



# Distributor Sales Representative

QP Code: TEL/Q2100

Version: 2.0

NSQF Level: 3

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

## Qualification Pack

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## TEL/Q2100: Distributor Sales Representative

### Brief Job Description

The individual in this job role is responsible for selling mobile handsets and related accessories and achieving sales targets as per the target matrix of the organization. The individual is also responsible for increasing the width and depth of distribution and travel extensively to do so. Additionally, they should be able to address complaints/queries of the retailers as per organizational policies and manage cash transactions.

### Personal Attributes

This job role requires the individual to be persuasive with good communication (regional dialect must and English desirable), selling and negotiation skills. The individual should also have the ability to manage time and work to be an effective team player with a positive attitude. The individual must be open to travel.

### Applicable National Occupational Standards (NOS)

#### Compulsory NOS:

1. [TEL/N2110: Coach Retailers to Achieve Sales Targets](#)
2. [TEL/N2111: Perform pre-planning for product distribution](#)
3. [TEL/N9101: Organise Work and Resources as per Health and Safety Standards](#)
4. [TEL/N9102: Interact Effectively with Team Members and Customers](#)

### Qualification Pack (QP) Parameters

<b>Sector</b>	Telecom
<b>Sub-Sector</b>	Handset
<b>Occupation</b>	Sales and Distribution - Handset Segment
<b>Country</b>	India
<b>NSQF Level</b>	3
<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO-2015/5243.0401
<b>Minimum Educational Qualification &amp; Experience</b>	10th Class

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<b>Minimum Level of Education for Training in School</b>	
<b>Pre-Requisite License or Training</b>	NA
<b>Minimum Job Entry Age</b>	15 Years
<b>Last Reviewed On</b>	30/12/2021
<b>Next Review Date</b>	30/12/2025
<b>NSQC Approval Date</b>	30/12/2021
<b>Version</b>	2.0
<b>Reference code on NQR</b>	2021/TEL/TSSC/04896
<b>NQR Version</b>	1.0

## Qualification Pack

### TEL/N2110: Coach Retailers to Achieve Sales Targets

#### Description

This OS unit is about achieving sales target by closely working with retailers by negotiating with them and influencing them along with educating counter sales person at the retail outlet.

#### Scope

The scope covers the following :

- Plan tasks to achieve sales targets
- Close sales

#### Elements and Performance Criteria

##### *Plan tasks to achieve sales targets*

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

- PC1.** identify retailer's need and requirement pertaining to handsets
- PC2.** prepare plans to achieve daily, weekly and monthly sales targets
- PC3.** comply with the pre-defined route plan and daily beat plan
- PC4.** identify new business opportunities by exploring potential territory along with the route plan

##### *Close sales*

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

- PC5.** provide information to new retailers about various range of company's products, promotions, special offers and schemes by applying feature advantage benefits (FAB) approach
- PC6.** explain return on investment (ROI) to retailers by highlighting minimal investment and high inventory turnovers
- PC7.** verify the availability of stock with the retailers
- PC8.** collect payment for replenished stock from the retailers
- PC9.** compute Month till Date (MTD) sales to influence/guide the retailer to buy more stock
- PC10.** create brand visibility by appropriately displaying merchandising material in the outlet
- PC11.** identify various methods of selling such as line selling and range selling
- PC12.** train counter sales person to analyse the needs of a customer and offer appropriate products accordingly
- PC13.** facilitate counter sales person to demonstrate physical and technical features and other key prepositions of a handset
- PC14.** resolve concerns and queries of retailer/sales person

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** probing techniques to identify retailer's needs

