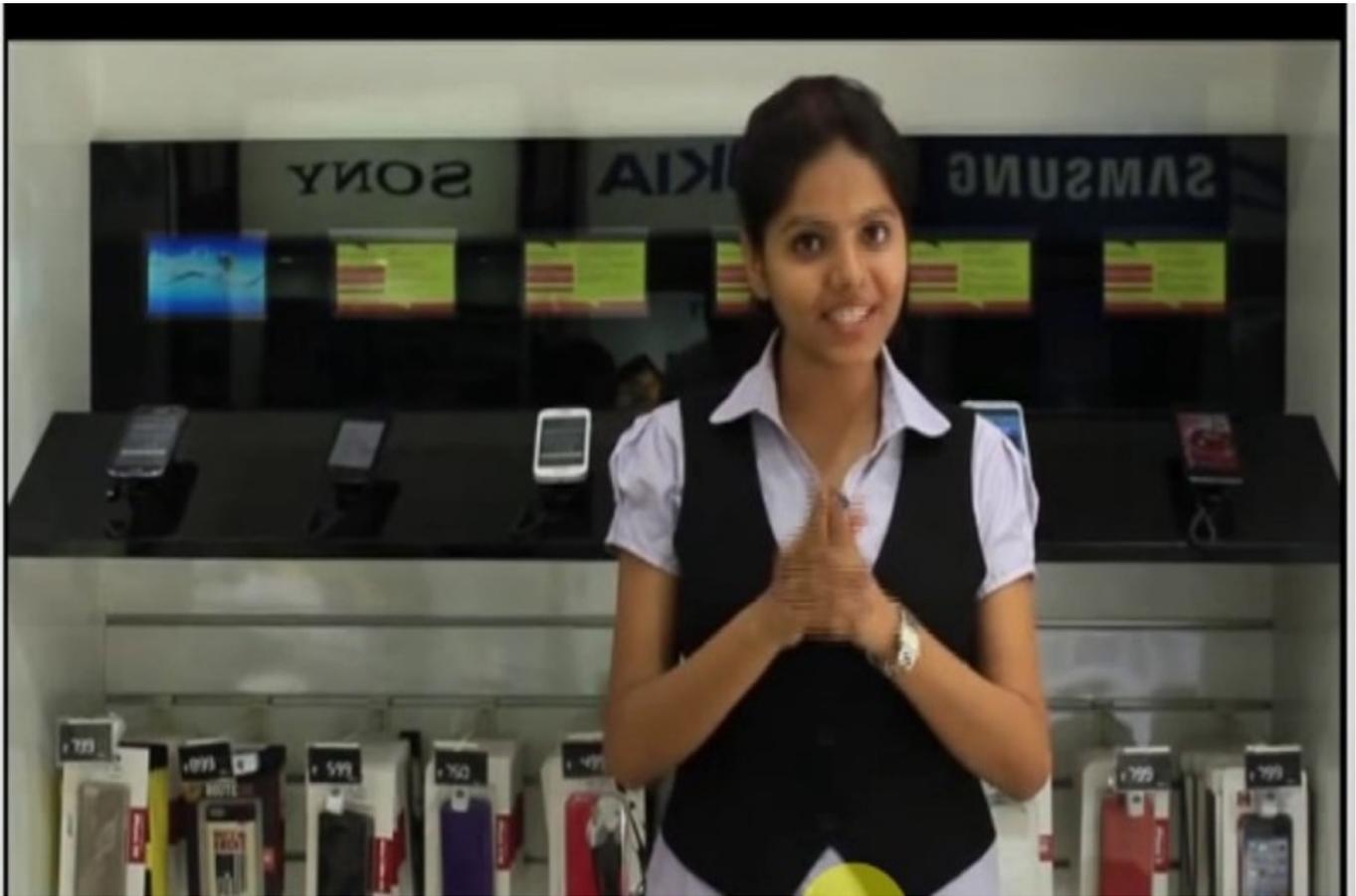


Qualification Pack



In-Store Promoter

QP Code: TEL/Q2101

Version: 2.0

NSQF Level: 3

Telecom Sector Skill Council || 3rd Floor, Plot No 126, Sector - 44
Gurgaon - 122003

Qualification Pack

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Qualification Pack

TEL/Q2101: In-Store Promoter

Brief Job Description

The individual in this job role is responsible for demonstrating and highlighting the product Features, Advantages and Benefits (FAB) approach to customers, offering them the opportunity to touch and feel the products on display and responding to queries on products and services.

