.1 Demonstration of the Finalized Product and Few Variants

After providing the necessary information about the product selected by the customer, the in-store demonstrator must demonstrate the product and its specifications. Product variations occur when an item with multiple attributes, such as colour and size, is grouped with its variants on a single product page. The same product with a different option is referred to as a variant. A mobile phone, for example, can have two colour red and blue. That means there are two versions of the product. The following figure explain the process of demonstrating the products and its variants to the customers.

Customize the product demo matched to the customer's requirement → Tell the customer's story → Rehearse well

Test everything before hand → After the demo, close the deal
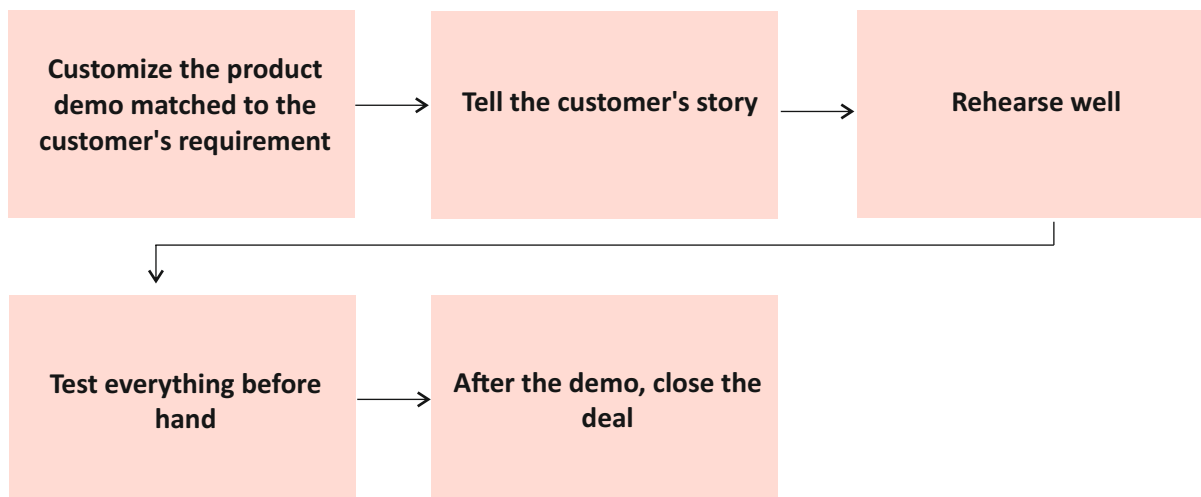
Fig. 3.7 Demonstration Process of a Product

3.2.2 Company's Products and Competitive Products

The term **"Company Products"** refers to the goods and services designed, developed, manufactured, offered, provided, marketed, licensed, sold, distributed, or otherwise made available by or for the company or any of its subsidiaries.

Competitive products are those products that are designed to sell for a profit to a specific audience or industry. They are priced to generate a profit for the manufacturer and any resellers while also competing with other similar products in related industries. For example – LG and Samsung are both competitive brands for home appliances.

Competitive differentiation refers to how a company's product or service differs from that of its competitors. It is determined by what customers value, such as functionality, brand, pricing, and customer service. Marketing's role is to ensure that potential buyers understand what distinguishes an offering.

3.2.3 Consumer's Purchasing Decision

Consumers consider a variety of factors, including the product's characteristics, the price charged, the product's availability at the required location, and much more. Personal factors include the consumer's age, occupation, lifestyle, social and economic status, and gender. There are five basic steps in the consumer decision-making process. This is the process by which consumers assess whether or not to make a purchase decision. The five steps are –

Problem recognition:
• Recognizes the need for a service or product

Information search:
• Gathers information

Alternatives evaluation:
• Weighs choices against comparable alternatives

Purchase decision:
• Makes actual purchase

Post-purchase evaluation:
• Reflects on the purchase they made
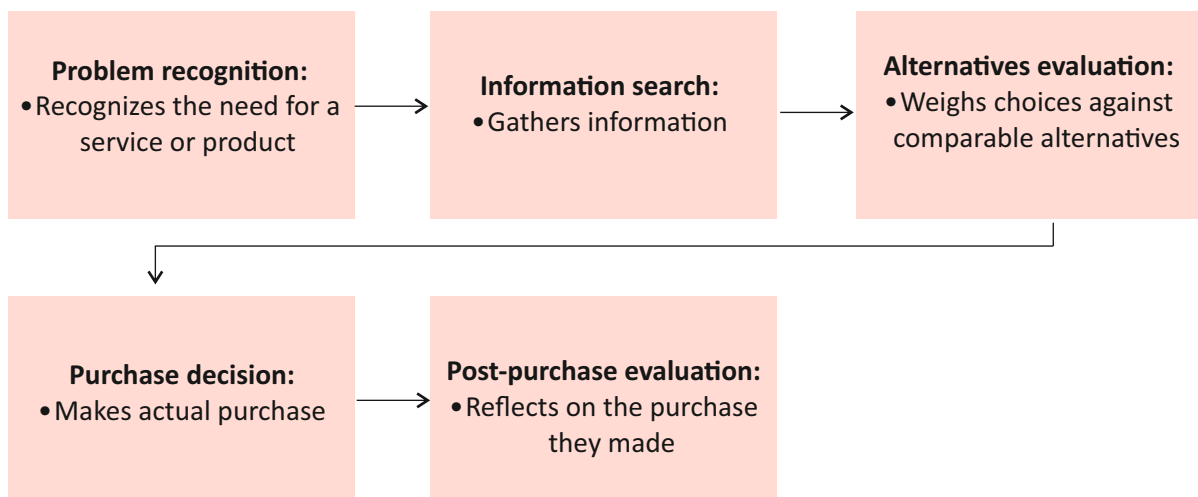
Fig. 3.8 Steps for Purchasing Decision

Summary

- Product variations occur when an item with multiple attributes, such as colour and size, is grouped with its variants on a single product page. The same product with a different option is referred to as a variant.

- Company Products refers to the goods and services designed, developed, manufactured, offered, provided, marketed, licensed, sold, distributed, or otherwise made available by or for the company or any of its subsidiaries.

- Competitive products are those products that are designed to sell for a profit to a specific audience or industry.

- Competitive differentiation refers to how a company's product or service differs from that of its competitors. It is determined by what customers value, such as functionality, brand, pricing, and customer service.

- There are five basic steps in the consumer decision-making process.

Notes

_____

_____

_____

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_____

_____

_____

_____

_____

_____

_____

Exercise

Answer the following questions:

1. What are competitive products?
   _____
   _____

2. Explain the customer's purchasing decision process.
   _____
   _____

3. Explain the demonstration process of a product by in store demonstrator.
   _____
   _____

4. What is product variation?
   _____
   _____

Unit 3.3 Finalize The Sales Process

Unit Objectives 🎯

At the end of this Unit the trainee will be able to:

1. Explain product sale documents and manuals
2. Explain cross-selling and up-selling techniques
3. State new devices launched e.g., Wi-Fi, hard disks, USBs, today price, warranty, after-sales service details of each of the company's products
4. List different types of selling and promotion methods
5. Explain the reference sheets, manuals and documents to use

3.3.1 Cross-Selling and Up-Selling Techniques

Sales can be extremely difficult if a company does not tailor its messaging to a specific target audience and employs various sales techniques. In an attempt to boost sales, small-business owners frequently turn to seminars, books, and web pages that purport to provide sound advice. Unfortunately, many of them employ a plethora of complicated strategies that necessitate memorizing a set of rules or techniques. A far simpler way to improve sales is to become acquainted with the basic concepts of up-selling and cross-selling. Though relatively simple to grasp, up-selling and cross-selling can significantly increase sales when properly implemented.

Fig. 3.9 Upselling

1. **Up-selling** is the practice of offering customers the option of purchasing an item that is slightly superior to the one they are considering. A salesperson may offer a more expensive product, suggest an upgrade, or persuade a customer to buy add-ons to generate an up-sale. A common example of up-selling is when a salesperson asks a customer if they want to upgrade their TV, prompting them to buy what is essentially the same TV but pay a bit more for an upgrade version.

Pitch a relevant upsell	Provide consistent value	Identify the customers who have a need

| Offer a discount | Create a feeling of urgency | Check if the customers are happy before upselling |

| Convince them with real-life |

Fig. 3.10 Upselling Techniques

Fig. 3.11 Cross-selling Techniques

2. Cross-selling, like up-selling, is the act of offering customers additional items that complement the one they are purchasing. Items that complement a product are suggested to go with it to cross-sell. A savvy cross-seller at a computer store, for example, might suggest that a customer purchasing a new laptop may also require a carrying case or wireless mouse. This encourages the buyer to think about purchasing additional items that complement their current purchase.

