Field Sales Executive

Options: Sales Executive Broadband

QP Code: PWD/TEL/Q0200

Version: 2.0

NSQF Level: 3

Skill Council for PwD || 501, City Centre, 5th Floor, 12/5, Plot 5, Sector 12, Dwaraka
New Delhi 110076

Adoption of Job Role for PwD : Job mapping is critical for skill training of PwD so that the livelihood opportunity looks at him/ her not because he/ she is having a disability but because of the skill. Mapping with a disability involves research with subject matter experts (SMEs) with a view on the industry requirement without compromising on performance outcome. In cases, mapping is also supported by the use of assistive tools/ technology.

Expository Mapped Parameters

Sector	PwD
Originating SSC	Telecom
Original QP code	TEL/Q0200
QP Version	2.0
Expository Next Review Date	27/01/2027

Expository Code	Expository Version	Expository Name	Minimum EntryCriteria	Expository Linked On
E001	1.0	Locomotor Disability	10th Class Pass with 2 years of experience OR 10th Class Pass + ITI (1 year after Class 10th) with 1 year Experience OR 10th Class Pass + ITI (2 years after Class 10th) OR 10th Class Pass and pursuing continuous regular Schooling OR 3 Year Diploma (After 10th) OR 12th Class Pass with 6 months experience OR Previous relevant Qualification of NSQF Level 3 with 2 years of experience *For 10th class with No experience- OJT/internship of 8 months (including 120 hrs. of Domain OJT counted in Notional Hours).	27/01/2027
E003	1.0	Low-vision (Visual Impairment)	10th Class Pass with 2 years of experience OR 10th Class Pass + ITI (1 year after Class 10th) with 1 year Experience OR 10th Class Pass + ITI (2 years after Class 10th) OR 10th Class Pass and pursuing continuous regular Schooling OR 3 Year Diploma (After 10th) OR 12th Class Pass with 6 months experience OR Previous relevant Qualification of NSQF Level 3 with 2 years of experience *For 10th class with No experience- OJT/internship of 8 months (including 120 hrs. of Domain OJT counted in Notional Hours).	27/01/2027

Contents

TEL/Q0200: Field Sales Executive

Brief Job Description

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

Personal Attributes

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

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. TEL/N0216: Prepare and plan to achieve sales targets

2. TEL/N0217: Perform activities to enroll new customers

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

4. TEL/N9102: Interact Effectively with Team Members and Customers

Options*(Not mandatory):*

Option : Sales Executive Broadband

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

1. TEL/N0218: Sell broadband subscriptions

Qualification Pack (QP) Parameters

Sector	Telecom
Sub-Sector	Service Provider
Occupation	Sales and Distribution – Service Segment
Country	India

NSQF Level	3
Aligned to NCO/ISCO/ISIC Code	NCO- 2015/5243.0501
Minimum Educational Qualification & Experience	10th Class OR 8th Class with 2 Years of experience in sales and marketing
Minimum Level of Education for Training in School	10th Class
Pre-Requisite License or Training	NA
Minimum Job Entry Age	15 Years
Last Reviewed On	27/01/2022
Next Review Date	27/01/2026
NSQC Approval Date	27/01/2022
Version	2.0

TEL/N0216: Prepare and plan to achieve sales targets

Description

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

Scope

The scope covers the following :

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

Elements and Performance Criteria

Generate sales leads

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

PC1. collect and record data from all reliable sources such as showroom walk-ins, telephonic enquiries, promotional/marketing campaigns, kiosks etc.

PC2. categorize customers who showed interest in buying the broadband service for follow-up

PC3. interact with superiors/supervisor to analyse sales target/data collected for increased target and lead generation

PC4. develop an effective strategy to follow up leads/generate sales lead on a daily basis

Prepare for field visit to retailers

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

PC5. maintain personal grooming and hygiene to ensure adherence to company standards

PC6. analyse daily sales targets/overall sales targets received from territory sales manager (TSM)/area manager

PC7. develop plan/strategy to cover maximum retailers within the territory

PC8. implement the plan/strategy based on time, targets (daily, weekly and monthly) and prospective customers

PC9. identify latest sales strategies in the market and keep yourself up-to-date with trends, schemes, offers from the manufacturers

PC10. analyse the trends of business using BTS utilization model (low, medium and high utilization sites)

PC11. analyse month till date (MTD) sales against monthly target

PC12. collect stock and merchandise from the distributor

PC13. inspect stock and merchandise to ensure they are in good condition and well packed

PC14. report to the concerned person (distributor) if packaging or product seems defective/damaged

Visit retailers to promote new products

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

PC15. visit sites/retailers as per the pre-defined route and beat plan

PC16. create brand visibility by arranging merchandise in retail outlets like posters, danglers etc.