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- KU2.** organisational policies to comply with route and Beat plan
- KU3.** latest technology and products/services offered by the competitors
- KU4.** range of products offered by the company and its competitors
- KU5.** method of calculating retailer's return on investment (ROI)
- KU6.** basics of commercial accounting (handling outstanding, cash, debits and credits)
- KU7.** payment collection and claim settlement process
- KU8.** various promotional offers for customers
- KU9.** various methods of selling such as line selling and range selling as per norms/standards
- KU10.** customers' need analysis for customisation of solution
- KU11.** technical (key attributes, applications and other services like music, navigation etc.) non-technical specifications of mobile handsets
- KU12.** common retailer complaints and their typical resolution

### **Generic Skills (GS)**

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

- GS1.** speak fluently in regional and/or English language
- GS2.** read and comprehend documents and other materials
- GS3.** prioritise daily activities to achieve sales targets
- GS4.** develop a rapport with retailers
- GS5.** convince and persuade customers
- GS6.** show courtesy and professionalism while interacting with all stakeholders
- GS7.** handle criticism constructively
- GS8.** listen attentively and respond appropriately

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### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Plan tasks to achieve sales targets</i>	<b>12</b>	<b>14</b>	-	<b>4</b>
<b>PC1.</b> identify retailer's need and requirement pertaining to handsets	3	4	-	1
<b>PC2.</b> prepare plans to achieve daily, weekly and monthly sales targets	3	4	-	1
<b>PC3.</b> comply with the pre-defined route plan and daily beat plan	3	3	-	1
<b>PC4.</b> identify new business opportunities by exploring potential territory along with the route plan	3	3	-	1
<i>Close sales</i>	<b>28</b>	<b>36</b>	-	<b>6</b>
<b>PC5.</b> provide information to new retailers about various range of company's products, promotions, special offers and schemes by applying feature advantage benefits (FAB) approach	3	5	-	1
<b>PC6.</b> explain return on investment (ROI) to retailers by highlighting minimal investment and high inventory turnovers	3	4	-	1
<b>PC7.</b> verify the availability of stock with the retailers	3	3	-	-
<b>PC8.</b> collect payment for replenished stock from the retailers	2	-	-	1
<b>PC9.</b> compute Month till Date (MTD) sales to influence/guide the retailer to buy more stock	4	4	-	-
<b>PC10.</b> create brand visibility by appropriately displaying merchandising material in the outlet	2	4	-	-
<b>PC11.</b> identify various methods of selling such as line selling and range selling	3	4	-	-
<b>PC12.</b> train counter sales person to analyse the needs of a customer and offer appropriate products accordingly	2	4	-	1

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC13.</b> facilitate counter sales person to demonstrate physical and technical features and other key prepositions of a handset	3	4	-	1
<b>PC14.</b> resolve concerns and queries of retailer/sales person	3	4	-	1
<b>NOS Total</b>	<b>40</b>	<b>50</b>	<b>-</b>	<b>10</b>

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### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	TEL/N2110
<b>NOS Name</b>	Coach Retailers to Achieve Sales Targets
<b>Sector</b>	Telecom
<b>Sub-Sector</b>	Handset
<b>Occupation</b>	Sales and Distribution
<b>NSQF Level</b>	3
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	30/12/2021
<b>Next Review Date</b>	30/12/2025
<b>NSQC Clearance Date</b>	30/12/2021

## Qualification Pack

# TEL/N2111: Perform pre-planning for product distribution

### Description

This OS unit is about planning activities performed by distributor sales representative (DSR) before working on the beat plan. It includes analyzing existing retailer base and broadening it with new products or variants as well as retaining the old products' customer base.

