

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR TELECOM INDUSTRY

What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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Introduction

Qualifications Pack–Distributor Sales Representative

SECTOR: TELECOM

SUB-SECTOR: Handset

OCCUPATION: Sales and Distribution

REFERENCE ID: TEL/Q2100

ALIGNED TO: NCO- 2015/5243.0401

Distributor Sales Representative in the telecom industry is also known as a Feet on Street/Field Service Executive/Distributor Sales Executive/Field Sales Representative.

Brief Job Description: Individual in this role needs to generate sales for mobile handset & related accessories, steer sales as per organization’s target matrix, increase width & depth of distribution and work in a specified area as per the Beat Plan & Route Plan. Individual is also responsible for handling/escalating retailer’s complaints & queries as per the organizational policies and must be able to handle cash related transactions.

Personal Attributes: This job requires the individual to have persuasion, communication (regional dialect must and English desirable) and negotiation skills; ability to manage time; must have a flair for selling; must be a team player with a positive attitude and must be open to travel.

Job Details	Qualifications Pack Code	TEL/Q2100		
	Job Role	Distributor Sales Representative		
	Credits NSQF	TBD	Version number	1.0
	Sector	Telecom	Drafted on	16/05/2013
	Sub-sector	Handset Sector	Last reviewed on	29/04/2015
	Occupation	Distributor Sales Representative	Next review date	31/05/2017
	NSQC Clearance on	18/06/2015		

Job Role	Distributor Sales Representative
Role Description	Promotes/sells/secures orders from existing and prospective customers and help distributors resolve any issues.
NSQF level	4
Minimum Educational Qualifications*	10+2 or equivalent
Maximum Educational Qualifications*	Graduate in any stream
Training (Suggested but not mandatory)	Basic computer literacy
Minimum Job Entry Age	18 Years
Experience	0-2 years of experience is desired
Applicable National Occupational Standards (NOS)	<p>(Click to open the below hyperlinks)</p> <p>Compulsory:</p> <ol style="list-style-type: none"> 1. TEL/N2100(Pre-Planning) 2. TEL/N2101(Manage retailer relationship to achieve sales targets) 3. TEL/N2102 (Educ ate retailer 's counter sales person) 4. TEL/N2103(Process compliance for product distribution) <p>Optional: Not Applicable</p>
Performance Criteria	As described in the relevant OS units

Definitions	Keywords /Terms	Description
	Beat Plan	The daily plan of visiting the existing and prospective customers as per timetable or schedule
BTL (Below the line)	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.	
Core Skills/Generic Skills	Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the OS , these include communication related skills that are applicable to most job roles	
Depth of Distribution	Refers to the stocking level within a store. Is applicable for both the range and li selling.	
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	
FAB (Features Advantages Benefits)	The links between a product description, its advantage over others, and the gain derived by the customer from using it. One of the central techniques used in the presentation stage of the selling process	
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS	
Handset segment	Is a sub sector to Telecom and consists of companies/organizations who provide mobile handsets to the public	
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization	
Knowledge and Understanding	Knowledge and Understanding statements which together specify the technical , generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standards	
Line Selling	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.	
MTD (Month Till Date)	Period starting at the beginning of the current month and ending at the current date.	
National Occupational Standards	NOS are Occupational Standards which apply uniquely in the Indian context	
Negotiation Skills	Negotiation skills is a process which achieve win-win preposition for all concerned.	
Occupation	Occupation is a set of job roles under which role-holders perform similar/related set of functions in an industry	
OS (Occupational	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the	
Standards	knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts	

Onsite Promotional Activity	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
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
Performance Criteria	Performance criteria are statements that together specify the standards of performance required when carrying out a task
Primary Sale	Sale of Handsets from Company to Distributor
QP (Qualification Pack)	Qualifications Pack comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
Qualification Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack
Range Selling	Range selling is an art of promoting more than one product or service simultaneously
Route Plan	Computing the most cost-effective route involving several nodes or stopovers by minimizing the distance travelled and/or time taken
Sales Forecasting	The prediction, projection or estimation of expected sales over a specified future time period
Sales Planning	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
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with, in carrying out the function which has a critical impact on the quality of performance required
Secondary Sales	Sale of Handsets from Distributor to Retailer
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests
Sub-sector	Sub-sector is derived from a further break-up based on the characteristics and interests of its components
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities
Telecom	Is a communication sector consisting of companies who provide telephonic communication facilities to the public
Territory Plan	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.
Tertiary Sales	Sale of Handsets from Retailer to end consumer
Unit Code	Unit Code is a unique identifiers 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
Visual Merchandizing	Visual merchandising is the activity of promoting the sale of goods, by their presentation in retail outlets