Personal Attributes

The job requires the individual to have a pleasant personality, sharp customer service skills, excellent observation skills, clear speech and proficiency in English and regional language. The individual should also be energetic, physically fit (since the job requires individual to stand for several hours), and be adaptive.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [TEL/N2108: Perform Sales related Activities at the Store/Showroom](#)
2. [TEL/N2109: Sell Telecom Products and Services to Customers](#)
3. [TEL/N9101: Organise Work and Resources as per Health and Safety Standards](#)
4. [TEL/N9102: Interact Effectively with Team Members and Customers](#)

Qualification Pack (QP) Parameters

Sector	Telecom
Sub-Sector	Handset
Occupation	Sales and Distribution - Handset Segment
Country	India
NSQF Level	3
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5242.0401
Minimum Educational Qualification & Experience	10th Class

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Minimum Level of Education for Training in School	
Pre-Requisite License or Training	NA
Minimum Job Entry Age	15 Years
Last Reviewed On	30/12/2021
Next Review Date	30/12/2025
NSQC Approval Date	30/12/2021
Version	2.0
Reference code on NQR	2021/TEL/TSSC/04895
NQR Version	1.0

Qualification Pack

TEL/N2108: Perform Sales related Activities at the Store/Showroom

Description

This OS unit is about managing the display counter at the store/showroom, identifying various selling techniques and strategies and reporting the daily/weekly activities to the store manager.

Scope

The scope covers the following :

- Manage counter activities
- Implement effective promotional and selling techniques
- Create and maintain the report

Elements and Performance Criteria

Manage counter activities

To be competent, the user/individual on the job must be able to:

- PC1.** adhere to grooming related norms and guidelines as specified by telecom brand/store/manufacturers for promoters to manage counters
- PC2.** maintain cleanliness (especially ensuring dust-free environment/area for telecom devices) and appearance of the counter/display stand for a visually appealing effect to attract customers
- PC3.** display telecom merchandise (handsets, dongles, SIM card and accessories etc.), brochures, leaflets etc. in a unique or attractive manner to draw customers attention
- PC4.** monitor stocks of various telecom items and replenish them as per market demand

Implement effective promotional and selling techniques

To be competent, the user/individual on the job must be able to:

- PC5.** collect targets pertaining to sale of handsets, smartphones, broadband services etc. from the store manager
- PC6.** comply with organisational procedures for opening sales call for telecom products or services to convert it into a positive lead
- PC7.** identify typical customer profiles for telecom products/brands
- PC8.** identify various ways/strategies to demonstrate a range of varied products (i.e. handsets, dongles, SIM cards, related accessories, etc.) to walk-in customers especially Over-the-Top (OTT) platforms related services and promotional offers
- PC9.** analyse typical customer queries, doubts and objections on the telecom products and services specifically for IoT devices and smart system connection
- PC10.** maintain query resolutions handy for prompt replies to the customer
- PC11.** identify the typical selling and buying process of various telecom products at the store/showroom
- PC12.** perform pre-buying formalities to facilitate a hassle-free buying experience for the customer

Qualification Pack

PC13. collect various sales data to upsell/cross sell associated products and accessories such as an add-on SIM cards, OTT services, or telecom product subscriptions (broadband etc.) to customers

Create and maintain the reports

To be competent, the user/individual on the job must be able to:

PC14. create reports on daily target versus achievement to be submitted to the manager

PC15. maintain the sales reports by tracking the number of units, models, product value at regular interval of time

PC16. review sale targets versus achievement with the store manager

PC17. submit stock requirement reports to the store manager, whenever necessary

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. standard uniform/attire and importance of presenting the organisation in right perspective

KU2. telecom OTT platform services across an IP network (such as voice and messaging communication services, content services (e.g. apple TV and amazon music) and cloud-based services (e.g. storage) offerings

KU3. IoT devices such as sensors, detectors, etc.

KU4. smart systems and devices (environmental and wearable)

KU5. organizational/telecom industry grooming standards

KU6. latest updates in communication/telecom technology, competition products and services through product brochures/leaflets

KU7. visual merchandizing and display norms of various telecom products as per the store/showroom

KU8. product demonstration and sales process as per brand/company standards

KU9. features, benefits and prices of all the products to achieve sales targets

KU10. products in competition, their pricing and other related information

KU11. reasons for customers objection/concern and how to provide resolution

KU12. various selling techniques

KU13. complete billing and delivery process

KU14. monthly sales and performance targets

KU15. basic mathematical calculations

KU16. data analysis to understand trends

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. read and comprehend documents and other materials