Up-selling	Cross-selling
• Builds stronger relationship • Increase the value that the customer receive • increase the product's lifetime value	• Improve the bottom line product sale • Improve the customer's loyality • Broaden choices of products • Improver customer service from relationship marketing system

Fig. 3.12 Key benefits of Cross-selling and Upselling Techniques

3.3.2 Product Sale Documents and Manuals

The number of satisfied and content customers a company has is directly proportional to its success. As a result, in-store demonstrators are among the most important members of the retail store team. They are responsible for understanding customers' wants and needs, interacting with them, persuading them, and developing long-term relationships. Therefore, it is critical to develop sales process documents and provide sales representatives with all of the knowledge, information, and data they require to maximize every sales opportunity. A sales process teaches In-store demonstrators how to prospect, qualify leads, handle objections, present, and close deals. In other words, a sales process document serves as a reference point or a guide for both current and new sales reps, providing them with everything they need to successfully close sales. Sales manuals and documents serves as a framework to follow in order to nurture a prospect through the sales funnel and eventually close the deal.

The purpose of this document is to help the sales team be better prepared to close every possible sale that comes their way. Let's take a quick look at what a sales process document is, what should be included in these documents, and how to create such documents quickly and effectively. To close more deals, a successful sales team relies on good documentation. The following are some of the most important elements of the sales process document:

Title of the sales process	Overview of the company's sales process	Targeted sales prospect
Steps to qualify sales prospects	Solution for the improving sales process	Follow-up with customers

Handle objections	Deal with related issues	Deal closure
	Delivery details of product/service	
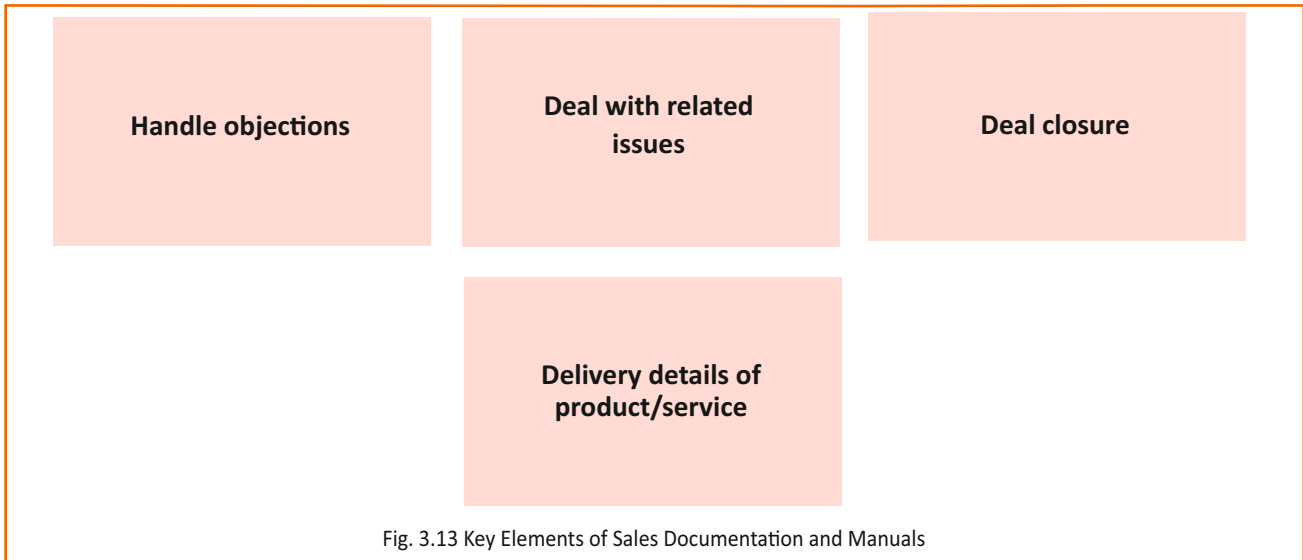
Fig. 3.13 Key Elements of Sales Documentation and Manuals

3.3.3 New Electronic Devices

Nowadays, the electronic market is exploding with new electronic devices. Let us take a look at the various devices and compare their prices, warranties, and after-sales support.

Electronic Device	Description	Brand/Product	Price	Warranty	After-Sales Services/ Technical Support
Wi-Fi	• An internet connection shared by a wireless router with multiple devices in a home or business. • Directly connected to the internet modem and serves as a hub, broadcasting the internet signal to all of your Wi-Fi-enabled devices.	• TP-link N300 WiFi Wireless Router TL-WR845N. • Tenda AC10 AC1200Wireless Smart Dual-Band Gigabit WiFi Router. • Tenda N301 Wireless-N300.	Rs. 999 - 3500/-	1 year	Yes

Electronic Device	Description	Brand/Product	Price	Warranty	After-Sales Services/ Technical Support
Hard disk	• Flat circular plates made of aluminum or glass and coated with a magnetic material • Store terabytes (trillions of bytes) of information	• Toshiba Canvio Basic 2 TB USB 3.0 HDTB420AK3 AA Black • High-Capacity NAS	Rs. 4000-10,000/-	6 months -1 year	Yes
USB	• Industry standard that specifies cables, connectors, and protocols for connecting, communicating, and powering (interfacing) computers, peripherals, and other computers	• USB 4.0 is the latest iteration of USB • USB4 Gen 3x2 r	Rs. 400 -1000/-	6 Months – 1 year	Yes

Table 3.2 New Electronic Products and Specification

Summary

- Sales can be extremely difficult if a company does not tailor its messaging to a specific target audience and employs various sales techniques.

- Up-selling is the practice of offering customers the option of purchasing an item that is slightly superior to the one they are considering

- Cross-selling, like up-selling, is the act of offering customers additional items that complement the one they are purchasing.

- A sales process teaches In-store demonstrators how to prospect, qualify leads, handle objections, present, and close deals.

- Sales manuals and documents serves as a framework to follow in order to nurture a prospect through the sales funnel and eventually close the deal.

Exercise

Answer the following questions:

What is cross selling technique?

_____

_____

Explain the benefits of cross selling and upselling techniques

_____

_____

Discuss the importance of sales documents and manuals

_____

_____

What is WiFi?

_____

_____

4. Process of Communicating and Coordinating Effectively with Others

Unit 4.1 Communicate Effectively with Supervisor and Colleagues

Unit 4.2 Respect Gender and ability differences

ELE/N9972

Key Learning Outcomes 💡

At the end of this module, the trainee will be able to:

1. Explain the importance of communicate effectively with supervisor and colleagues

2. Implement the practices related to gender and PwD sensitization

Unit 4.1 Communicate Effectively with Supervisor and Colleagues

Unit Objectives ⌖

At the end of this Unit the trainee will be able to:

1. Explain the importance of personal grooming
2. Explain the organisation's policy on code of conduct
3. Explain the organisation's reporting structure and documentation policy
4. Explain how to communicate effectively through all means including face-to-face, telephonic as well as written
5. Explain different types of information that colleagues might need and the importance of providing the same as and when required

4.1.1 Significance of Effective Communication & Interpersonal Skills

Effective Communication is essential for each employee in the organization to perform the basic functions of management and helps them to perform their jobs and responsibilities. No matter what industry one works in, the ability to communicate effectively at work is essential. Effective communication entails more than just exchanging information; it also involves comprehending the emotion and intentions underlying the facts and conveying a message. Therefore, communicating more clearly and effectively requires learning some essential skills. Learning these skills can help employees develop stronger bonds, gain more trust and respect, improve teamwork, problem-solving, and overall social and emotional health. As a result, we can state that **"effective communication is a foundational component of successful organizations."**

Build strong professional relationships with co-workers and	Helps to express thoughts and convey	Manage and assist the team where required	Motivate and boost teamwork and lead to better project collaboration
Enhance leadership and negotiation skills	Bridge gaps between clients, colleagues, and partners labor	Recognize each others' good work and give constructive feedback	Resolves issues and conflicts damaged product
	Improve productivity by sharing information and ideas		

Fig. 4.1 Importance of Effective Communication and Interpersonal Skills

4.1.2 Communication Process

The process of communication is a dynamic structure that explains how a message is transmitted between a sender and a receiver via various communication channels. Its purpose is to ensure that the receiver accurately decodes the message and can provide feedback with precision and convenience.
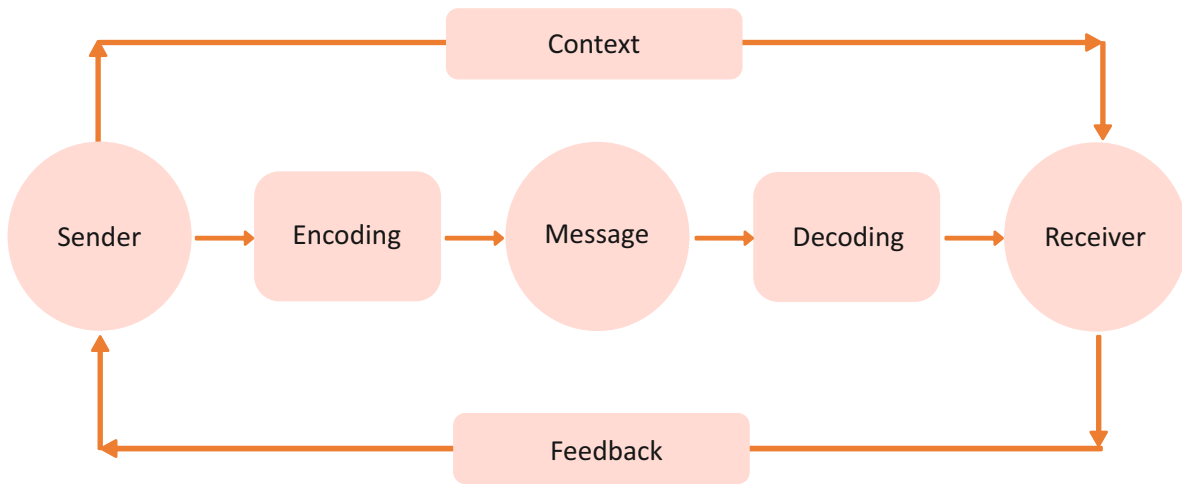
Fig. 4.2 Process of Communication

As demonstrated in the exhibit above, there are 8 elements of communication:

Sender
Who sends the message or is the source of the message.

