



# Distributor Salesman

QP Code: RAS/Q0604

Version: 2.0

NSQF Level: 3

Retailers Association's Skill Council of India || 703-704 Sagar Tech Plaza - A, Andheri-Kurla Road,  
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## Qualification Pack

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## Qualification Pack

### RAS/Q0604: Distributor Salesman

#### Brief Job Description

Individuals in this position visits retail/wholesale outlets as per daily route plan & makes sales call using relevant selling aids like handhelds to increase productivity and achieve sales targets, demonstrate commanding knowledge of the trade being serviced by him/her and the existing competitors. He/she identifies new outlets to increase sales of the products and provide service facilitating resolution of trade problems related to products and company being represented by the salesman. He/she creates demand at point of sale by creating visibility for products putting POSM (Point of sales material) and merchandising elements like counter top/shelves or racks depending on the category of product he/she sells. Hence, he/she needs to influence & own the execution standards of availability and in store visibility.

#### Personal Attributes

The individual needs to be physically fit to withstand working in a retail environment whilst being customer responsive. They would need good interpersonal and listening skills.

#### Applicable National Occupational Standards (NOS)

##### Compulsory NOS:

1. [RAS/N0601: Be updated on knowledge of products to be sold and merchandising](#)
2. [RAS/N0602: Have thorough understanding of business and productivity targets and measures to achieve the same](#)
3. [RAS/N0603: Learn steps to make an effective sales call](#)
4. [RAS/N0604: Develop capability for handling credit management of an outlet both receivables and payables](#)
5. [RAS/N0605: Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution](#)

#### Qualification Pack (QP) Parameters

<b>Sector</b>	Retail
<b>Sub-Sector</b>	FMCG
<b>Occupation</b>	Sales
<b>Country</b>	India

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<b>NSQF Level</b>	3
<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO-2015/5249.0200
<b>Minimum Educational Qualification &amp; Experience</b>	10th Class/I.T.I (after 8th standard)
<b>Minimum Level of Education for Training in School</b>	8th Class
<b>Pre-Requisite License or Training</b>	NA
<b>Minimum Job Entry Age</b>	14 Years
<b>Last Reviewed On</b>	25/11/2021
<b>Next Review Date</b>	24/11/2024
<b>NSQC Approval Date</b>	25/11/2021
<b>Version</b>	2.0
<b>Reference code on NQR</b>	2021/RET/RASCI/04923
<b>NQR Version</b>	1

## Qualification Pack

# RAS/N0601: Be updated on knowledge of products to be sold and merchandising

## Description

This OS unit describes the skills and knowledge required to make effective sales calls by having up-to-date knowledge on product details, schemes, merchandising, POP material, product samples, new/focus SKU.

## Scope

The scope covers the following :

- This unit applies to individuals who represent distributors in their field sales operations to retail/wholesale
- outlets.
- Product details, Scheme information and Product detailer
- Merchandising / POP material/ Product samples
- New / Focus SKU
- Brand Availability Norms & Competition Benchmarking
- The role may be performed across the below formats
- Retail outlet
- Wholesale outlets
- Department stores
- Bakery Outlets
- Chemist / cosmetic outlets
- Convenience Outlets
- Self service outlets
- Eatery and Drinking - Dhaba/Restaurants /Hotels etc.
- New channels like at works/railways stalls/ airport stalls

## Elements and Performance Criteria

### *Product details, Scheme information and Product detailer*

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

- PC1.** update self about current product portfolio and product details grammages, price points and variants of own and competition products and update details periodically
- PC2.** acquire up-to-date knowledge on channel wise, category wise, outlet type wise schemes
- PC3.** give relevant information to supervisors to plan relevant schemes/ slabs by outlets and learn to utilise correctly

### *Merchandising / POP material/ Product samples*

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

- PC4.** identify hotspots in an outlet and try to convince the retailer to provide these for displays and achieve high order visibility by correct deployment of merchandising material
- PC5.** put branding materials on the area surrounding the rack and inside the rack
- PC6.** stock products to maximise number of facings
- PC7.** obtain natural visibility by clearing cluttered space and stocking companys products