GS2. maintain professional appearance

GS3. communicate in English and/or the regional language

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- GS4.** interact with customers in an appropriate/respectful manner
- GS5.** coordinate effectively and timely with peers/seniors
- GS6.** prepare assigned reports within defined time limits
- GS7.** proactively attend the customers w.r.t their queries/concern
- GS8.** actively help people, customers and colleagues in the store

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Manage counter activities</i>	6	15	-	3
PC1. adhere to grooming related norms and guidelines as specified by telecom brand/store/manufacturers for promoters to manage counters	2	4	-	1
PC2. maintain cleanliness (especially ensuring dust-free environment/area for telecom devices) and appearance of the counter/display stand for a visually appealing effect to attract customers	1	4	-	1
PC3. display telecom merchandise (handsets, dongles, SIM card and accessories etc.), brochures, leaflets etc. in a unique or attractive manner to draw customers attention	2	4	-	1
PC4. monitor stocks of various telecom items and replenish them as per market demand	1	3	-	-
<i>Implement effective promotional and selling techniques</i>	19	34	-	6
PC5. collect targets pertaining to sale of handsets, smartphones, broadband services etc. from the store manager	2	4	-	1
PC6. comply with organisational procedures for opening sales call for telecom products or services to convert it into a positive lead	2	3	-	1
PC7. identify typical customer profiles for telecom products/brands	2	2	-	-
PC8. identify various ways/strategies to demonstrate a range of varied products (i.e. handsets, dongles, SIM cards, related accessories, etc.) to walk-in customers especially Over-the-Top (OTT) platforms related services and promotional offers	3	5	-	1
PC9. analyse typical customer queries, doubts and objections on the telecom products and services specifically for IoT devices and smart system connection	3	4	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. maintain query resolutions handy for prompt replies to the customer	1	4	-	1
PC11. identify the typical selling and buying process of various telecom products at the store/showroom	2	4	-	-
PC12. perform pre-buying formalities to facilitate a hassle-free buying experience for the customer	2	4	-	1
PC13. collect various sales data to upsell/cross sell associated products and accessories such as an add-on SIM cards, OTT services, or telecom product subscriptions (broadband etc.) to customers	2	4	-	1
<i>Create and maintain the reports</i>	5	11	-	1
PC14. create reports on daily target versus achievement to be submitted to the manager	1	4	-	-
PC15. maintain the sales reports by tracking the number of units, models, product value at regular interval of time	2	3	-	1
PC16. review sale targets versus achievement with the store manager	1	2	-	-
PC17. submit stock requirement reports to the store manager, whenever necessary	1	2	-	-
NOS Total	30	60	-	10

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	TEL/N2108
NOS Name	Perform Sales related Activities at the Store/Showroom
Sector	Telecom
Sub-Sector	Handset
Occupation	Sales and Distribution - Handset Segment
NSQF Level	3
Credits	TBD
Version	1.0
Last Reviewed Date	30/12/2021
Next Review Date	30/12/2025
NSQC Clearance Date	30/12/2021

Qualification Pack

TEL/N2109: Sell Telecom Products and Services to Customers

Description

This OS unit is about demonstrating and highlighting the product FAB (Features, Advantages and Benefits) approach to walk-in customers, offering them the opportunity to use demo handsets on display and responding to customer queries on products and services.

Scope

The scope covers the following :

- Assess customer needs
- Offer a suitable product to the customer
- Close the sale
- Offer customer care services

Elements and Performance Criteria

Assess customer needs

To be competent, the user/individual on the job must be able to:

- PC1.** attend to walk-in customers promptly exhibiting proper etiquette and manners
- PC2.** enquire customers about their requirement by enquiring open and close ended questions
- PC3.** provide options for various products, models, variants of the telecom products and services highlighting their FAB approach to the customer
- PC4.** identify the effective sales technique/approach in the particular situation and apply the same

Offer a suitable product to the customer

To be competent, the user/individual on the job must be able to:

- PC5.** clearly communicate the knowledge of product features and benefits to customers
- PC6.** provide details about financial discounts, relevant promotions/schemes on different telecom products and their variants
- PC7.** demonstrate physical/technical features and other key prepositions of various telecom products/models and OTT services
- PC8.** inform customer about various add-on plans available for services such as OTT subscriptions and offers
- PC9.** advise customer about complementary products or services based on the identified needs
- PC10.** inform customers about various wearable telecom devices such as smartwatches, smart glasses and so on
- PC11.** explain warranty terms in detail to the customer, including ways to avail extended warranty

Close the sale

To be competent, the user/individual on the job must be able to:

- PC12.** encourage customers to make purchases
- PC13.** confirm the final choice of the product from the customer so as to provide price details etc.