PC17. monitor retailer card/register for secondary/tertiary sales

PC18. prepare Business Health Report (BHR) check on retailer's secondary/tertiary sales records

PC19. observe/inspect outlet physically to check stock availability

PC20. enquire about the product needs of the retailer by asking relevant questions

PC21. offer range of products/services to retailers by explaining utility and highlighting exclusive features of the product vis-à-vis competitor's products

PC22. motivate the retailer by quoting high selling retailer's sales achievement

PC23. provide required quantity of stock to retailers

PC24. collect payment from retailers against delivered stock

PC25. organise road shows for promotion of products/services

Comply with organizational processes

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

PC26. assist the customer in filling plan details, customer details and other documents required for putting an application for installation of the broadband connection

PC27. comply with know your customer (KYC) guidelines and collect customer's attested documents

PC28. provide payment receipt after collecting payment as per selected mode of payment

PC29. make a record of documents provided by the customer

PC30. compile daily reports to be validated by Territory Sales Manager (TSM)

PC31. escalate potential/existing customers feedback, unresolved concerns/issues to TSM

PC32. obtain sales referrals from customer after closing sales call and ensuring satisfactory customer feedback

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. policies, standards and procedures to conduct lead generation activities

KU2. importance of maintaining query log of customers

KU3. appropriate dress code, personal hygiene and self grooming

KU4. significance of daily briefs and sales targets

KU5. organisational standards, values, policies and processes

KU6. various territories, roads and markets

KU7. organisational standards for making a sales call during beat plan coverage

KU8. details of current product and schemes/offers for retailers, brand's latest technologies and product launches

KU9. basic arithmetic and numeric calculations for MTD sales

KU10. merchandising elements such as danglers, flex boards, gates, standees

KU11. pre-defined route plan and beat plan to be followed

KU12. merchandising/visibility norms to create brand visibility

KU13. importance of branding at outlets, using merchandising material like posters, danglers, flex boards

KU14. retailer's reporting formats such as retailer card and stock keeping register

KU15. business health report (BHR) process to display month till date (MTD) sales figures

KU16. different types of open ended and close ended questions

KU17. USPs & strengths of products and services

KU18. feature advantage benefits (FAB) approach to highlight product/service

KU19. well performing retailer's sales records for benchmarking

KU20. process of range selling

KU21. stock management including physical voucher and their expiry dates etc.

KU22. basic mathematical calculations

KU23. rebuttals and their usage for retailers

KU24. documentation process and sales review along with TAT

KU25. KYC norms as per TRAI guidelines

KU26. importance of customer referrals

Generic Skills (GS)