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- PC8.** identify the nature of the complaint from information obtained from customers.
- PC9.** place products next to the competitor brand and maintain category and competition adjacency

### *Brand Availability Norms & competition benchmarking*

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

- PC10.** benchmark own product with that of competitors as per the norms and accordingly make own products available at an outlet

### *New/ Focus SKU*

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

- PC11.** articulate USP of New products Features and benefits to the retailer
- PC12.** make an effective sales call to convince the outlets to place order for focus SKUs

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** category wise, product wise placement norms
- KU2.** merchandising & Planogram norms
- KU3.** knowledge of products, USPs, benefits in relation to needs of the customers in comparison to competitive offerings
- KU4.** availability norms of products
- KU5.** competition benchmark product details
- KU6.** how to check the condition of product samples
- KU7.** how to identify hotspots in the outlet & convince retailers for the spot
- KU8.** how to identify benchmark competitor products and decide on product availability

## Generic Skills (GS)

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

- GS1.** complete documentation accurately
- GS2.** collate simple data when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with customers and communicate the product attributes clearly
- GS12.** identify product samples that are not in good condition or expired

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Product details, Scheme information and Product detailer</i>	<b>15</b>	<b>15</b>	-	-
<b>PC1.</b> update self about current product portfolio and product details grammages, price points and variants of own and competition products and update details periodically	5	5	-	-
<b>PC2.</b> acquire up-to-date knowledge on channel wise, category wise, outlet type wise schemes	5	5	-	-
<b>PC3.</b> give relevant information to supervisors to plan relevant schemes/ slabs by outlets and learn to utilise correctly	5	5	-	-
<i>Merchandising / POP material/ Product samples</i>	<b>20</b>	<b>20</b>	-	-
<b>PC4.</b> identify hotspots in an outlet and try to convince the retailer to provide these for displays and achieve high order visibility by correct deployment of merchandising material	5	5	-	-
<b>PC5.</b> put branding materials on the area surrounding the rack and inside the rack	2.5	2.5	-	-
<b>PC6.</b> stock products to maximise number of facings	2.5	2.5	-	-
<b>PC7.</b> obtain natural visibility by clearing cluttered space and stocking companys products	5	5	-	-
<b>PC8.</b> identify the nature of the complaint from information obtained from customers.	2.5	2.5	-	-
<b>PC9.</b> place products next to the competitor brand and maintain category and competition adjacency	2.5	2.5	-	-
<i>Brand Availability Norms &amp; competition benchmarking</i>	<b>5</b>	<b>5</b>	-	-
<b>PC10.</b> benchmark own product with that of competitors as per the norms and accordingly make own products available at an outlet	5	5	-	-
<i>New/ Focus SKU</i>	<b>10</b>	<b>10</b>	-	-



### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC11.</b> articulate USP of New products Features and benefits to the retailer	5	5	-	-
<b>PC12.</b> make an effective sales call to convince the outlets to place order for focus SKUs	5	5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0601
<b>NOS Name</b>	Be updated on knowledge of products to be sold and merchandising
<b>Sector</b>	Retail
<b>Sub-Sector</b>	FMCG
<b>Occupation</b>	Sales
<b>NSQF Level</b>	3
<b>Credits</b>	TBD
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	25/11/2021
<b>Next Review Date</b>	24/11/2024
<b>NSQC Clearance Date</b>	25/11/2021

## Qualification Pack

# RAS/N0602: Have thorough understanding of business and productivity targets and measures to achieve the same

## Description

This OS describes the skills and knowledge required to have in-depth understanding of overall sales and productivity targets as specified by an organization (to include Outlet wise, category and SKU wise day and route targets) and specific focus on new launch products.