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- PC14.** inform customers about any precautions or handling specifications about the telecom products or services
- PC15.** identify customer objections and escalate them to the manager for further action
- PC16.** assist the customer through the final billing and delivery process
- PC17.** handle complete Know Your Customer (KYC) process
- PC18.** take customer consent for providing feedback and then collect the feedback from the customer w.r.t the buying experience and brand/product

Offer customer care services

To be competent, the user/individual on the job must be able to:

- PC19.** provide guidance to the customer in activation of SIM cards/dongles/Wi-Fi hotspot devices
- PC20.** resolve customer queries regarding postpaid/pre-paid bill plan
- PC21.** guide the customers in changing or reactivation of broadband plan and other services
- PC22.** help customers in porting of mobile number from one operator to another
- PC23.** assist customers in payment of postpaid bills or recharge of pre-paid SIM cards

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** organisation culture and typical customer profiles
- KU2.** body languages and gestures that make customers feel comfortable and welcome
- KU3.** company/brand line of business and product offerings in the telecom sector
- KU4.** price, warranty, after sale-service details of each of the company products
- KU5.** products/variants offered in the telecom store and their functionalities
- KU6.** warranty and Annual Maintenance Contracts (AMC) provided by the store or showroom
- KU7.** different types of customer and the after sale support provided to them
- KU8.** different models of after sale support provided by the company
- KU9.** importance of customer awareness on safety and handling of products and services
- KU10.** different types of broadband, postpaid and pre-paid plans, OTT platform etc.
- KU11.** customer KYC process

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** read/write in English and/or in any local/regional language
- GS2.** listen and understand conversations in English and/or the regional language
- GS3.** develop a rapport with customers
- GS4.** communicate in a convincing tone and manner with customers
- GS5.** show courtesy and professionalism while interacting with all stakeholders

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Assess customer needs</i>	5	11	-	2
PC1. attend to walk-in customers promptly exhibiting proper etiquette and manners	1	2	-	1
PC2. enquire customers about their requirement by enquiring open and close ended questions	1	2	-	1
PC3. provide options for various products, models, variants of the telecom products and services highlighting their FAB approach to the customer	2	4	-	-
PC4. identify the effective sales technique/approach in the particular situation and apply the same	1	3	-	-
<i>Offer a suitable product to the customer</i>	11	23	-	4
PC5. clearly communicate the knowledge of product features and benefits to customers	1	3	-	2
PC6. provide details about financial discounts, relevant promotions/schemes on different telecom products and their variants	1	3	-	-
PC7. demonstrate physical/technical features and other key prepositions of various telecom products/models and OTT services	2	4	-	1
PC8. inform customer about various add-on plans available for services such as OTT subscriptions and offers	2	4	-	1
PC9. advise customer about complementary products or services based on the identified needs	2	3	-	-
PC10. inform customers about various wearable telecom devices such as smartwatches, smart glasses and so on	1	3	-	-
PC11. explain warranty terms in detail to the customer, including ways to avail extended warranty	2	3	-	-
<i>Close the sale</i>	9	14	-	4

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. encourage customers to make purchases	1	1	-	2
PC13. confirm the final choice of the product from the customer so as to provide price details etc.	2	2	-	-
PC14. inform customers about any precautions or handling specifications about the telecom products or services	1	3	-	1
PC15. identify customer objections and escalate them to the manager for further action	1	3	-	-
PC16. assist the customer through the final billing and delivery process	1	1	-	-
PC17. handle complete Know Your Customer (KYC) process	1	1	-	-
PC18. take customer consent for providing feedback and then collect the feedback from the customer w.r.t the buying experience and brand/product	2	3	-	1
<i>Offer customer care services</i>	5	7	-	5
PC19. provide guidance to the customer in activation of SIM cards/dongles/Wi-Fi hotspot devices	1	2	-	1
PC20. resolve customer queries regarding postpaid/pre-paid bill plan	1	1	-	1
PC21. guide the customers in changing or reactivation of broadband plan and other services	1	2	-	1
PC22. help customers in porting of mobile number from one operator to another	1	1	-	1
PC23. assist customers in payment of postpaid bills or recharge of pre-paid SIM cards	1	1	-	1
NOS Total	30	55	-	15

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National Occupational Standards (NOS) Parameters

NOS Code	TEL/N2109
NOS Name	Sell Telecom Products and Services to Customers
Sector	Telecom
Sub-Sector	Handset
Occupation	Sales and Distribution - Handset Segment
NSQF Level	3
Credits	TBD
Version	1.0
Last Reviewed Date	30/12/2021
Next Review Date	30/12/2025
NSQC Clearance Date	30/12/2021

Qualification Pack

TEL/N9101: Organise Work and Resources as per Health and Safety Standards

Description

This OS unit is about planning work and following sustainable as well as healthy practices for safety and optimal use of resources.

