

## Qualification Pack



Specification Sales  
Business Development

Sales Executive

**Field Sales**

# Field Sales Executive

Options: Sales Executive Broadband

QP Code: TEL/Q0200

Version: 2.0

NSQF Level: 3

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

## Qualification Pack

### Contents

TEL/Q0200: Field Sales Executive .....	3
<i>Brief Job Description</i> .....	3
Applicable National Occupational Standards (NOS) .....	3
<i>Compulsory NOS</i> .....	3
<i>Option: Sales Executive Broadband</i> .....	3
<i>Qualification Pack (QP) Parameters</i> .....	3
TEL/N0216: Prepare and plan to achieve sales targets .....	5
TEL/N0217: Perform activities to enroll new customers .....	12
TEL/N9101: Organise Work and Resources as per Health and Safety Standards .....	16
TEL/N9102: Interact Effectively with Team Members and Customers .....	23
TEL/N0218: Sell broadband subscriptions .....	28
Assessment Guidelines and Weightage .....	32
<i>Assessment Guidelines</i> .....	32
<i>Assessment Weightage</i> .....	33
Acronyms .....	34
Glossary .....	35

## Qualification Pack

### TEL/Q0200: Field Sales Executive

#### Brief Job Description

The individual in this job role visits customers to deliver prepaid telecom products/services to retailers. The individual is also responsible for achieving monthly revenue target, increasing width and depth of distribution, adhering to process compliance for new customer enrollment and increasing customer base. Additionally, the individual may be responsible for selling broadband subscriptions.

#### Personal Attributes

This job role requires the individual to be smart and presentable as per organisational grooming guidelines. The individual must be fluent in regional language, a quick learner, adaptable to change and know how to manage relationships. The individual should be willing to work for long hours with enthusiasm, target focused and possess active listening skills.

#### Applicable National Occupational Standards (NOS)

##### Compulsory NOS:

1. [TEL/N0216: Prepare and plan to achieve sales targets](#)
2. [TEL/N0217: Perform activities to enroll new customers](#)
3. [TEL/N9101: Organise Work and Resources as per Health and Safety Standards](#)
4. [TEL/N9102: Interact Effectively with Team Members and Customers](#)

##### Options(Not mandatory):

Option : Sales Executive Broadband

This OS unit is about increasing retailer base by enrolling new retailers to sell broadband subscriptions.

1. [TEL/N0218: Sell broadband subscriptions](#)

#### Qualification Pack (QP) Parameters

<b>Sector</b>	Telecom
<b>Sub-Sector</b>	Service Provider
<b>Occupation</b>	Sales and Distribution – Service Segment

### Qualification Pack

<b>Country</b>	India
<b>NSQF Level</b>	3
<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO- 2015/5243.0501
<b>Minimum Educational Qualification &amp; Experience</b>	10th Class OR 8th Class with 2 Years of experience in sales and marketing
<b>Minimum Level of Education for Training in School</b>	10th Class
<b>Pre-Requisite License or Training</b>	NA
<b>Minimum Job Entry Age</b>	15 Years
<b>Last Reviewed On</b>	27/01/2022
<b>Next Review Date</b>	27/01/2026
<b>NSQC Approval Date</b>	27/01/2022
<b>Version</b>	2.0
<b>Reference code on NQR</b>	2022/TEL/TSSC/05288
<b>NQR Version</b>	1.0

## Qualification Pack

### TEL/N0216: Prepare and plan to achieve sales targets

#### Description

This OS unit is about planning and preparation to visit retailers w.r.t. stock, merchandise, plan etc. and dealing with them to promote products as well as boost sales.