Width of Distribution	Number of handset retailers in a given area that purchase stock and sell the product line.
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The following acronyms/codes have been used in the nomenclature above:

Acronyms

Keywords /Terms	Description
BTL	Below the Line
MTD	Month Till Date
GPS	Global Positioning System
SMS	Short Message Service
MMS	Multimedia Messaging Service

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TEL/N2100

Pre-Planning

National Occupational Standard



Overview

This unit is about pre-planning activities perform by DSR before start working on his beat.

TEL/N2100

Pre-Planning

National Occupational Standard

Unit Code	TEL/N2100
Unit Title (Task)	Pre-Planning
Description	This OS unit is about pre-planning to execute daily activities
Scope	<p>This unit/task covers following:</p> <p>Key Stakeholders:</p> <ul style="list-style-type: none"> retailer distributor sales representative TSM / Area manager / Supervisor <p>Attend daily briefing</p>
Performance Criteria (PC)	
	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. organize self by grooming and maintaining personal hygiene</p> <p>PC2. obtain daily sales objective from TSM/Area Manager</p> <p>PC3. design an action plan to achieve sales targets</p> <p>PC4. split monthly target into weekly and daily targets</p> <p>PC5. update self about latest schemes/offers and offers for the day</p> <p>PC6. analyse MTD sales against monthly target</p> <p>PC7. collect stock and merchandize from distributor point</p> <p>PC8. proceed as per the pre-defined Route and Beat Plan</p>
Knowledge and Understanding :	
A. Organizational Context (Knowledge of the company / organization & its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. organizational standards, values, policies and processes</p> <p>KA2. the importance of punctuality for morning meeting</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. the significance of daily briefs</p> <p>KB2. current schemes/offers for retailers</p> <p>KB3. basic arithmetic and numeric calculations for MTD sales</p> <p>KB4. merchandizing elements such as danglers, flex boards, gates, standees</p> <p>KB5. the difference between formal and informal dress code</p> <p>KB6. Route Plan and Beat Plan</p> <p>KB7. the product/s he is supposed to sell</p>

TEL/N2100

Pre-Planning

Skills (S)	
A. Core Skills/ Generic Skills	Reading Skills
	The user/ individual on the job needs to know and understand how to: SB1. keep abreast with the latest technologies and new product launches by reading & comprehending of brochures and leaflets
B. Professional Skills	Analytical skills
	The user/individual on the job needs to know and understand how to: SB2. analyse sales data and accordingly identify the trends
	Planning skills
	The user/individual on the job needs to know and understand how to: SB2. plan the day to achieve daily activities