Scope

The scope covers the following :

- Perform work as per quality standards
- Maintain safe, healthy and secure working environment
- Conserve material/energy/electricity
- Use effective waste management/recycling practices

Elements and Performance Criteria

Perform work as per quality standards

To be competent, the user/individual on the job must be able to:

- PC1.** keep workspace clean and tidy
- PC2.** perform individual role and responsibilities as per the job role while taking accountability for the work
- PC3.** record/document tasks completed as per the requirements within specific timelines
- PC4.** implement schedules to ensure timely completion of tasks
- PC5.** identify the cause of a problem related to own work and validate it
- PC6.** analyse problems accurately and communicate different possible solutions to the problem

Maintain safe, healthy and secure working environment

To be competent, the user/individual on the job must be able to:

- PC7.** comply with organisation's current health, safety, security policies and procedures
- PC8.** check for water spills in and around the work space and escalate these to the appropriate authority
- PC9.** report any identified breaches in health, safety, and security policies and procedures to the designated person
- PC10.** use safety materials such as goggles, gloves, ear plugs, caps, ESD pins, covers, shoes, etc.
- PC11.** avoid damage of components due to negligence in ESD procedures or any other loss due to safety negligence
- PC12.** identify hazards such as illness, accidents, fires or any other natural calamity safely, as per organisation's emergency procedures, within the limits of individual's authority
- PC13.** participate regularly in fire drills or other safety related workshops organised by the company
- PC14.** report any hazard outside the individual's authority to the relevant person in line with organisational procedures and warn others who may be affected

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- PC15.** maintain appropriate posture while sitting/standing for long hours
- PC16.** handle heavy and hazardous materials with care, while maintaining appropriate posture
- PC17.** sanitize workstation and equipment regularly
- PC18.** clean hands with soap, alcohol-based sanitizer regularly
- PC19.** avoid contact with anyone suffering from communicable diseases and take necessary precautions
- PC20.** take safety precautions while travelling e.g. maintain 1m distance from others, sanitize hands regularly, wear masks, etc.
- PC21.** report hygiene and sanitation issues to appropriate authority
- PC22.** follow recommended personal hygiene and sanitation practices, for example, washing/sanitizing hands, covering face with a bent elbow while coughing/sneezing, using PPE, etc.

Conserve material/energy/electricity

To be competent, the user/individual on the job must be able to:

- PC23.** optimize usage of material including water in various tasks/activities/processes
- PC24.** use resources such as water, electricity and others responsibly
- PC25.** carry out routine cleaning of tools, machine and equipment
- PC26.** optimize use of electricity/energy in various tasks/activities/processes
- PC27.** perform periodic checks of the functioning of the equipment/machine and rectify wherever required
- PC28.** report malfunctioning and lapses in maintenance of equipment
- PC29.** use electrical equipment and appliances properly

Use effective waste management/recycling practices

To be competent, the user/individual on the job must be able to:

- PC30.** identify recyclable, non-recyclable and hazardous waste
- PC31.** deposit recyclable and reusable material at identified location
- PC32.** dispose non-recyclable and hazardous waste as per recommended processes

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** strategies pertinent to their field (such as internet searches, asking peers and managers, enrolling for courses and certifications, etc.) that can be used to pursue an advancement in their skills
- KU2.** key performance indicators for the new tasks
- KU3.** feedback processes and formats
- KU4.** timelines and goals as well as their relevance to work allocated
- KU5.** importance of quality and timely delivery of the product/service
- KU6.** escalation matrix and its importance, especially in case of emergencies
- KU7.** ways of time and cost management
- KU8.** rules/regulation for maintaining health and safety at workplace

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- KU9.** meaning of hazard, different types of health and safety hazards found in the workplace, risks and threats based on the nature of work
- KU10.** relevant signage, warnings, labels or descriptions on equipment, etc. while carrying out work activities
- KU11.** procedures to report breaches in health, safety and security
- KU12.** organisation's procedures for different emergency situations and the importance of following the same
- KU13.** different methods of cleaning, disinfection, sterilization, and sanitization
- KU14.** significance of personal hygiene practice including hand hygiene
- KU15.** path of disease transmission
- KU16.** correct method of donning and doffing of PPE
- KU17.** ways of managing resources and material efficiently
- KU18.** common electrical problems and common practices of conserving electricity
- KU19.** categorization of waste into dry, wet, recyclable, non-recyclable and items of single-use plastics and use of different colours of dustbins
- KU20.** organisation's procedures for minimizing waste
- KU21.** waste management and methods of waste disposal
- KU22.** common sources of pollution and ways to minimize it