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

GS1. read and record information

GS2. read and comprehend documents and manuals

GS3. maintain professional appearance

GS4. plan the day to prioritize daily activities

GS5. communicate in basic English/regional language

GS6. read and comprehend reports/documents/formats

GS7. listen carefully to others and respond appropriately

GS8. co-ordinate effectively and timely with peers/seniors

GS9. build rapport with retailers

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Generate sales leads	3	3	-	-
PC1. collect and record data from all reliable sources such as showroom walk-ins, telephonic enquiries, promotional/marketing campaigns, kiosks etc.	1	1	-	-
PC2. categorize customers who showed interest in buying the broadband service for follow-up	-	1	-	-
PC3. interact with superiors/supervisor to analyse sales target/data collected for increased target and lead generation	1	-	-	-
PC4. develop an effective strategy to follow up leads/generate sales lead on a daily basis	1	1	-	-
Prepare for field visit to retailers	14	20	-	4
PC5. maintain personal grooming and hygiene to ensure adherence to company standards	2	2	-	-
PC6. analyse daily sales targets/overall sales targets received from territory sales manager (TSM)/area manager	2	2	-	-
PC7. develop plan/strategy to cover maximum retailers within the territory	3	2	-	1
PC8. implement the plan/strategy based on time, targets (daily, weekly and monthly) and prospective customers	3	-	-	1
PC9. identify latest sales strategies in the market and keep yourself up-to-date with trends, schemes, offers from the manufacturers	1	-	-	1
PC10. analyse the trends of business using BTS utilization model (low, medium and high utilization sites)	2	-	-	-
PC11. analyse month till date (MTD) sales against monthly target	1	4	-	-
PC12. collect stock and merchandise from the distributor	-	3	-	-
PC13. inspect stock and merchandise to ensure they are in good condition and well packed	-	4	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC14. report to the concerned person (distributor) if packaging or product seems defective/damaged	-	3	-	1
Visit retailers to promote new products	**15**	**18**	**-**	**5**
PC15. visit sites/retailers as per the pre-defined route and beat plan	-	4	-	1
PC16. create brand visibility by arranging merchandise in retail outlets like posters, danglers etc.	-	4	-	1
PC17. monitor retailer card/register for secondary/tertiary sales	2	2	-	-
PC18. prepare Business Health Report (BHR) check on retailer's secondary/tertiary sales records	3	4	-	-
PC19. observe/inspect outlet physically to check stock availability	-	2	-	-
PC20. enquire about the product needs of the retailer by asking relevant questions	2	-	-	1
PC21. offer range of products/services to retailers by explaining utility and highlighting exclusive features of the product vis-à-vis competitor's products	-	2	-	1
PC22. motivate the retailer by quoting high selling retailer's sales achievement	2	-	-	-
PC23. provide required quantity of stock to retailers	2	-	-	1
PC24. collect payment from retailers against delivered stock	2	-	-	-
PC25. organise road shows for promotion of products/services	2	-	-	-
Comply with organizational processes	**8**	**9**	**-**	**1**
PC26. assist the customer in filling plan details, customer details and other documents required for putting an application for installation of the broadband connection	1	2	-	1
PC27. comply with know your customer (KYC) guidelines and collect customer's attested documents	2	2	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC28. provide payment receipt after collecting payment as per selected mode of payment	1	-	-	-
PC29. make a record of documents provided by the customer	1	2	-	-
PC30. compile daily reports to be validated by Territory Sales Manager (TSM)	1	1	-	-
PC31. escalate potential/existing customers feedback, unresolved concerns/issues to TSM	1	1	-	-
PC32. obtain sales referrals from customer after closing sales call and ensuring satisfactory customer feedback	1	1	-	-
NOS Total	**40**	**50**	**-**	**10**

National Occupational Standards (NOS) Parameters

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

TEL/N0217: Perform activities to enroll new customers

Description

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

Scope

The scope covers the following :

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

Elements and Performance Criteria

Enroll new retailers

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

PC1. locate new retail outlets with high footfall to increase width of distribution

PC2. discuss value proposition of buying different products/services with retailer

PC3. explain Return on Investment (ROI) to retailers by highlighting minimal investment and high inventory turns

PC4. propose/pitch range of products/services and demonstrate various associated processes

PC5. provide information about enrolment formalities to retailers

PC6. create brand visibility by arranging merchandise in retail outlets like posters, danglers etc.

PC7. provide demo SIM card to retailer as per company norms

Adhere to company policies for new enrollments

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

PC8. provide details to retailers on mobile number activation process, mobile number probability (MNP), know your customer (KYC) norms, telecom regulatory authority of India (TRAI) guidelines etc.

PC9. validate customer enrollment forms for any discrepancies like use of ink eraser, signature mismatch, address mismatch etc.

PC10. collect relevant documents to process for activation of mobile numbers

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. outlet selection guidelines like prominent location, timings, high foot-fall

KU2. organisational KYC guidelines to enrol a new outlet

KU3. business etiquette like greeting and presenting visiting card

KU4. basic numeric and arithmetic calculations to explain ROI

KU5. range of products and associated processes like new number activation and recharge transfer

KU6. regional customs and etiquettes to establish effective communication with retailers

KU7. merchandising/visibility norms to create brand visibility

KU8. importance of branding at outlets, using merchandising material like posters, danglers, flex boards

KU9. functions of mobile handsets, to demonstrate number activation and other processes to retailers

KU10. job responsibilities to comply with KYC norms as per TRAI guidelines

KU11. activation and documentation processes for different customers like local, outstation and foreign national

KU12. common retailer complaints and their typical resolution

Generic Skills (GS)