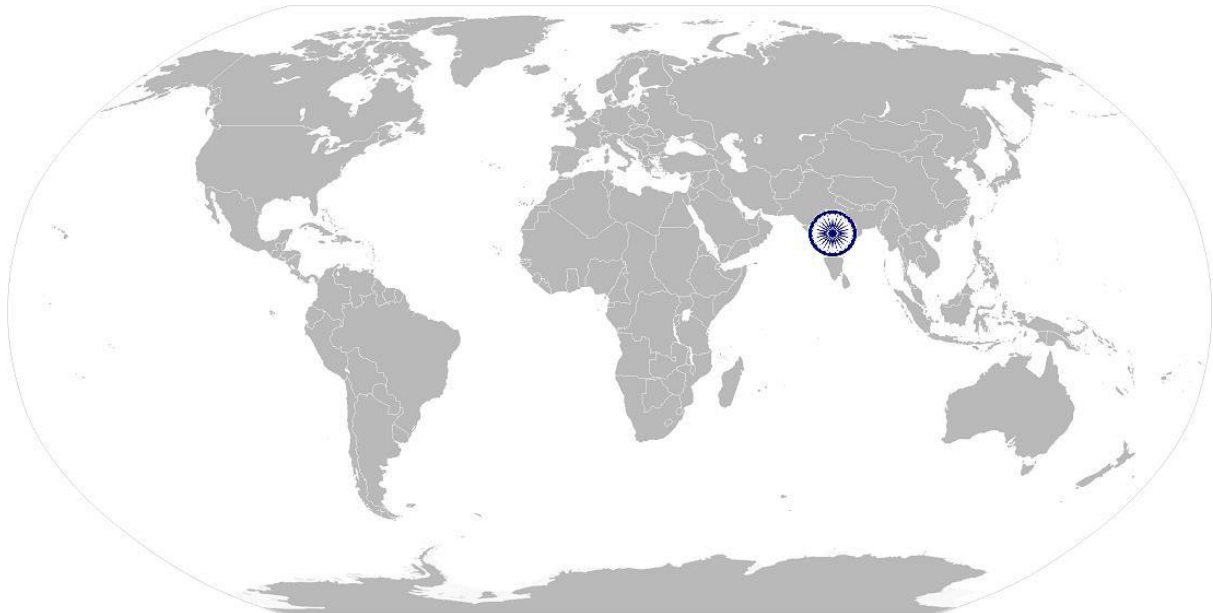


TEL/N2100

Pre-Planning

NOS Version Control:

NOS Code	TEL/N2100		
Credits NSQF	TBD	Version number	1.0
Industry	Telecom	Drafted on	16/05/2013
Industry Sub-sector	Handset	Last reviewed on	29/04/2015
		Next review date	31/05/2017

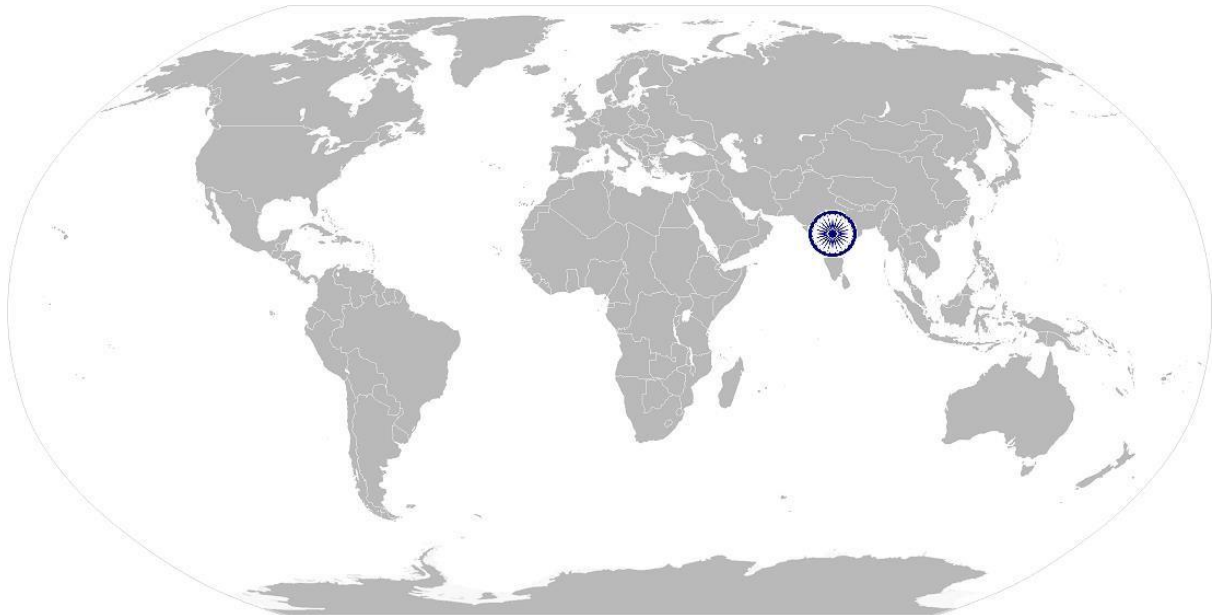


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TEL/N2101

Manage retailer relationship to achieve sales targets

National Occupational Standard



Overview

This unit is about achieving sales target by closely working with retailers, by negotiating with them and influencing them.

