

MARKETING AND SALES MANAGEMENT LEVEL – III



TVET CURRICULUM

**Based on December 2021 (V- I) Occupational
standard (OS)**

NOVEMBER, 2023

ADDIS ABABA, ETHIOPIA

Preface

The reformed TVET-System is an outcome-based system. It utilizes the needs of the labor market and occupational requirements from the world of work as the benchmark and standard for TVET delivery. The requirements from the world of work are analyzed and documented – taking into account international benchmarking – as occupational standards (OS).

In the reformed TVET-System, curricula and curriculum development play an important role with regard to quality driven comparable TVET-Delivery. The Curricula help to facilitate the training process in a way, that trainees acquire the set of occupational competences (skills, knowledge and attitude) required at the working place and defined in the occupational standards (OS).

This curriculum has been developed by a group of professional experts from different Regional TVET Bureaus, colleges, Industries, Institutes and universities based on the occupational standard for marketing and sales management Level III.

The curriculum development process has been actively facilitated by **Ministry of Labor and Skills**.

TVET-Program Design

1.1. TVET-Program Title: Marketing and sales management **Level III**

1.2. TVET-Program Description

The Program is designed to develop the necessary knowledge, skills and attitude of the trainees to the standard required by the occupation. The contents of this program are in line with the occupational standard. The Trainees who successfully completed the Program will be qualified to work as a market officer with competencies elaborated in the respective OS. Graduates of the program will have the required qualification to work in the labor and social affairs sector in the field of Marketing and sales management. The prime objective of this training program is to equip the Trainees with the identified competences specified in the OS. Graduates are therefore expected to Deliver and Monitor Customers Service ,Plan and Implement Sales, Coordinate Sales Performance ,Handle mail and Use Business Technologies ,Apply Point of Sales Procedures ,Maintain Business Relationship ,Produce Market and Sales Documents, Profile Market, Analyze and Achieve Sales ,Conduct Pre-Campaign Testing,, Prevent and Eliminate MUDA using problem Solving Tools in accordance with the performance criteria and evidence guide described in the OS.

1.3. TVET-Program Structure

Unit of Competence		Module Code & Title		Module Units	Duration (In Hours)
LSA MSM3 M01 1221	Deliver and Monitor Customers Service	LSA MSM3M 01 1123	Delivering and Monitoring Customers Service	- Customer Needs - Delivering a service to customers - Monitoring and reporting on service delivery	75
LSA MSM3 M02 1221	Plan and Implement Sales	LSA MSM3 M02 1123	Planning and Implement Sales	- Plan sales activities. - Develop and apply product knowledge. - Approach customer. - Gather and respond to information - Sell benefits. - Overcome objections. - Close sale. - Maximize sales opportunities	73
LSA MSM3 M03 1221	Coordinate Sales Performance	LSA MSM3 M03 1123	Coordinating Sales Performance	- Sales policies and procedures. - Ccoaching and Ffeedback of sales policies and procedures. - Aachievement of sales targets	60
LSA MSM3 M04 1221	Handle mail and Use Business Technologies	LSA MSM3 M04 1123	Handling mail and Use Business Technologies	- Customer contact - Operating technologies - Receive and distribute incoming mail - Outgoing mail - Urgent and same day deliveries	50

LSA MSM3 M05 1221	Apply Point of Sales Procedures	LSA MSM3 M05 1123	Applying Point of Sales Procedures	• Operating point-of-sale equipment. • Ensuring accuracy of transactions • Performing point-of-sale transactions. • Completing sales. • Wrapping and packing goods	46
LSA MSM3 M06 1221	Maintain Business Relationship	LSA MSM3 M06 1123	Maintaining Business Relationship	• Close contact personal • Business customer needs • Business customer outcome and relationship	54
LSA MSM3 M07 1221	Produce Market and Sales Documents	LSA MSM3 M07 1123	Producing Market and Sales Documents	• Selecting and preparing documents • Designing document • Producing document • Finalizing document	70
LSA MSM3 M08 1221	Profile Market	LSA MSM3 M08 1123	Profiling Market	• Segment the market • Identify the target market • Profile the target audience • Develop a positioning strategy	45
LSA MSM3 M09 1221	Analyze and Achieve Sales Targets	LSA MSM3 M09 1123	Analyzing and Achieve Sales Targets	• Analyzing sales targets • Factors affecting attainment of sales targets. • Attaining sales targets	45
LSA MSM3 M10 1221	Conducting Pre- Campaign Testing	LSA MSM3 M10 1123	Conducing Pre- Campaign Testing	• Planning for pre campaign testing • Pilot the advertisement • Utilizing pre campaign test results	55
LSA MSM3 M11 1221	Optimize Customer and Territory Coverage	LSA MSM3 M11 1123	Optimizing Customer and Territory Coverage	• Coverage plan for a territory • Business visits.	90

		• Customer or territory coverage.	
LSA MSM3 12 1221 Prevent and Eliminate MUDA using problem Solving Tools	LSA MSM3 M12 1123 Preventing and Eliminating MUDA using problem Solving Tools	• Prepare for work. • Identify MUDA. /Identify and select problem • Analyze causes of a problem. • Eliminate MUDA and Assess effectiveness of the solution • Prevent occurrence of wastes/MUDA. • Standardize and sustain operation.	40

*The time duration (Hours) indicated for the module should include all activities in and out of the TVET institution.

1.4 Duration of the TVET-Program

The Program will have duration of **703 hours** including the on school/ Institution training and on-the-job practice or cooperative training time. Such cooperative training based on realities of the industry, nature of the occupation, location of the TVET institution, and other factors will be considered in the training delivery to ensure that trainees acquire practical and workplace experience.

