



Territory Sales Manager - Prepaid/Broadband

QP Code: TEL/Q0203

Version: 2.0

NSQF Level: 5

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

Qualification Pack

Contents

TEL/Q0203: Territory Sales Manager - Prepaid/Broadband	3
<i>Brief Job Description</i>	3
Applicable National Occupational Standards (NOS)	3
<i>Compulsory NOS</i>	3
<i>Qualification Pack (QP) Parameters</i>	3
TEL/N0219: Manage Direct Selling Agents (DSA), Retailers, Distributors and Sales Executives	5
TEL/N0220: Manage Modern Trade and Increase Customer Base	10
TEL/N9103: Implement Effective Interaction at workplace	17
TEL/N9104: Manage Work, Resources and Safety at workplace	22
Assessment Guidelines and Weightage	27
<i>Assessment Guidelines</i>	27
<i>Assessment Weightage</i>	28
Acronyms	29
Glossary	30

Qualification Pack

TEL/Q0203: Territory Sales Manager - Prepaid/Broadband

Brief Job Description

The individual in this job handles direct selling activities and the achievement of sales targets in the assigned territory. They are also responsible for enhancing the Average Revenue Per User (ARPU), customer base, channel development, and process compliance. In addition, they handle distribution expansion and coordination with urban distributors, i.e. multi-brand distributors, to achieve sales targets in assigned territory. They also plan and enforce personnel development, channel management, retailer education, and range selling.

Personal Attributes

The individual in this job should be presentable, proactive, determined, assertive and a good planner. They must have the ability to manage a team and possess leadership qualities. They should have effective communication skills and be an out-of-the-box thinker.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [TEL/N0219: Manage Direct Selling Agents \(DSA\), Retailers, Distributors and Sales Executives](#)
2. [TEL/N0220: Manage Modern Trade and Increase Customer Base](#)
3. [TEL/N9103: Implement Effective Interaction at workplace](#)
4. [TEL/N9104: Manage Work, Resources and Safety at workplace](#)

Qualification Pack (QP) Parameters

Sector	Telecom
Sub-Sector	Service Provider
Occupation	Sales and Distribution – Service Segment
Country	India
NSQF Level	5
Aligned to NCO/ISCO/ISIC Code	NCO-2015/1221.0501

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Minimum Educational Qualification & Experience	Graduate (in any stream) with 2 Years of experience in Sales or Marketing OR 12th Class with 6 Years of experience in sales or marketing
Minimum Level of Education for Training in School	
Pre-Requisite License or Training	NA
Minimum Job Entry Age	22 Years
Last Reviewed On	27/01/2022
Next Review Date	27/01/2026
NSQC Approval Date	27/01/2022
Version	2.0
Reference code on NQR	2022/TEL/TSSC/05287
NQR Version	1.0

Qualification Pack

TEL/N0219: Manage Direct Selling Agents (DSA), Retailers, Distributors and Sales Executives

Description

This OS unit is about regulating daily operational activities of a DSA/Consultancy and retail executives, increasing revenue and customer base by adhering to organizational processes and guidelines.

Scope

The scope covers the following :

- Manage DSA, retailers and distributors
- Supervise sales executives

Elements and Performance Criteria

Manage DSA, retailers and distributors

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

- PC1.** facilitate DSA organization set-up by providing landline/broadband connectivity and manpower recruitment
- PC2.** identify selling opportunities through area mapping
- PC3.** create Field Sales Executive (FSE) wise route/beat plan for retail channels
- PC4.** resolve process, service and payout related issues of the DSA/retail channel
- PC5.** prepare a monthly Permanent Journey Plan (PJP) to visit retailers/reactivate dormant retailers
- PC6.** review self performance with zonal managers and take appropriate measures for improvement
- PC7.** encourage distributors to keep complete range of products
- PC8.** facilitate timely payouts to distributors/retailers and resolve their payment, process and service related issues on time
- PC9.** conduct regular meetings with retailers/distributors and analyse their performance
- PC10.** prepare monthly activation, Mobile Number Portability (MNP) and revenue reports (retailer wise) and Field Sales Executives (FSE) wise