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

GS1. communicate in local language to build rapport with retailers

GS2. work in a time efficient manner

GS3. identify problems to take appropriate decisions

GS4. handle criticism and feedback positively

Assessment Criteria

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

National Occupational Standards (NOS) Parameters

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

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

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

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

Assessment Criteria

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

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. participate regularly in fire drills or other safety related workshops organised by the company	1	3	-	-
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	1	3	-	-
PC15. maintain appropriate posture while sitting/standing for long hours	1	1	-	-
PC16. handle heavy and hazardous materials with care, while maintaining appropriate posture	1	1	-	-
PC17. sanitize workstation and equipment regularly	1	2	-	-
PC18. clean hands with soap, alcohol-based sanitizer regularly	-	1	-	-
PC19. avoid contact with anyone suffering from communicable diseases and take necessary precautions	-	1	-	-
PC20. take safety precautions while travelling e.g. maintain 1m distance from others, sanitize hands regularly, wear masks, etc.	1	2	-	-
PC21. report hygiene and sanitation issues to appropriate authority	1	1	-	-
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.	1	1	-	-
Conserve material/energy/electricity	7	16	-	3
PC23. optimize usage of material including water in various tasks/activities/processes	1	2	-	-
PC24. use resources such as water, electricity and others responsibly	1	2	-	1
PC25. carry out routine cleaning of tools, machine and equipment	1	2	-	-
PC26. optimize use of electricity/energy in various tasks/activities/processes	1	3	-	1

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

National Occupational Standards (NOS) Parameters

NOS Code	TEL/N9101
NOS Name	Organise Work and Resources as per Health and Safety Standards
Sector	Telecom
Sub-Sector	Generic
Occupation	Generic
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	30/12/2021
Next Review Date	27/01/2026
NSQC Clearance Date	27/01/2022

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)

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

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Interact effectively with superiors	**7**	**15**	**-**	**2**
PC1. receive work requirements from superiors and customers and interpret them correctly	1	2	-	-
PC2. inform the supervisor and/or concerned person about any unforeseen disruptions or delays	2	4	-	1
PC3. participate in decision making by providing facts and figures, giving/accepting constructive suggestions	2	5	-	1
PC4. rectify errors as per feedback and ensure the errors are not repeated	2	4	-	-
Interact effectively with colleagues and customers	**7**	**26**	**-**	**4**
PC5. comply with organisation's policies and procedures for working with team members	1	2	-	-
PC6. communicate professionally using appropriate mode of communication such as face-to-face, telephonic and written	2	4	-	1
PC7. respond to queries and seek/provide clarifications if required	2	4	-	1
PC8. co-ordinate with team to integrate work as per requirements	-	3	-	-
PC9. resolve conflicts within the team/with customers to achieve smooth workflow	1	5	-	1
PC10. recognize emotions accurately in self and others to build good relationships	1	4	-	-
PC11. prioritize team and organization goals above personal goals	-	4	-	1
Respect differences of gender and ability	**11**	**24**	**-**	**4**
PC12. maintain a conducive environment for all the genders at the workplace	2	5	-	1
PC13. encourage appropriate behavior and conduct with people across gender	2	5	-	1

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC14. assist team members with disability in overcoming any challenges faced in work	3	4	-	1
PC15. practice appropriate verbal and non-verbal communication while interacting with People with Disability (PwD)	2	4	-	1
PC16. ensure equal participation of the people across genders in discussions	2	6	-	-
NOS Total	25	65	-	10

National Occupational Standards (NOS) Parameters

NOS Code	TEL/N9102
NOS Name	Interact Effectively with Team Members and Customers
Sector	Telecom
Sub-Sector	Generic
Occupation	Generic
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	30/12/2021
Next Review Date	27/01/2026
NSQC Clearance Date	27/01/2022

TEL/N0218: Sell broadband subscriptions

Description

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

Scope

The scope covers the following :

- Plan for sales
- Sell broadband subscription

Elements and Performance Criteria

Plan for sales

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

PC1. collect previous day's Customer Enrollment Forms (CEF)

PC2. identify customer requirements from daily report to approach them accordingly

PC3. analyze the market/geographical area to develop sales plan

PC4. implement the plan/strategy to achieve daily sales target/cover up backlogs

PC5. select sales strategies suited for target market/potential customers

PC6. analyze manufacturer/organization data to narrow down on promotional methods