No	Unit competency	TVET Institution training		Cooperative training	Total hours	Remarks
		Theory	Practical			
1	LSA MSM3 01 1221 Deliver and Monitor Customers Service	23	16	36	75	
2	LSA MSM3 02 1221 Plan and Implement Sales	20	15	37	73	
3	LSA MSM3 03 1221 Coordinate Sales Performance	20	8	32	60	
4	LSA MSM3 04 1221 Handle mail and Use Business Technologies	20	8	22	50	
5	LSA MSM3 05 1221 Apply Point of Sales Procedures	14	12	20	46	
6	LSA MSM3 06 1221 Maintain Business Relationship	16	8	30	54	
7	LSA MSM3 07 1221 Produce Market and Sales Documents	21	16	35	70	
8	LSA MSM3 08 1221 Profile Market	15	10	20	45	
9	LSA MSM3 09 1221 Analyze and Achieve Sales Targets	15	10	20	45	
10	LSA MSM3 10 1221 Conduct Pre-Campaign Testing	17	8	30	55	
11	LSA MSM3 11 1221 Optimize Customer and Territory Coverage	27	18	41	90	
12	LSA MSM3 12 1221 Prevent and Eliminate MUDA using problem Solving Tools	12	8	20	40	
Total		230	140	333	703	

1.5 Qualification Level and Certification

Based on the descriptors elaborated on the Ethiopian National TVET Qualification Framework (NTQF) the qualification of this specific TVET Program is Level III.

The trainee can exit after successfully completing the modules in one level and will be awarded the equivalent institutional certificate on the **level** completed. However, only institutional certificate of training accomplishment will be awarded.

1.6 Target Groups

Any citizen with or without disability who meets the entry requirements under items 1.7 and capable of participating in the training activities is entitled to take part in the Program.

1.7 Entry Requirements

The prospective participants of this program are required to possess the requirements or directive of the Ministry of Labor and Skills.

1.8 Mode of Delivery

This TVET-Program is characterized as a formal Program on middle level technical skills. The mode of delivery is co-operative training. The time spent by the trainees in the real work place/ industry will give them enough exposure to the actual world of work and enable them to get hands-on experience.

The co-operative approach will be supported with school-based lecture-discussion, simulation and actual practice. These modalities will be utilized before the trainees are exposed to the industry environment.

Hence based on the nature of the occupation, location of the TVET institutions, and interest of the industry alternative mode of cooperative training such as apprenticeships, internship and traineeship will be employed. In addition, in the areas where industry is not sufficiently available the established production and service centers/learning factories in TVET institutions will be used as cooperative training places. The Training-Institution and identified companies have forged an agreement to co-operate with regard to the implementation of this program.

1.9 Institutional Assessment

Two types of evaluation will be used in determining the extent to which training outcomes are achieved. The specific training outcomes are stated in the modules. In assessing them, verifiable and observable indicators and standards shall be used.

The **formative assessment** is incorporated in the training modules and form part of the training process. Formative evaluation provides the trainee with feedback regarding success or failure in attaining training outcomes. It identifies the specific training errors that need to be corrected,

and provides reinforcement for successful performance as well. For the teacher, formative evaluation provides information for making instruction and remedial work more effective.

Summative Evaluation the other form of evaluation is given when all the modules in the program have been accomplished. It determines the extent to which competence have been achieved. And, the result of this assessment decision shall be expressed in the term of institutional Assessment implementation guidelines..

Techniques or tools for obtaining information about trainees' achievement include oral or written test, demonstration and on-site observation.

1.10 TVET Teachers Profile

The teachers conducting this particular TVET Program are A Level and above who have satisfactory practical experiences or equivalent qualifications.

1.11 Training and Assessment Methodology

The program is delivered using a variety of training methods .The table below shows training and assessment methodology for non-impaired trainees and with reasonable adjustment for impaired trainee's .In addition, as per the nature of the module title the trainer can use recommended and possible training and assessment methodology.

LEARNING METHODS:

For None Impaired Trainees	Reasonable Adjustment for Trainees with Disability (TWD)			
	Low Vision and Blind	Deaf	Hard of hearing	Physical impairment
Lecture-discussion	❖ Provide large print text ❖ Prepare the lecture in Audio/video & in Brail format ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Write short notes on the black/white board using large text ❖ Make sure the luminosity of the light of class room is kept ❖ Use normal tone of voice ❖ Encourage trainees to record the lecture in audio format ❖ Provide Orientation on the physical feature of the work shop ❖ Summarize main points	❖ Assign sign language interpreter ❖ Arrange the class room seating to be conducive for eye to eye contact ❖ Make sure the luminosity of the light of class room is kept ❖ Introduce new and relevant vocabularies ❖ Use short and clear sentences ❖ Give emphasis on visual lecture and ensure the attention of the trainees ❖ Avoid movement during lecture time ❖ Present the lecture in video format ❖ Summarize main points	❖ Organize the class room seating arrangement to be accessible to trainees ❖ Speak loudly ❖ Ensure the attention of the trainees ❖ Present the lecture in video format ❖ Ensure the attention of the trainees	❖ Organize the class room seating arrangement to be accessible for wheelchairs users. ❖ Facilitate and support the trainees who have severe impairments on their upper limbs to take note ❖ Provide Orientation on the physical feature of the work shop
Demonstration	❖ Conduct close follow up ❖ Use verbal description ❖ Provide special attention in the process of guidance ❖ facilitate the support of peer trainees ❖ Prepare & use simulation ❖	❖ use Sign language interpreter ❖ Use video recorded material ❖ Ensure attention of the trainees ❖ Provide structured training ❖ Show clear and short method ❖ Use gesture ❖ provide tutorial support	❖ Illustrate in clear & short method ❖ Use Video recorded material ❖ Ensure the attention of the trainees ❖ provide tutorial support (if necessary)	❖ Facilitate and support the trainees having severe upper limbs impairment to operate equipment's/ machines ❖ Assign peer trainees to assist ❖ Conduct close follow up

				❖ provide tutorial support(if necessary)
❖ ASSESSMENT METHODS:				
Interview		❖ Use sign language interpreter ❖ Ensure or conform whether the proper communication was conducted with the trainee through the service of the sign language interpreter ❖ Use short and clear questioning ❖ Time extension	❖ Speak loudly ❖ Using sign language interpreter if necessary	❖ Use written response as an option for the trainees having speech challenges ❖
Written test	❖ Prepare the exam in large texts/Brail ❖ Use interview as an option if necessary ❖ Prepare the exam in audio format ❖ Assign human reader (if necessary) ❖ Time extension	❖ Prepare the exam using short sentences, multiple choices, True or False, matching and short answers ❖ Avoid essay writing ❖ Time extension	❖ Prepare the exam using short sentences, multiple choices, True or False, matching and short answers if necessary.	❖ Use oral response as an option to give answer for trainees having severe upper limb impairment ❖ Time extension for trainees having severe upper limb impairment
Demonstration/ Observation	❖ Brief the instruction or provide them in large text/Brail ❖ Time extension	❖ Use sign language interpreter ❖ Brief on the instruction of the exam ❖ Provide activity-based/ practical assessment method ❖ Time extension	❖ Provide activity based assessment ❖ Brief on the instruction of the exam ❖ Use loud voice ❖ Time extension	❖ Provide activity based assessment ❖ Conduct close follow up ❖ Time extension ❖

MODULE TITLE AND CODE:	LSA MSM3 M01 1123 Delivering and Monitoring Customers Service
NOMINAL DURATION:	70 Hrs.