### Scope

The scope covers the following :

- Prepare to achieve sales targets
- Up-sell or cross-sell product as per plan

### Elements and Performance Criteria

#### *Prepare to achieve sales targets*

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

- PC1.** obtain information about daily/monthly/quarterly sales targets from territory sales manager (TSM)/area manager
- PC2.** analyse latest sales strategies in the market to stay updated about latest trends, schemes and offers from the manufacturers
- PC3.** create plan/strategy by splitting monthly/quarterly target into weekly and daily targets
- PC4.** implement the plan/strategy to achieve sales target by covering maximum customer base within the territory
- PC5.** analyse the trends of business using BTS utilization model (low, medium and high utilization sites)
- PC6.** compare the month till date (MTD) sales against monthly target to analyse effectiveness of past sales strategies
- PC7.** collect required stock and merchandise from manufacturer/distributor
- PC8.** verify acquired stock/merchandise for defective/damaged packaging /product to be reported to the concerned person (distributor)
- PC9.** follow personal grooming and hygiene as per company norms for sales representatives
- PC10.** visit sites/customers as per the pre-defined route and beat plan
- PC11.** prepare and submit sales reports as per specified formats on daily/weekly basis to the supervisor for review

#### *Up-sell or cross-sell product as per plan*

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

- PC12.** identify existing handset retailers in a given area to analyse their current and future demands
- PC13.** analyse the market reach of the competitors in the given area to analyse which products to up-sell/cross-sell to the retailers
- PC14.** create brand visibility through merchandising as per company norms among existing customers as per company norms

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- PC15.** identify various range of company's products, their FABs and popular competitors in the market
- PC16.** create a plan to sell a similar range of products in single customer interaction, resolving customer queries/doubts
- PC17.** inform existing customers/retailers about the product portfolio offered by the company
- PC18.** enroll the outlets for new variants/products or their accessories to increase width and depth of distribution

### **Knowledge and Understanding (KU)**

The individual on the job needs to know and understand:

- KU1.** significance of daily briefs, sales targets
- KU2.** organisational standards, values, policies and processes
- KU3.** process and policies of the company
- KU4.** details of current product, schemes/offers for retailers
- KU5.** various territory, roads, markets to be covered
- KU6.** basic arithmetic and numeric calculations for MTD sales
- KU7.** various merchandising elements such as danglers, flex boards, gates, standees
- KU8.** appropriate dress code personal hygiene and self-grooming
- KU9.** pre-defined route and beat plan to be followed
- KU10.** various methods to fill up daily reports
- KU11.** formats of various reports to be completed by sales representatives
- KU12.** feedback forms and different strategies for implementing them
- KU13.** visual merchandising norms of the company
- KU14.** cross-selling and up-selling techniques
- KU15.** market research techniques and trends
- KU16.** product portfolio offered by the company
- KU17.** various parameters for enrollment of new outlet

### **Generic Skills (GS)**

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

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

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### Assessment Criteria

<b>Assessment Criteria for Outcomes</b>	<b>Theory Marks</b>	<b>Practical Marks</b>	<b>Project Marks</b>	<b>Viva Marks</b>
<i>Prepare to achieve sales targets</i>	<b>22</b>	<b>21</b>	-	<b>7</b>
<b>PC1.</b> obtain information about daily/monthly/quarterly sales targets from territory sales manager (TSM)/area manager	2	4	-	1
<b>PC2.</b> analyse latest sales strategies in the market to stay updated about latest trends, schemes and offers from the manufacturers	2	-	-	-
<b>PC3.</b> create plan/strategy by splitting monthly/quarterly target into weekly and daily targets	2	4	-	1
<b>PC4.</b> implement the plan/strategy to achieve sales target by covering maximum customer base within the territory	2	4	-	1
<b>PC5.</b> analyse the trends of business using BTS utilization model (low, medium and high utilization sites)	2	-	-	-
<b>PC6.</b> compare the month till date (MTD) sales against monthly target to analyse effectiveness of past sales strategies	2	-	-	-
<b>PC7.</b> collect required stock and merchandise from manufacturer/distributor	2	4	-	1
<b>PC8.</b> verify acquired stock/merchandise for defective/damaged packaging /product to be reported to the concerned person (distributor)	2	-	-	1
<b>PC9.</b> follow personal grooming and hygiene as per company norms for sales representatives	2	5	-	-
<b>PC10.</b> visit sites/customers as per the pre-defined route and beat plan	2	-	-	1
<b>PC11.</b> prepare and submit sales reports as per specified formats on daily/weekly basis to the supervisor for review	2	-	-	1
<i>Up-sell or cross-sell product as per plan</i>	<b>18</b>	<b>29</b>	-	<b>3</b>