#### Scope

The scope covers the following :

- Generate sales leads
- Prepare for field visit to retailers
- Visit retailers to promote new products
- Comply with organizational processes

#### Elements and Performance Criteria

##### *Generate sales leads*

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

- PC1.** collect and record data from all reliable sources such as showroom walk-ins, telephonic enquiries, promotional/marketing campaigns, kiosks etc.
- PC2.** categorize customers who showed interest in buying the broadband service for follow-up
- PC3.** interact with superiors/supervisor to analyse sales target/data collected for increased target and lead generation
- PC4.** develop an effective strategy to follow up leads/generate sales lead on a daily basis

##### *Prepare for field visit to retailers*

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

- PC5.** maintain personal grooming and hygiene to ensure adherence to company standards
- PC6.** analyse daily sales targets/overall sales targets received from territory sales manager (TSM)/area manager
- PC7.** develop plan/strategy to cover maximum retailers within the territory
- PC8.** implement the plan/strategy based on time, targets (daily, weekly and monthly) and prospective customers
- PC9.** identify latest sales strategies in the market and keep yourself up-to-date with trends, schemes, offers from the manufacturers
- PC10.** analyse the trends of business using BTS utilization model (low, medium and high utilization sites)
- PC11.** analyse month till date (MTD) sales against monthly target
- PC12.** collect stock and merchandise from the distributor
- PC13.** inspect stock and merchandise to ensure they are in good condition and well packed
- PC14.** report to the concerned person (distributor) if packaging or product seems defective/damaged

##### *Visit retailers to promote new products*

## Qualification Pack

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

- PC15.** visit sites/retailers as per the pre-defined route and beat plan
- PC16.** create brand visibility by arranging merchandise in retail outlets like posters, danglers etc.
- PC17.** monitor retailer card/register for secondary/tertiary sales
- PC18.** prepare Business Health Report (BHR) check on retailer's secondary/tertiary sales records
- PC19.** observe/inspect outlet physically to check stock availability
- PC20.** enquire about the product needs of the retailer by asking relevant questions
- PC21.** offer range of products/services to retailers by explaining utility and highlighting exclusive features of the product vis-à-vis competitor's products
- PC22.** motivate the retailer by quoting high selling retailer's sales achievement
- PC23.** provide required quantity of stock to retailers
- PC24.** collect payment from retailers against delivered stock
- PC25.** organise road shows for promotion of products/services

### *Comply with organizational processes*

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

- PC26.** assist the customer in filling plan details, customer details and other documents required for putting an application for installation of the broadband connection
- PC27.** comply with know your customer (KYC) guidelines and collect customer's attested documents
- PC28.** provide payment receipt after collecting payment as per selected mode of payment
- PC29.** make a record of documents provided by the customer
- PC30.** compile daily reports to be validated by Territory Sales Manager (TSM)
- PC31.** escalate potential/existing customers feedback, unresolved concerns/issues to TSM
- PC32.** obtain sales referrals from customer after closing sales call and ensuring satisfactory customer feedback

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** policies, standards and procedures to conduct lead generation activities
- KU2.** importance of maintaining query log of customers
- KU3.** appropriate dress code, personal hygiene and self grooming
- KU4.** significance of daily briefs and sales targets
- KU5.** organisational standards, values, policies and processes
- KU6.** various territories, roads and markets
- KU7.** organisational standards for making a sales call during beat plan coverage
- KU8.** details of current product and schemes/offers for retailers, brand's latest technologies and product launches
- KU9.** basic arithmetic and numeric calculations for MTD sales
- KU10.** merchandising elements such as danglers, flex boards, gates, standees
- KU11.** pre-defined route plan and beat plan to be followed

## Qualification Pack

- KU12.** merchandising/visibility norms to create brand visibility
- KU13.** importance of branding at outlets, using merchandising material like posters, danglers, flex boards
- KU14.** retailer's reporting formats such as retailer card and stock keeping register
- KU15.** business health report (BHR) process to display month till date (MTD) sales figures
- KU16.** different types of open ended and close ended questions
- KU17.** USPs & strengths of products and services
- KU18.** feature advantage benefits (FAB) approach to highlight product/service
- KU19.** well performing retailer's sales records for benchmarking
- KU20.** process of range selling
- KU21.** stock management including physical voucher and their expiry dates etc.
- KU22.** basic mathematical calculations
- KU23.** rebuttals and their usage for retailers
- KU24.** documentation process and sales review along with TAT
- KU25.** KYC norms as per TRAI guidelines
- KU26.** importance of customer referrals