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** improve and modify work practices
- GS2.** complete tasks efficiently and accurately within stipulated time
- GS3.** develop skills and mastery of the technologies prevalent in the industry
- GS4.** write in at least one language and complete written work with attention to detail
- GS5.** utilize time and manage workload efficiently
- GS6.** read and comprehend instructions and documents
- GS7.** accept feedback in a constructive way
- GS8.** seek clarifications from superior about the job requirement
- GS9.** read and comprehend statutory documents relevant to safety and hygiene
- GS10.** refer all anomalies to the concerned persons
- GS11.** analyze situations and make appropriate decisions
- GS12.** decide the most suitable course of action for completing the task within resources

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Perform work as per quality standards</i>	4	9	-	2
PC1. keep workspace clean and tidy	-	1	-	-
PC2. perform individual role and responsibilities as per the job role while taking accountability for the work	1	1	-	1
PC3. record/document tasks completed as per the requirements within specific timelines	-	1	-	1
PC4. implement schedules to ensure timely completion of tasks	-	2	-	-
PC5. identify the cause of a problem related to own work and validate it	2	2	-	-
PC6. analyse problems accurately and communicate different possible solutions to the problem	1	2	-	-
<i>Maintain safe, healthy and secure working environment</i>	16	27	-	4
PC7. comply with organisation's current health, safety, security policies and procedures	1	1	-	-
PC8. check for water spills in and around the work space and escalate these to the appropriate authority	1	2	-	1
PC9. report any identified breaches in health, safety, and security policies and procedures to the designated person	1	2	-	1
PC10. use safety materials such as goggles, gloves, ear plugs, caps, ESD pins, covers, shoes, etc.	1	2	-	1
PC11. avoid damage of components due to negligence in ESD procedures or any other loss due to safety negligence	2	3	-	1
PC12. identify hazards such as illness, accidents, fires or any other natural calamity safely, as per organisation's emergency procedures, within the limits of individual's authority	2	1	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. participate regularly in fire drills or other safety related workshops organised by the company	1	3	-	-
PC14. report any hazard outside the individual's authority to the relevant person in line with organisational procedures and warn others who may be affected	1	3	-	-
PC15. maintain appropriate posture while sitting/standing for long hours	1	1	-	-
PC16. handle heavy and hazardous materials with care, while maintaining appropriate posture	1	1	-	-
PC17. sanitize workstation and equipment regularly	1	2	-	-
PC18. clean hands with soap, alcohol-based sanitizer regularly	-	1	-	-
PC19. avoid contact with anyone suffering from communicable diseases and take necessary precautions	-	1	-	-
PC20. take safety precautions while travelling e.g. maintain 1m distance from others, sanitize hands regularly, wear masks, etc.	1	2	-	-
PC21. report hygiene and sanitation issues to appropriate authority	1	1	-	-
PC22. follow recommended personal hygiene and sanitation practices, for example, washing/sanitizing hands, covering face with a bent elbow while coughing/sneezing, using PPE, etc.	1	1	-	-
<i>Conserve material/energy/electricity</i>	7	16	-	3
PC23. optimize usage of material including water in various tasks/activities/processes	1	2	-	-
PC24. use resources such as water, electricity and others responsibly	1	2	-	1
PC25. carry out routine cleaning of tools, machine and equipment	1	2	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC26. optimize use of electricity/energy in various tasks/activities/processes	1	3	-	1
PC27. perform periodic checks of the functioning of the equipment/machine and rectify wherever required	1	3	-	1
PC28. report malfunctioning and lapses in maintenance of equipment	1	2	-	-
PC29. use electrical equipment and appliances properly	1	2	-	-
<i>Use effective waste management/recycling practices</i>	3	8	-	1
PC30. identify recyclable, non-recyclable and hazardous waste	1	2	-	1
PC31. deposit recyclable and reusable material at identified location	1	3	-	-
PC32. dispose non-recyclable and hazardous waste as per recommended processes	1	3	-	-
NOS Total	30	60	-	10

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	TEL/N9101
NOS Name	Organise Work and Resources as per Health and Safety Standards
Sector	Telecom
Sub-Sector	Generic
Occupation	Generic
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	24/02/2022
Next Review Date	24/02/2026
NSQC Clearance Date	24/02/2022

Qualification Pack

TEL/N9102: Interact Effectively with Team Members and Customers

Description

This OS unit is about interacting with superiors and colleagues as well as customers and other stakeholders in own or other work groups within as well as outside the organisation.