Encoding
Transferring the message into a format that can be shared. It includes the language or tone chosen.

Message
The idea being communicated by the sender.

Channel
The mode chosen for communicating. Example- phone, oral, text, gestures, or writing.

Decoding
It means how the sender comprehends and understands the message that sender has communicated

Receiver
The idea being communicated by the sender

Feedback
The revert or the response communicated by the receiver to the source/sender after having decoded the message

Context
The environment, situation, or the circumstances in which the communication is happening

Fig. 4.3 Elements of Effective Communication

4.1.3 Communication Barriers

All of the elements depicted above can also act as a barrier to communication. Communication barriers are factors that prevent a message from being received in the way the sender sent it. People frequently face the problem of the message being received in an assumed manner when communicating. As a result, it leads to miscommunication and misunderstandings. Let us look at the table below to understand four significant barriers to communication.

Communication Barriers
	Physical or Environmental Barriers • The barriers in the surroundings or in the environment are the physical barriers. • Example- Noise in the surroundings, the physical distance between the sender & receiver, defects in the communication system like network problems, poor signal, etc.
	Language Barriers • This barrier arises due to the different language or differences in the language of the sender and receiver. • This problem often occurs because of the different meanings perceived in the same word, or the receiver does not understand the jargon used in the message. The language barrier is not limited to spoken language. It also includes body language. • The same message is perceived differently by the receiver said with different body language.
	• **Psychological Barriers** • Barriers or problems arising due to the differences in perception, ego clashes, prejudices, state of mind, poor past experiences, behaviors, attitudes, moods, and value systems are psychological barriers. • These barriers are generally exceedingly difficult to overcome.

Communication Barriers

Socio-Cultural Barriers
- Sometimes the differences in social or cultural norms cause communication problems.
- These include how the people generally speak, wear, follow customs, behave, or eat is not completely understood by the receivers who are not accustomed to the differences.
- For example, some communities are louder and more extravagant than others.

Table. 4.1 Potential Barriers in Communication

4.1.4 Organizational Communication

Any communication style is only effective if the listener actively listens, observes, and empathizes. In an organization, four major types of communication are used on a daily basis:
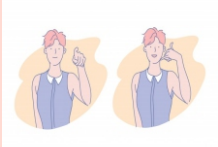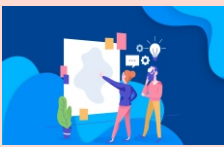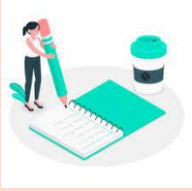
Verbal
- Use strong, confident speaking voice.
- Use active Listening
- Avoid filter words
- Avoid industry jargon when appropriate

Non-verbal
- Notice how your emotions feel physically
- Be intentional about your nonverbal communications
- Mimic nonverbal communications you find effective

Visual
- Ask others before including visuals
- Consider your audience
- Only use visuals if they add value
- Make them clear and easy to understand

Written
- Strive for simpilcity
- Is to the point and avoid unnecessary repetition
- Avoid offensive language

Fig. 4.4 Types of Communication and Ways to Use Them

4.1.5 Effective Communication with Superior and Colleagues

Effective communication with your supervisor is crucial to your professional development and career advancement. Refer to the exhibit below for tips on communicating with the supervisor effectively.

Listen to your supervisor carefully and understand the goals and requirements	Report the facts and problems and ask for possible solutions if necessary	In case of an unsuccessful attempts, highlight it to the supervisor rather than covering it up	Stay open to feedback and keep a positive attitude
Inform immediately about any situation that needs attention	Follow the code of conduct that has been established by the organization	Igreet the supervisor with a smiling face	Don't argue with the supervisor in front of other employees
Concisely put your point of view, concerns, and requests in a polite and respectful manner	A loud voice tone suggesting impatience, sarcasm or taunt, is not acceptable by anyone	I Avoid words and topics which may offend someone	Communicate regularly with your supervisor to develop and maintain a successful professional relationship

Fig. 4.5 Tips for Effective Communication with Superior

Following proper communication, rules are critical to keeping a healthy relationship with colleagues and co-workers. The quality of the relationship with colleagues and co-workers will depend on the behavior you demonstrate while interacting with them. A relationship built on trust, excellent, clear communication, polite language, and appropriate behavior helps you succeed at work.

Greet everyone with a smile and positive body language.	Listen actively and avoid jumping to conclusions	Offer help to a new colleague in your crew	Show courtesy and respect to colleagues
Speak in a polite and respectful tone	Make an eye contact while you speak	Use positive words and body language	Appreciate each other's work
Learn from your colleagues and collaborate with them	Keep commitments made to your colleagues or team members	Inform your colleagues in case of delay in the work	Do not be a grump. Leave your bad mood out of the worksite
Do not engage in any kind of gossip	Do not disturb others when they are working	Do not waste your time and others' time by holding conversations which are not related to work	Do not interrupt when the other person is speaking. Wait for them to complete
Avoid controversial conversations			

Fig. 4.6 Tips for Effective Communication with Superior

4.1.6 Significance of Personal Grooming

Grooming is significant in maintaining high self-esteem and self-confidence. It accomplishes this by influencing appearance, which in turn influences the self-esteem of an employee. Your appearance is the door to exhibit your personality to others. Dressing well gives a sense of importance as well as confidence. It also is a way of first impression about hygiene and maintenance of oneself. Grooming is basically the state, condition, manner or style in which a person appears. Good personal grooming can make you look good. Looking good usually improves your self-esteem and confidence.

Dressing is also an important part of personal grooming. Clothes should be washed clean and stains free, untorn, and neatly ironed. Cloths should fit properly. Wearing clothing that is too big or small in size can make a person look shabby.

1. For female in-store demonstrator, dress code would be salwar kurta/saree/t-shirt with jeans. Whereas for male in-store demonstrator dress code can vary from pant and shirt/t-shirt with jeans.

Let's now learn about tips for using correctly different parts of your dressing.

1. T-shirt

Wear well-ironed T-shirt

Ensure the collars are clean

1. **Trousers/Jeans**

Wear well-ironed trousers/jeans

Ensure it's not low waist

Avoid boot cut styles

Avoid stuffing the pockets

2. **Shoes**

Ensure they are neat and clean

Make sure they are not too bright or colourful

Wear clean socks

Ensure your shoes fit well, neither too tight or too loose

3. **Belt**

Wear a Black color belt

Ensure it's made of good leather

Ensure it's not too long and not too short

Avoid belts with flashy buckles

4. **Watch**

Wear a good quality watch

Ensure it's simple with straight or classy lines

Ensure it's not flashy

4.1.7 Organization'Policy on Code of Conduct

A professional code of conduct establishes an organization's ethical guidelines and best practices for maintaining honesty, integrity, and professionalism. Violations of the code of conduct can result in sanctions, including termination, for members of an organization. The following figure explains the standard practices and professional code of conduct follow in every organization.

Follow organization's rules and regulations	Be Punctual	Be honest in all communications and actions	Maintain personal integrity
Keep promises and fulfill commitments	Be loyal within the framework of other ethical principles	Pursue good workmanship	Treat everyone with respect
	Showcase professional behavior	Build and protect organization's reputation and the employee's morale	Promote teamwork

Fig.4.7 Organizational Code of Conduct

Work ethics are the morals or principles that govern a person's or group's behavior, whereas etiquette is a set of rules indicating the proper and polite way to behave at work. Both contributes positive energy and influence to the growth of an organization. Workplace etiquettes inspire healthy and interactive communication among employees and promote honesty, integrity, and respect for each other in the organization.