## Generic Skills (GS)

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

- GS1.** read and record information
- GS2.** read and comprehend documents and manuals
- GS3.** maintain professional appearance
- GS4.** plan the day to prioritize daily activities
- GS5.** communicate in basic English/regional language
- GS6.** read and comprehend reports/documents/formats
- GS7.** listen carefully to others and respond appropriately
- GS8.** co-ordinate effectively and timely with peers/seniors
- GS9.** build rapport with retailers

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Generate sales leads</i>	<b>3</b>	<b>3</b>	-	-
<b>PC1.</b> collect and record data from all reliable sources such as showroom walk-ins, telephonic enquiries, promotional/marketing campaigns, kiosks etc.	1	1	-	-
<b>PC2.</b> categorize customers who showed interest in buying the broadband service for follow-up	-	1	-	-
<b>PC3.</b> interact with superiors/supervisor to analyse sales target/data collected for increased target and lead generation	1	-	-	-
<b>PC4.</b> develop an effective strategy to follow up leads/generate sales lead on a daily basis	1	1	-	-
<i>Prepare for field visit to retailers</i>	<b>14</b>	<b>20</b>	-	<b>4</b>
<b>PC5.</b> maintain personal grooming and hygiene to ensure adherence to company standards	2	2	-	-
<b>PC6.</b> analyse daily sales targets/overall sales targets received from territory sales manager (TSM)/area manager	2	2	-	-
<b>PC7.</b> develop plan/strategy to cover maximum retailers within the territory	3	2	-	1
<b>PC8.</b> implement the plan/strategy based on time, targets (daily, weekly and monthly) and prospective customers	3	-	-	1
<b>PC9.</b> identify latest sales strategies in the market and keep yourself up-to-date with trends, schemes, offers from the manufacturers	1	-	-	1
<b>PC10.</b> analyse the trends of business using BTS utilization model (low, medium and high utilization sites)	2	-	-	-
<b>PC11.</b> analyse month till date (MTD) sales against monthly target	1	4	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC12.</b> collect stock and merchandise from the distributor	-	3	-	-
<b>PC13.</b> inspect stock and merchandise to ensure they are in good condition and well packed	-	4	-	-
<b>PC14.</b> report to the concerned person (distributor) if packaging or product seems defective/damaged	-	3	-	1
<i>Visit retailers to promote new products</i>	<b>15</b>	<b>18</b>	-	<b>5</b>
<b>PC15.</b> visit sites/retailers as per the pre-defined route and beat plan	-	4	-	1
<b>PC16.</b> create brand visibility by arranging merchandise in retail outlets like posters, danglers etc.	-	4	-	1
<b>PC17.</b> monitor retailer card/register for secondary/tertiary sales	2	2	-	-
<b>PC18.</b> prepare Business Health Report (BHR) check on retailer's secondary/tertiary sales records	3	4	-	-
<b>PC19.</b> observe/inspect outlet physically to check stock availability	-	2	-	-
<b>PC20.</b> enquire about the product needs of the retailer by asking relevant questions	2	-	-	1
<b>PC21.</b> offer range of products/services to retailers by explaining utility and highlighting exclusive features of the product vis-à-vis competitor's products	-	2	-	1
<b>PC22.</b> motivate the retailer by quoting high selling retailer's sales achievement	2	-	-	-
<b>PC23.</b> provide required quantity of stock to retailers	2	-	-	1
<b>PC24.</b> collect payment from retailers against delivered stock	2	-	-	-
<b>PC25.</b> organise road shows for promotion of products/services	2	-	-	-
<i>Comply with organizational processes</i>	<b>8</b>	<b>9</b>	-	<b>1</b>

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC26.</b> assist the customer in filling plan details, customer details and other documents required for putting an application for installation of the broadband connection	1	2	-	1
<b>PC27.</b> comply with know your customer (KYC) guidelines and collect customer's attested documents	2	2	-	-
<b>PC28.</b> provide payment receipt after collecting payment as per selected mode of payment	1	-	-	-
<b>PC29.</b> make a record of documents provided by the customer	1	2	-	-
<b>PC30.</b> compile daily reports to be validated by Territory Sales Manager (TSM)	1	1	-	-
<b>PC31.</b> escalate potential/existing customers feedback, unresolved concerns/issues to TSM	1	1	-	-
<b>PC32.</b> obtain sales referrals from customer after closing sales call and ensuring satisfactory customer feedback	1	1	-	-
<b>NOS Total</b>	<b>40</b>	<b>50</b>	<b>-</b>	<b>10</b>