Supervise sales executives

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

- PC11.** arrange trainings for FSEs on company policies, products, tariffs and documentation
- PC12.** provide sales executives with brochures, products and accessories as well as other components of sales kit
- PC13.** allocate territory/area and monthly targets to sales executives
- PC14.** develop a robust escalation matrix for DSAs/retail channels and distributors to communicate their issues
- PC15.** demonstrate door-to-door sales process to sales executives and assign task to approach all Residential Welfare Association (RWA), societies, individual houses for door-to-door selling

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- PC16.** supervise sales meeting with FSEs to review daily performance and ROI as well as retailer wise sales targets
- PC17.** identify improvement areas to coach sales executives on the job/market visits
- PC18.** identify performance related gaps and provide feedback to Field Sales Executives on identified gaps

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** organizational processes for channel management
- KU2.** route and beat plan and their significance in the selling process
- KU3.** payout policies to facilitate timely payment
- KU4.** PJP and its importance in management
- KU5.** various report formats and compliances
- KU6.** significance of relationship building and team management
- KU7.** sales executives' roles and responsibilities
- KU8.** typical selling trends such as visual merchandising, cross-selling, up-selling
- KU9.** latest updates about products and services
- KU10.** territory's terrain for mapping its potential
- KU11.** how to guide sales executives to achieve monthly sales targets
- KU12.** escalation matrix for product/service issues
- KU13.** door-to-door sales process
- KU14.** return on investment (ROI) calculation
- KU15.** feedback formats and gap analysis reports

Generic Skills (GS)

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

- GS1.** evaluate issues and take timely, unbiased and fair decisions
- GS2.** develop a rapport with distributors
- GS3.** converse in regional dialect with sales executives
- GS4.** guide team on punctuality, time management, etiquette and other basic traits required for the job
- GS5.** comprehend reporting and data capturing formats
- GS6.** adhere strictly to schedules and plans to ensure effective time management for oneself and team
- GS7.** adopt methodical and scientific approach to arrive at optimum solutions
- GS8.** handle teams effectively
- GS9.** prioritise and execute tasks in a high-pressure environment

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Manage DSA, retailers and distributors</i>	18	24	-	6
PC1. facilitate DSA organization set-up by providing landline/broadband connectivity and manpower recruitment	2	1	-	1
PC2. identify selling opportunities through area mapping	1	3	-	-
PC3. create Field Sales Executive (FSE) wise route/beat plan for retail channels	2	4	-	1
PC4. resolve process, service and payout related issues of the DSA/retail channel	1	3	-	-
PC5. prepare a monthly Permanent Journey Plan (PJP) to visit retailers/reactivate dormant retailers	1	5	-	1
PC6. review self performance with zonal managers and take appropriate measures for improvement	4	-	-	-
PC7. encourage distributors to keep complete range of products	2	-	-	1
PC8. facilitate timely payouts to distributors/retailers and resolve their payment, process and service related issues on time	2	-	-	1
PC9. conduct regular meetings with retailers/distributors and analyse their performance	1	2	-	-
PC10. prepare monthly activation, Mobile Number Portability (MNP) and revenue reports (retailer wise) and Field Sales Executives (FSE) wise	2	6	-	1
<i>Supervise sales executives</i>	22	26	-	4
PC11. arrange trainings for FSEs on company policies, products, tariffs and documentation	2	-	-	1
PC12. provide sales executives with brochures, products and accessories as well as other components of sales kit	2	-	-	1

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. allocate territory/area and monthly targets to sales executives	2	4	-	-
PC14. develop a robust escalation matrix for DSAs/retail channels and distributors to communicate their issues	4	6	-	1
PC15. demonstrate door-to-door sales process to sales executives and assign task to approach all Residential Welfare Association (RWA), societies, individual houses for door-to-door selling	4	6	-	1
PC16. supervise sales meeting with FSEs to review daily performance and ROI as well as retailer wise sales targets	4	4	-	-
PC17. identify improvement areas to coach sales executives on the job/market visits	2	6	-	-
PC18. identify performance related gaps and provide feedback to Field Sales Executives on identified gaps	2	-	-	-
NOS Total	40	50	-	10

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	TEL/N0219
NOS Name	Manage Direct Selling Agents (DSA), Retailers, Distributors and Sales Executives
Sector	Telecom
Sub-Sector	Service Provider
Occupation	Sales and Distribution - Service Segment
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	27/01/2022
Next Review Date	27/01/2026
NSQC Clearance Date	27/01/2022

Qualification Pack

TEL/N0220: Manage Modern Trade and Increase Customer Base

Description

This OS unit is about maximizing sales and visibility of the organization's products and services, by developing modern trade alliances at territory level.