TEL/N2101

Manage retailer relationship to achieve sales targets

National Occupational Standard

Unit Code	TEL/N2101
Unit Title (Task)	Manage retailers relationship to achieve sales targets
Description	This OS unit is about managing retailers , achieving sales goals and adherence to stock norms & Beat Plan
Scope	<p>This unit/tasks covers the following:</p> <p>Key stakeholders:</p> <ul style="list-style-type: none"> distributor sales representative retailers <p>Sales channel:</p> <ul style="list-style-type: none"> distributor to retailer retailer to end customer <p>Manage retailers to :</p> <ul style="list-style-type: none"> ensure supply of stock educate on new product launches, schemes and offers handle sales promotional activities and promotional material ensure resolution of retailer complaints manage cash collection and cash transaction <p>Identification of:</p> <ul style="list-style-type: none"> new potential outlets for distribution expansion
Performance Criteria(PC) w.r.t. the Scope	
	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. probe to identify retailer’s needs pertaining to handset</p> <p>PC2. accomplish daily, weekly & monthly sales targets</p> <p>PC3. map the potential territory to identify new business opportunities</p> <p>PC4. offer value proposition to retailers by applying FAB approach</p> <p>PC5. explain ROI potential to prospective retailers by highlighting high inventory turns and suggesting right product mix</p> <p>PC6. adhere to Route Plan and daily Beat Plan</p> <p>PC7. confirm stock availability and collect payment for replenished stock</p> <p>PC8. compute MTD sales and influence the retailer to buy more stock</p> <p>PC9. appropriately display merchandizing material in the outlet</p> <p>PC10. comply with line selling and promote range selling</p> <p>PC11. educate retailer about new promotions, special offers and schemes</p> <p>PC12. timely resolve retailer concerns</p>

TEL/N2101

Manage retailer relationship to achieve sales targets

Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization & its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. roles and responsibilities of the job and its importance in supporting the business</p> <p>KA2. organizational policies to comply with Route Plan and Beat Plan</p> <p>KA3. range of products offered by the company and its competitors</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. daily, weekly and monthly sales targets</p> <p>KB2. importance of Route Plan and Beat Plan for daily sales planning</p> <p>KB3. probing techniques to identify retailer's needs</p> <p>KB4. company's product offering Vs. competitor's product offerings in that territory</p> <p>KB5. common retailer complaints and their typical resolution</p> <p>KB6. retailers ROI calculation</p> <p>KB7. payment collection and claim settlement process</p> <p>KB8. basics of commercial accounting (handling outstanding, cash, debits and credits)</p>
Skills (S)	
A. Core Skills/ Generic Skills	Reading Skills
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. keep abreast with the latest technologies and new product launches by reading and comprehending brochures and leaflets</p>
B. Professional Skills	Planning and Execution
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. prioritize daily activities to achieve sales targets</p>
	Influencing Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. identify and address retailer's needs and expectations</p> <p>SB3. persuade retailer effectively for choosing the company product</p> <p>SB4. promoting more product lines and wider product range to retailers</p>

TEL/N2101

Manage retailer relationship to achieve sales targets

	Negotiation and Objection Handling
	<p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SB5. highlight company’s strengths over competitors’ weaknesses to create win-win situation SB6. handle retailer’s criticism and constructively mould the same to a positive impression about the organization SB7. display understanding of retailer’s problems, ideas, suggestions

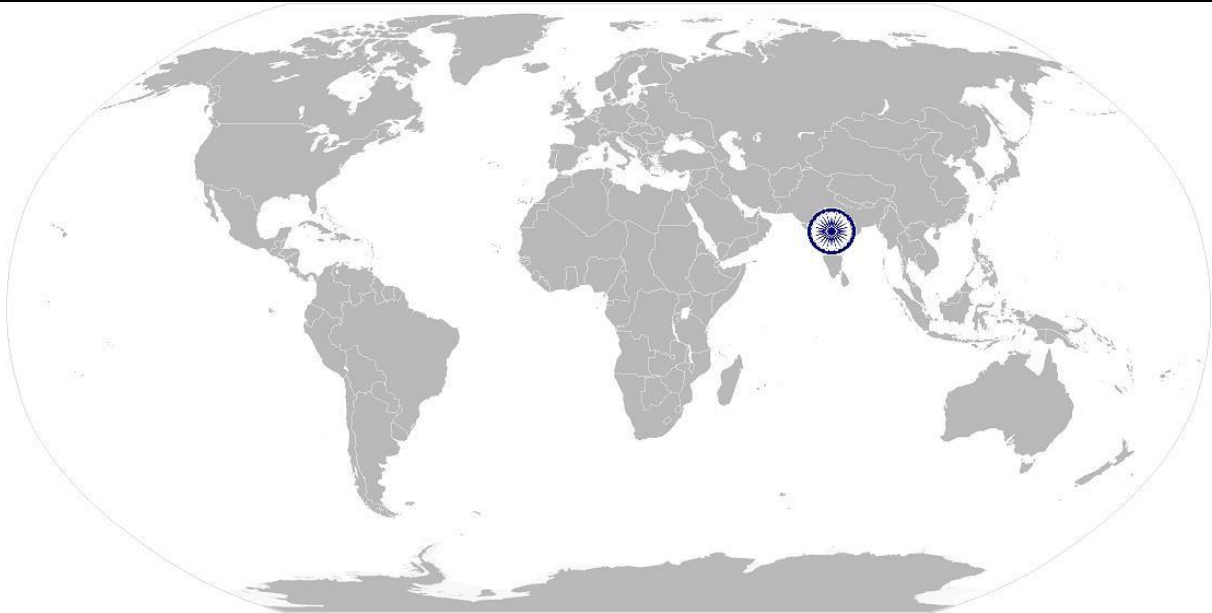


TEL/N2101

Manage retailer relationship to achieve sales targets

NOS Version Control:

NOS Code	TEL/N2101		
Credits NSQF	TBD	Version number	1.0
Industry	Telecom	Drafted on	16/05/2013
Industry Sub-sector	Handset	Last reviewed on	29/04/2015
		Next review date	31/05/2017

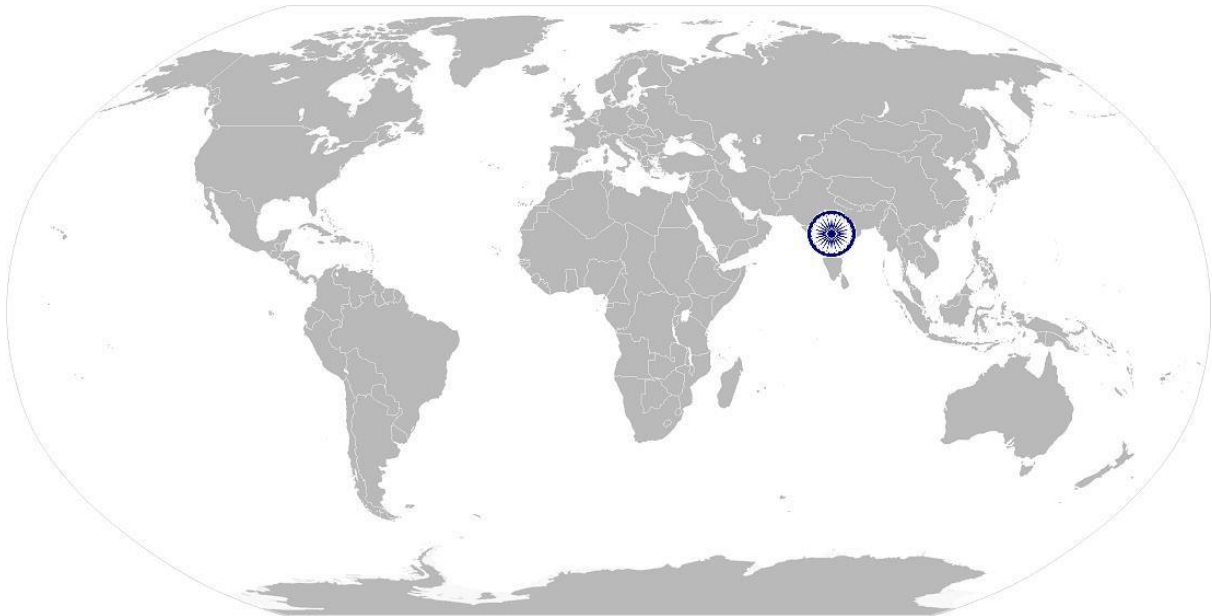


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TEL/N2102

Educate Retailer's Counter Sales Person

National Occupational Standard



Overview

This unit is about educating counter sales person at the retail outlet.

TEL/N2102

Educate Retailer’s Counter Sales Person

National Occupational Standard

Unit Code	TEL/N2102
Unit Title (Task)	Educate Retailer’s Counter Sales Person
Description	This OS unit is about educating counter sales person at the retail outlet
Scope	<p>This unit/tasks covers the following:</p> <p>Key stakeholders:</p> <ul style="list-style-type: none"> • distributor sales representative • counter sales executive <p>Educate counter sales person about:</p> <ul style="list-style-type: none"> • technical handsets specifications • non-technical features of handsets • key selling proposition
Performance Criteria(PC) w.r.t. the Scope	
	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. educate counter sales person how to analyze needs of a customer</p> <p>PC2. train counter sales person how to offer appropriate products to suit customer’s needs</p> <p>PC3. facilitate counter sales person to demonstrate physical and technical features and other key prepositions of a handset</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization & its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. the product range of the company</p> <p>KA2. promotional offers for customers</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. technical specifications (key attributes, applications and other services like music, navigation etc.) of mobile handsets</p> <p>KB2. need analysis for customization of solution</p>