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	TEL/N0216
<b>NOS Name</b>	Prepare and plan to achieve sales targets
<b>Sector</b>	Telecom
<b>Sub-Sector</b>	Service Provider
<b>Occupation</b>	Sales and Distribution – Service Segment
<b>NSQF Level</b>	3
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	27/01/2022
<b>Next Review Date</b>	27/01/2026
<b>NSQC Clearance Date</b>	27/01/2022

## Qualification Pack

### TEL/N0217: Perform activities to enroll new customers

#### Description

This OS unit is about increasing retailer base by enrolling new retailers to sell prepaid telecom products/services.

#### Scope

The scope covers the following :

- Enroll new retailers
- Adhere to company policies for new enrollments

#### Elements and Performance Criteria

##### *Enroll new retailers*

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

- PC1.** locate new retail outlets with high footfall to increase width of distribution
- PC2.** discuss value proposition of buying different products/services with retailer
- PC3.** explain Return on Investment (ROI) to retailers by highlighting minimal investment and high inventory turns
- PC4.** propose/pitch range of products/services and demonstrate various associated processes
- PC5.** provide information about enrolment formalities to retailers
- PC6.** create brand visibility by arranging merchandise in retail outlets like posters, danglers etc.
- PC7.** provide demo SIM card to retailer as per company norms

##### *Adhere to company policies for new enrollments*

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

- PC8.** provide details to retailers on mobile number activation process, mobile number probability (MNP), know your customer (KYC) norms, telecom regulatory authority of India (TRAI) guidelines etc.
- PC9.** validate customer enrollment forms for any discrepancies like use of ink eraser, signature mismatch, address mismatch etc.
- PC10.** collect relevant documents to process for activation of mobile numbers

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** outlet selection guidelines like prominent location, timings, high foot-fall
- KU2.** organisational KYC guidelines to enrol a new outlet
- KU3.** business etiquette like greeting and presenting visiting card
- KU4.** basic numeric and arithmetic calculations to explain ROI

## Qualification Pack

- KU5.** range of products and associated processes like new number activation and recharge transfer
- KU6.** regional customs and etiquettes to establish effective communication with retailers
- KU7.** merchandising/visibility norms to create brand visibility
- KU8.** importance of branding at outlets, using merchandising material like posters, danglers, flex boards
- KU9.** functions of mobile handsets, to demonstrate number activation and other processes to retailers
- KU10.** job responsibilities to comply with KYC norms as per TRAI guidelines
- KU11.** activation and documentation processes for different customers like local, outstation and foreign national
- KU12.** common retailer complaints and their typical resolution

### Generic Skills (GS)

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

- GS1.** communicate in local language to build rapport with retailers
- GS2.** work in a time efficient manner
- GS3.** identify problems to take appropriate decisions
- GS4.** handle criticism and feedback positively

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Enroll new retailers</i>	<b>26</b>	<b>32</b>	-	<b>7</b>
<b>PC1.</b> locate new retail outlets with high footfall to increase width of distribution	2	5	-	1
<b>PC2.</b> discuss value proposition of buying different products/services with retailer	4	5	-	1
<b>PC3.</b> explain Return on Investment (ROI) to retailers by highlighting minimal investment and high inventory turns	5	6	-	1
<b>PC4.</b> propose/pitch range of products/services and demonstrate various associated processes	4	6	-	1
<b>PC5.</b> provide information about enrolment formalities to retailers	4	6	-	1
<b>PC6.</b> create brand visibility by arranging merchandise in retail outlets like posters, danglers etc.	4	4	-	1
<b>PC7.</b> provide demo SIM card to retailer as per company norms	3	-	-	1
<i>Adhere to company policies for new enrollments</i>	<b>14</b>	<b>18</b>	-	<b>3</b>
<b>PC8.</b> provide details to retailers on mobile number activation process, mobile number portability (MNP), know your customer (KYC) norms, telecom regulatory authority of India (TRAI) guidelines etc.	5	6	-	1
<b>PC9.</b> validate customer enrollment forms for any discrepancies like use of ink eraser, signature mismatch, address mismatch etc.	5	6	-	1
<b>PC10.</b> collect relevant documents to process for activation of mobile numbers	4	6	-	1
<b>NOS Total</b>	<b>40</b>	<b>50</b>	-	<b>10</b>