## Scope

The scope covers the following :

- This unit applies to individuals who represent in their field sales operations.
- Overall sales target and productivity targets
- Category wise outlet billing targets
- Evaluating achievement of targets
- Correct route knowledge to ensure complete coverage of all target
- Outlets
- first call to last call, updation of outlets listing
- Day and route objectives
- New Launch products
- Check stock availability at the distributor point
- Check stock availability at the outlet level
- Retail outlet
- Wholesale outlets
- Department stores
- Bakery Outlets
- Chemist / cosmetic outlets
- Convenience Outlets
- Self service outlets

## Elements and Performance Criteria

### *Overall target / Productivity targets & achievement till date.*

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

- PC1.** understand all sales objectives and targets for Bills cut, Lines cut, Average bill value and Unique Outlets Billed
- PC2.** understand target vs. achievement till date and strive towards 100% target achievement
- PC3.** carry market planner and outlet wise plans made prior to the market visit and be aware of focus categories and plans for sale of specific category/SKUs by outlet

### *Category wise outlet billing as per plan*

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

- PC4.** ensure category and outlet wise billing targets are met

### *Day or route objective samples*

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

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- PC5.** ensure category wise and outlet wise billing targets are met on the route
- PC6.** cover all target outlets/entire route and take note of new outlets/closed outlets in the beat
- PC7.** update info on the type of outlet and its respective trade channel

### *New Launch products*

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

- PC8.** ensure availability of new launch products as per availability norms
- PC9.** set beat and outlet wise targets to achieve launch targets

### *Check stock availability at the distributor point*

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

- PC10.** check stock position of each SKU everyday at the distributor point.
- PC11.** estimate sales from the beat and optimize order as per stock available on hand
- PC12.** coordinate with supervisor and discuss on action plan for out-of-stock SKUs
- PC13.** check the stock available in the selling area/shelves
- PC14.** check stocks available in the backroom for reserves
- PC15.** check stocks for all brand and capture order as per SOQ

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** productivity parameters and targets
- KU2.** product availability/benchmarking norms and launch plan
- KU3.** route knowledge with details of outlets in a route
- KU4.** classification of outlets by type and profile
- KU5.** stock replenishment cycle of the organization
- KU6.** organizations guidelines in case of stock out
- KU7.** how to analyse overall / productivity targets to set effective objectives
- KU8.** how to break down objectives into actionable tasks to achieve goals
- KU9.** how to maintain routes and help the supervisors in maintaining the same
- KU10.** how to do stock count and capture order as per SOQ in outlets speedily
- KU11.** how to estimate sales from the beat and analyse stock in hand at the distributors point to forecast demand

## Generic Skills (GS)

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

- GS1.** compile route list accurately
- GS2.** note simple data when required
- GS3.** fill forms when required Outlet addition/ deletion / modification
- GS4.** check achievement against targets
- GS5.** read information accurately

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- GS6.** read and interpret data
- GS7.** follow instructions accurately
- GS8.** use gestures or simple words to communicate where language barriers exist
- GS9.** use questioning to minimise misunderstandings
- GS10.** display courteous and helpful behaviour at all times
- GS11.** make appropriate decisions regarding the responsibilities of the job role
- GS12.** plan and schedule routines
- GS13.** build relationships with internal and external customers
- GS14.** respond to stock outs at the distribution point
- GS15.** respond to queries of customers on margins, schemes, promotions and visibility inputs
- GS16.** identify overall / productivity targets and breaking it down to outlet level targets
- GS17.** respond to customers regarding margins and schemes in relation to the competition