Stand straight, maintain eye contact, and smile	Follow proper dress code	Arrive on-time and be prepared for important meetings	Show respect to co-workers
Avoid Gossip	Keep the space neat and clean	Respect each others' personal space	Don't come to work sick

Fig.4.8 Workplace Etiquettes

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4.1.8 Sharing Information and Organization's Documentation

In the workplace, information drives communication, and communication, in turn, allows all members of the organization, from entry-level employees to the CEO, to work together to achieve the company's goals and maximize productivity. Transparently sharing data and information ensures that everyone is in the loop and aware of any potential issues with the business, product, or service that can be addressed collaboratively. Employees might have lots of knowledge that is crucial for the organization and other employees. Sharing information helps them connect, perform better, and become more vital as professionals. The following chart explains the importance of sharing information with team members in an organization:

Build collective knowledge and streamline processes

Ultimate form of learning and helps you grow and stay motivated

Accessible for everyone

Employees get recognition and a sense of purpose

It limit the skill gap

Helps to retain knowledge

Manage Communication Barriers Between Employees
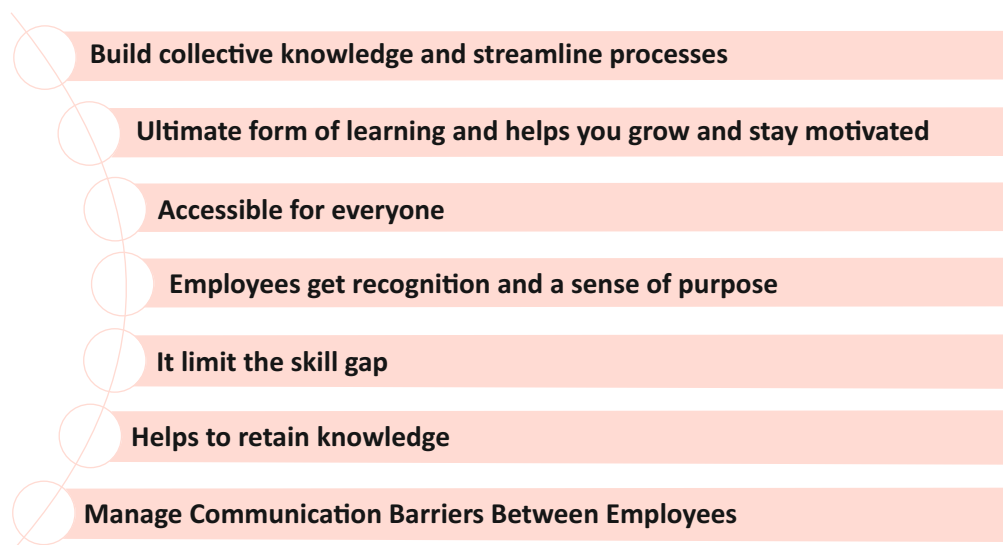
Fig. 4.9 Importance of Sharing Information with Team Members

1. **Document Policy – Documentation** Policies define a company's approach to implementing document controls and practices throughout the organization. Below are the generic requirement for the document policy and procedure:

   a.   Documents must have a title, a unique identification or control number, a current revision number, and an effective date.

   b.   Documents that are out of date must be removed from operational use. Personnel should never have to choose which document to use.

   c.   It is to ensure that personnel can perform the task exactly as described in the procedure.

   d.   Procedures are designed so that if they are followed, products will meet their quality specifications and adhere to best practices.

   e.   Documents will serve as key records for the quality management system.

2. **Organizational policies and procedures** are an essential part of any organization. It provides a roadmap for day-to-day operations, ensures compliance with laws and regulations, gives guidance for decision-making and streamlines internal processes.

Consistent processes and structures	Better quality service	A safer workplace	Provide guidance about how to achieve objectives.
Encourage accountability	Improve Efficiency	Give Clarity and leads to smooth operations	

Fig. 4.10 Importance of Following Organisation's Policies and Procedures

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4.1.9 Reporting Structure

The interdependence of various authorities in a company is referred to as a reporting structure. It is a hierarchical chain of command that specifies who reports to whom. In small businesses with a few employees, some reporting structures are self-evident. There are numerous types of organizational reporting structures, each with its own set of benefits and drawbacks. The reporting structure is chosen based on the organizational requirements. The following are the top organizational reporting structures.

Traditional vertical reporting structure	• It is a pyramid-like top-down management
Functional reporting structure	• It is a business structure that divides a company into departments based on areas of expertise.
Divisional or product reporting structure	• In a product-based structure (also known as a divisional structure), employees are assigned to self-contained divisions based on the -
Line-and-staff reporting structure	• In this structure, authorities (e.g., managers) establish goals and directives that are then carried out by employees and other workers.
Functional reporting structure	• A flat organizational structure means that there are few (if any) levels of management between the workforce and the highest-level managers.
Divisional or product reporting structure	• A matrix organization is a work structure in which team members report to multiple leaders.
Divisional or product reporting structure	• It is a type of internal structure that prioritizes communication and relationship goals over hierarchy.

Fig. 4.11 Types of Reporting Structure

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Summary

- Effective Communication is essential for each employee in the organization to perform the basic functions of management and helps them to perform their jobs and responsibilities.

- The process of communication is a dynamic structure that explains how a message is transmitted between a sender and a receiver via various communication channels. Its purpose is to ensure that the receiver accurately decodes the message and can provide feedback with precision and convenience.

- Communication barriers are factors that prevent a message from being received in the way the sender sent it. People frequently face the problem of the message being received in an assumed manner when communicating.

- Effective communication with your supervisor is crucial to your professional development and career advancement. Refer to the exhibit below for tips on communicating with the supervisor effectively.

- Following proper communication, rules are critical to keeping a healthy relationship with colleagues and co-workers. The quality of the relationship with colleagues and co-workers will depend on the behavior you demonstrate while interacting with them.

- Grooming is significant in maintaining high self-esteem and self-confidence. It accomplishes this by influencing appearance, which in turn influences the self-esteem of an employee. Your appearance is the door to exhibit your personality to others.

- A professional code of conduct establishes an organization's ethical guidelines and best practices for maintaining honesty, integrity, and professionalism. Violations of the code of conduct can result in sanctions, including termination, for members of an organization.

- Transparently sharing data and information ensures that everyone is in the loop and aware of any potential issues with the business, product, or service that can be addressed collaboratively. Employees might have lots of knowledge that is crucial for the organization and other employees. Sharing information helps them connect, perform better, and become more vital as professionals.

- Documentation Policies define a company's approach to implementing document controls and practices throughout the organization.

- The interdependence of various authorities in a company is referred to as a reporting structure. It is a hierarchical chain of command that specifies who reports to whom.

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youtu.be/j6LufgcHq9g

4.1.1 Significance of Effective
Communication & Interpersonal skills

youtu.be/AzBAicGgPws

4.1.2 Communication Process

youtu.be/NNVZxTkiX1Y

4.1.3 Communication Barriers

youtu.be/I6IAhXM-vps

4.1.5 Effective Communication with
Superior and Colleagues

youtu.be/UxskKQ9WOTE

4.1.6 Significance of Personal Grooming

youtu.be/DxWDtTIWdkE

4.1.7 Reporting Structure

Exercise

Answer the following questions:

1. What is effective communication?

    _____
    _____
    _____

2. Write a short note on code of conduct.

    _____
    _____
    _____

3. How language barriers create gaps in workplace?

    _____
    _____
    _____

4. List any two tips for communicating effectively with superiors.

    _____
    _____
    _____

Fill in the Blanks-

1. _____ is a set of rules indicating the proper and polite way to behave at work.
2. _____include how the people generally speak, wear, follow customs, behave by the receivers who are not accustomed to the differences.
3. _____ is the response communicated by the receiver to the source/sender after having decoded the message.
4. The quality of the relationship with colleagues and co-workers will depend on the _____ demonstrate while interacting with them.

Unit 4.2 Respect Gender and Ability Differences

Unit Objectives ⌖

At the end of this Unit the trainee will be able to:

1. Explain the rights and duties w.r.t PwD at workplace
2. Explain the organisation policies and standards to support PwD

4.2.1 Sensitivity for Person-With-Disability (PwD)

Disabled workers are a part of the diversity in today's workforce. However, being disabled does not imply that the individual is incompetent or unable to do his/her job. In fact, being disabled simply means the person has an impairment, which can be anything ranging from physical to psychological. Disabled co-workers and employees are not any different in that they are there to earn a living, advance their career, and better the organization through their contributions.

Listed below are some tips for interacting and communicating with people with disabilities.

Speak directly rather than through a companion or the sign language interpreter who may be present.	**Offer to shake hands when introduced.**	**If you offer assistance, wait until the offer is accepted. Then listen or ask for instructions**
Address people with disabilities by their first names only when extending that same familiarity to all others.	**Do not lean against or hang on someone's wheelchair or scooter as people with disabilities treat their wheelchairs or scooters as extensions of their bodies.**	**Listen attentively when talking with people who have difficulty speaking and wait for them to finish.**
Place yourself at eye level when speaking with someone who is of short stature or who is in a wheelchair or on crutches.	**Tap a person who has a hearing disability on the shoulder or wave your hand to get at his or her**	**Avoid saying anything that implies the person with disability is superhuman, courageous or special.**

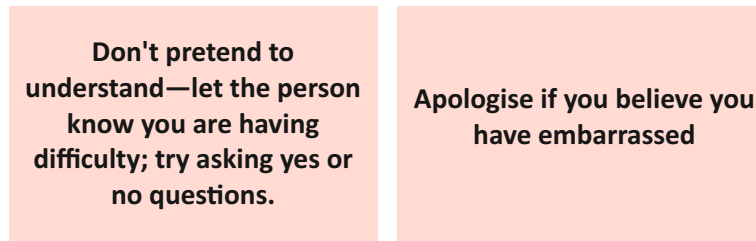|	
Don't pretend to understand—let the person know you are having difficulty; try asking yes or no questions.	**Apologise if you believe you have embarrassed**

Fig. 4.12 Communicating and Interacting with PWD

The RPWD Act, 2016 provides that "the appropriate Government shall ensure that the PwD enjoy the right to equality, life with dignity, and respect for his or her own integrity equally with others." The Government is to take steps to utilize the capacity of the PwD by providing appropriate environment.