TEL/N2102

Educate Retailer’s Counter Sales Person

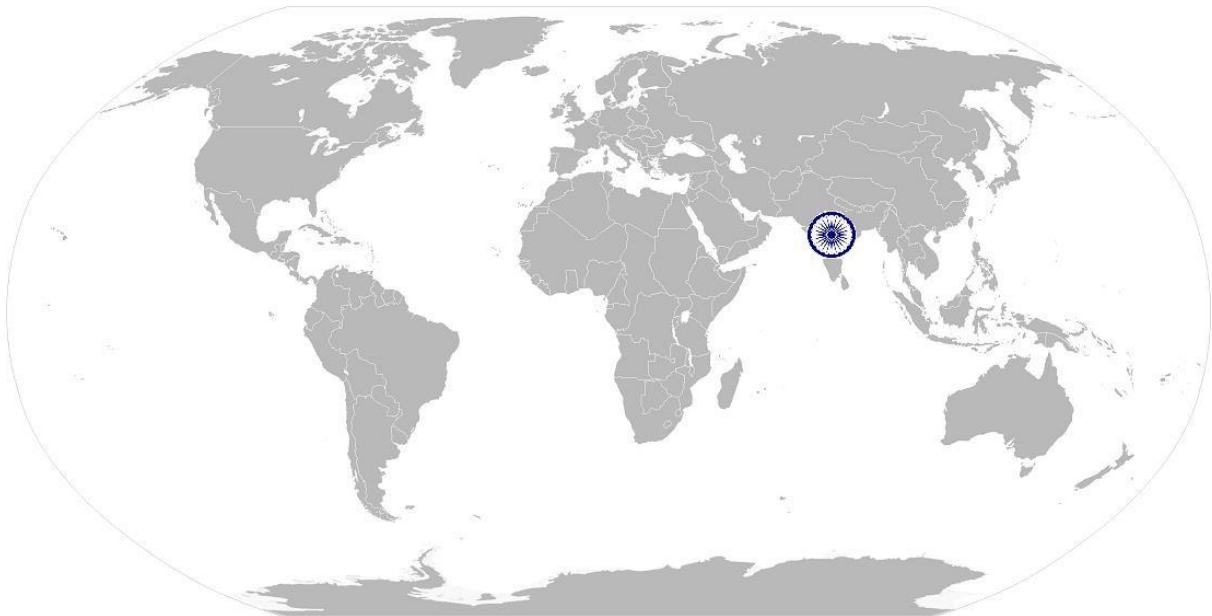
Skills (S)	
A. Core Skills/ Generic Skills	Reading Skills
	The user/ individual on the job needs to know and understand how to: SA1. keep abreast with the latest technologies and new product launches by reading and comprehending brochures and leaflets
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA2. understand and speak fluently, regional dialect must and English desirable SA3. give clear instructions to counter sales person to educate about technical and non-technical handset specifications
B. Professional Skills	Coaching Skills
	The user/individual on the job needs to know and understand how to: SB1. train or develop an individual to support in achieving professional goals
	Probing Skills
	The user/individual on the job needs to know and understand how to: SB2. use probing techniques to identify customer needs

TEL/N2102

Educate Retailer's Counter Sales Person

NOS Version Control:

NOS Code	TEL/N2102		
Credits NSQF	TBD	Version number	1.0
Industry	Telecom	Drafted on	16/05/2013
Industry Sub-sector	Handset	Last reviewed on	29/04/2015
		Next review date	31/05/2017