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	TEL/N0217
<b>NOS Name</b>	Perform activities to enroll new customers
<b>Sector</b>	Telecom
<b>Sub-Sector</b>	Service Provider
<b>Occupation</b>	Sales and Distribution - Service Segment
<b>NSQF Level</b>	3
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	27/01/2022
<b>Next Review Date</b>	27/01/2026
<b>NSQC Clearance Date</b>	27/01/2022

## 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

## Qualification Pack

- 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

## Qualification Pack

- 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

## Qualification Pack

### Assessment Criteria

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

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC13.</b> participate regularly in fire drills or other safety related workshops organised by the company	1	3	-	-
<b>PC14.</b> 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	-	-
<b>PC15.</b> maintain appropriate posture while sitting/standing for long hours	1	1	-	-
<b>PC16.</b> handle heavy and hazardous materials with care, while maintaining appropriate posture	1	1	-	-
<b>PC17.</b> sanitize workstation and equipment regularly	1	2	-	-
<b>PC18.</b> clean hands with soap, alcohol-based sanitizer regularly	-	1	-	-
<b>PC19.</b> avoid contact with anyone suffering from communicable diseases and take necessary precautions	-	1	-	-
<b>PC20.</b> take safety precautions while travelling e.g. maintain 1m distance from others, sanitize hands regularly, wear masks, etc.	1	2	-	-
<b>PC21.</b> report hygiene and sanitation issues to appropriate authority	1	1	-	-
<b>PC22.</b> 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>	<b>7</b>	<b>16</b>	-	<b>3</b>
<b>PC23.</b> optimize usage of material including water in various tasks/activities/processes	1	2	-	-
<b>PC24.</b> use resources such as water, electricity and others responsibly	1	2	-	1
<b>PC25.</b> carry out routine cleaning of tools, machine and equipment	1	2	-	-

### Qualification Pack

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

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	TEL/N9101
<b>NOS Name</b>	Organise Work and Resources as per Health and Safety Standards
<b>Sector</b>	Telecom
<b>Sub-Sector</b>	Generic
<b>Occupation</b>	Generic
<b>NSQF Level</b>	4
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	24/02/2022
<b>Next Review Date</b>	24/02/2026
<b>NSQC Clearance Date</b>	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>	<b>7</b>	<b>15</b>	-	<b>2</b>
<b>PC1.</b> receive work requirements from superiors and customers and interpret them correctly	1	2	-	-
<b>PC2.</b> inform the supervisor and/or concerned person about any unforeseen disruptions or delays	2	4	-	1
<b>PC3.</b> participate in decision making by providing facts and figures, giving/accepting constructive suggestions	2	5	-	1
<b>PC4.</b> rectify errors as per feedback and ensure the errors are not repeated	2	4	-	-
<i>Interact effectively with colleagues and customers</i>	<b>7</b>	<b>26</b>	-	<b>4</b>
<b>PC5.</b> comply with organisation's policies and procedures for working with team members	1	2	-	-
<b>PC6.</b> communicate professionally using appropriate mode of communication such as face-to-face, telephonic and written	2	4	-	1
<b>PC7.</b> respond to queries and seek/provide clarifications if required	2	4	-	1
<b>PC8.</b> co-ordinate with team to integrate work as per requirements	-	3	-	-
<b>PC9.</b> resolve conflicts within the team/with customers to achieve smooth workflow	1	5	-	1
<b>PC10.</b> recognize emotions accurately in self and others to build good relationships	1	4	-	-
<b>PC11.</b> prioritize team and organization goals above personal goals	-	4	-	1
<i>Respect differences of gender and ability</i>	<b>11</b>	<b>24</b>	-	<b>4</b>
<b>PC12.</b> 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
<b>PC13.</b> encourage appropriate behavior and conduct with people across gender	2	5	-	1
<b>PC14.</b> assist team members with disability in overcoming any challenges faced in work	3	4	-	1
<b>PC15.</b> practice appropriate verbal and non-verbal communication while interacting with People with Disability (PWD)	2	4	-	1
<b>PC16.</b> ensure equal participation of the people across genders in discussions	2	6	-	-
<b>NOS Total</b>	<b>25</b>	<b>65</b>	<b>-</b>	<b>10</b>

