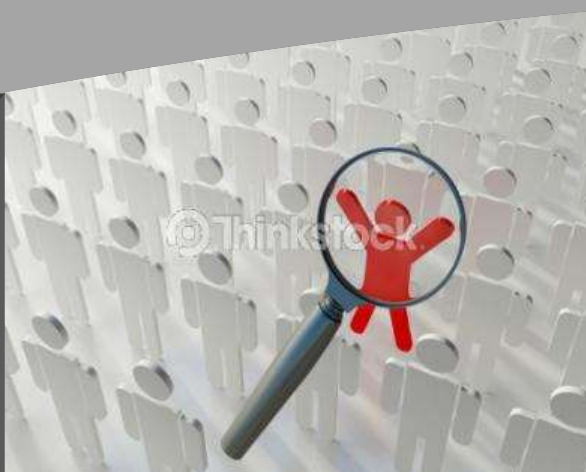


QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR RETAIL

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 Salesmen

SECTOR: RETAIL
SUB-SECTOR: B2B
OCCUPATION: Sales
REFERENCE ID: RAS/Q0604
ALIGNED TO NCO Code : 2004/ 5220.30

Distributor Salesman: Individuals in this position interact with trade / retailers to understand their needs and service them by effecting sales of relevant products. Is known as Salesman ; Feet on street if working in market is known as Distributor Salesman.

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

Personal Attributes: This job role requires the individual to be smart & presentable as per organizational grooming guidelines; must be fluent in regional language; must be a quick learner and have strong customer focus; must be adaptable to change and know how to manage relationships; in time with the pulse of the market; willing to work for long hours with enthusiasm; target focused and possess active listening skills.

Job Details

Qualifications Pack Code	RAS/Q0604		
Job Role	Distributor Salesman		
Credits (NSQF)	TBD	Version number	1.0
Sector	Retail	Drafted on	23/09/2014
Sub-sector	B2B	Last reviewed on	28/10/2014
Occupation	Sales	Next review date	27/10/2015

Job Role	Distributor Salesman
Role Description	Individuals in this position interact with trade / retailers to understand their needs to service them with sales relevant product offerings whilst working cordially within the team and the trade. They also carry out sell out operations like displaying products & merchandise and ensure right productivity of assests given by company as a solution for creating demand at point of sales
NSQF Level	Level 4
Minimum Educational Qualifications*	10 th Pass
Maximum Educational Qualifications*	NA
Training	Salesmen Training
Experience	0-2 Year in similar position (not mandatory)
National Occupational Standards (NOS)	<p>Mandatory:</p> <ol style="list-style-type: none"> 1. RAS/N0601-Be updated on knowledge of Products to be sold and Merchandising 2. RAS/N0602-Have thorough understanding of business and productivity targets and measures to achieve the same 3. RAS/N0603-Learn steps to make an effective sales call 4. RAS/N0604-Develop capabilty for handling credit management of an outlet both recievables and payables 5. RAS/N0605- Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution <p>Optional:</p> <p>NA</p>
Performance Criteria	As described in the relevant OS units

Acronyms

Core / Generic Skills	Core Skills or Generic Skills are a group of skills that are essential to perform activities and tasks defined for the job role.
Beat Plan	The daily plan of visiting the existing and prospective outlets as per schedule
Distribution	The movement of goods and services from the organization through a distribution channel, right up to the final customer/consumer/user and the movement of payment in the opposite direction, right up to the original producer or supplier.
POP material	Referred to as Point of purchase material used for creating awareness of products at the point of purchase i.e. shops and outlets. They are of different types like posters, danglers etc.
Primary Sales	Sales made by the company to the Distributor
Secondary Sales	Sales made by the company appointed distributor to the trade
Tertiary sales / offtake	Sales made by the retailer to the consumer
Width of distribution	The availability of products in outlets out of the total universe of outlets
Depth of distribution	The average quantity sold per outlet
Trade Promotion	Schemes (Discounts etc.) offered by the Company to the trade against purchase of their products
Consumer Promotion	Additional/ free items given to consumers
National Occupational Standards	NOS are Occupational Standards which have been endorsed and agreed to by the Industry Leaders for various roles.
Description	Description is a short summary of the relevant content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Job Role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization
Knowledge & Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standard
Minimum Inventory of Stocks	This is the quantity of stock required in an outlet to take care of the demand between the previous visit and next visit without loss of sales
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. Providing current MTD results, as well as MTD results for one or more past months as of the same date, allows owners, managers, investors, and other stakeholders to compare the company's current performance to that of past periods.
Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the