Scope

The scope covers the following :

- Manage trade and expand distribution
- Devise ways to increase revenue and market share

Elements and Performance Criteria

Manage trade and expand distribution

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

- PC1.** recruit, deploy and coach in-store promoters about company policies
- PC2.** facilitate proper execution of sales process across the channel
- PC3.** monitor brand visibility and in-store promoters' grooming as per company guidelines
- PC4.** prepare Business Health Report (BHR) to check trend of secondary sales and promote its usage amongst FSEs to keep a track of retailer's sales records
- PC5.** assign monthly sales targets to the in-store promoters
- PC6.** assess the team structure periodically to maintain a lean and efficient team
- PC7.** review monthly performance reports of modern trade, outlet-wise and in-store promoter wise
- PC8.** facilitate stock availability at distributors and encourage retailers through FSEs to keep a range of products
- PC9.** monitor retailer wise secondary and tertiary sales records
- PC10.** establish business relationships with modern trade alliances and in-store promoters
- PC11.** train FSEs about product updates and documentation for forwarding necessary information to retailers
- PC12.** mentor FSEs about increasing depth of sales and distribution
- PC13.** observe active recharge, data and/or handset selling outlet reports and take necessary action to increase the width of distribution
- PC14.** analyse weekly/monthly retailers' sales records obtained from distributors/circle office

Devise ways to increase revenue and market share

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

- PC15.** identify, shortlist and select new distributors/retailers and launch/cascade new schemes and offers
- PC16.** update distributors about new products/services
- PC17.** manage key accounts of distributors/retailers
- PC18.** interact with newly enrolled distributors/retailers via tele-calling

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- PC19.** execute reward and recognition programs for distributors/retailers
- PC20.** acquire daily sales commitment from sales executives
- PC21.** monitor sales executives reporting formats
- PC22.** validate customer enrolment forms
- PC23.** resolve customer concerns during sales meeting with distributors/retailers
- PC24.** analyse data to find out the reason for shortfall in target and take appropriate actions
- PC25.** evaluate latest updates about company's as well as competitors' products/services in the market
- PC26.** ensure retailers reach out to customers
- PC27.** implement canopy promotions through sales executives
- PC28.** create brand visibility using new/existing merchandise and new techniques

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** in-store promoter wise targets based on overall target
- KU2.** organizational processes and grooming guidelines
- KU3.** significance of BHR to identify FSE's and retailer's sales achievement
- KU4.** competitor marketing strategies and product release/upgrade behavioral patterns
- KU5.** reporting formats to record and review outlet-wise and in-store promoter performance
- KU6.** organization's processes to deliver stock to distributor
- KU7.** distributor/retailer ROI calculation
- KU8.** process compliance as per TRAI guidelines
- KU9.** significance of increasing width and depth of sales and distribution
- KU10.** retailer schemes and offers vis-a-vis the competition
- KU11.** assigned territory's terrain to identify new potential outlets
- KU12.** distributor appointment/replacement/consolidation/split as per the organization policies and processes
- KU13.** outlet selection and reward norms
- KU14.** merchandising norms and reporting formats
- KU15.** basic banking/finance terminology and instruments like balance sheets required for setting up new distributors
- KU16.** organization's standard sales process
- KU17.** business reports to identify revenue trends and competitors approaches in the market
- KU18.** various promotional activities
- KU19.** Below The Line (BTL) and other promotional activities

Generic Skills (GS)

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



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- GS1.** converse in regional language with in-store promoters
- GS2.** develop means to improve relationship building and team management
- GS3.** read and comprehend processes and reports
- GS4.** prepare assigned reports within specified time limits
- GS5.** build rapport with modern trade alliances