MODULE DESCRIPTION:

This module deals the performance outcomes, skills and knowledge required to identify customer needs and monitor service provided to customers according to the company procedure trade policy.

LEARNING OUTCOMES:

At the end of the module the trainee should be able to:

- **customer needs**
- **Service Delivery**
- **Monitor and report on service delivery**

MODULE CONTENTS:

Unit 1. customer needs

- 1.1 Customer needs and expectations.
- 1.2 Customer needs Priority
- 1.3 Effective communication
- 1.4 Addressing customers' needs
- 1.5 limitation in addressing Customer needs

Unit 2. Deliver a service to customers

- 2.1 Customer service
- 2.2 Establishing rapport
- 2.3 customer compliant
- 2.4 Providing respond to Customer needs.
- 2.5 opportunities to Promote services and Products

Unit 3. Monitoring on service delivery

- 3.1 Reviewing Customer satisfaction
- 3.2 Enhancing Quality services and products
- 3.3 Monitoring service delivery.
- 3.4 Customer feedback
- 3.5 Customer satisfaction decision. On 3.1
- 3.6 Reporting service Delivery

Learning Methods:

- Lecture
- Group discussion
- Role playing
- Case study
- Problem based learning

Assessment Methods:

- Written test
- Interview
- Observation
- Demonstration with Oral Questioning

ASSESSMENT CRITERIA:

Unit 1 Identify customer needs

- Identify customer needs and expectations.
- Determine Customer needs priorities
- Assist effective communication of customers' needs
- Address customers' needs
- Assess customer need limitations

Unit 2 Deliver a service to customers

- Provide customer service
- Establish rapport customer quality service
- Handle customer compliant
- Provide assistance to respond specific needs.

Identify and use available opportunities to promote services and products

Unit 3 Monitor and report on service delivery

- Verify Customer satisfaction
- Enhance quality services and products.
- Monitor service delivery.
- Improve customer feedback
- Ensure customer satisfaction decision.
- Report on critical aspects of service delivery.

MODULE TITLE AND CODE	LSA MSM3 M02 1223 Plan and Implement sales
NOMINAL DURATION	60 hours
MODULE DESCRIPTION : This module describes the performance outcomes, skills and knowledge required to sell products and services in a marketing environment. It involves the use of sales techniques and encompasses key selling skills, basic level of product knowledge and the recognition and demonstration of verbal and non-verbal communication skills to determine customer requirements, sell the benefits of products and services, overcome objections and close sales	
LEARNING OUTCOMES At the end of the module the trainee will be able to: • sales activities. • Develop and apply product knowledge • Approach customer • Gather and respond to information • Sell benefits. • Overcome objections. • Close sale. • Maximize sales opportunities.	

MODULE CONTENTS:

Unit One: - Sales activities.

- 1.1 Marketing plan
- 1.2 The sales planning process.
- 1.3 Source prospects and create profiles
- 1.4 Potential revenue
- 1.5 Maximise opportunities to meet team targets.
- 1.6 Practical sales call patterns

Unit Two: - Product knowledge.

2.1 Product knowledge

- Features and benefits
- Handling and storage requirements
- Price
- Safety features
- Stock availability
- Use-by dates
- Warranties common factors supporting or deterring sales

1.7 Relevant sources of information

- Demonstrations
- Internet
- Labels
- Product profiles
- Staff members
- Store or supplier product manuals
- Store tours
- Videos

2.2 Legislative requirements

- Industry codes of practice
- Liquor laws
- Lottery legislation
- Work health and safety (whs)
- Sale of second-hand goods
- Tobacco laws
- Trading hours

- Transport, storage and handling of goods

2.4 Accessing relevant sources of information.

Unit Three: - Customer approach.

3.1 Customers

- Customers with routine or special requests
- Internal and external contacts
- New or repeat contacts
- People from a range of social, cultural and ethnic backgrounds
- People with varying physical and mental abilities

3.2 Knowledge of customer buying behavior

3.3 Timing of customer approach

3.4 Customer contact

3.5 Positive impression

Unit Four: - Gather and respond to information.

4.1 Questioning techniques and listening skills

4.2 Nonverbal communication cues

Unit Five: - Sell benefits.

5.1 Products and services for customer needs

5.2 Product features and benefits

5.3 Product use and safety requirements

5.4 Product specialist

5.5 Routine customer questions

- Availability
- Features and benefits
- Price and price reductions
- Quality

Unit Six : - Overcome objections

6.1 Customer objections

6.2 Solutions are offered to customer objections

6.3 Problem solving

- Resource implications
- Store policies and procedures

Unit Seven: - Close sale.

7.1 Customer buying signals

7.2 Purchase decisions

7.3 Method of closing sale

Unit Eight : - Maximize sales opportunities

8.1 Additional sales

8.2 complementary products or services for customers need

8.3 Personal sales outcomes

Learning Methods:

- Lecture
- Group discussion
- Role playing
- Case study
- Problem based learning

Assessment Methods:

- Written test
- Interview
- Observation
- Demonstration with Oral Questioning

Assessment Criteria

Unit One: - Sales activities

- Implement marketing plan
- Identify sales planning process.
- Profiles of the prospects source
- Maintain potential revenue
- Monitor Maximise opportunities
- Analyze sales call

Unit Two:- product knowledge

- Confirm product knowledge
- Identify sources of information
- Implement legislative requirements

Unit Three: - Approach customer.

- Identify customers
- Knowledge of customer buying behavior
- Maintain timing of customer approach
- Implement Customer contact
- Apply Positive impression

Unit Four: - Gather and respond to information.

