



TLE Foundation

Placement-Linked Tech Retail Program

Type

Certificate Program

Mode

Campus

Duration

2 months

Total fees

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TLE Foundation

TeamLease EdTech Foundation is a Section 8, FCRA-registered not-for-profit organization focused on enhancing youth employability through education, skill development, and work-linked learning pathways. The Foundation works towards bridging the gap between academic learning and industry requirements by creating accessible, outcome-driven opportunities. Through collaborations with institutions, organizations, and industry partners, it enables individuals to build relevant skills and achieve sustainable career growth. Its initiatives focus on empowering youth, promoting inclusive learning, and preparing a future-ready workforce.

Placement-Linked Tech Retail Program

Highlights

- ◆ Placement-Linked Career Pathway
- ◆ 2 Months of Practical Training
- ◆ Tech Retail Role Preparation
- ◆ Women-Focused Employability Program
- ◆ Training Across 3 Major Cities

Learning outcomes

- ◆ Prepare for Techno Retail Roles
- ◆ Improve Customer Communication
- ◆ Develop Product Demonstration Skills
- ◆ Strengthen Workplace Readiness

Eligibility Criteria

Women aged 18–29 years

Class 12 or above qualification

Willing to attend physical training in Ahmedabad, Mumbai or Bangalore

Curriculum Overview

Module 1: Introduction to In-Store Demonstration (3 subjects)

- ◆ Overview of the electronics industry and its sub-sectors
- ◆ Career and employment opportunities in retail electronics
- ◆ Role and responsibilities of an In-Store Demonstrator

Module 2: Customer Interaction & Requirement Analysis (6 subjects)

- ◆ Understanding customer profiles and requirements
- ◆ pricing and sales policies
- ◆ Organisation culture & policies and reporting structure
- ◆ Introduction to ERP and internal processes
- ◆ Product portfolio
- ◆ Brand/vendor sales incentives and sales terms



Curriculum Overview (continued)

Module 3: Customer Buying Assistance (7 subjects)

- ◆ Effective customer communication and engagement
 - ◆ Understanding appliances & features and specifications
 - ◆ Product variants and basic electronics concepts
 - ◆ Warranty & AMC and special offers
 - ◆ Selling and promotional techniques
 - ◆ Basic MS Office and internet applications
 - ◆ After-sales support and customer service
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Module 4: Product Demonstration & Sales (7 subjects)

- ◆ Explaining product features
- ◆ specifications and functionalities
- ◆ Safe handling and usage of electronic products
- ◆ Product and competitor comparison
- ◆ Conducting effective product demonstrations
- ◆ Customer communication during demonstrations
- ◆ Understanding product documentation & warranties and after-sales support



Curriculum Overview (continued)

Module 5: Sales Conversion, Cross-Selling & Upselling (7 subjects)

- ◆ Finalising the sales process
 - ◆ Cross-selling and upselling techniques
 - ◆ Understanding new electronic devices and accessories
 - ◆ Price
 - ◆ warranty and service communication
 - ◆ Selling and promotional methods
 - ◆ Use of reference sheets & manuals and sales documents
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Module 6: Workplace Communication & Inclusion (7 subjects)

- ◆ Personal grooming and professional conduct
- ◆ Communication with supervisors & colleagues and customers
- ◆ Face-to-face
- ◆ telephone and written communication
- ◆ Workplace documentation and reporting
- ◆ Gender sensitivity and inclusion
- ◆ Supporting Persons with Disabilities at the workplace



Curriculum Overview (continued)

Module 7: Productivity, Safety & Sustainability (8 subjects)

- ◆ Time management and workplace productivity
- ◆ Health and safety procedures
- ◆ Waste segregation
- ◆ disposal and recycling
- ◆ Responsible handling of electronic waste
- ◆ Efficient use of materials
- ◆ water and electricity
- ◆ Energy conservation and basic electrical safety

Module 8: Employability Skills (7 subjects)

- ◆ Communication and basic English skills
- ◆ Constitutional values and professional behaviour
- ◆ Diversity and inclusion
- ◆ Financial and legal literacy
- ◆ Essential digital skills
- ◆ Entrepreneurship and customer service
- ◆ Preparation for apprenticeships & interviews and jobs