Gender inequality in an organization's is a complex phenomenon that can be seen in organizational structures, processes, and practices. Following chart explains gender based issues in workplace:

Discrepancies in Pay	**Sexual harassment**	**Racism**

Common Gender Stereotypes	**Disparity in promotions**

Fig. 4.13 Gender based Issues at Workplace

Females with disabilities are subjected to multiple layers of discrimination. Based on their gender and disability status, they often face double discrimination. They often face disproportionately high rates of gender-based violence, sexual abuse, neglect, maltreatment and exploitation. The exclusion experienced by women and girls with disabilities is a social issue that requires active participation of everyone.

It is important to follow organizational standards related to PwD at workplace because, it:

Protects them from any physical harm or any accidents

1. Provides them equal rights

2. Protects them from any kind of discrimination and racism

3. Provides security from any kind of violence and harassments

4. Protects their respect and dignity

5. Provides equal opportunities to deserving candidates

4.2.2 Gender Sensitivity

Gender sensitization is vital because representation is important. Representation of a person and community advocates equality and adds a sense of inclusion to the previously marginalized community. For a healthy performance-oriented culture, organizations need the correct mix of talent which is not bound by any gender. More than ever, accountability has become important now, organizations only have today to make the changes that count, as tomorrow they won't be able to hide under the pretext of ignorance. Each member of an organization seek out to learn and grow at their workplace, and an insensitive place of work not only hinders that but also tends to become an unfriendly workplace. Gender sensitization is extremely significant as it helps the employees feel appreciated and cared for within the organization. Lastly, for the betterment of society, organizations have got an ethical responsibility in shaping the current structures by breaking the old norms. Organizations that do not emphasize on gender sensitization usually develop cultures where inequality and discrimination becomes normal. This kind of culture leads to a higher attrition rate, a higher rate of employee absenteeism, etc. Such policies also propogates the presence of a superior gender.

The concept of gender sensitivity shows the path to reduce barriers to personal and economic development created by gender differentiation. In addition, it helps to generate respect for individuals regardless of their gender.

Gender sensitivity is not about fighting women against men. On the contrary, gender-sensitive education, benefits members of all genders. It helps the individuals determine what assumptions are valid and which are stereotyped generalizations in matters of gender. Gender awareness not only requires intellectual efforts but also sensitivity and open-mindedness. It opens up the broadest possible range of life options for both women and men.

Some of the best practices followed to stay gender-sensitive would be to

1. Use respectful language while communicating with each other. Do not reinforce gender stereotypes.

2. Provide fair opportunity to everyone irrespective of their gender

3. Do not promote creating gender-specific social groups.

4. Neither victimize nor patronize based on gender

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_____

4.2.3 Rights and Duties at Workplace Concerning PwD

The following chart explains the rights and duties at the workplace with respect to PwD:

Rights	Duties
1. To an accessible workplace free of hazards and risks	1. To provide complete and honest information as it relates to the job
2. To complete information about the job	2. To request reasonable accomodation or assistance if needed
3. To information, education, training and safely equipment that reduces risks and hazards	3. To practice safely procedures and use equipment to reduce risks to self and others
4. To equal access to benifits, conditions of employement and promotional opportunities	4. To report illness or injury promptly
5. To special safety procedures and considerations that may relate to one's disability in case of emergency	5. To cooporate and work with rehabitation professionals and employes in good faith regarding return to work.
6. To be treated with dignity and respect	6. To use the access and services provided to be fully productive
7. To special tools and services that be needed to accomodate a disability on the job or in the community	7. To advocate, educate and collaborate with legel, service and other systems to meet needs and resolve conflicts

Fig. 4.14 Rights and Duties at Workplace with Respect to PwD

Summary

- Disabled co-workers and employees are not any different in that they are there to earn a living, advance their career, and better the organization through their contributions.

- The RPWD Act, 2016 provides that "the appropriate Government shall ensure that the PwD enjoy the right to equality, life with dignity, and respect for his or her own integrity equally with others." The Government is to take steps to utilize the capacity of the PwD by providing appropriate environment.

- Gender inequality in an organization's is a complex phenomenon that can be seen in organizational structures, processes, and practices.

- Females with disabilities are subjected to multiple layers of discrimination. Based on their gender and disability status, they often face double discrimination.

- For a healthy performance-oriented culture, organizations need the correct mix of talent which is not bound by any gender.

- Use respectful language while communicating with each other. Do not reinforce gender stereotypes.

- Gender sensitivity is not about fighting women against men. On the contrary, gender-sensitive education, benefits members of all genders. It helps the individuals determine what assumptions are valid and which are stereotyped generalizations in matters of gender.

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youtu.be/9i4bQXdFCYE

4.2.1 Sensitivity for Person-With-Disability (PwD)

youtu.be/P364KvC18K0

4.2.3 Gender Sensitivity

youtu.be/mKflvO_dktE

4.2.4 Rights and Duties at Workplace concerning PwD

Exercise ✎

1. **Write a short note on:**

a) Rights and duties of PwD at the workplace

_____
_____
_____
_____

b) Gender based issues at workplace

_____
_____
_____
_____

c) Best practices for gender sensitivity

_____
_____
_____
_____

2. **Match the following.**

Column A	Column B
Gender inequality	Gender-specific social groups
Listen attentively	Equal access to benefits
Rights at Workplace concerning PwD	With hearing disability person to get his attention
Tap a person on shoulder	Disparity in promotions
Do not promote	While talking with people having difficulty speaking

5. Work Effectively, Sustainably and Safely

Unit 5.1 Achieve optimum productivity and quality

Unit 5.2 Implement health and safety procedures

Unit 5.3 Organise waste management and recycling

Unit 5.4 Conserve resources

ESSCI

Skilling India in Electronics

Key Learning Outcomes 💡

At the end of this module, the trainee will be able to:

1. Describe the process of achieving optimum productivity and quality

2. Explain the importance of implementing health and safety procedures

3. Demonstrate the process of organising waste management and recycling

4. Explain the importance of conserving resources

Unit 5.1 Achieve Optimum Productivity and Quality

Unit Objectives 🎯

At the end of this Unit the trainee will be able to:

1. Explain the importance of time management

5.1.1 Time Management

What a person accomplishes during a day is solely determined by how he or she expends energy and abilities. As time is always in demand, so it will be beneficial to plan and think about what to do with available time as well as to reflect on some strategies for operative time management. Time management is the process of working smarter and more efficiently to achieve a goal. It also allows us to devote more time to the projects, goals, and people who are important to us. Effective time management pays off in a variety of ways, including:

Being more efficient in serving your work, which leads to increased productivity.	Achieve greater success in feeling healthier, more energetic, and happier.
Essential for achieving greater focus and prioritization	Greater focus enables us to seize larger opportunities

Fig. 5.1 Importance of Time Management

1. There are numerous factors that make it difficult for us to effectively manage our time. Let's look at some of the most common ones and see if they apply to us. Most of us are willing to assist others as needed, but this can entail devoting time away from other priorities to do something we may not have planned

2. **Phone Calls -** The phone is the most common source of interruption. These calls and messages may or may not be significant, but we are tempted to accept them and converse for long periods of time at work.

3. **Social Media -** Social media platforms such as Facebook, Twitter, and WhatsApp tempt users to participate in group discussions that may not be necessary at the time. It depletes potential time and energy. These calls not only disrupt our work, but they also disrupt our thoughts and distract us from our primary tasks. Recognizing and capitalizing on these opportunities can help our efforts.

4. **Too many things going on at once -** The majority of the tasks we perform are not routine. They necessitate dedication and a keen eye for detail. When we attempt to do too many things at once, each task suffers as a result.

5. **Fatigue and stress -** Everyone experiences stress from time to time, and we sometimes perform slightly better when we are under stress. Too much stress, on the other hand, depletes us physically and mentally, affecting our performance at work. Stress management is an important aspect of time management.

6. **All Work and No Play -** Most successful people understand the importance of balancing work and play. When work takes over your life, you may end up sacrificing important aspects of your life, such as family and friends. As a result, give your body some time to re-energize and enjoy life and friends. As a result, give your body some time to re-energize and enjoy life.

Recognizing obstacles is the most difficult part of overcoming them. Once the obstacles have been identified, start removing them one at a time. Here are some strategies that can be used to remove obstacles.

Set clear goals	**Prioritize task and workload**	**Organize your work**
Learn when to say "NO"	**Upskill yourself in free time**	**Concentrate on the task and stay focus**
Manage prime time	**Cherish your achievements with team members**	

Fig. 5.2 Tips for Effective Time Management

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youtu.be/KJLHlOIdqA4

5.1.1 Time Management

Exercise

Answer the following questions:

1. What do you understand by time management?

   _____
   _____
   _____

2. List any two tips for effective time management.

   _____
   _____
   _____

3. Explain any two obstacles of time management.

   _____
   _____
   _____

Unit 5.2 Implement Health and Safety Procedures

Unit Objectives ◎

At the end of this Unit the trainee will be able to:

1. Explain the organizational safety and health policy

5.2.1 Organizational Health and Safety Procedure

Workplace safety is one of the most significant concerns for any manufacturing company or facility. Getting it right can improve the overall performance of the operation and lead to growth. On the other hand, jeopardizing safety may result in lost time, money, occupational injuries, and even reputational harm. Though every employer is required by law to follow workplace safety standards established by governments to ensure the safety of its employees and workers, it must be understood that safety is everyone's responsibility. Nobody wants to be injured at work. As a result, employees/workers must be aware of the safety procedures in place and adhere to them religiously.