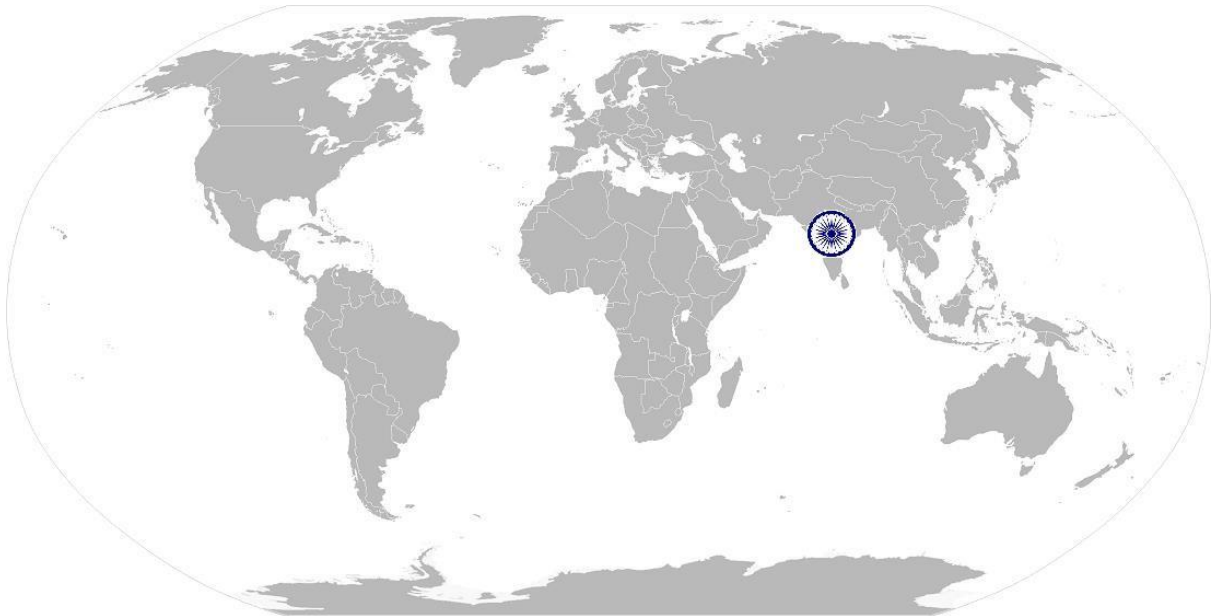


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TEL/N2103

Process Compliance for product distribution

National Occupational Standard



Overview

This unit is about complying with company processes and guidelines.

TEL/N2103

Process Compliance for product distribution

National Occupational Standard

Unit Code	TEL/N2103
Unit Title (Task)	Process compliance
Description	This OS unit is about ensuring process compliance defined by the company
Scope	<p>This unit/tasks covers the following:</p> <p>Key stakeholders:</p> <ul style="list-style-type: none"> distributor sales representative retailers TSM <p>Compliance to:</p> <ul style="list-style-type: none"> daily/weekly/monthly reports merchandizing norms range selling norms increasing width and depth of the distribution
Performance Criteria(PC) w.r.t. the Scope	
	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. create daily sales reports</p> <p>PC2. analyse and review daily sales reports with the supervisor</p> <p>PC3. create brand visibility through merchandizing</p> <p>PC4. follow range selling norms</p> <p>PC5. enrol new outlets to increase width and depth of distribution</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization & its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. process and policies of the company</p> <p>KA2. visual merchandizing norms laid down by the company</p> <p>KA3. parameters for enrolment of new outlet</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. how to fill up daily reports</p> <p>KB2. the territory/roads/markets/closing dates</p> <p>KB3. product portfolio offered by the company</p>

TEL/N2103

Process Compliance for product distribution

Skills (S)	
A. Core Skills/ Generic Skills	Reading Skills The user/ individual on the job needs to know and understand how to: SA1. keep abreast with the latest technologies and new product launches by reading and comprehending brochures and leaflets
	Writing Skills The user/ individual on the job needs to know and understand how to: SA2. prepare daily reports without any grammatical errors
B. Professional Skills	Time Management Skills The user/individual on the job needs to know and understand how to: SB1. prepare assigned reports within specified time limits