- Apply questioning techniques and listening skills
- Clarify nonverbal communication cues

Unit Five: - Sell benefits

- Identify the needs of customer (products and services)
- Maintain features and benefits product
- Using product safety requirements
- Monitor product specialist
- Implement routine customer questions

Unit Six: - Overcome objections

- Identify customer objections
- Offer solutions
- Apply Problem solving

Unit Seven: - Close sale.

- Identify customer buying signals
- Implement Purchase decisions
- Identify closing sale method

Unit Eight: - Maximize sales opportunities.

- Monitor additional sales
- Identify complementary products or services
- Monitor Personal sales outcomes

MODULE TITLE AND CODE	LSA MSM3M03 1223 Coordinate Sales Performance (03)
NOMINAL DURATION	60 hours
MODULE DESCRIPTION : This module describes the performance outcomes, skills and knowledge required to implement and monitor adherence to sales policies and procedures, and monitor the achievement of sales targets and performance	
LEARNING OUTCOMES At the end of the module the trainee will be able to: • Implement sales policies and procedures. • Provide feedback and coaching to improve implementation of sales policies and procedures. • Monitor achievement of sales targets.	
MODULE CONTENTS: Unit One: - sales policies and procedures. 1.1 store policy and procedures ➤ Allocated duties and responsibilities ➤ Efficient use of resources ➤ Internal and external customer contact ➤ Reporting ➤ Sales transactions ➤ Selling products and services 1.2 Relevant legislation ➤ Environmental and sustainability legislation ➤ Industry codes of practice ➤ Liquor laws ➤ Lottery legislation ➤ Whs ➤ Pricing procedures ➤ Sale of second-hand goods ➤ Tobacco laws	

- Transport, storage and handling of goods

1.3 selling

- Face-to-face
- Internet
- Telephone

1.4 sales transactions

- Cash
- Cheque
- Credit card
- Gift voucher
- Store card

1.5 Team

- Full-time, part-time, casual or contract staff
- People from a range of cultural, social and ethnic
- People with varying degrees of language and literacy

1.6 Handling techniques

- Industry codes of practice
- Whs
- Stock characteristics

1.7 Customers needs

- Customers with routine or special requests
- Internal or external contacts
- New or repeat contacts
- People from a range of social, cultural and ethnic backgrounds
- People with varying physical and mental abilities

Unit Two :- Feedback and coaching

2.1 Feedback

- Business documents
- Email
- Financial reports
- Informal meetings
- Presentations
- Records of store sales

➤ Reports

2.2 coach sales team

2.3 promote sales and service techniques.

Unit Three: - Achievement of sales targets.

3.1 sales target

Learning Methods:

- Lecture
- Group discussion
- Role playing
- Case study
- Problem based learning

Assessment Methods:

- Written test
- Interview
- Observation
- Demonstration with Oral Questioning

Assessment Criteria

Unit One: - sales policies and procedures.

- Implement *store policy and procedures*
- Monitor Relevant legislation
- Monitor Selling
- Implement sales transactions
- Monitor Team
- Ensure the efficient of handling techniques
- Identify customers needs

Unit Two: - Feedback and coaching

- Provide feedback to management and staff
- Implement coach to the sales team
- promote sales and service techniques.

Unit Three: - Achievement of sales targets

Monitor and record sales targets

MODULE TITLE AND CODE	Coordinate Sales Performance <u>LSA MSM3M03 1223</u>
NOMINAL DURATION	60 hours
MODULE DESCRIPTION : This module describes the performance outcomes, skills and knowledge required to implement and monitor adherence to sales policies and procedures, and monitor the achievement of sales targets and performance	
LEARNING OUTCOMES At the end of the module the trainee will be able to: • Implement sales policies and procedures. • Provide feedback and coaching to improve implementation of sales policies and procedures. • Monitor achievement of sales targets.	
MODULE CONTENTS: Unit One: - sales policies and procedures. <i>1.8 store policy and procedures</i> ➤ Allocated duties and responsibilities ➤ Efficient use of resources ➤ Internal and external customer contact ➤ Reporting ➤ Sales transactions ➤ Selling products and services <i>1.9 Relevant legislation</i> ➤ Environmental and sustainability legislation ➤ Industry codes of practice ➤ Liquor laws ➤ Lottery legislation ➤ Whs ➤ Pricing procedures ➤ Sale of second-hand goods ➤ Tobacco laws ➤ Transport, storage and handling of goods	

1.10 *selling*

- Face-to-face
- Internet
- Telephone

1.11 *sales transactions*

- Cash
- Cheque
- Credit card
- Gift voucher
- Store card

1.12 Team

- Full-time, part-time, casual or contract staff
- People from a range of cultural, social and ethnic
- People with varying degrees of language and literacy

1.13 Handling techniques

- Industry codes of practice
- Whs
- Stock characteristics

1.14 Customers needs

- Customers with routine or special requests
- Internal or external contacts
- New or repeat contacts
- People from a range of social, cultural and ethnic backgrounds
- People with varying physical and mental abilities

Unit Two :- Feedback and coaching

2.1 Feedback

- Business documents
- Email
- Financial reports
- Informal meetings
- Presentations
- Records of store sales
- Reports

2.2 coach sales team

2.3 promote sales and service techniques.

Unit Three: - Achievement of sales targets.

3.2 sales target

Learning Methods:

- Lecture
- Group discussion
- Role playing
- Case study
- Problem based learning

Assessment Methods:

- Written test
- Interview
- Observation
- Demonstration with Oral Questioning

Assessment Criteria

Unit One: - sales policies and procedures.

- Implement *store policy and procedures*
- Monitor Relevant legislation
- Monitor Selling
- Implement sales transactions
- Monitor Team
- Ensure the efficient of handling techniques
- Identify customers needs

Unit Two: - Feedback and coaching

- Provide feedback to management and staff
- Implement coach to the sales team

- promote sales and service techniques.