Qualification Pack
Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Manage trade and expand distribution</i>	23	20	-	8
PC1. recruit, deploy and coach in-store promoters about company policies	2	4	-	1
PC2. facilitate proper execution of sales process across the channel	1	-	-	-
PC3. monitor brand visibility and in-store promoters' grooming as per company guidelines	2	-	-	-
PC4. prepare Business Health Report (BHR) to check trend of secondary sales and promote its usage amongst FSEs to keep a track of retailer's sales records	2	4	-	1
PC5. assign monthly sales targets to the in-store promoters	2	4	-	1
PC6. assess the team structure periodically to maintain a lean and efficient team	2	-	-	-
PC7. review monthly performance reports of modern trade, outlet-wise and in-store promoter wise	2	4	-	1
PC8. facilitate stock availability at distributors and encourage retailers through FSEs to keep a range of products	1	1	-	-
PC9. monitor retailer wise secondary and tertiary sales records	2	1	-	1
PC10. establish business relationships with modern trade alliances and in-store promoters	2	1	-	1
PC11. train FSEs about product updates and documentation for forwarding necessary information to retailers	2	1	-	-
PC12. mentor FSEs about increasing depth of sales and distribution	1	-	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. observe active recharge, data and/or handset selling outlet reports and take necessary action to increase the width of distribution	1	-	-	1
PC14. analyse weekly/monthly retailers' sales records obtained from distributors/circle office	1	-	-	1
<i>Devise ways to increase revenue and market share</i>	17	30	-	2
PC15. identify, shortlist and select new distributors/retailers and launch/cascade new schemes and offers	2	4	-	-
PC16. update distributors about new products/services	2	4	-	-
PC17. manage key accounts of distributors/retailers	1	1	-	-
PC18. interact with newly enrolled distributors/retailers via tele-calling	1	1	-	-
PC19. execute reward and recognition programs for distributors/retailers	1	-	-	-
PC20. acquire daily sales commitment from sales executives	1	1	-	-
PC21. monitor sales executives reporting formats	1	4	-	1
PC22. validate customer enrolment forms	1	1	-	-
PC23. resolve customer concerns during sales meeting with distributors/retailers	1	4	-	1
PC24. analyse data to find out the reason for shortfall in target and take appropriate actions	1	4	-	-
PC25. evaluate latest updates about company's as well as competitors' products/services in the market	1	1	-	-
PC26. ensure retailers reach out to customers	1	1	-	-
PC27. implement canopy promotions through sales executives	1	1	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC28. create brand visibility using new/existing merchandise and new techniques	2	3	-	-
NOS Total	40	50	-	10

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	TEL/N0220
NOS Name	Manage Modern Trade and Increase Customer Base
Sector	Telecom
Sub-Sector	Service Provider
Occupation	Sales and Distribution - Handset Segment
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	27/01/2022
Next Review Date	27/01/2026
NSQC Clearance Date	27/01/2022

Qualification Pack

TEL/N9103: Implement Effective Interaction at workplace

Description

This OS unit is about communicating 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.** interpret work requirements from the superior and customers
- PC2.** report any unforeseen disruptions or delays to superiors and/or concerned person
- PC3.** achieve productivity and quality of work as per the company procedure

Interact effectively with colleagues and customers

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

- PC4.** explain the work requirements and the scope of work to the team
- PC5.** communicate information using different techniques such as face-to-face, telephonic and written means
- PC6.** co-ordinate with team to integrate work as per requirements
- PC7.** respect colleagues and customers and communicate taking care of their personal spaces
- PC8.** find solutions to work related difficulties with mutual agreement with colleagues and customers
- PC9.** resolve conflicts within the team at work to achieve smooth workflow
- PC10.** motivate team members to put organizational goals over individual goals
- PC11.** encourage the team to provide feedback on any issues facing them

Respect differences of gender and ability

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

- PC12.** ensure personal behaviour of self and team is conducted taking gender and disability of the person into consideration
- PC13.** demonstrate sensitivity towards gender and person with disability while communicating
- PC14.** list the different types of disabilities with their respective issues
- PC15.** provide help to PwD team members in overcoming any challenges faced in work
- PC16.** use inclusive language irrespective of the disability and the gender of the person
- PC17.** treat all colleagues and co-workers equally