Definitions

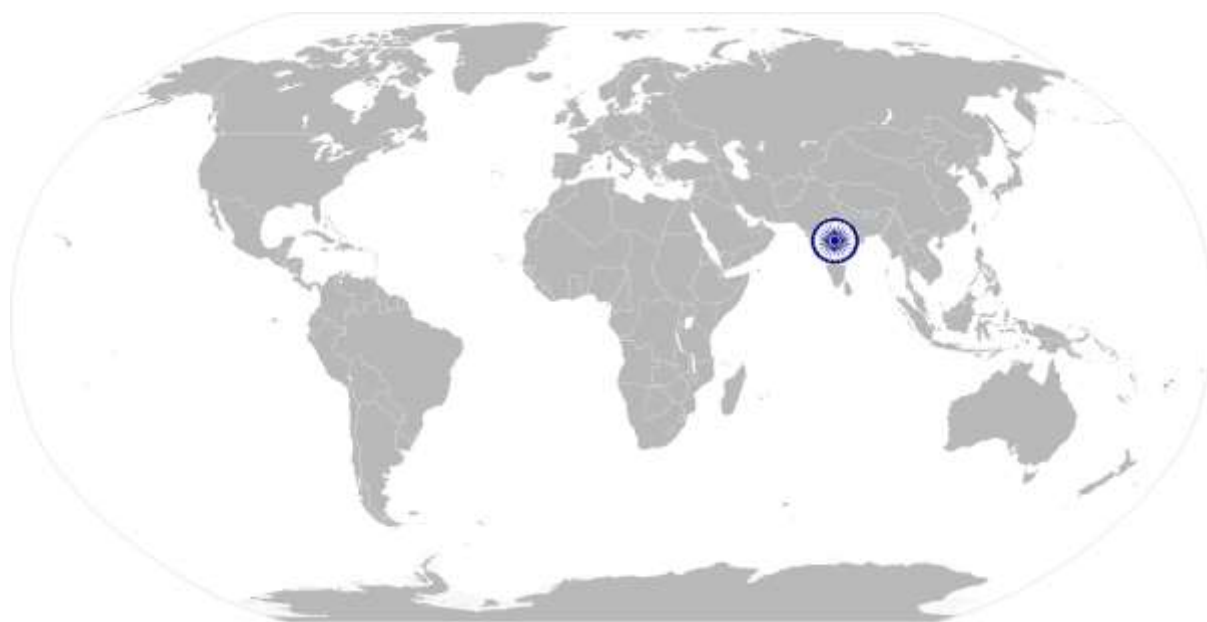
	knowledge and understanding they need to meet that standard Consistently. They are applicable in the Indian and global context.
Organizational Context	Organizational Context includes the way the organization is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task
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.
Scope	Scope is the set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on the quality of performance required.
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
Technical Knowledge	Technical Knowledge is the specialized knowledge needed to accomplish specific designated responsibilities.

Acronyms

Keywords /Terms	Description
Ops	Operations
POS	Point of Sale
EDC Terminal	Electronic Data Capture Terminal
SOP	Standard Operating Process
TLSD	Total lines sold per day
SKU	Stock keeping unit
MRP	Maximum Retail Price
PKD	Packing date
FMFO	First manufactured first out
FIFO	First In first out
TUR	Town Unit Rate
TDR	Town dozen rate

RAS/ N0601: **Be updated on knowledge of Products to be sold and Merchandising**

National Occupational Standard



Overview

This NOS covers the skills and knowledge for an individual to have (up-to-date) knowledge on

products to be sold and merchandising

National Occupational Standard	Unit Code	RAS / N0601
	Unit Title (Task)	Be updated on knowledge of Products to be sold and Merchandising
	Description	To make effective sales calls by having up to date knowledge on Product details, Schemes, Merchandising, POP material, Product samples, New / Focus SKU
	Scope	<p>This unit applies to individuals who represent Distributors in their field sales operations to retail/wholesale outlets.</p> <ul style="list-style-type: none"> • Product details , Scheme information and Product detailer • Merchandising / POP material/ Product samples • New / Focus SKU • Brand Availability Norms & Competition Benchmarking <p>The role may be performed across the below formats</p> <ul style="list-style-type: none"> • Retail outlet • Wholesale outlets • Department stores • Bakery Outlets • Chemist / cosmetic outlets • Convenience Outlets • Self service outlets • Eatery and Drinking- Dhaba/Restaurants /Hotels etc • New channels like at works/railways stalls/ airport stalls
	Performance Criteria (PC) w.r.t. the Scope	
	Element	Performance Criteria
	Product details, Scheme information and Product detailer	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Keep self updated with current product portfolio and product details – grammages, price points and variants of own and competition products and update details periodically.</p> <p>PC2. Have up to date knowledge on channel wise, category wise, outlet type wise schemes.</p> <p>PC3. Give relevant information to supervisors to plan relevant schemes / slabs by outlets and learn to utilise correctly</p>
	Merchandising / POP material/ Product samples	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC4. Identify hotspots in an outlet and try to convince the retailer to provide these for displays and achieve high order visibility by correct deployment of merchandising material</p> <p>PC5. Put branding materials on the area surrounding the rack and inside the rack</p>