Unit Three: - Achievement of sales targets

- Monitor and record sales targets

MODULE TITLE AND CODE	LSA MSM3 MO4 1123 Handling Mail and Using Business Technologies
NOMINAL	DURATION:50 Hours
MODULE DESCRIPTION: This module describes the performance outcomes, skills and knowledge required to receive and distribute incoming mail, to collect, dispatch outgoing mail, organize and apply workplace information in the context of an organization's work processes and knowledge management systems through using business technologies.	
LEARNING OUTCOMES At the end of the module the trainee will be able to: • Customer Contact • Operate Technologies. • Incoming Mail • Outgoing Mail • Urgent And Same Day Deliveries	
MODULE CONTENTS: Unit 1: Customer contact 1.1 Identifying technologies 1.2 Personal responsibility and limitations 1.3 Identifying protocols customer data Unit 2: Operating technologies. 2.1 Operating technology 2.2 Testing technology and applications 2.3 Feedback Unit 3: Receive and distribute incoming mail 3.1 Checking Registering mail 3.2 Identify titles and locations 3.3 Distribute urgent and confidential mail 3.4 Sorting and despatching mail 3.5 Record and report damaged mail Unit 4: Outgoing mail	

4.1 . outgoing mail

4.2 Recording and processing outgoing mail

4.3 Despatching mail

Unit 5: urgent and same day deliveries

5.1.Select Delivery options

5.2.Urgent delivery

5.3.Pick up emergency lodgement delivery

Learning Methods:

- Lecture
- Group discussion
- Demonstration
- Case study
- Problem based learning

Assessment Methods:

- Written test
- Interview
- Oral Questioning
- Observation
- Demonstration

ASSESSMENT CRITERIA:

Unit 1: **customer contact**

- Identify and review organizational information
- Identify personal responsibility and limitations
- Identify protocols for collecting customer data

Unit 2: Operate technologies

- Identify procedures for operation of technologies
- Test operation of technologies

Obtain and apply feedback

Unit 3: incoming mail

- Check and register incoming mail
- Identify titles and locations
- Distribute urgent and confidential mail
- Sort and despatching mail
- Record and report damaged mail

Unit 4: outgoing mail

- Collect outgoing mail
- Record and processing outgoing mail
- Despatch mail

Unit 5: urgent and same day deliveries

- Evaluate and select best delivery options
- Prepare items for urgent delivery

Pick up emergency lodgement delivery

LEARNING MODULE 05	
TVET-PROGRAMME TITLE: Marketing and Sales Management Level -III	
MODULE TITLE:- Applying Point of Sales Procedures	
MODULE CODE: LSA MSM3 M05 1123	
NOMINAL DURATION: 46 Hours	
MODULE DESCRIPTION: This module describes the performance outcomes, skills and knowledge required to operate point-of-sale equipment, apply store policy and procedures to a range of transactions, interact with customers and package or wrap an item for transportation.	
LEARNING OUTCOMES At the end of the module the trainee will be able to: • Point-of-sale equipment • Ensure accuracy of transactions • Perform point-of-sale transactions • Complete sales • Wrapping and packing goods	
MODULE CONTENTS: Unit 1. point-of-sale equipment 1.1 Operating point of sales equipment. 1.2 Clearing Point-of-sale terminal 1.2.1 Supplying of Change in Point-Of-Sale 1.2.2 Active Point-Of-Sale 1.3 Handling cash 1.3.1 Recording Transaction Errors 1.3.2 Point-of-sale documents 1.4 Maintaining adequate dockets and vouchers 1.5 informing customer point-of-sales Unit 2. Ensuring accuracy of transactions. 2.1 Identifying Numerical calculations 2.2 Collecting and calculating numerical information	

Unit 3. Performing point-of-sale transactions(Store Policy of Point –of-sale transaction)

3.1 Completing point-of-sale transactions.

3.1.1 Identifying Cash and non-cash transaction

3.1.2Applying Exchanges and returns

3.1.3 Moving goods efficiently

3.2 Entering Information into point-of-sale equipment.

3.3 Receiving and stating price

3.4 Tendering of Correct change

Unit 4. Completing sales

4.1 Customer order.

4.2 Delivery requirements.

4.3 Directing sales transactions.

4.4 Acknowledgement of customer.

Unit 5. Wrapping and packing goods

5.1 Selecting Wrapping and packaging material.

5.1.1Wrapping and requiring Merchandise

5.1.2 Packing item safely

5.1.3Maintain and request adequate supplies.

5.1.4 Attaching labels.

5.2 Arranging And transferring Delivery Merchandise

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ASSESSMENT CRITERIA:

Unit 1. Operating point-of-sale equipment.

- Operate point of sales equipment.
- Clear point of –sale
- Apply Handling cash
- Maintain adequate dockets and vouchers.
- Inform customer point-of-sales

Unit 2. Ensuring accuracy of transactions.

- Identify Numerical calculations
- Collect and calculate numerical information

Unit 3. Perform point-of-sale transaction s

- Complete-of-sale transactions.
- Identify cash and non-cash transaction
- Apply exchanges and returns.
- Move goods efficiently
- Enter Information is into point-of-sale equipment.
- Receive and stat price verbally to customer.
- Tender correct change.

Unit 4. Completing sales.

- Complete and process customer order.
- Process customer delivery requirements.
- Direct sales transactions.
- Acknowledge and thank customer.

Unit 5. Wrapping and packing goods.

- Maintain and request adequate supplies.
- Select, wrap and pack material.
- Wrap and require merchandise
- Apply Packing items safely.
- Arrange and transfer delivery merchandise

MODULE TITLE AND CODE	Maintain Business Relationship <u>LSA MSM3 M06 1223</u>
NOMINAL DURATION	60 hours
MODULE DESCRIPTION: This module covers the knowledge, skills and attitudes required to create business relationship with all business stakeholders in creating strong and smooth relationship in future business dealings and use reports and queries, for the storage and retrieval of business information.	
LEARNING OUTCOMES At the end of the module the trainee will be able to: • Maintain close contact with business customers. • Identify business customer needs. • Improve business customer outcomes and business relationships..	
MODULE CONTENTS: Unit One: - Close contact with business customers. 1.1 Contact personnel or account customer. ➤ internal and external contacts ➤ new or repeat contacts ➤ people from a range of social, cultural and ethnic backgrounds ➤ people with varying physical and mental abilities 1.2 supply chain efficiency ➤ account management ➤ effectiveness and timeliness of product or service supply ➤ efficacy of supply arrangements and distribution systems ➤ product management ➤ quality, accuracy and timeliness of information provision and communications 1.3 Business policy and procedures ➤ client relationship management ➤ interaction with customers ➤ pricing arrangements ➤ sale and distribution of products and services	