Scope

The scope covers the following :

- Interact effectively with superiors
- Interact effectively with colleagues and customers
- Respect differences of gender and ability

Elements and Performance Criteria

Interact effectively with superiors

To be competent, the user/individual on the job must be able to:

- PC1.** receive work requirements from superiors and customers and interpret them correctly
- PC2.** inform the supervisor and/or concerned person about any unforeseen disruptions or delays
- PC3.** participate in decision making by providing facts and figures, giving/accepting constructive suggestions
- PC4.** rectify errors as per feedback and ensure the errors are not repeated

Interact effectively with colleagues and customers

To be competent, the user/individual on the job must be able to:

- PC5.** comply with organisation's policies and procedures for working with team members
- PC6.** communicate professionally using appropriate mode of communication such as face-to-face, telephonic and written
- PC7.** respond to queries and seek/provide clarifications if required
- PC8.** co-ordinate with team to integrate work as per requirements
- PC9.** resolve conflicts within the team/with customers to achieve smooth workflow
- PC10.** recognize emotions accurately in self and others to build good relationships
- PC11.** prioritize team and organization goals above personal goals

Respect differences of gender and ability

To be competent, the user/individual on the job must be able to:

- PC12.** maintain a conducive environment for all the genders at the workplace
- PC13.** encourage appropriate behavior and conduct with people across gender
- PC14.** assist team members with disability in overcoming any challenges faced in work
- PC15.** practice appropriate verbal and non-verbal communication while interacting with People with Disability (PwD)
- PC16.** ensure equal participation of the people across genders in discussions

Knowledge and Understanding (KU)

Qualification Pack

The individual on the job needs to know and understand:

- KU1.** organisation's policies on dress code, workplace timings, workplace behaviour, performance management, incentives, delivery standards, information security, etc.
- KU2.** organisation's hierarchy and escalation matrix
- KU3.** importance of establishing good working relationships with colleagues and superiors
- KU4.** importance of helping colleagues with problems, in order to meet quality and time standards as a team
- KU5.** different means and methods of communication
- KU6.** different types of information that colleagues might need and the importance of providing this information in an appropriate manner
- KU7.** organisation's policies and procedures for working with colleagues and superiors
- KU8.** importance of understanding consequences of gender biased behaviour
- KU9.** gender based concepts, issues and legislation
- KU10.** organisation standards and guidelines to be followed for PwD and knowledge about laws, acts and provisions defined for PwD by the statutory bodies and the right way to use them including various medical conditions associated with PwD
- KU11.** health and safety requirements at workplace for PwD
- KU12.** process of recruiting people for a particular job profile w.r.t PwD and gender
- KU13.** various government/private schemes and benefits available for PwD and information about various institutes working for PwD to enable in providing livelihood opportunities for PwD

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** read and comprehend forms, documents and records
- GS2.** read and write in English and/or local language
- GS3.** complete work with attention to detail
- GS4.** listen effectively and orally communicate information
- GS5.** work as per customer requirements
- GS6.** communicate with empathy across genders and PwD
- GS7.** improve and modify work practices
- GS8.** maintain positive and effective relationships with colleagues and customers
- GS9.** evaluate the possible solution(s) to the problem

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Interact effectively with superiors</i>	7	15	-	2
PC1. receive work requirements from superiors and customers and interpret them correctly	1	2	-	-
PC2. inform the supervisor and/or concerned person about any unforeseen disruptions or delays	2	4	-	1
PC3. participate in decision making by providing facts and figures, giving/accepting constructive suggestions	2	5	-	1
PC4. rectify errors as per feedback and ensure the errors are not repeated	2	4	-	-
<i>Interact effectively with colleagues and customers</i>	7	26	-	4
PC5. comply with organisation's policies and procedures for working with team members	1	2	-	-
PC6. communicate professionally using appropriate mode of communication such as face-to-face, telephonic and written	2	4	-	1
PC7. respond to queries and seek/provide clarifications if required	2	4	-	1
PC8. co-ordinate with team to integrate work as per requirements	-	3	-	-
PC9. resolve conflicts within the team/with customers to achieve smooth workflow	1	5	-	1
PC10. recognize emotions accurately in self and others to build good relationships	1	4	-	-
PC11. prioritize team and organization goals above personal goals	-	4	-	1
<i>Respect differences of gender and ability</i>	11	24	-	4
PC12. maintain a conducive environment for all the genders at the workplace	2	5	-	1