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Overall target / Productivity targets &amp; achievement till date.</i>	<b>15</b>	<b>15</b>	-	-
<b>PC1.</b> understand all sales objectives and targets for Bills cut, Lines cut, Average bill value and Unique Outlets Billed	5	5	-	-
<b>PC2.</b> understand target vs. achievement till date and strive towards 100% target achievement	5	5	-	-
<b>PC3.</b> carry market planner and outlet wise plans made prior to the market visit and be aware of focus categories and plans for sale of specific category/SKUs by outlet	5	5	-	-
<i>Category wise outlet billing as per plan</i>	<b>2.5</b>	<b>2.5</b>	-	-
<b>PC4.</b> ensure category and outlet wise billing targets are met	2.5	2.5	-	-
<i>Day or route objective samples</i>	<b>10</b>	<b>10</b>	-	-
<b>PC5.</b> ensure category wise and outlet wise billing targets are met on the route	2.5	2.5	-	-
<b>PC6.</b> cover all target outlets/entire route and take note of new outlets/closed outlets in the beat	5	5	-	-
<b>PC7.</b> update info on the type of outlet and its respective trade channel	2.5	2.5	-	-
<i>New Launch products</i>	<b>5</b>	<b>5</b>	-	-
<b>PC8.</b> ensure availability of new launch products as per availability norms	2.5	2.5	-	-
<b>PC9.</b> set beat and outlet wise targets to achieve launch targets	2.5	2.5	-	-
<i>Check stock availability at the distributor point</i>	<b>17.5</b>	<b>17.5</b>	-	-
<b>PC10.</b> check stock position of each SKU everyday at the distributor point.	2.5	2.5	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC11.</b> estimate sales from the beat and optimize order as per stock available on hand	2.5	2.5	-	-
<b>PC12.</b> coordinate with supervisor and discuss on action plan for out-of-stock SKUs	2.5	2.5	-	-
<b>PC13.</b> check the stock available in the selling area/shelves	2.5	2.5	-	-
<b>PC14.</b> check stocks available in the backroom for reserves	2.5	2.5	-	-
<b>PC15.</b> check stocks for all brand and capture order as per SOQ	5	5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0602
<b>NOS Name</b>	Have thorough understanding of business and productivity targets and measures to achieve the same
<b>Sector</b>	Retail
<b>Sub-Sector</b>	FMCG
<b>Occupation</b>	Sales
<b>NSQF Level</b>	3
<b>Credits</b>	TBD
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	25/11/2021
<b>Next Review Date</b>	24/11/2024
<b>NSQC Clearance Date</b>	25/11/2021



## Qualification Pack

### RAS/N0603: Learn steps to make an effective sales call

#### Description

This OS describes the skills and knowledge required to make an effective sales call.

#### Scope

The scope covers the following :

- This unit applies to individuals who represent distributors in their field sales operations.
- Estimate outlet sales accurately to avoid OOS or over stocking
- Ensure accurate order capture
- Use tools for sell in correctly Product presenter, Schemes, Market Planner,
- Enter order details correctly in the handheld
- Range Sell in and scheme communication
- Maintain good personal relations and handle objections
- Freshness norms check and maintain FMFO and stock rotation
- Stock return & D&D replacements
- The role may be performed across the below formats
- Retail outlet
- Wholesale outlets
- Department stores
- Bakery Outlets
- Chemist / cosmetic outlets
- Convenience Outlets
- Self service outlets

#### Elements and Performance Criteria

##### *Estimate sales accurately to avoid OOS or Overstocking*

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

- PC1.** analyze current stock on hand and sales of the outlets.
- PC2.** advise retailers for optimum order depending on the need and projected sell out and need for reserve stocks that needs to be maintained to avoid stockouts.
- PC3.** explain how the recommendation will boost retailers sales.
- PC4.** communicate all benefits which would accrue to the retailer in short and concise manner.
- PC5.** ask open ended questions considering the retailers needs leading to the retailer accepting advice on purchase.
- PC6.** ensure that the relevant schemes/ slabs are discussed with the retailer after gauging the potential of the outlet.

##### *Scheme communication*

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

- PC7.** analyse competition schemes and leverage on companys schemes to increase sales vis-a-vis that of competition

##### *Range selling for all categories*

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

- PC8.** ensure range selling by leveraging on own brand already available in the retail outlet and strengthen portfolio presence in the outlet

### *Functionality of Palmtop/Handheld device and its features*

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

- PC9.** route list & outlet list in the palmtop/handheld device and its usage  
**PC10.** ensure product list & scheme details are available in the palmtop  
**PC11.** Implement order capture process in palmtop/handheld  
**PC12.** ensure summary reports / productivity reports are available in the palmtop/hand held  
**PC13.** ensure retail survey features available in the palmtop  
**PC14.** ensure correct syncing process is followed.