- trading terms

Unit Two :- Business customer needs

2.1 Methods of business customer needs

- appropriate questioning and active listening
- observation
- review of sales records
- verbal or non-verbal communication with:
 - ✓ customer contacts
 - ✓ staff
 - ✓ supervisors and management
 - ✓ suppliers

2.2 Promotional activities

- Advertising
- Catalogues
- corporate or locally-based activities
- dealing with advertising agencies and consultants
- internal and external activities
- internet
- newspapers
- posters
- radio or television
- suppliers
- website

2.3 Trading terms

- continuous improvement
- due diligence requirements
- infrastructure and capital outlay requirements
- intellectual property and technology rights
- market position
- organisational systems integration and compatibility
- planning cycles and timing
- risk sharing

2.4 Pricing policy and procedures

2.5 Forecasts of current and future trends.

Unit Three: - business customer outcomes and relationships

3.1 customers and consumers

3.2 Quality assurance

3.3 Qualify and quantify customer needs

3.4 Standards of quality

3.5 Customer needs of expectations.

3.6 Effective feedback

Learning Methods:

- Lecture
- Group discussion
- Role playing
- Case study
- Problem based learning

Assessment Methods:

- Written test
- Interview
- Observation
- Demonstration with Oral Questioning

Assessment Criteria

Unit One: - Close contact with business customers.

- Identify contact personnel
- Improve supply chain efficiency
- Maintain business policy and procedures

Unit Two:- business customer needs.

- Identify business customer needs

- Determine promotional activities
- Confirm trading terms
- Confirm pricing policy and procedures
- Monitor forecasts

Unit Three: - customer outcomes and business relationships.

- Identify the needs of customers and consumers
- Implement Quality assurance
- using standards of quality
- expectations of customer needs
- implement effective feedback

MODULE TITLE AND CODE	LSA MSM 3 M07 1123 Producing Market and Sales Documents
NOMINAL DURATION	70hr
MODULE DESCRIPTION: This module describes the performance outcomes, skills and knowledge required to design and produce various business documents and publications. It includes selecting and using a range of functions on a variety of computer applications to produce market and sales achievements.	
LEARNING OUTCOMES At the end of the module the trainee will be able to: Selecting and preparing documents • Selecting and preparing documents • Designing document • Producing document • Finalizing document	
MODUCONTENTS: Unit 1. Selecting and preparing documents 1.1 Technology and software 1.2 Selecting layout and style of publication 1.3 formatting of style Document Unit 2. Designing document 2.1 Identifying files and recording 2.2 Designing documents 2.3 Using Range of functions 2.4 Operating Input devices Unit 3. Producing document 3.1 Completing documents Production 3.1.1 Checking produced documents 3.1.2 Storing and saving documents 3.2 Using manuals and training booklet Unit4. Finalizing document	

- 4.1 Proofreading document
- 4.2 Making modification
- 4.3 Naming and storing documents
- 4.4 Printing and presenting document

ASSESSMENT CRITERIA

Unit .1 Selecting and preparing documents

- Select & use Appropriate technology and software applications
- Select Layout and style of publication
- Discuss and Clarify Format and style requesting document

Unit 2. Design document

- Identify, files and records the document
- Design appropriate documents
- Use a range of functions of document
- Operate input devices

Unit .3 Producing document

- Complete document production
- Check produced documents
- Store and saving documents
- Use manuals ,training booklet

Unit 4. Finalizing document

- Proofread document
- Make modification
- Name and store documents
- Print and present document

MODULE TITLE and CODE	<u>LSA MSM3 M08 1123</u> Profiling Market
NOMINAL DURATION	45 Hours
MODULE DESCRIPTION : This module describes the performance outcomes, skills and knowledge required to profile a target market or market segments in accordance with a marketing plan and to develop market positioning strategies to better meet customer requirements.	
LEARNING OUTCOMES At the end of the module the trainee will be able to: • Segment the market • Identify the target market • Profile the target audience • Develop a positioning strategy	
MODULE CONTENTS: Unit One :- Overview of Market Segmentation 1.1. Concept of market segmentation 1.1.1. Logic of market segmentation 1.1.2. Importance of market segmentation 1.1.3. Limitation of market segmentation 1.1.4. Type of market segmentation 1.1.5. Segmenting for consumer market 1.1.6. Segmenting for industrial market 1.2. Pattern of segmentation 1.3. Market information 1.3.1. Source of market information 1.3.2. Method of collecting market information ‘ 1.4. Characteristic of good market segmentation	

- 1.5. Segmentation analysis

Unit Two :- Market Target

- 2.1. Overview of targeting
- 2.2. Targeting approach
- 2.3. Descriptor of target market
- 2.4. Target market strategy

Unit Three :- Target Profile

- 3.1. Target market profile
- 3.2. Consumer standard
 - 3.2.1. Customer characteristic
 - 3.2.2. Customer profile
- 3.3. Market plan
- 3.4. Consumer attitude
- 3.5. Organization requirement

Unit Four :- Positioning

- 4.1. Overview of positioning
 - 4.1.1. Type of market positioning
 - 4.1.2. Importance of market positioning
 - 4.1.3. characteristic of good market positioning
- 4.2. Positioning plan
- 4.3. Positioning plan adjustment

Learning Methods:

- Lecture
- Group discussion
- Role playing
- Case study
- Problem based learning

Assessment Methods:

- Written test
- Interview
- Observation
- Demonstration with Oral Questioning

Assessment Criteria

Unit One :- Overview of Segmentation

- Know concepts of market segmentation
- Identify pattern of segmentation
- Identify Market information
- Identify characteristic of good market segmentation
- Apply Segmentation analysis

Unit Two :- Market Target

- Recognize Overview of targeting
- Classify Targeting approach
- Identify Descriptor of targeting
- Design Target market strategy

Unit Three :- Target Profile

- Develop target market profile
- Determine Establish Consumer standard
- Prepare Market plan for target market
- Know Consumer attitude
- Recognize Organization requirement

Unit Four :- Positioning

- Internalize Overview of positioning
- Develop Positioning plan
- Prepare Positioning plan adjustment

