

Situation: Knowledgefaber did an in-depth study on sales channel of telecom industry in India

Total of 25 tier-1 and tier-2 cities across length and breadth of India were studied to understand various aspects related to the sales force of telecom industry in India. The structure was understood across various cities, by employers, by segments like prepaid-post-paid, hierarchical level, responsibility, work profile, experience level and most importantly by in-house sales force versus that of distributors.

We conducted an in-depth analysis of all aspects of sales channel structure of telecom industry using 1000+ primary interviews of industry participants like employees, industry experts, sales managers, sales agents, and others across 25 cities in India, and extensive secondary research was carried out parallelly to validate and support information from primary interviews. Thumb rules suggested by industry experts were also used for validation.

We created a modeller in which the industry sales force was quantified and cross tabulated against cities, employer, job profiles, and experience levels. The information was then analyzed to benchmark various companies present in the industry. Top distribution channel partners in the industry were identified across different cities, and regions..

Finally we came up with a report which talks about how the telecom industry in India is divided in terms of number of people employed in sales division, what is the organisation structure, how the numbers are divided on the basis of experience levels, job profiles, location wise, company wise, etc. Similar level of details for the distributors of the telecom companies were provided. This provided the client with an in-depth view on sales firepower of companies in this field along with city-level insights on how many to deploy, how to use them, how to pay them and other useful applications.