Qualification Pack

PC18. respect personal space of colleagues and co-workers

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** importance of effective and different means of communication and establishing good working relationships with colleagues and superiors
- KU2.** importance of helping colleagues with problems, in order to meet quality and time standards as a team
- KU3.** different methods of communication
- KU4.** different types of information that colleagues might need and the importance of providing this information in an appropriate manner
- KU5.** helping colleagues with problems, in order to meet quality and time standards as a team
- KU6.** organisation's policies and procedures for working with colleagues and superior
- KU7.** implications of own work on the work and schedule of others
- KU8.** importance of understanding consequences of gender based 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.** rights and duties at workplace with respect to PwD
- KU13.** process of recruiting people for a particular job profile w.r.t PwD and gender
- KU14.** 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.** complete written work with attention to detail and read instructions/guidelines/procedures
- GS2.** listen effectively and orally communicate information
- GS3.** ask for clarification and advice from the concerned person
- GS4.** deliver consistent and reliable service to customers
- GS5.** check that the work meets customer requirements
- GS6.** practice and acceptance of gender and its concepts
- GS7.** develop empathy across genders and towards PwD
- GS8.** reflect on own gender identity, gender roles and PwD issues
- GS9.** engage and participate in discussions to end gender and disability discrimination
- GS10.** improve and modify work practices
- GS11.** maintain positive and effective relationships with colleagues and customers
- GS12.** 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>	2	9	-	1
PC1. interpret work requirements from the superior and customers	1	2	-	-
PC2. report any unforeseen disruptions or delays to superiors and/or concerned person	1	2	-	1
PC3. achieve productivity and quality of work as per the company procedure	-	5	-	-
<i>Interact effectively with colleagues and customers</i>	13	27	-	5
PC4. explain the work requirements and the scope of work to the team	2	3	-	-
PC5. communicate information using different techniques such as face-to-face, telephonic and written means	2	4	-	1
PC6. co-ordinate with team to integrate work as per requirements	-	4	-	1
PC7. respect colleagues and customers and communicate taking care of their personal spaces	-	3	-	-
PC8. find solutions to work related difficulties with mutual agreement with colleagues and customers	3	3	-	-
PC9. resolve conflicts within the team at work to achieve smooth workflow	-	4	-	1
PC10. motivate team members to put organizational goals over individual goals	3	4	-	1
PC11. encourage the team to provide feedback on any issues facing them	3	2	-	1
<i>Respect differences of gender and ability</i>	15	24	-	4
PC12. ensure personal behaviour of self and team is conducted taking gender and disability of the person into consideration	2	4	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. demonstrate sensitivity towards gender and person with disability while communicating	2	3	-	1
PC14. list the different types of disabilities with their respective issues	2	3	-	1
PC15. provide help to PwD team members in overcoming any challenges faced in work	2	3	-	-
PC16. use inclusive language irrespective of the disability and the gender of the person	2	3	-	1
PC17. treat all colleagues and co-workers equally	2	3	-	-
PC18. respect personal space of colleagues and co-workers	3	5	-	1
NOS Total	30	60	-	10

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	TEL/N9103
NOS Name	Implement Effective Interaction at workplace
Sector	Telecom
Sub-Sector	Generic
Occupation	Generic
NSQF Level	5
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/N9104: Manage Work, Resources and Safety at workplace

Description

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

Scope

The scope covers the following :

- Manage learning and self-direction
- Develop critical thinking and problem solving
- Perform work as per quality standards
- Maintain safe and secure working environment
- Comply with material / energy / electricity conservation practices

Elements and Performance Criteria

Manage learning and self-direction

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

- PC1.** develop technical and personal skills to be updated with new technologies prevalent in the industry
- PC2.** train the team such that they are able to adapt latest products/services in their working environment
- PC3.** identify opportunities for team building workshops and motivational trainings

Develop critical thinking and problem solving

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

- PC4.** guide the team to be accountable for timely completion of tasks
- PC5.** analyse problems accurately to be able to correctly suggest suitable solutions to the concerned persons
- PC6.** train the team to estimate the cause of the problem and validate

Perform work as per quality standards

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

- PC7.** implement ways to keep immediate as well as team's work area clean and tidy
- PC8.** maintain efficiency and productivity while performing role/responsibility
- PC9.** supervise the team to ensure that the work is done as per the assigned and agreed requirements
- PC10.** create schedules and rosters for the team to ensure they understand individual work requirements

Maintain safe and secure working environment

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

- PC11.** identify organisation's health, safety, security policies and procedures

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- PC12.** instruct team to report any identified breaches in health, safety, and security policies and procedures to the designated person
- PC13.** manage 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
- 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