MODULE TITLE AND CODE	Analyze and Achieve Sales Targets LSA MSM3 M09 1223
NOMINAL DURATION	60 hours
MODULE DESCRIPTION : This module describes the performance outcomes, skills and knowledge required to set, analyse and achieve companies sales targets to guide performance and monitor the progress of sales against business standards and objectives.	
LEARNING OUTCOMES At the end of the module the trainee will be able to: • Analyse sales targets. • Determine factors affecting attainment of sales targets. • Attain sales targets.	
MODULE CONTENTS: Unit One: - Sales targets 1.1 sales targets team ➤ business team ➤ full-time, part-time, casual or contract staff ➤ people from a range of cultural, social and ethnic backgrounds ➤ people with a range of responsibilities and job descriptions ➤ people with varying degrees of language and literacy ➤ small work teams 1.2 Business policy and procedures. ➤ approval processes ➤ interaction with colleagues ➤ interaction with customers ➤ sale of products and services ➤ sales planning and evaluation 1.3 Agreed parameters ➤ customer accounts ➤ customer satisfaction ➤ market share ➤ price ➤ regional area	

- trading terms
- volume

1.4 factors supporting sales

Unit Two :- Factors affecting attainment of sales targets.

2.1 Factors affecting sales performance

- associated promotions
- associated sales
- competitor activities
- customer requirements
- logistics
- market share
- merchandise availability
- presentation or merchandising of the product
- promotional tie-ins or co-location
- quality of products or services

2.2 Attain sales targets

2.3 New sales targets policy and procedures

Unit Three: - Attain sales targets.

3.1 customers with under-performing sales

- product suitability
- quality of customer service
- viability of the product line to the customer's business

3.2 Strong sales performance

3.3 Meet or exceed sales targets

3.4 Sales progress

Learning Methods:
• Lecture • Group discussion • Role playing • Case study • Problem based learning
Assessment Methods:
• Written test • Interview • Observation • Demonstration with Oral Questioning

Assessment Criteria

Unit One: - Sales targets

- Confirm sales targets team
- Implement Business policy and procedures.
- Analyse Agreed parameters
- Analyse common factors that determine sales

Unit Two:- Factors affecting attainment of sales targets.

- Evaluated factors affecting sales performance

Unit Three: - Attain sales targets

- Address customers with under-performing sales
- Identify strong sales performance Customers
- Maintain customer loyalty
- Report Sales progress

TVET-PROGRAMME TITLE AND CODE:	LSA MSM 3 M10 1123 Conducting Pre-Campaign Testing
NOMINAL DURATION:	45hr
MODULE DESCRIPTION: This module covers the competence required to pilot an advertising campaign and to make adjustments that will maximise the effectiveness of sales and advertisement campaign.	
LEARNING OUTCOMES At the end of the module the trainee will be able to: • Planning for pre campaign testing • Pilot the advertisement • Utilizing pre campaign test results	
MODULE CONTENTS: Unit 1. Plan for pre campaign testing • Testing valid and reliable advertisement • Documenting outcomes and targets • Selecting the pilot advertisement • Negotiating media placement. Unit 2. Pilot advertisement 2.1 Testing the advertisement 2.2 Conducting Data collection LO3. Utilizing pre campaign test results 3.1 Analyzing test results 3.2 Making Advertisement schedule and option 3.3 Amending advertisements	

MODULE TITLE AND CODE	Optimize Customer and Territory Coverage LSA MSM3 M011 1223
NOMINAL DURATION	60 hours
MODULE DESCRIPTION : This module describes the performance outcomes, skills and knowledge required to efficiently plan and service business customers within a defined territory and seeks opportunities to improve territory coverage to maximize sales opportunities.	
LEARNING OUTCOMES At the end of the module the trainee will be able to: • Establish coverage plan for a territory. • Report on business visits. • Improve customer or territory coverage.	
MODULE CONTENTS: Unit One: - coverage plan for a territory. 1.1 Performance objectives of territory ➤ market share ➤ positioning with local businesses ➤ price ➤ quality ➤ volume of sales 1.2 Service standards of territory 1.3 Territory coverage plans ➤ relevant business policy and procedures ➤ relevant legislation and statutory requirements ➤ types of products and services provided ➤ size, type and location of business ➤ business merchandise range ➤ characteristics of the specific products or services ➤ customer demographics ➤ customer confidence and expectations Unit Two :- Business visits 2.1 Business visits Of the of territory 2.2 Customer information ➤ name and contact details	

- transaction records
- needs and preferences
- details of items bought or returned

2.3 Feedback of the Customer

- Verbally
- in writing
- in groups
- individually

2.4 Documentation

- shelf management
- missing tickets
- missing lines

Unit Three: - customer or territory coverage.

3.1 customers expectations

3.2 customer satisfaction

3.3 territory and customer coverage opportunities

3.4 promotional activities

- manufacturer product or service campaigns
- loyalty programs
- seasonal campaigns
- events
- sales discounts
- special displays
- gift merchandise and promotional materials
- staff uniforms, badges, hats, etc.
- advertising materials

Learning Methods:

- Lecture
- Group discussion
- Role playing
- Case study
- Problem based learning

Assessment Methods:

- Written test
- Interview
- Observation
- Demonstration with Oral Questioning

Assessment Criteria

Unit One: - Coverage plan for a territory

- Identify service standards.
- Monitor effective customer coverage

Unit Two Business visits

- Implement business visits
- Collecting customer information
- Apply feedback
- Prepare documentation

Unit Three: - customer or territory coverage.

- Determine expectations of customers
- Identify satisfaction levels
- Implement optimize coverage
- Monitor promotional activities

MODULE TITLE AND CODE	LSA ACF3 M12 1123 Preventing and Eliminating MUDA
NOMINAL DURATION	40 Hours
MODULE DESCRIPTION : This module covers this unit covers the knowledge, skills and attitude required by a worker to prevent and eliminate MUDA/wastes in his/her workplace by applying scientific problem-solving techniques and tools to enhance quality, productivity and other kaizen elements on continual basis It covers responsibility for the day-to-day operation of the work and ensures Kaizen Elements are continuously improved and institutionalized.	
LEARNING OUTCOMES At the end of the module the trainee will be able to: • Prepare for work • MUDA and problem • Analyze causes of a problem. • Eliminate MUDA and Assess effectiveness • Occurrence of Wastes And Sustain Operation	
MODULE CONTENTS: Unit one. Prepare for work 1.1. Job Requirements 1.2. Job Specifications. 1.3. Ohs Requirements 1.4. Selecting Material 1.5. Safety Equipment and Tools Unit two. MUDA and problem 2.1. implementing Plan of MUDA 2.2. causes and effects of MUDA 2.3. Kaizen elements problem 2.4. I Kaizen Board Possible problems 2.5. Tools and techniques 2.6. measuring Wastes/MUDA. 2.7. measuring wastes unit three. Analyze causes of a problem. 3.1. possible causes of a problem.	

