

# Field Sales Executive (FSE)

**Aliases:** Feet on Street (FOS), Distributor Sales Executive (DSE), Distributor Sales Representative (DSR)

**Industry/Sector(s):** Telecom

## JOB DESCRIPTION <sup>1</sup>

The tasks a Field Sales Executive (FSE) is expected to perform include:

- Visiting retail outlets to deliver prepaid telecom products/services to retailers as per daily Route/Beat Plan
- Achieving monthly revenue targets
- Increasing width and depth of distribution
- Adhering to process compliance for new enrollment
- Increasing customer base and revenue

## WORK ENVIRONMENT <sup>1</sup>

- It needs one to be on their toes
- Work from home option is not available
- Part-time work and contractual jobs maybe available
- Local travelling is a part of this job role
- Need not handle a team

### Working hours

- Working hours are 9/10 hours everyday for 5/6 days a week. This may vary from company to company
- Shift system may not be applicable

### Is the job suitable for a candidate with special needs?

Maybe

## EDUCATIONAL QUALIFICATIONS AND TRAINING <sup>1</sup>

- Minimum – Preferably 10+2 or equivalent
- Certified training for Field Sales Executive (FSE) (programme aligned to TEL/Q0200 released by Telecom Sector Skill Council)

## KEY COMPETENCIES <sup>1</sup>

- Knowledge of current schemes/offers for retailers and subscribers
- Knowledge of USPs and strengths of products and services
- Familiarity with BHR process to display MTD sales figures
- Adept at building rapport with retailers to influence and educate them
- Proficiency at stock management including physical voucher and their expiry dates etc.
- Knowledge of merchandising elements such as danglers, flex boards, standees, gates, etc.
- Well-versed with pre-defined Route and Beat Plan
- Adept at keeping abreast of latest technologies by reading brochures, pamphlets and daily briefing sheets
- Adept at analysing the trends of business using BTS utilisation model (low, medium and high utilisation sites)

## DESIRABLE COMPETENCIES <sup>1</sup>

- Training in Negotiation and Selling Skills
- Training in Basics of telecom (Entry level requirement)

## AVAILABLE SKILL TRAINING AND LEARNING INSTITUTES

- LabourNet Services India Pvt Ltd 24/1-4, 9th cross, JP Nagar 2nd phase, Bengaluru – 560078  
<http://labournet.in/contact-us/>
- Nettur Technical Training Foundation, Post Box No. 5857, #23/24, II Phase, Peenya Industrial Area, Bangalore 560058 <http://www.nttftg.com/contacts/index.html>
- IL&FS Education & Technology Services Limited NTBCL Building, Toll Plaza, DND Flyway, NOIDA - 201 301. U.P. [http://www.ilfsets.com/contact\\_us.asp](http://www.ilfsets.com/contact_us.asp)
- Orion Edutech Orion House, 28 Chinarpark, 1st Floor, Rajarhat Road, Kolkata-700157.  
[http://www.orionedutech.com/contact\\_us.php](http://www.orionedutech.com/contact_us.php)
- Laurus Edutech Private Limited DP – 110, F-19, Second Phase, Industrial Estate, Ambattur, Chennai - 600 058 <https://www.laurusedutech.com/contact.aspx>
- Centum Learning Limited Neelagagan, Mandi Road, Sultanpur, Mehrauli, New Delhi - 110030. <http://www.centumlearning.com/contact>

## AVAILABLE SKILL TRAINING SCHEMES/SCHOLARSHIPS

Coming soon

## SAMPLE OF TRAINING AND LEARNING COURSES

- <http://www.shiksha.com/Executive-Management-Program-In-Sales-And-Marketing-lim-L-course-in-Hyderabad-Niit-Imperia-Niit-Imperia-course-information-listingcourse-154360>
- <https://www.welingkaronline.org/certificate-telecom-marketing.aspx>

## CAREER PROGRESSION PATH

**Field Sales Executive** → Senior Sales Executive → Assistant Sales Manager → Area Sales Manager → Regional Sales Manager → Business Development Manager

### Transfer option

•India: Yes

•Abroad: No

(\*This field to open the relevant job title when clicked)

## EXPECTED EARNINGS <sup>2</sup>

•For freshers – ₹ 10,000 to ₹ 12,000 per month

•For candidates with 2 - 4 years' experience - ₹ 15,000 to ₹ 25,000 per month

(These figures are indicative and subject to change)

## REQUIRED WORK EXPERIENCE <sup>1</sup>

0-1 year of relevant work experience

## PROBABLE EMPLOYERS

Telecom companies across India

## PEOPLE'S CORNER

Coming Soon

## KEYWORDS

Feet on Street (FOS), Distributor Sales Executive (DSE), Distributor Sales Representative (DSR)

## OCCUPATIONAL CODES AND STANDARDS

Standard	Code	Description
NCO 2015	5243.0501	Field Sales Executive (FSE)
ISCO 2008	5243	Door-to- Door Salespersons
NIC 2008	47414	Retail sale of telecommunication equipment
QP Reference	TEL/Q0200	Field Sales Executive (FSE)
NSQF	4	NA

## REFERENCES

0	<p><a href="http://timesofindia.indiatimes.com/business/india-business/Telecom-sector-likely-to-create-40-lakh-jobs-in-5-years-Experts/articleshow/44108471.cms">http://timesofindia.indiatimes.com/business/india-business/Telecom-sector-likely-to-create-40-lakh-jobs-in-5-years-Experts/articleshow/44108471.cms</a></p> <p><a href="http://www.censusindia.gov.in">www.censusindia.gov.in</a></p>
1	1 Qualifications Pack – Field Sales Executive
2	<p><a href="http://www.payscale.com/research/IN/Job=Field_Sales_Executive/Salary">http://www.payscale.com/research/IN/Job=Field_Sales_Executive/Salary</a></p>
3	<p><a href="http://www.asa.in/pdfs/surveys-reports/telecom-sector-in-india.pdf">http://www.asa.in/pdfs/surveys-reports/telecom-sector-in-india.pdf</a></p>
4	<p><a href="http://www.indeed.co.in/Field-Sales-Executive-jobs">http://www.indeed.co.in/Field-Sales-Executive-jobs</a></p>
5	<p><a href="http://www.ibef.org/industry/telecommunications.aspx">http://www.ibef.org/industry/telecommunications.aspx</a></p>