Material / energy / electricity conservation practices

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

- PC15.** implement ways to optimize usage of material including water in various tasks/activities/processes
- PC16.** supervise the team to ensure responsible use of resources
- PC17.** motivate the team to carry out routine cleaning of tools, machine and equipment
- PC18.** guide the team to optimize use of electricity/energy in various tasks/activities/processes
- PC19.** implement periodic checks of the functioning of the equipment/machine and rectify wherever required
- PC20.** guide the team to report malfunctioning and lapses in maintenance of equipment
- PC21.** implement ways to use electrical equipment and appliances properly

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** strategies pertinent to the field that can be used to pursue an advancement of 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.** layout of the workstation and equipment used
- KU7.** escalation matrix and its importance, especially in case of emergencies
- KU8.** ways of time and cost management
- KU9.** rules/regulation for maintaining health and safety at workplace
- KU10.** meaning of hazard, different types of health and safety hazards found in the workplace, risks and threats based on the nature of work
- KU11.** procedures to report breaches in health, safety and security
- KU12.** ways of managing resources and material efficiently
- KU13.** ways to recognize common electrical problems and common practices of conserving electricity

Generic Skills (GS)

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

- GS1.** explore various pathways to expand one's own learning skills and abilities

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- GS2.** analyse feedback for improving one's way of working
- GS3.** interpret feedback from superiors in a constructive way
- GS4.** identify the root cause of problems
- GS5.** understand the problem by asking significant questions to clarify the various points of view on the problem
- GS6.** seek clarifications from superior about the job requirement
- GS7.** work in a team with full coordination of team members
- GS8.** read instructions/guidelines and Standard Operating Practices (SOP) documents
- GS9.** complete tasks efficiently and accurately within stipulated time
- GS10.** record data in statutory documents relevant to safety and hygiene
- GS11.** escalate/refer all anomalies to the concerned persons
- GS12.** identify the most suitable course of action for completing the task using provided resources

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Manage learning and self-direction</i>	4	5	-	-
PC1. develop technical and personal skills to be updated with new technologies prevalent in the industry	2	1	-	-
PC2. train the team such that they are able to adapt latest products/services in their working environment	1	2	-	-
PC3. identify opportunities for team building workshops and motivational trainings	1	2	-	-
<i>Develop critical thinking and problem solving</i>	4	7	-	-
PC4. guide the team to be accountable for timely completion of tasks	2	3	-	-
PC5. analyse problems accurately to be able to correctly suggest suitable solutions to the concerned persons	1	2	-	-
PC6. train the team to estimate the cause of the problem and validate	1	2	-	-
<i>Perform work as per quality standards</i>	5	9	-	4
PC7. implement ways to keep immediate as well as team's work area clean and tidy	1	2	-	-
PC8. maintain efficiency and productivity while performing role/responsibility	1	2	-	2
PC9. supervise the team to ensure that the work is done as per the assigned and agreed requirements	1	2	-	1
PC10. create schedules and rosters for the team to ensure they understand individual work requirements	2	3	-	1
<i>Maintain safe and secure working environment</i>	12	13	-	2
PC11. identify organisation's health, safety, security policies and procedures	3	3	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. instruct team to report any identified breaches in health, safety, and security policies and procedures to the designated person	3	3	-	-
PC13. manage 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	3	4	-	1
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	3	3	-	1
<i>Material / energy / electricity conservation practices</i>	15	16	-	4
PC15. implement ways to optimize usage of material including water in various tasks/activities/processes	1	2	-	1
PC16. supervise the team to ensure responsible use of resources	2	2	-	1
PC17. motivate the team to carry out routine cleaning of tools, machine and equipment	2	2	-	1
PC18. guide the team to optimize use of electricity/energy in various tasks/activities/processes	3	4	-	-
PC19. implement periodic checks of the functioning of the equipment/machine and rectify wherever required	2	2	-	1
PC20. guide the team to report malfunctioning and lapses in maintenance of equipment	3	2	-	-
PC21. implement ways to use electrical equipment and appliances properly	2	2	-	-
NOS Total	40	50	-	10