- 3.2. 4M1E. relationships
- 3.3. Causes of the problems.
- 3.4. root cause of the problem
- 3.5. ways of creative idea generation
- 3.6. suggested solutions.
- 3.7. summaries of the action plan

unit four. Eliminate MUDA and Assess effectiveness of the solution

- 4.1. MUDA elimination.
- 4.2. basic principles for improvement.
- 4.3. Tools and techniques
- 4.4. Elimination of Wastes/MUDA.
- 4.5. Tangible and intangible results.
- 4.6. Tangible results
- 4.7. Elimination of waste/MUDA improve

Unit five. Prevent occurrence of wastes and sustain operation

- 5.1. MUDA prevention.
- 5.2. preparing Standards required
- 5.3. Preventing occurrences of wastes/MUDA
- 5.4. Creating Waste-free workplace using 5W and 1Hsheet.
- 5.5. Doing the completion of required operation
- 5.6. Facilitating the updating of standard procedures and practices.
- 5.7. Ensuring and training the capability of the work team

Learning Methods:

- Lecture
- Group discussion
- Demonstration
- Simulation
- Case study
- Problem based learning
- Brainstorming

Assessment Methods:

- Written test
- Oral questioning
- Practical demonstration
- Presentation
- Project work vs Product evaluation
- Observation in prepared checklist
- Objective structured clinical examination
- Direct observed practice

ASSESSMENT CRITERIA

Unit one. Prepare for work

- Use Work instructions to determine job requirements, including method, material and equipment.
- interpret Job specifications
- observe OHS requirements, including dust and fume collection, breathing apparatus and eye and ear personal protection needs
- Appropriate material is selected for work.
- Identify Safety equipment

Unit two. Identify MUDA and problem

- Prepare and implement Plan of MUDA and problem identification
- Discuss Causes and effects of MUDA
- List All possible problems related to the process /Kaizen elements

- Identify All possible problems related to kaizen elements
- Use Tools and techniques to draw and analyze current situation of the work place.
- Identify and measure Wastes/MUDA
- Identify and measure wastes are reported to relevant personnel.

Unit three. Analyze causes of a problem

- List All possible causes of a problem.
- Analyze Cause relationships using 4M1E.
- Identify Causes of the problems
- Select The root cause which is most directly related
- List All possible ways using creative idea generation to eliminate the most critical root cause.
- Evaluate and test the suggested solutions are carefully for potential complications.
- Prepare Detailed summaries of the action plan to implement the suggested solution.

Unit four. Eliminate MUDA and Assess effectiveness of the solution

- Prepare Plan of MUDA elimination by medium KPT members.
- Adopt Necessary attitude and the ten basic principles for improvement to eliminate waste/MUDA.
- Use Tools and techniques to eliminate wastes/MUDA based on the procedures and OHS.
- Reduce and eliminated Wastes/MUDA in accordance with OHS and organizational requirements.
- Identify Tangible and intangible results
- Compare Tangible results with targets using various types of diagrams.
- Report Improvements gained by elimination of waste/MUDA.

Unit five. Prevent occurrence of wastes and sustain operation

- Prepare Plan of MUDA prevention is prepared
- Discuss and prepare standards required for machines, operations, defining normal and abnormal conditions, clerical procedures and procurement
- Prevent Occurrences of wastes/MUDA by using visual and auditory control methods.
- Create Waste-free workplace using 5W and 1H sheet.
- Require The completion operation is done in accordance with standard procedures and practices.
- Facilitated The updating of standard procedures and practices

- Ensured trained The capability of the work team that aligns with the requirements of the procedure on the new Standard Operating Procedures (SOPs).

Annex: Resource Requirements

Item No.	Category/Item	Description/ Specifications	Quantity	Recommended Ratio (Item: Trainee)
A.	Learning Materials			
1.	TTLM	Prepared by the trainer	12	1:25
2.	Reference Books			
3.1	Principles of Marketing	Philip Kotler 14 edition	5	1:5
3.2	Marketing management, International edition,	DR. Varma & Aggarwal Fifth edition	5	1:5
4.	Journals/Publication/Magazines			
B.	Learning Facilities & Infrastructure			
1.	Lecture room	7m*8m	1	1:25
2.	White board	1.10m*1.90m	1	1:25
3.	Library	12m*15m	1	1:25
C.	Consumable Materials			
1.	Chalk	Packed	1	1:25
2	Paper A4	pieces	25	1:25
3	Paper A3	Pieces	5	1:5
4	Flip chart			
5	Duster	Pieces	1	1:25
6	Marker	Packed	4	4:25

The Experts/trainers who developed TTLM and Revised curriculum

No	Name	Qualification	Region	College	Mobile number	E-mail
1	TADDESE TESFAYE GUTA	BUSINESS ADMINISTRATIO N(MBA)	A.A	Lideta Manufacturing College	0922934005	tadde.t21@gmail.com
2	ENDALE MESFIN BERHE	Marketing and Sales Management (BA) Marketing Management (MA)	A.A	Addis Ketema Industrial College	0912054592	endalemesfin27@gmail.com
3	ADDISALEM MINUWEYELET MEKONNEN	BUSINESS ADMINISTRATIO N(MBA)	A.A	Lideta Manufacturing College	0920522464	alemaddis821@gmail.com
4	ADMASIE MAMUYE	Marketing Management (BA) & MBA in General Management	AA	Misrak Poly Technic College	0912 47 88 49	admasiemamuye@yahoo.com
5	WUBISHETABERA GICHAMO	MBA	AA	Yeka Industrial College	0916739378	toursajora@gmail.com