### *Freshness norms, FMFO, stock rotation*

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

- PC15.** check stock physical condition and freshness  
**PC16.** arrange stock as per FMFO and even educate retailer on FMFO.  
**PC17.** do stock rotation in those outlet where the movement of stocks is very low.  
**PC18.** carryout stock rotation in case stock movement is very low

### *Stock return & D&D replacements*

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

- PC19.** replace damaged or expired goods with fresh stocks and enter information about damaged goods in the handheld device.  
**PC20.** maintain a pleasing personality for an effective sale call (clean and ironed clothes, smile on face)

### *Follow guidelines that pleases the retailer*

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

- PC21.** maintain appropriate distance from the retailer /outlet owner  
**PC22.** maintain proper posture while talking with the retailer and not to lean or place hands in pockets or bend shoulders  
**PC23.** refrain from indulging in any act that may irritate the retailer  
**PC24.** speak clearly in a soft tone without stammering or hesitation  
**PC25.** maintain proper eye contact with the retailer  
**PC26.** enter ordered quantity against each sku ordered

### *Enter order details correctly in the palmtop*

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

- PC27.** submit the orders and check summary of the order  
**PC28.** communicate the order value to the retailer

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** sales call process & procedures as defined by the organization.

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- KU2.** schemes and promotions own as well as competition.
- KU3.** freshness norms, stock rotation & stock return norms of the organization
- KU4.** schemes that are active for the current month for each category and channel
- KU5.** availability norms of the organization
- KU6.** how to estimate sales of the outlet
- KU7.** how to estimate stock requirement for the outlet
- KU8.** how to use handheld order taking device given by the organization
- KU9.** how to check the physical condition and shelf life of the stock
- KU10.** how to identify stock movement at an outlet level and perform stock rotation if needed
- KU11.** negotiation and convincing skills for range selling

## Generic Skills (GS)

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

- GS1.** complete documentation accurately
- GS2.** collate simple data when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to any objection from the retailer
- GS13.** estimate sales & order requirement of the outlet

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Estimate sales accurately to avoid OOS or Overstocking</i>	<b>10</b>	<b>10</b>	-	-
<b>PC1.</b> analyze current stock on hand and sales of the outlets.	1	1	-	-
<b>PC2.</b> advise retailers for optimum order depending on the need and projected sell out and need for reserve stocks that needs to be maintained to avoid stockouts.	1	1	-	-
<b>PC3.</b> explain how the recommendation will boost retailers sales.	2	2	-	-
<b>PC4.</b> communicate all benefits which would accrue to the retailer in short and concise manner.	2	2	-	-
<b>PC5.</b> ask open ended questions considering the retailers needs leading to the retailer accepting advice on purchase.	2	2	-	-
<b>PC6.</b> ensure that the relevant schemes/ slabs are discussed with the retailer after gauging the potential of the outlet.	2	2	-	-
<i>Scheme communication</i>	<b>2</b>	<b>2</b>	-	-
<b>PC7.</b> analyse competition schemes and leverage on companys schemes to increase sales vis-a-vis that of competition	2	2	-	-
<i>Range selling for all categories</i>	<b>2</b>	<b>2</b>	-	-
<b>PC8.</b> ensure range selling by leveraging on own brand already available in the retail outlet and strengthen portfolio presence in the outlet	2	2	-	-
<i>Functionality of Palmtop/Handheld device and its features</i>	<b>12</b>	<b>12</b>	-	-
<b>PC9.</b> route list & outlet list in the palmtop/handheld device and its usage	2	2	-	-
<b>PC10.</b> ensure product list & scheme details are available in the palmtop	2	2	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC11.</b> Implement order capture process in palmtop/handheld	2	2	-	-
<b>PC12.</b> ensure summary reports / productivity reports are available in the palmtop/hand held	2	2	-	-
<b>PC13.</b> ensure retail survey features available in the palmtop	2	2	-	-
<b>PC14.</b> ensure correct syncing process is followed.	2	2	-	-
<i>Freshness norms, FMFO, stock rotation</i>	<b>8</b>	<b>8</b>	-	-
<b>PC15.</b> check stock physical condition and freshness	2	2	-	-
<b>PC16.</b> arrange stock as per FMFO and even educate retailer on FMFO.	2	2	-	-
<b>PC17.</b> do stock rotation in those outlet where the movement of stocks is very low.	2	2	-	-
<b>PC18.</b> carryout stock rotation in case stock movement is very low	2	2	-	-
<i>Stock return &amp; D&amp;D replacements</i>	<b>3</b>	<b>3</b>	-	-
<b>PC19.</b> replace damaged or expired goods with fresh stocks and enter information about damaged goods in the handheld device.	1	1	-	-
<b>PC20.</b> maintain a pleasing personality for an effective sale call (clean and ironed clothes, smile on face)	2	2	-	-
<i>Follow guidelines that pleases the retailer</i>	<b>9</b>	<b>9</b>	-	-
<b>PC21.</b> maintain appropriate distance from the retailer /outlet owner	2	2	-	-
<b>PC22.</b> maintain proper posture while talking with the retailer and not to lean or place hands in pockets or bend shoulders	1	1	-	-
<b>PC23.</b> refrain from indulging in any act that may irritate the retailer	1	1	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC24.</b> speak clearly in a soft tone without stammering or hesitation	2	2	-	-
<b>PC25.</b> maintain proper eye contact with the retailer	1	1	-	-
<b>PC26.</b> enter ordered quantity against each sku ordered	2	2	-	-
<i>Enter order details correctly in the palmtop</i>	<b>4</b>	<b>4</b>	-	-
<b>PC27.</b> submit the orders and check summary of the order	2	2	-	-
<b>PC28.</b> communicate the order value to the retailer	2	2	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0603
<b>NOS Name</b>	Learn steps to make an effective sales call
<b>Sector</b>	Retail
<b>Sub-Sector</b>	FMCG
<b>Occupation</b>	Sales
<b>NSQF Level</b>	3
<b>Credits</b>	TBD
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	25/11/2021
<b>Next Review Date</b>	24/11/2024
<b>NSQC Clearance Date</b>	25/11/2021