	<p>PC6. Stock products such as to maximise number of facings.</p> <p>PC7. Obtain natural visibility by clearing cluttered space and stocking company's products.</p> <p>PC8. Place products next to the competitor brand and maintain category and competition adjacency</p> <p>PC9. Replace damaged display materials</p>
Brand Availability Norms & competition benchmarking	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC10. Benchmark own product with that of competition as per the norms and accordingly make own products available at an outlet</p>
New/ Focus SKU	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC11. Articulate USP of New products – Features and benefits to the retailer</p> <p>PC12. Make an effective sales call to convince the outlets to place order for focus SKUs.</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>On the job the individual needs to apply organizational knowledge of:</p> <p>KA1. Category wise product wise placement norms</p> <p>KA2. Merchandising & Planogram norms.</p> <p>KA3. Knowledge of products, USPs ,benefits in relation to needs of the customers in comparison to competitive offerings.</p> <p>KA4. Availability norms of products.</p> <p>KA5. Competition benchmark product details.</p>
B. Technical Knowledge	<p>On the job the individual needs to apply technical knowledge of:</p> <p>KB1. Checking the condition of products samples</p> <p>KB2. Identifying hotspots in the outlet & convince retailers for the spot</p> <p>KB3. Identifying benchmark competitor products and decide on product availability</p>
Skills (S)	
A. Core Skills/ Generic Skills	Writing Skills,
	<p>On the job the individual needs to be able to:</p> <p>SA1. Complete documentation accurately</p> <p>SA2. Collate simple data when required</p>
	Reading Skills
	<p>On the job the individual needs to be able to:</p> <p>SA3. Read information accurately</p> <p>SA4. Read and interpret data sheets</p>

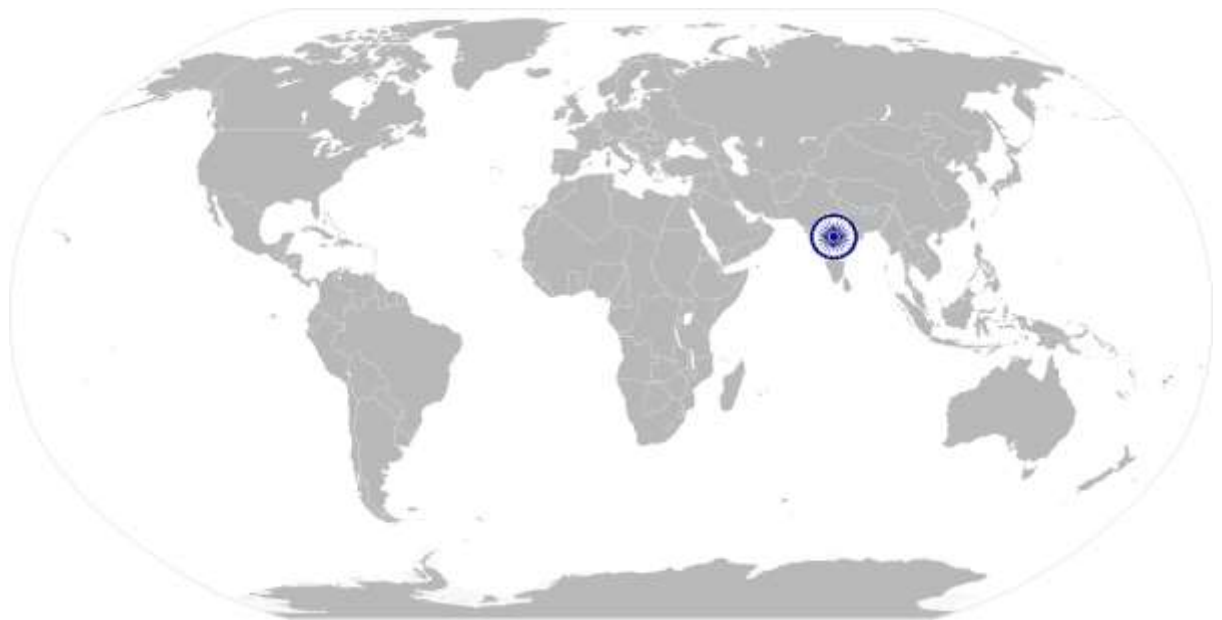
B. Professional Skills	Oral Communication (Listening and Speaking skills)
	On the job the individual needs to be able to: SA5. Follow instructions accurately SA6. Use gestures or simple words to communicate where language barriers exist SA7. Use questioning to minimise misunderstandings SA8. Display courteous and helpful behaviour at all times
	Decision Making
	On the job the individual needs to be able to: SA9. Make appropriate decisions regarding the responsibilities of the job role.
	Plan and Organize
	On the job the individual needs to be able to: SA10. Plan and schedule routines.
	Customer Centricity
	On the job the individual needs to be able to: SA11. Build relationships with customers and communicate the product attributes clearly.
	Problem Solving
	On the job the individual needs to be able to identify and respond to: SA12. Product samples that are not in good condition or expired
	Analytical Thinking
	Not Applicable
	Critical Thinking
	Not Applicable