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<b>Assessment Criteria for Outcomes</b>	<b>Theory Marks</b>	<b>Practical Marks</b>	<b>Project Marks</b>	<b>Viva Marks</b>
<b>PC12.</b> identify existing handset retailers in a given area to analyse their current and future demands	3	5	-	-
<b>PC13.</b> analyse the market reach of the competitors in the given area to analyse which products to up-sell/cross-sell to the retailers	2	4	-	1
<b>PC14.</b> create brand visibility through merchandising as per company norms among existing customers as per company norms	3	5	-	-
<b>PC15.</b> identify various range of company's products, their FABs and popular competitors in the market	3	5	-	-
<b>PC16.</b> create a plan to sell a similar range of products in single customer interaction, resolving customer queries/doubts	3	5	-	1
<b>PC17.</b> inform existing customers/retailers about the product portfolio offered by the company	2	-	-	-
<b>PC18.</b> enroll the outlets for new variants/products or their accessories to increase width and depth of distribution	2	5	-	1
<b>NOS Total</b>	<b>40</b>	<b>50</b>	<b>-</b>	<b>10</b>

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### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	TEL/N2111
<b>NOS Name</b>	Perform pre-planning for product distribution
<b>Sector</b>	Telecom
<b>Sub-Sector</b>	Handset
<b>Occupation</b>	Sales and Distribution
<b>NSQF Level</b>	3
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	30/12/2021
<b>Next Review Date</b>	30/12/2025
<b>NSQC Clearance Date</b>	30/12/2021

## Qualification Pack

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

### Description

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

### Scope

The scope covers the following :

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

### Elements and Performance Criteria

#### *Perform work as per quality standards*

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

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

#### *Maintain safe, healthy and secure working environment*

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

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

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

### *Conserve material/energy/electricity*

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

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

### *Use effective waste management/recycling practices*

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

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

## **Knowledge and Understanding (KU)**

The individual on the job needs to know and understand:

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

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

### **Generic Skills (GS)**

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

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

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### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Perform work as per quality standards</i>	<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	-	-

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<b>Assessment Criteria for Outcomes</b>	<b>Theory Marks</b>	<b>Practical Marks</b>	<b>Project Marks</b>	<b>Viva Marks</b>
<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	-	-
<b>Conserve material/energy/electricity</b>	<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	-	-

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<b>Assessment Criteria for Outcomes</b>	<b>Theory Marks</b>	<b>Practical Marks</b>	<b>Project Marks</b>	<b>Viva Marks</b>
<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>

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### 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

## TEL/N9102: Interact Effectively with Team Members and Customers

### Description

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

### Scope

The scope covers the following :

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

### Elements and Performance Criteria

#### *Interact effectively with superiors*

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

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

#### *Interact effectively with colleagues and customers*

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

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

#### *Respect differences of gender and ability*

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

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

### Knowledge and Understanding (KU)

## Qualification Pack

The individual on the job needs to know and understand:

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

## Generic Skills (GS)

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

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

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Interact effectively with superiors</i>	7	15	-	2
<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>	7	26	-	4
<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>	11	24	-	4
<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>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

### 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

<b>National Occupational Standards</b>	<b>Theory Marks</b>	<b>Practical Marks</b>	<b>Project Marks</b>	<b>Viva Marks</b>	<b>Total Marks</b>	<b>Weightage</b>
TEL/N2110.Coach Retailers to Achieve Sales Targets	40	50	0	10	100	30
TEL/N2111.Perform pre-planning for product distribution	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>

## 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>BTL</b>	Below the Line
<b>MTD</b>	Month Till Date
<b>GPS</b>	Global Positioning System
<b>SMS</b>	Short Message Service
<b>MMS</b>	Multimedia Messaging 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.
<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.