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. encourage appropriate behavior and conduct with people across gender	2	5	-	1
PC14. assist team members with disability in overcoming any challenges faced in work	3	4	-	1
PC15. practice appropriate verbal and non-verbal communication while interacting with People with Disability (PWD)	2	4	-	1
PC16. ensure equal participation of the people across genders in discussions	2	6	-	-
NOS Total	25	65	-	10

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	TEL/N9102
NOS Name	Interact Effectively with Team Members and Customers
Sector	Telecom
Sub-Sector	Generic
Occupation	Generic
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	24/02/2022
Next Review Date	24/02/2026
NSQC Clearance Date	24/02/2022

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each Element/ PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.
6. To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.
7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Qualification Pack

Minimum Aggregate Passing % at QP Level : 70

(Please note: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
TEL/N2108.Perform Sales related Activities at the Store/Showroom	30	60	0	10	100	30
TEL/N2109.Sell Telecom Products and Services to Customers	30	55	-	15	100	30
TEL/N9101.Organise Work and Resources as per Health and Safety Standards	30	60	-	10	100	20
TEL/N9102.Interact Effectively with Team Members and Customers	25	65	-	10	100	20
Total	115	240	-	45	400	100

Qualification Pack

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
FAB	Features Advantage Benefits

Qualification Pack

Glossary

Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.
Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.

Qualification Pack

Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.
Benefit	The value the customer gets, the gain (usually a tangible cost, but can be intangible) that the customer accrues from the product or service
Brochure	Brochures are advertising pieces mainly used to introduce a company or organization, with information about products and/or services to a target audience. Brochures are distributed by mail, handed personally or placed in brochure racks
'Core Skills/Generic Skills	Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the OS , these include communication related skills that are applicable to most job roles'
Customer Database	Customer database is a form of direct marketing using databases of customers or potential customers to generate personalized communications in order to promote a product or service for marketing purposes
Customer Service	Customer service is the provision of service to customers before, during and after a purchase. Customer service is a series of activities designed to enhance the level of customer satisfaction “ that is, the feeling that a product or service has met the customer expectation
Cross-sell	Cross selling is the action or practice of selling among or between established clients, markets, traders, etc. or the action or practice of selling an additional product or service to an existing customer

Qualification Pack

Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for
Feature	An aspect of a product or service, (i.e., color, speed, size, weight, type of technology, buttons and knobs, gizmos and gadgets, technical support, delivery, etc.)
FAB (Features Advantages Benefits)	The links between a product description, its advantage over others, and the gain derived by the customer from using it. One of the central techniques used in the presentation stage of the selling process
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS
Handset	Is a sub sector to Telecom and consists of companies/organizations who provide mobile handsets to the public Job role Job role defines a unique set of functions that together form a unique employment opportunity in an organization
Knowledge and Understanding	Knowledge and Understanding statements which together specify the technical , generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standards
Monthly Target	distributors, agents, etc. A specified amount of sales that a management sets for achieving or exceeding within a specified timeframe. Sales targets are apportioned among different sales units
National Occupational Standards	NOS are Occupational Standards which apply uniquely in the Indian context
'Need Analysis	Needs analysis includes all the activities used to collect information about your students' learning needs, wants, wishes, desires, etc.'
Occupation	Occupation is a set of job roles under which role-holders perform similar/related set of functions in an industry
OS (Occupational Standards)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts
Organizational Context	Organizational Context includes the way the organization is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility

Qualification Pack

Performance Criteria	Performance criteria are statements that together specify the standards of performance required when carrying out a task
QP (Qualification Pack)	Qualifications Pack comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
Qualification Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack
Sales Process	Sales process describes an approach to selling a product or service
'Sales Report	Sales reporting provides visibility into a company's sales pipeline, integrating information from sales, customer and financial sources for a complete picture of sales performance'
Sales Tracking	The process of systematically working with leads, moving them on along the sales pipeline and systematically analyzing success factors is usually referred to as sales tracking
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with, in carrying out the function which has a critical impact on the quality of performance required
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities
Telecom	Is a communication sector consisting of companies who provide telephonic communication facilities to the public
Unit Code	Unit Code is a unique identifiers for an OS™ unit, which can be denoted with either an OS™ or an NS™
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do
Up-sell	An attempt to sell a prospect or a customer another product or service priced item or a series of additional smaller priced items that will increase the total price of the purchase can be either a higher