It is the responsibility of everyone, whether employer or employee, to keep the workplace clean, healthy, and safe. Everyone in a workplace must be extremely cautious and follow the safety guidelines that have been established.

Some of the health and safety guidelines are as follows:

Take reasonable care of your safety and health	**Avoid wearing hanging jewellery or loose clothing if operating machinery**	**If you have long hair, wear a headscarfor long muffler make sure it is tucked out of the way as it could get caught in appliances or electronic devices**
Ensure not to put co-workers and other people at risk by your actions or inactions during your work	**Co-operate with your employer, making sure you get proper training, and you understand and abide by the organisation's health and safety policies**	**Do not meddle or misuse anything that is provided in office premises to help safeguard health, safety, or welfare**
Report any injuries, accidents, or illnesses you suffer from during your job	**Follow electric safety measures**	

Fig. 5.3 Health and Safety Guidelines

5.2.2 Potential Risks & Hazards

A hazard is something or someone that has the potential to cause damage, harm, or adverse health effects. It can cause human injury or illness, property damage, environmental damage, or a combination of these. The following figure depicts the various workplace safety risks and hazards:

Safety Hazards

Slips,trips,falls, faulty equipments etc..

Physical Hazards

Radiations, Noise, Extreme Temperature etc..

Chemical and Dust Hazards

Cleaning Products,Color Dyes,Pesticides etc..

Biological Hazards

Communicable Diseases, insects/pests etc..

Ergonomic Hazards

Incorrect Postures,lifting etc..

Work Organisation Hazards

Workload, Stress, Anxiety etc.

Fig. 5.4 Hazards and Risks at Workplace

5.2.3 How to Control Problems

Following Chart explains how to control hazards and risks:

Elimination	• Control the hazard at the source. • Completely remove the hazard.
Substitution	• Replace the hazard with something that serves the same purpose but is less harmful.

Engineering	• Installing guards, fume hoods, emergency stop buttons, etc.
Administrative	• Provide adequate training, use Safe Work Procedures, MSDS's, safety signage
PPE	• Wear eye protection, gloves, apron, safety toe boots, hard hat, face shield, ear plugs etc.

Fig 5.5 Steps to Control Risk
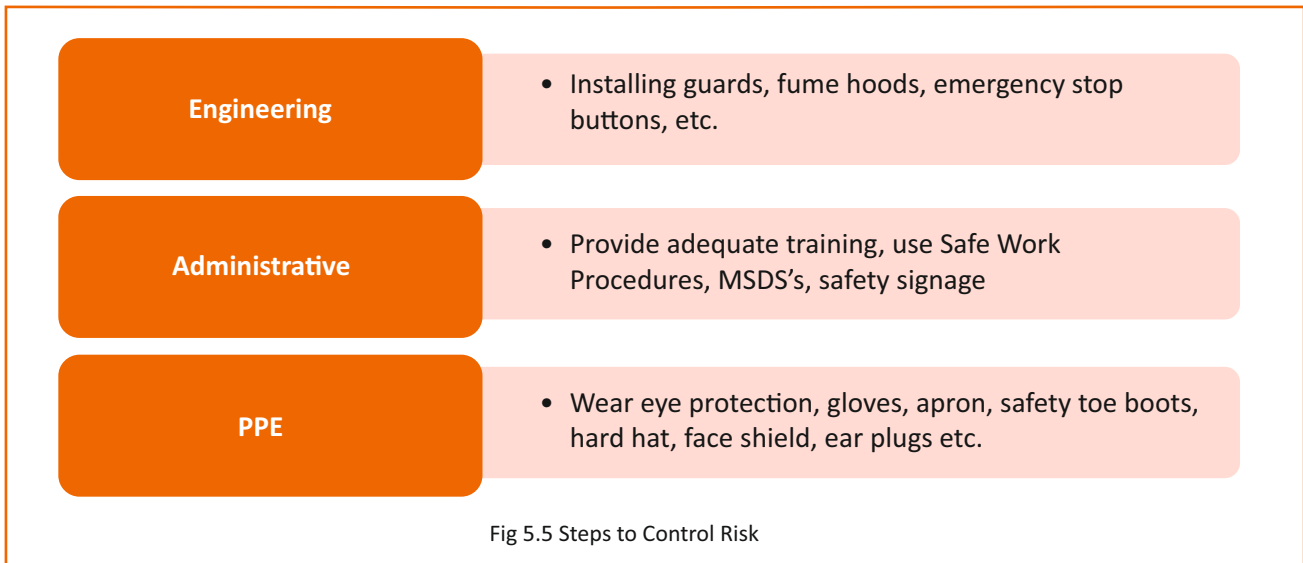
5.2.4 Fire Safety

Follow the emergency instruction in case of fire

1. Activate the ALARM.

2. Evacuate the area.

3. Call the fire department.

4. Stay Calm

Fight the fire only if:

1. You know-how.

2. The fire is small.

3. You are confined to the area where it started.

4. You have a way out.

5. You can work with your back to the exit.

6. You have the right type of extinguisher.

7. You feel confident that you can operate it effectively.

Do not fight the fire if:

1. You have any doubts about fighting it.

2. It is spreading beyond the area where it started.

3. It could block your escape route.

Precautions to be taken during the fire:

Following precautions are to be taken in case of fire –

1. Switch off the main switch.

2. Snuff the fire by throwing dry sand on it.

3. Make sure that the fire extinguisher is operational and not expired.

4. Do not use water to extinguish an electrical fire.

5. Know the location of emergency exits and procedures

Fire Extinguishers

Electrical fires are different from regular fires. They cannot be extinguished with water. Also, using water to put out an electrical fire is very dangerous and could lead to electrocution. To put out an electrical fire, the right type of fire extinguisher must be used.

Water	Carbon Dioxide	Foam	Dry Powder	Wet Chemical	Fire Blanket
Cools	Smother Only	Cool and Smothers	Smother Only	Cool and Smothers	Smother Only

Fig. 5.6 Types of Fire Extinguishers

HOW TO USE EXTINGUISHER

REMEMBER WORD PASS

PULL

AIM

SQUEEZE

SWEEP

Fig. 5.7 Using a Fire Extinguishers

5.2.5 Emergency Procedures to Deal with Electric Shock and Accidents

When a person somehow comes in contact with the live wire and gets shocked and faints, the following are the steps to be undertaken immediately as a first aid to save his/her life:

Responsibilities	Descriptions

Recognize the symptoms	• Common shock signs and symptoms include the following:
	
	   o Pale, cold, clammy skin. It may appear grayish, the lips and fingernails may look blue.
	
	   o The pulse and breathing are rapid.
	
	   o The person is exhibiting disorientation or giddiness.
	
	   o Nausea or vomiting may occur.
	
	   o The person seems weak, with vacant eyes.

Call local emergency services number	• It's crucial to have paramedics on the way while you administer the treatment since the shock is a severe condition that will require hospitalization. • Stay on the line with the emergency services dispatcher in case of any need and provide the proper first aid. • In India, the Ambulance Emergency number is – 102
Make the person lie down	• Be extremely gentle since any sudden movements could injure the person. If the person is not in pain, place his or her legs on a pillow to elevate them about 12 inches above the head. • Do not move the person's head. • Keep the person flat and still after he or she is lying down.
Check for signs of breathing	• Observe the person's chest to see if it rises and falls, and place your cheek next to his or her mouth to check for breath. If the person is not breathing, perform CPR. Check the breathing every 5 minutes until the emergency services arrive.
Make the person comfortable	• Loosen the collars and unbutton or cutaway tight clothing. Unbuckle the person's belt, loosen the shoes and remove all tight jewelry on the person's wrists or neck. Cover the person with a blanket. • Do not give the person food or water. • Reassure and comfort the person; try to keep him or her calm until help arrives.

Responsibilities	Descriptions
Check for vomiting and bleeding from the mouth	• If you observe vomit or blood coming from the mouth or nose, turn the person on his or her side to prevent him or her from choking. Help to prop the person up with pillows.
Administer treatment for injuries or blood loss	• If the person sustained a trauma, you might need to stop blood flow from a wound or provide first aid for a broken bone. • Seek further instructions from the emergency personnel over the phone.

Table. 5.1 Emergency Procedures to deal with Accidents

QR Code

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youtu.be/LSfC4t4u5tI

5.2.1 Organizational Health and Safety Procedure

youtu.be/n_IPD1ZMXpA

5.2.2 Potential Risks & Hazards

youtu.be/ReL-DM9xhpI

5.2.5 Emergency Procedures to Deal with Electric Shock and Accidents

Exercise

1. Choose the correct answers (MCQ)

   a) The way of protecting individuals' well-being of health is classified as:

   (I) Safety

   (ii) Health

   (iii) Adverse Situation

   (iv) Security

   b) What are the most common risks in the workplace?

   (i) Risk of electrocution

   (ii) Risk of injuries from faulty equipment

   (iii) Being hit by falling objects

   (iv) All of the above

2. Fill in the blanks:

   a) Safe work practices help control _____ and manage _____ associated with non-routine work.

   b) Safety is _____ responsibility.