## Qualification Pack

# RAS/N0604: Develop capability for handling credit management of an outlet both receivables and payables

## Description

This OS describes the skills and knowledge required to have correct information on Pending bills, Display payments & Delivery status to outlets.

## Scope

The scope covers the following :

- This unit applies to individuals who represent Distributors in their field sales operations.
- Information on pending bills, pending display payment and pending delivery
- The role may be performed across the below formats:
- Retail outlet
- Wholesale outlets
- Department stores
- Bakery Outlets
- Chemist / cosmetic outlets
- Convenience Outlets
- Self service outlets

## Elements and Performance Criteria

### *Information pending bills, pending display payment and pending delivery*

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

- PC1.** collect details of pending invoices from the distribution point everyday before starting the beat
- PC2.** gather credit ageing information of retailer bills and set beat objectives accordingly
- PC3.** keep track of pending display payments and keep the distributor and organizations representative aware of the status.
- PC4.** resolve issues due to pending delivery and keep distributor and organizations representative aware of the status.
- PC5.** reconcile both receivables and payables to outlets and settle all queries by customers on these issues

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** credit & collection norms of the distributor and the organization
- KU2.** how to display payment norms of the organization and outlet wise status
- KU3.** delivery norms of the organization
- KU4.** how to assess pending payments and consumer credit status
- KU5.** how to ensure on time and in full delivery of all his/her orders, store items securely

## Qualification Pack

### Generic Skills (GS)

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

- GS1.** complete documentation accurately
- GS2.** write simple data when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** reconcile receivables and payables with all outlets for all invoices every month

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Information pending bills, pending display payment and pending delivery</i>	<b>50</b>	<b>50</b>	-	-
<b>PC1.</b> collect details of pending invoices from the distribution point everyday before starting the beat	10	10	-	-
<b>PC2.</b> gather credit ageing information of retailer bills and set beat objectives accordingly	10	10	-	-
<b>PC3.</b> keep track of pending display payments and keep the distributor and organizations representative aware of the status.	10	10	-	-
<b>PC4.</b> resolve issues due to pending delivery and keep distributor and organizations representative aware of the status.	10	10	-	-
<b>PC5.</b> reconcile both receivables and payables to outlets and settle all queries by customers on these issues	10	10	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0604
<b>NOS Name</b>	Develop capability for handling credit management of an outlet both receivables and payables
<b>Sector</b>	Retail
<b>Sub-Sector</b>	FMCG
<b>Occupation</b>	Sales
<b>NSQF Level</b>	3
<b>Credits</b>	TBD
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	25/11/2021
<b>Next Review Date</b>	24/11/2024
<b>NSQC Clearance Date</b>	25/11/2021

## Qualification Pack

# RAS/N0605: Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution

## Description

This OS describes the skills and knowledge required to be able to build good personal relationship with traders and handle objections & thereby issue resolution.

