

Detailed Syllabus for the Post of Sales & Service Executive

1. Fundamentals of Sales

(05 Marks)

- Meaning and objectives of sales
- Types of selling
- Sales process
- Product knowledge
- Features, advantages and benefits (FAB)

2. Customer Service (Herein Pilgrim instead of Customer)

(10 Marks)

- Principles of customer service
- Customer satisfaction and delight
- Customer relationship management (CRM)
- Handling customer queries
- Complaint handling and grievance redressal
- Managing difficult customers
- Customer retention techniques
- Queue management
- Professional ethics
- Conflict resolution
- Emergency response

3. Communication Skills

(05 Marks)

- Verbal and non-verbal communication
- Listening skills
- Telephone etiquette
- Professional behaviour
- Body language
- Public dealing

4. Service Standards

(05 Marks)

- Service quality
- Hospitality etiquette
- Personal grooming
- Professional appearance
- Teamwork
- Time management
- Workplace discipline

5. Inventory Management

(10 Marks)

- Stock receiving
- Stock verification
- Stock registration

6. Billing & POS Operations

(10 Marks)

- Point of Sale (POS)
- Cash handling
- Digital payments
- UPI/Card transactions
- Billing procedures
- Refund and exchange policy
- Daily cash reconciliation

7. Food Safety & Hygiene

(05 Marks)

- Personal hygiene
- Food hygiene
- Sanitation practices
- Safe food handling
- Cross contamination
- Cleaning and disinfection
- Waste management
- Pest control
- FSSAI basics
- Fire safety
- First Aid

8. Basic Computer Knowledge

(10 Marks)

- Computer fundamentals
- MS Word
- MS Excel
- Internet
- Email
- Online transactions
- Digital payments

9. Financial Awareness

(05 Marks)

- Billing documents
- Invoices
- Receipt management

10. Record Keeping

(10 Marks)

- Registers and records
- Documentation
- Report writing
- Inventory records
- Record preservation

11. Shrine Awareness

(05 Marks)