3. Explain various types of fire extinguishers.

   _____
   _____
   _____

4. Explain the health and safety procedures.

   _____
   _____
   _____

5. Write a short note on hazard and risks.

   _____
   _____
   _____

Unit 5.3 Organise Waste Management and Recycling

Unit Objectives ⊚

At the end of this Unit the trainee will be able to:

1. List different waste categories such as dry, wet, recyclable, non-recyclable and single-use plastic items
2. Explain the usage of different colours of dustbins to dispose waste
3. Explain the methods of waste disposal
4. Explain the methods of recycling as well as repairing and reusing electronic components

5.3.1 Effective Waste Management

Waste management refers to the activities and actions required to manage waste from its inception to its disposal. This includes the collection, transport, treatment, and disposal of waste and monitoring and regulation of the waste management process.

```
                        Waste Generation
                              |
                        Waste Collection
                              |
                         Identification
                              |
                  Waste Segregation and Sorting
                        /              \
                Recycle Waste      Non-Recycle Waste
                     |                    |
             Waste Transportation  Waste Transportation
                /        \               |
        Recycle Station  Market       Landfill
```
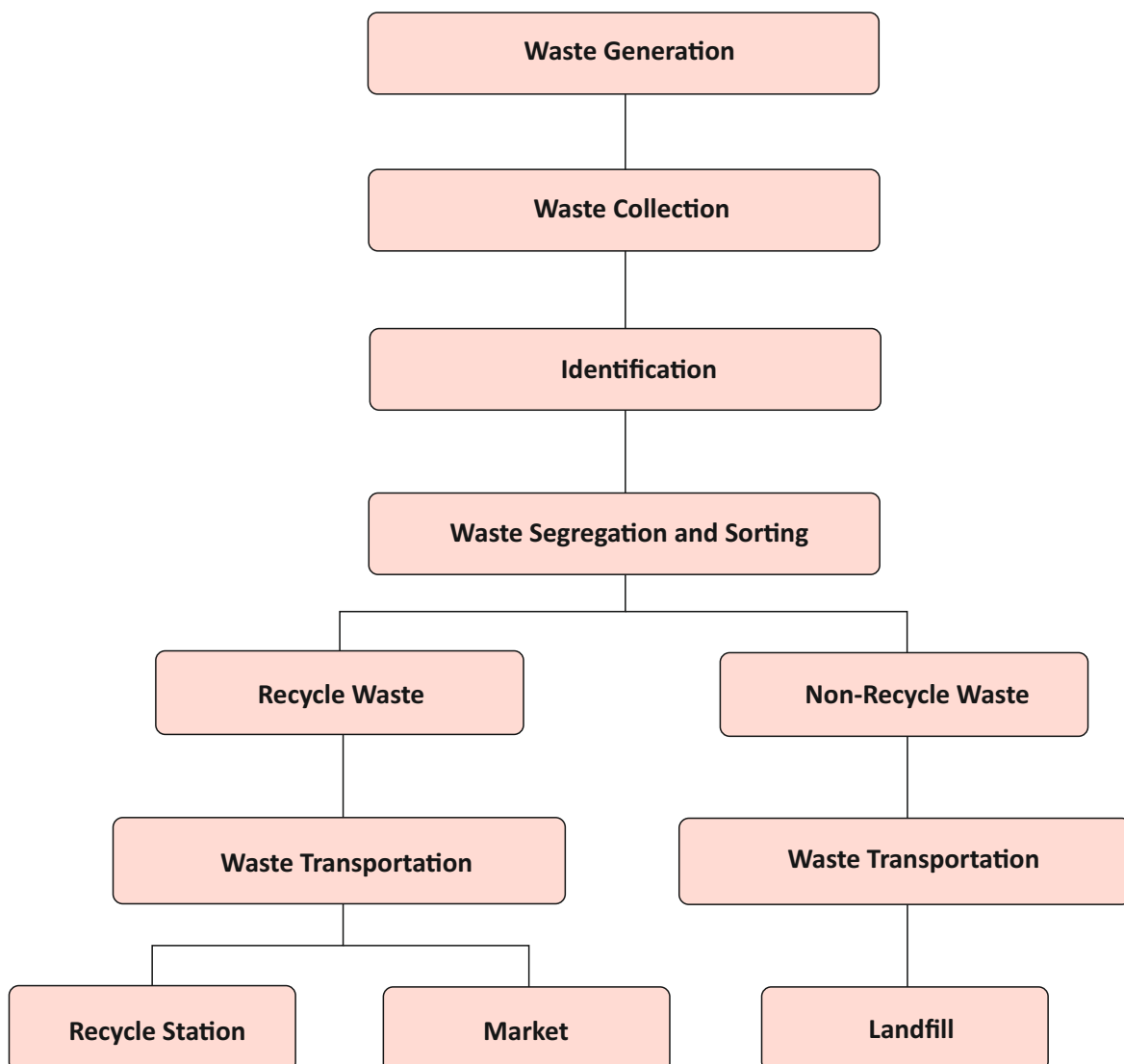
Fig 5.8 Waste Management Process

Waste elimination is one of the utmost effective ways to escalate the profitability of any trade or business. To eliminate waste, it is essential to understand exactly what waste is and where it exists. While products significantly differ between places, the typical wastes found in electronic manufacturing environments are pretty similar.

There is a strategy to decrease or eliminate its effect on a company for each waste, thereby refining overall performance and quality. Everything that is done in an organization is divided into two groups: value-adding and waste. Usually speaking, value-adding is something the consumer pays for, and waste is anything the consumer does not care about. All non-value-added activities belong to waste.

Specifically, waste metal is often difficult for businesses to manage in the electronic industries. Often exceptionally heavy and problematic to store, proper scrap metal disposal is a continuous challenge for businesses that produce large amounts of metal waste.

That is where the concept of waste mineralization becomes a must for every employee to understand. There are many ways to define waste mineralization. However, in its broadest sense, waste mineralization includes all practices including waste prevention, reuse, and recycling that reduce the amount of waste entering the environment.

Utilization of Resources	Reuse/Recycle of the Scrap Material	Quality Control improvemnt and Process Monitoring

Exchanging waste	Supply chain

Fig 5.9 Waste Minimization

Waste Segregation
In general, waste is segregated as dry and wet waste. Dry waste includes wood, paper, plastic, glass, etc., related products that can be recycled, and wet waste refers to organic and biodegradable waste. The waste can be segregated using color-coded dustbins.

Fig 5.10 Waste Segregation

1. **Green Bin**

The green-colored bin is used to dump biodegradable waste, for example, wet/organic material, including cooked or leftover food, vegetable and fruit rinds, eggshell, rotten eggs, chicken/fish bones, tea or coffee grinds, coconut shells, and garden waste, including fallen leaves/twigs or the worship flowers/garlands.

2. **Blue bin**

The blue-colored bin is used for segregating dry or recyclable left over. This category includes waste like plastic covers, bottles, boxes, cups, toffee wrappers, soap or chocolate wrappers, and paper waste, including magazines, newspapers, tetra packs, cardboard cartons, pizza boxes, or paper cups/plates, metallic items like tins/cans, foil paper, and containers.

Fig 5.11 Dry &Wet Waste Bins

Recyclable Waste	Non-Recyclable Waste
Recyclable waste is renewable. The waste material can be reused or converted into new products or raw material, like paper, corrugated cardboard, glass, plastics container and bags, hard plastic, metal, wood products, e-waste, textile, etc.	Non-recyclable waste commonly includes materials that can be easily degraded in nature. For example, fruit shells, vegetable leaves, food leftovers, flowers and leaves, etc. it also includes cigarette end, muck, coal, cinder, construction waste, and paint waste which do not have big value after being discarded.

Table 5.2 Recyclable and Non-Recyclable Waste

Landfill

It is a man-made method of disposing of solid and hazardous waste on land.

Incineration

It is a waste treatment method that involves the combustion of organic substances found in waste materials.

Waste Compaction

It is the process of compacting waste in order to reduce its size.

Biogas Generation

It is a renewable fuel that is created through the breakdown of organic matter. It can be used for vehicle fuel, heating, and electricity generation.

Composting

It is the natural process of decomposing and recycling organic material into a humus-rich soil amendment.

Vermicomposting

It is the process by which worms are used to convert organic materials (usually wastes) into a humus-like material known as vermin-compost.

Fig 5.12 Methods of Waste Disposal

Exercise

1. **Fill in the Blanks:**
   a) Dry waste includes _____, _____ and _____ etc.
   b) _____ can be reused or converted into new products or raw material.
   c) The waste can be segregated using _____ dustbins.

2. Differentiate between recycle and non-recycle waste.
   _____
   _____

3. Explain waste elimination.
   _____
   _____

4. Name any methods of waste disposal.
   _____
   _____

Notes

_____

_____

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5.3.1 Effective Waste Management

Unit 5.4 Conserve Resources

Unit Objectives 🎯

At the end of this Unit the trainee will be able to:

1. Explain the efficient utilisation of material and water
2. Explain the basics of electricity and prevalent energy-efficient devices
3. List ways to recognise common electrical problems
4. List common practices of conserving electricity

5.4.1 Material Utilization

Material efficiency means producing the same result with reduced amounts or lower grades of raw materials. Material efficiency measures seek to decrease the number of natural resources required to produce a certain output level and recycle post-consumption waste material back in the manufacturing process.