## Qualification Pack

<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>Beat Plan</b>	The daily plan of visiting the existing and prospective customers as per timetable or schedule
<b>BTL (Below the line)</b>	BTL sales promotion is an immediate or delayed incentive to purchase, expressed in cash or in kind, and having short duration. It is efficient and cost-effective for targeting a limited and specific group. It is a common technique used for touch and feel products and ensures recall of the brand while at the same time highlighting the features of the product.
<b>'Core Skills/Generic Skills</b>	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'
<b>Depth of Distribution</b>	Refers to the stocking level within a store. Is applicable for both the range and selling.
<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>FAB (Features Advantages Benefits)</b>	The links between a product description, its advantage over others, and the gain derived by the customer from using it. One of the central techniques used in the presentation stage of the selling process
<b>Function</b>	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

## Qualification Pack

<b>Handset segment</b>	Is a sub sector to Telecom and consists of companies/organizations who provide mobile handsets to the public
<b>Job role</b>	Job role defines a unique set of functions that together form a unique employment opportunity in an organization
<b>Knowledge and Understanding</b>	Knowledge and Understanding statements which together specify the technical , generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standards
<b>Line Selling</b>	A particular type of selling wherein the distributor sells a particular line or range of product. For e.g. " When the distributor sells handset or only accessories etc.
<b>MTD (Month Till Date)</b>	Period starting at the beginning of the current month and ending at the current date.
<b>National Occupational Standards</b>	NOS are Occupational Standards which apply uniquely in the Indian context
<b>Negotiation Skills</b>	Negotiation skills is a process which achieve win-win preposition for all concerned.
<b>Occupation</b>	Occupation is a set of job roles under which role-holders perform similar/related set of functions in an industry
<b>OS (Occupational)</b>	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together
<b>Standards</b>	Knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts
<b>Onsite Promotional Activity</b>	The activity of promoting the sale of goods at retail. These activities may include product display, on-the-spot-demonstration, pricing, special offers and other point-of-sale methods
<b>Organizational Context</b>	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
<b>Performance Criteria</b>	Performance criteria are statements that together specify the standards of performance required when carrying out a task
<b>Primary Sale</b>	Sale of Handsets from Company to Distributor
<b>QP (Qualification Pack)</b>	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

<b>Qualification Pack Code</b>	Qualifications Pack Code is a unique reference code that identifies a qualifications pack
<b>Range Selling</b>	Range selling is an art of promoting more than one product or service simultaneously
<b>Route Plan</b>	Computing the most cost-effective route involving several nodes or stopovers by minimizing the distance travelled and/or time taken
<b>Sales Forecasting</b>	The prediction, projection or estimation of expected sales over a specified future time period
<b>Sales Planning</b>	The process of determining the overall sales plan to support customer needs and operations capabilities, while meeting general business objectives of profitability, productivity, competitive customer lead times, and so on, as expressed in the overall business plan
<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 has a critical impact on the quality of performance required
<b>Secondary Sales</b>	Sale of Handsets from Distributor to Retailer
<b>Sector</b>	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
<b>Sub-sector</b>	Sub-sector is derived from a further break-up based on the characteristics and interests of its components
<b>Technical Knowledge</b>	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities
<b>Telecom</b>	Is a communication sector consisting of companies who provide telephonic communication facilities to the public
<b>Territory Plan</b>	the process of planning optimum and most cost-effective coverage of a sales territory by the available sales resources, given prospect numbers, density, and buying patterns.
<b>Tertiary Sales</b>	Sale of Handsets from Retailer to end consumer
<b>Visual Merchandizing</b>	Visual merchandising is the activity of promoting the sale of goods, by their presentation in retail outlets
<b>Width of Distribution</b>	Number of handset retailers in a given area that purchase stock and sell the product line.