Sell broadband subscription

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

PC7. visit the target area and customers as per the pre-defined plan

PC8. interact with customers as per specified protocols

PC9. seek permission from the customer to offer value proposition about the services

PC10. identify customer requirement with queries

PC11. assist the customer in selecting the best plans as per the need identified

PC12. provide information to the customer about value-added services, offers and schemes as specified by the organization

PC13. acknowledge and clarify objections raised by customer

PC14. compare own product with competitors and highlight the unique selling proposition and features advantage benefits

PC15. enquire if the customer is satisfied with the offered product and willing to buy it

PC16. inform the customer about the different financial options for payments, such as card, online, cash etc.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. reasons of compliance/technical issues in CEFs

KU2. territory and prime locations

KU3. significance of reporting formats

KU4. importance of brochures to create product awareness and various media tools to promote products/services

KU5. organizational standards/values to interact with potential buyers in a sales call

KU6. suspecting and prospecting process to identify high profile customer

KU7. probing techniques to identify usage pattern and needs

KU8. product and process to clarify objections

KU9. USP's and strengths over competition products/services

KU10. concept of FAB to offer best plan as per customer needs

Generic Skills (GS)

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

GS1. develop a professional relationship with customers

GS2. interpret the customer requirement carefully

GS3. put the customer at ease

GS4. communicate in English/local language

GS5. show courtesy and professionalism while interacting with customers

GS6. maintain professional appearance

GS7. display courtesy and professionalism while interacting with potential customers

GS8. listen attentively and respond appropriately

GS9. build rapport for a pleasant and positive experience

GS10. converse in local language with the customer

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Plan for sales	**21**	**26**	**-**	**3**
PC1. collect previous day's Customer Enrollment Forms (CEF)	2	5	-	-
PC2. identify customer requirements from daily report to approach them accordingly	4	5	-	-
PC3. analyze the market/geographical area to develop sales plan	4	4	-	-
PC4. implement the plan/strategy to achieve daily sales target/cover up backlogs	4	4	-	1
PC5. select sales strategies suited for target market/potential customers	3	4	-	1
PC6. analyze manufacturer/organization data to narrow down on promotional methods	4	4	-	1
Sell broadband subscription	**19**	**24**	**-**	**7**
PC7. visit the target area and customers as per the pre-defined plan	3	2	-	1
PC8. interact with customers as per specified protocols	2	6	-	1
PC9. seek permission from the customer to offer value proposition about the services	4	6	-	1
PC10. identify customer requirement with queries	4	4	-	-
PC11. assist the customer in selecting the best plans as per the need identified	1	1	-	-
PC12. provide information to the customer about value-added services, offers and schemes as specified by the organization	1	1	-	1
PC13. acknowledge and clarify objections raised by customer	1	1	-	1
PC14. compare own product with competitors and highlight the unique selling proposition and features advantage benefits	1	1	-	-
PC15. enquire if the customer is satisfied with the offered product and willing to buy it	1	1	-	1

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC16. inform the customer about the different financial options for payments, such as card, online, cash etc.	1	1	-	1
NOS Total	40	50	-	10

National Occupational Standards (NOS) Parameters

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

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each Element/ PC.

2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.

3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.

4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).

5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.

6. To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.

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

Minimum Aggregate Passing % at QP Level : 70

Qualification Pack

(**Please note**: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
TEL/N0216.Prepare and plan to achieve sales targets	40	50	0	10	100	30
TEL/N0217.Perform activities to enroll new customers	40	50	-	10	100	30
TEL/N9101.Organise Work and Resources as per Health and Safety Standards	30	60	-	10	100	20
TEL/N9102.Interact Effectively with Team Members and Customers	25	65	-	10	100	20
Total	135	225	-	40	400	100

Optional: 1 Sales Executive Broadband

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

Acronyms

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

Glossary

Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.
Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.

Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.
MTD (Month till date)	Month-till-date (MTD) is a period starting at the beginning of the current month and ending at the current date. Month-till-date is used in many contexts, mainly for recording results of an activity in the time between a date (exclusive, since this day may not yet be complete) and the beginning of the current month. In the context of finance, MTD is often provided in financial statements detailing the performance of a business entity.
MNP (Mobile Number Portability	Helps mobile phone users to change from one mobile network operator to another, without having to change their mobile phone number.