## Scope

The scope covers the following :

- This unit applies to individuals who represent Distributors in their field sales operations.
- Building good & personal relations with traders
- Objections handling and issue resolution
- The role may be performed across the below formats
- Retail outlet
- Wholesale outlets
- Department stores
- Bakery Outlets
- Chemist / cosmetic outlets
- Convenience Outlets
- Self service outlets

## Elements and Performance Criteria

### *Building Good & Personal relation*

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

- PC1.** build rapport with the traders based on punctuality, regularity, courtesy, mannerism and interest in increasing retailers business and uplifting the outlets appearance
- PC2.** listen to retailers patiently and understand their needs and problems
- PC3.** use open-ended questions to seek clarification on retailers problems and grievances
- PC4.** explain the benefits that the retailer will have from the sale

### *Objection handling / Issue resolution*

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

- PC5.** handle objection and resolve issues by himself/herself or escalate to the supervisor that are beyond his/her purview

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** customer relationship management norms of the organization
- KU2.** negotiation and objection handling skills

## Qualification Pack

**KU3.** how to ensure on time and in full delivery of all his/her orders, store items securely

### Generic Skills (GS)

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

- GS1.** complete documentation accurately
- GS2.** write simple data when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to changes in competition strategy

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Building Good &amp; Personal relation</i>	<b>40</b>	<b>40</b>	-	-
<b>PC1.</b> build rapport with the traders based on punctuality, regularity, courtesy, mannerism and interest in increasing retailers business and uplifting the outlets appearance	10	10	-	-
<b>PC2.</b> listen to retailers patiently and understand their needs and problems	10	10	-	-
<b>PC3.</b> use open-ended questions to seek clarification on retailers problems and grievances	10	10	-	-
<b>PC4.</b> explain the benefits that the retailer will have from the sale	10	10	-	-
<i>Objection handling / Issue resolution</i>	<b>10</b>	<b>10</b>	-	-
<b>PC5.</b> handle objection and resolve issues by himself/herself or escalate to the supervisor that are beyond his/her purview	10	10	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-



## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0605
<b>NOS Name</b>	Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution
<b>Sector</b>	Retail
<b>Sub-Sector</b>	FMCG
<b>Occupation</b>	Sales
<b>NSQF Level</b>	3
<b>Credits</b>	TBD
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	25/11/2021
<b>Next Review Date</b>	24/11/2024
<b>NSQC Clearance Date</b>	25/11/2021

## 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 assessments will be conducted as per the assessment blueprint and centralised question bank of the SSC released from time to time
3. The assessment for the theory and practicals will be conducted online on a digital assessment platform with comprehensive auditable trails
4. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
5. To pass the Qualification Pack assessment, every trainee should score a minimum 50% aggregate marks for the QP.

## Qualification Pack

6. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

### Minimum Aggregate Passing % at QP Level : 50

(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
RAS/N0601.Be updated on knowledge of products to be sold and merchandising	50	50	-	-	100	20
RAS/N0602.Have thorough understanding of business and productivity targets and measures to achieve the same	50	50	-	-	100	20
RAS/N0603.Learn steps to make an effective sales call	50	50	-	-	100	20
RAS/N0604.Develop capability for handling credit management of an outlet both receivables and payables	50	50	-	-	100	20
RAS/N0605.Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution	50	50	-	-	100	20
<b>Total</b>	<b>250</b>	<b>250</b>	<b>-</b>	<b>-</b>	<b>500</b>	<b>100</b>

## 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

## 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.