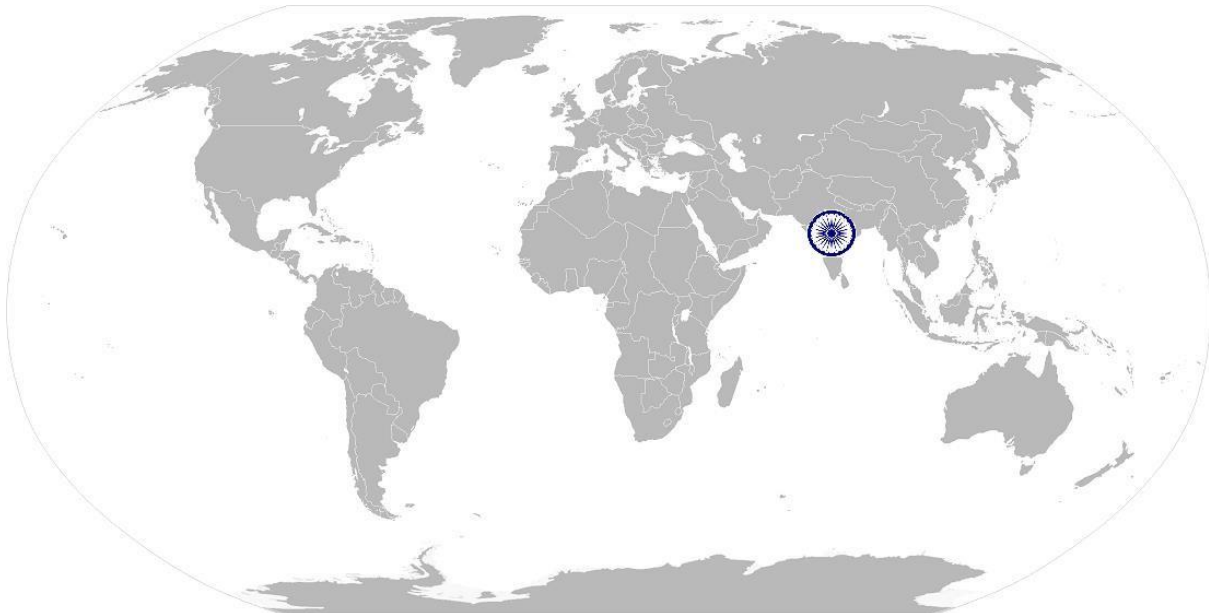


TEL/N2103

Process Compliance for product distribution

NOS Version Control:

NOS Code	TEL/N2103		
Credits NSQF	TBD	Version number	1.0
Industry	Telecom	Drafted on	16/05/2013
Industry Sub-sector	Handset	Last reviewed on	29/04/2015
		Next review date	31/05/2017



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CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role Distributor Sales Representative
Qualification Pack TEL/Q2100
Sector Skill Council Telecom

Guidelines for Assessment:

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each 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 PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Individual assessment agencies will create *unique question papers for theory part for each candidate at each examination/training center* (as per assessment criteria below)
4. To pass the Qualification Pack, every trainee should score a minimum of 40% in every NOS and overall of 50%.
5. In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack.

Assessment Outcome	Assessment Criteria	Total Mark (400)	Out Of	Marks Allocation	
				Theory	Skills Practical
1. TEL/N2100 (Pre-Planning)	PC1. organize self by grooming and maintaining personal hygiene	100	10	0	10
	PC2. obtain daily sales objective from TSM/Area Manager		5	5	0
	PC3. design an action plan to achieve sales targets		10	0	10
	PC4. split monthly target into weekly and daily targets		15	15	0
	PC5. update self about latest schemes/offers and offers for the day		15	15	0
	PC6. analyse MTD sales against monthly target		10	10	0
	PC7. collect stock and merchandize from distributor point		10	10	0
	PC8. proceed as per the pre-defined Route and Beat Plan		25	10	15
	Total			100	65
2. TEL/N2101 (Manage retailers relationship to achieve sales targets)	PC1. probe to identify retailer's needs pertaining to handset	100	10	0	10
	PC2. accomplish daily, weekly & monthly sales targets		5	5	0
	PC3. map the potential territory to identify new business opportunities		5	5	0
	PC4. offer value proposition to retailers by applying FAB approach		10	5	5
	PC5. explain ROI potential to prospective retailers by highlighting high inventory turns and suggesting right product mix		10	5	5
	PC6. adhere to Route Plan and daily Beat Plan		5	5	0
	PC7. confirm stock availability and collect payment for replenished stock		10	10	0
	PC8. compute MTD sales and influence the retailer to buy more stock		10	5	5
	PC9. appropriately display merchandizing material in the outlet		5	0	5
	PC10. comply with line selling and promote range selling		10	10	0
	PC11. educate retailer about new promotions, special offers and schemes		15	5	10
	PC12. timely resolve retailer concerns		5	5	0
Total		100	60	40	
3. TEL/N2102 (Educate Retailer's Counter Sales Person)	PC1. educate counter sales person how to analyze needs of a customer	100	40	20	20
	PC2. train counter sales person how to offer appropriate products to suit customer's needs		40	20	20
	PC3. facilitate counter sales person to demonstrate physical and technical features and other key prepositions of a handset		20	10	10
Total		100	50	50	
4. TEL/N2103 (Process compliance for product distribution)	PC1. create daily sales reports	100	20	10	10
	PC2. analyse and review daily sales reports with the supervisor		20	20	0
	PC3. create brand visibility through merchandizing		20	10	10
	PC4. follow range selling norms		20	20	0
	PC5. enrol new outlets to increase width and depth of distribution		20	20	0
Total		100	80	20	