The reuse of wear parts and components is also part of material efficiency, extending the lifetime of machinery, components, and spare parts through reconditioning. Material efficiency includes new product innovations to replace previous products that consume greater amounts of raw materials.

5.4.2 Energy Conservation Practices

In general terms, energy conservation refers to the simple practices that we follow in our day-to-day life to preserve energy. Manufacturing facilities are among the largest consumers of energy. Therefore, efforts to improve energy efficiency are an increasing concern for many manufacturing facilities. This can be accomplished by evaluating energy end uses e.g., lighting, processing equipment, and heating, air conditioning, and ventilation, HVAC systems, and by implementing measures to reduce the total amount of energy consumed for one or more of the end uses. The following exhibit suggests a few steps which can be followed for achieving energy efficiency and consumption.

Switching off lights remains one of the easiest ways to save on energy but it's surprising how often lights are kept on, even when no one is in the lit area. This problem is compounded in when employees go in and out of various buildings and work areas as they go about their duties.

Ensure you shut off machinery and equipment when not in use. Walking through your plant after-hours and ensuring equipment is powered down when not in use can result in significant savings over time.

Regular cleaning and planned maintenance of the electrical and mechanical equipment will go a long way towards optimising its performance and lifespan, which can translate to energy efficiency savings.

Newer heating and cooling systems will be far more efficient than old ones, so it may be worth getting systems more than 10 years old replaced.

Insulation acts as a barrier against temperature shifts. By installing insulation in the roof, and walls of your workspace, you can reduce the amount of energy needed to maintain room temperature during heat loss and heat gain.

Use fixed or adjustable shading, plant trees and vegetation or install sun filters on the windows and walls of the workplace— especially industrial sheds— to protect from acute heat during summers.

Use LED lights which are more energy efficient.

Use natural airflow where possible to avoid usage of cooling systems.

Optimise the energy consumption settings of the appliances being used in the unit, like refrigerator and AC can be made to run by a couple of degrees higher.

Create awareness on importance of energy consumption among the employees

Fig 5.13 Energy Conservation Practices

5.4.3 Water Conservation Practices

Water conservation is the practice of using water efficiently to reduce unnecessary water usage. It is essential because fresh clean water is a limited resource and a costly one. We are already well aware of the financial costs of inefficient water use. Conservation of this natural resource is critical for the environment — and our wallets.

Fig 5.14 Water Conservation Practices

Summary

- Time management is the process of working smarter and more efficiently to achieve a goal. It also allows us to devote more time to the projects, goals, and people who are important to us.

- The phone is the most common source of interruption. These calls and messages may or may not be significant, but we are tempted to accept them and converse for long periods of time at work.

- Everyone experiences stress from time to time, and we sometimes perform slightly better when we are under stress.

- Workplace safety is one of the most significant concerns for any manufacturing company or facility. Getting it right can improve the overall performance of the operation and lead to growth.

- It is the responsibility of everyone, whether employer or employee, to keep the workplace clean, healthy, and safe.

- A hazard is something or someone that has the potential to cause damage, harm, or adverse health effects.

- If you observe vomit or blood coming from the mouth or nose, turn the person on his or her side to prevent him or her from choking. Help to prop the person up with pillows.

- Waste management refers to the activities and actions required to manage waste from its inception to its disposal. This includes the collection, transport, treatment, and disposal of waste and monitoring and regulation of the waste management process.

- Waste elimination is one of the utmost effective ways to escalate the profitability of any trade or business. To eliminate waste, it is essential to understand exactly what waste is and where it exists. While products significantly differ between places, the typical wastes found in electronic manufacturing environments are pretty similar.

- In general, waste is segregated as dry and wet waste. Dry waste includes wood, paper, plastic, glass, etc., related products that can be recycled, and wet waste refers to organic and biodegradable waste. The waste can be segregated using color-coded dustbins.

- Recyclable waste is renewable. Non-recyclable waste commonly includes materials that can be easily degraded in nature.

- Material efficiency means producing the same result with reduced amounts or lower grades of raw materials. Material efficiency measures seek to decrease the number of natural resources required to produce a certain output level and recycle post-consumption waste material back in the manufacturing process.

- In general terms, energy conservation refers to the simple practices that we follow in our day-to-day life to preserve energy. Manufacturing facilities are among the largest consumers of energy. Therefore, efforts to improve energy efficiency are an increasing concern for many manufacturing facilities.

- Water conservation is the practice of using water efficiently to reduce unnecessary water usage. It is essential because fresh clean water is a limited resource and a costly one.

Notes

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5.4.1 Material Utilization

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5.4.3 Water Conservation Practices

Exercise ✎

1. Match the following:

Column A	Column B
Energy Conservation Practices	Reuse of wear parts
Water Conservation Practices	Shut off machinery when not in use
Material efficiency	Turn off the tap when it is not necessary

2. Write a short note on:
   a) Material Utilizations
   b) Energy Conservation Practices

3. Distinguish between recycle and non-recycle waste.

_____

_____

ANNEXURE - QR Codes

Chapter No.	Unit No.	Topic Name	Page No.	QR code(s)	URL
Chapter - 1 Introduction and orientation to the role of an In-Store Demonstrator	Unit 1.1 Roles and Responsibilities of an In-Store Demonstrator Unit 2.1 Analyse customer requirements	1.1.1 Introduction to Electronic Industry 1.1.2 Roles and Responsibilities of an In-Store Demonstrator in Electronic Industry 1.1.3 Employment Opportunities for In-Store Demonstrator	8	 	youtu.be/8p-Zr5bfOJo, youtu.be/B7MZ5_kQ75w youtu.be/P1v755q359M
Chapter 2 Effectively interact with customers	Unit 2.1 Analyse customer requirements	2.1.1 organisation culture 2.1.2 Organization's Code of Ethics and Business Conduct 2.1.3 Reporting Structure	31	 	youtu.be/ldbSbmDHn6Q youtu.be/yD8eA7ah2Ho youtu.be/ezbMw_30jm8

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Chapter No.	Unit No.	Topic Name	Page No.	QR code(s)	URL
		2.1.4 Human Resource Management	31		youtu.be/qWv570bxjdU
		2.1.6 Customer Profile & Types of Customer			youtu.be/m1GZ06NHDy8
		2.1.7 Company's line of business			youtu.be/stdfoVvyw58
Chapter 3 Demonstrate Product Specifications and Offerings	Unit 3.1 Inform Customer About Product Features/Specifications	3.1.1 Product line and Various Types of Products as per Customer Need	55		youtu.be/AtNgGEm-fu4
		3.1.2 Importance of Educating Customer on Safety and Handling of Product			youtu.be/zbtrehBbOog
		3.1.3 Terms and Conditions associated with the Sale of Company Products			youtu.be/XeDriGP8QVc

ANNEXURE - QR Codes

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Chapter 4 Communicate and coordinate effectively with others	Unit 4.1 Communicate and coordinate effectively with supervisor and colleagues	4.1.1 Significance of Effective Communication & Interpersonal skills	81		youtu.be/j6L ufgcHq9g
		4.1.2 Communication Process			youtu.be/AzBAic GgPws
		4.1.3 Communication Barrier			youtu.be/NNVZ xTkiX1Y
		4.1.5 Effective Communication with Superior and Colleagues			youtu.be/I6IAhX M-vps
		4.1.6 Significance of Personal Grooming			youtu.be/UxskK Q9WOTE
		4.1.7 Reporting Structure			youtu.be/DxWD tTIWdkE
Chapter 4 Communicate and coordinate effectively with others	Unit 4.2 Respect gender and ability differences	4.2.1 Sensitivity for Person-With-Disability (PwD)	87		youtu.be/9i4bQ XdFCYE

ANNEXURE - QR Codes

Chapter No.	Unit No.	Topic Name	Page No.	QR code(s)	URL
		4.2.3 Gender Sensitivity	87		youtu.be/P364KvC18K0
		4.2.4 Rights and Duties at Workplace concerning PwD			youtu.be/mKflvO_dktE
Chapter 5 Work effectively, sustainably and safely	Unit 5.1 Achieve optimum productivity and quality	5.1.1 Time Management	92		youtu.be/KJLHlOIdqA4
	Unit 5.2 Implement health and safety procedures	5.2.1 Organizational Health and Safety Procedure	99		youtu.be/LSfC4t4u5tI
		5.2.2 Potential Risks & Hazards			youtu.be/n_IPD1ZMXpA
		5.2.5 Emergency Procedures to Deal with Electric Shock and Accidents			youtu.be/ReL-DM9xhpI

ANNEXURE - QR Codes

Chapter No.	Unit No.	Topic Name	Page No.	QR code(s)	URL
	Unit 5.3 Organise waste management and recycling	5.3.1 Effective Waste Management	105		youtu.be/nL3 54fxAfBk
	Unit 5.4 Conserve resources	5.4.1 Material Utilization	109		youtu.be/u1TG_ jYiTus
		5.4.3 Water Conservation Practices			youtu.be/QLOG vbSrIDk

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