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	TEL/N9104
NOS Name	Manage Work, Resources and Safety at workplace
Sector	Telecom
Sub-Sector	Generic
Occupation	Generic
NSQF Level	5
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/N0219.Manage Direct Selling Agents (DSA), Retailers, Distributors and Sales Executives	40	50	0	10	100	30
TEL/N0220.Manage Modern Trade and Increase Customer Base	40	50	0	10	100	30
TEL/N9103.Implement Effective Interaction at workplace	30	60	-	10	100	20
TEL/N9104.Manage Work, Resources and Safety at workplace	40	50	-	10	100	20
Total	150	210	0	40	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
ARPU	Average Revenue Per User
BHR	Business Health Report
FAB	Features Advantage Benefits
FOS	Feet on Street
FSE	Field Sales Executive
KYC	Know Your Customer Guidelines
MTD	Month Till Date
PJP	Permanent Journey Plan
ROI	Return On Investment
SOGA	Share of Gross Add
TAT	Turn Around Time
TM	Team Manager
TSM	Territory Sales Manager

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.
Active/Transacting Outlets	A/An shop/entity located in Route/Beat plan that performs at least 5 transactions like electronic recharge to subscribers or end-users in a month for a service provider
Beat Plan	Beat Plan denotes group of select outlets out of entire retail universe to be covered as per the plan
BHR (Business Health Report)	This is SMS based application which displays monthly/daily sales transaction figures like, MTD recharge value, MTD activations of distributors/retailers
'Churn rate	Churn rate, as it relates to mobile network carriers, is the percentage of subscribers in a given time frame that cease to use the company's services for one reason or another. It is used as an indicator of the health of a company's subscriber base. The lower the churn rate, the better the outlook of the company.'
'Core Skills or 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'
Depth of Distribution	Sales through existing retail outlets in a given area. Increasing depth of distribution is to increase sales through existing retail outlets in a given area by increasing stock levels and by increasing throughput

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
Distributor	An entity or person that buys products or product line, warehouse them and resell them to retailers or direct to the end-users/customers using own manpower
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
Inventory turns	The number of times that your inventory cycles or turns over per year. It is one of the most commonly used Supply Chain Metrics
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 are statements which together specify the technical, generic, professional and organizational specific knowledge
NOS (National Occupational Standards)	NOS are Occupational Standards which apply uniquely in the Indian context
Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry
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
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
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task
PJP (Pemanent Journey Plan)	It refers to a territory sales manager's monthly plan to visit assigned territory
Primary Sales	Sales of product from manufacturer to distributors
QP (Qualifications 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

Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack
Retailer	A business or person who sells goods/commodities/services to the consumer/subscriber/end-user
ROI (Return on investment)	the concept of an investment of some resource yielding a benefit to the investor. As a performance measure, it is used to evaluate the efficiency of an investment or to compare the efficiency of a number of different investments. In business, the purpose of the return on investment metric is to measure, per period, rates of return on money invested in an economic entity in order to decide whether or not to undertake an investment.
Route Plan	route is a geographical location mapped to a sales executive. It may consist one or more beats depending no. of outlets
Scope	Scope is the 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 the quality of performance required
Secondary Sales	Sales of products from distributor to retailers
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
Service Provider	It is an entity, which provides all types of telecom products or services to potential users
SOGA (Share of Gross ADD)	A number that measures the percentage of connections added for an operator with relation to the total number of connections added in the market by operators
SONA (Share of Net ADD)	The number of new subscribers, or gross adds, minus the number of customers that drop service, which is called churn. Though this term can be used in many different contexts, it is frequently used in the telecom industry.
Sub-functions	Sub-functions are sub-activities essential to fulfill the achieving the objectives of the function
Sub-sector	Service provider denotes or deals with all type of connections
TAT (Turn Around Time)	The time taken to resolve a request or a complaint of the customer
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities

Qualification Pack

Telecom	Is a communication sector consisting of companies who provide telephonic communication facilities to the public
Tertiary Sales	Sale of products from retailer to end consumers
Unit Code	Unit Code is a unique identifier for an OS unit, which can be denoted with either an "O"™ or an "N"™
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do
VAS (Value added service)	In the telecom industry, on a conceptual level, value-added services add value to the standard service offering, spurring the subscriber to use their phone more and allowing the operator to drive up their ARPU. For mobile phones, while technologies like SMS, MMS and data access were historically usually considered value-added services, but in recent years SMS, MMS and data access have more and more become core services, and VAS therefore has beginning to exclude those services
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry.
Width of distribution	Number of retailers in a given area. Increasing width of distribution is to increase number of retailers in a given area by increasing number of outlets 5