## Qualification Pack

### National Occupational Standards (NOS) Parameters

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

## Qualification Pack

### TEL/N0218: Sell broadband subscriptions

#### Description

This OS unit is about increasing retailer base by enrolling new retailers to sell broadband subscriptions.

#### Scope

The scope covers the following :

- Plan for sales
- Sell broadband subscription

#### Elements and Performance Criteria

##### *Plan for sales*

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

- PC1.** collect previous day's Customer Enrollment Forms (CEF)
- PC2.** identify customer requirements from daily report to approach them accordingly
- PC3.** analyze the market/geographical area to develop sales plan
- PC4.** implement the plan/strategy to achieve daily sales target/cover up backlogs
- PC5.** select sales strategies suited for target market/potential customers
- PC6.** analyze manufacturer/organization data to narrow down on promotional methods

##### *Sell broadband subscription*

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

- PC7.** visit the target area and customers as per the pre-defined plan
- PC8.** interact with customers as per specified protocols
- PC9.** seek permission from the customer to offer value proposition about the services
- PC10.** identify customer requirement with queries
- PC11.** assist the customer in selecting the best plans as per the need identified
- PC12.** provide information to the customer about value-added services, offers and schemes as specified by the organization
- PC13.** acknowledge and clarify objections raised by customer
- PC14.** compare own product with competitors and highlight the unique selling proposition and features advantage benefits
- PC15.** enquire if the customer is satisfied with the offered product and willing to buy it
- PC16.** inform the customer about the different financial options for payments, such as card, online, cash etc.

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** reasons of compliance/technical issues in CEFs

## Qualification Pack

- KU2.** territory and prime locations
- KU3.** significance of reporting formats
- KU4.** importance of brochures to create product awareness and various media tools to promote products/services
- KU5.** organizational standards/values to interact with potential buyers in a sales call
- KU6.** suspecting and prospecting process to identify high profile customer
- KU7.** probing techniques to identify usage pattern and needs
- KU8.** product and process to clarify objections
- KU9.** USP's and strengths over competition products/services
- KU10.** concept of FAB to offer best plan as per customer needs

### Generic Skills (GS)

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

- GS1.** develop a professional relationship with customers
- GS2.** interpret the customer requirement carefully
- GS3.** put the customer at ease
- GS4.** communicate in English/local language
- GS5.** show courtesy and professionalism while interacting with customers
- GS6.** maintain professional appearance
- GS7.** display courtesy and professionalism while interacting with potential customers
- GS8.** listen attentively and respond appropriately
- GS9.** build rapport for a pleasant and positive experience
- GS10.** converse in local language with the customer

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Plan for sales</i>	<b>21</b>	<b>26</b>	-	<b>3</b>
<b>PC1.</b> collect previous day's Customer Enrollment Forms (CEF)	2	5	-	-
<b>PC2.</b> identify customer requirements from daily report to approach them accordingly	4	5	-	-
<b>PC3.</b> analyze the market/geographical area to develop sales plan	4	4	-	-
<b>PC4.</b> implement the plan/strategy to achieve daily sales target/cover up backlogs	4	4	-	1
<b>PC5.</b> select sales strategies suited for target market/potential customers	3	4	-	1
<b>PC6.</b> analyze manufacturer/organization data to narrow down on promotional methods	4	4	-	1
<i>Sell broadband subscription</i>	<b>19</b>	<b>24</b>	-	<b>7</b>
<b>PC7.</b> visit the target area and customers as per the pre-defined plan	3	2	-	1
<b>PC8.</b> interact with customers as per specified protocols	2	6	-	1
<b>PC9.</b> seek permission from the customer to offer value proposition about the services	4	6	-	1
<b>PC10.</b> identify customer requirement with queries	4	4	-	-
<b>PC11.</b> assist the customer in selecting the best plans as per the need identified	1	1	-	-
<b>PC12.</b> provide information to the customer about value-added services, offers and schemes as specified by the organization	1	1	-	1
<b>PC13.</b> acknowledge and clarify objections raised by customer	1	1	-	1
<b>PC14.</b> compare own product with competitors and highlight the unique selling proposition and features advantage benefits	1	1	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC15.</b> enquire if the customer is satisfied with the offered product and willing to buy it	1	1	-	1
<b>PC16.</b> inform the customer about the different financial options for payments, such as card, online, cash etc.	1	1	-	1
<b>NOS Total</b>	<b>40</b>	<b>50</b>	-	<b>10</b>

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	TEL/N0218
<b>NOS Name</b>	Sell broadband subscriptions
<b>Sector</b>	Telecom
<b>Sub-Sector</b>	Service Provider
<b>Occupation</b>	Sales and Distribution – Service Segment
<b>NSQF Level</b>	3
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	27/01/2022
<b>Next Review Date</b>	27/01/2026
<b>NSQC Clearance Date</b>	27/01/2022

## 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/N0216.Prepare and plan to achieve sales targets	40	50	0	10	100	30
TEL/N0217.Perform activities to enroll new customers	40	50	-	10	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
<b>Total</b>	<b>135</b>	<b>225</b>	<b>-</b>	<b>40</b>	<b>400</b>	<b>100</b>

Optional: 1 Sales Executive Broadband

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
TEL/N0218.Sell broadband subscriptions	40	50	0	10	100	30
<b>Total</b>	<b>40</b>	<b>50</b>	<b>0</b>	<b>10</b>	<b>100</b>	<b>30</b>

## Qualification Pack

### Acronyms

<b>NOS</b>	National Occupational Standard(s)
<b>NSQF</b>	National Skills Qualifications Framework
<b>QP</b>	Qualifications Pack
<b>TVET</b>	Technical and Vocational Education and Training
<b>TSM</b>	Territory Sales Manager
<b>ROI</b>	Return on investment
<b>SLA</b>	Service level agreement
<b>MTD</b>	Month Till Date
<b>KYC</b>	Know your customer
<b>FSE</b>	Field sales executive
<b>FOS</b>	Feet on street
<b>FAB</b>	Features Advantage Benefits
<b>CEF</b>	Customer enrollment form
<b>BHR</b>	Business health report
<b>ARPU</b>	Average Revenue Per User
<b>TAT</b>	Turn around time
<b>SMS</b>	Short messaging services
<b>TM</b>	Team Manager
<b>VAS</b>	Value added service

## Qualification Pack

### Glossary

<b>Sector</b>	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.
<b>Sub-sector</b>	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
<b>Occupation</b>	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
<b>Job role</b>	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
<b>Occupational Standards (OS)</b>	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.
<b>Performance Criteria (PC)</b>	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
<b>National Occupational Standards (NOS)</b>	NOS are occupational standards which apply uniquely in the Indian context.
<b>Qualifications Pack (QP)</b>	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.
<b>Unit Code</b>	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
<b>Unit Title</b>	Unit title gives a clear overall statement about what the incumbent should be able to do.
<b>Description</b>	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.
<b>Scope</b>	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.

## Qualification Pack

<b>Knowledge and Understanding (KU)</b>	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.
<b>Organisational Context</b>	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.
<b>Technical Knowledge</b>	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
<b>Core Skills/ Generic Skills (GS)</b>	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.
<b>Electives</b>	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.
<b>Options</b>	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.
<b>MTD (Month till date)</b>	Month-till-date (MTD) is a period starting at the beginning of the current month and ending at the current date. Month-till-date is used in many contexts, mainly for recording results of an activity in the time between a date (exclusive, since this day may not yet be complete) and the beginning of the current month. In the context of finance, MTD is often provided in financial statements detailing the performance of a business entity.
<b>MNP (Mobile Number Portability)</b>	Helps mobile phone users to change from one mobile network operator to another, without having to change their mobile phone number.