NOS Version Control

NOS Code :	RAS / N0601		
Credits(NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	23/09/2014
Industry Sub-sector	B2B	Last reviewed on	28/10/2014
Occupation	Sales	Next review date	27/10/2015

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National Occupational Standard



Overview This NOS covers the skills and knowledge for an individual to have in-depth understanding of business and productivity targets and measures to achieve the same.

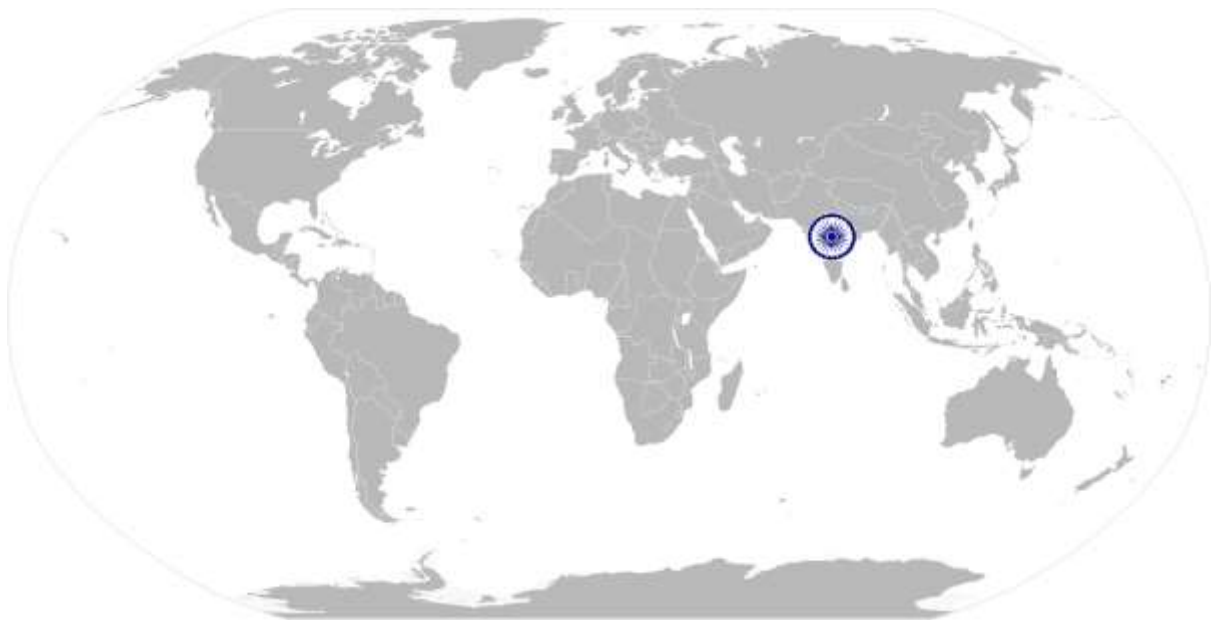
Unit Code	RAS / N0602
Unit Title (Task)	Have thorough understanding of business and productivity targets and measures to achieve the same
Description	This OS describes the skills and knowledge required to have in-depth understanding of overall sales and productivity targets as specified by an organization (to include Outlet wise, category and SKU wise day and route targets) and specific focus on new launch products
Scope	<p>This unit applies to individuals who represent in their field sales operations.</p> <ul style="list-style-type: none"> • Overall sales target and productivity targets • Category wise outlet billing targets • Evaluating achievement of targets • Correct route knowledge to ensure complete coverage of all target Outlets- first call to last call, updation of outlets listing • Day and route objectives • New Launch products • Check stock availability at the distributor point • Check stock availability at the outlet level <p>The role may be performed across the below formats</p> <ul style="list-style-type: none"> • Retail outlet • Wholesale outlets • Department stores • Bakery Outlets • Chemist / cosmetic outlets • Convenience Outlets • Self service outlets 
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Overall target / Productivity targets & achievement till date.	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. To know all sales objectives and targets for Bills cut, Lines cut, Average bill value and Unique Outlets Billed.</p> <p>PC2. To be aware of target vs achievement till date and strive towards 100% target achievement.</p> <p>PC3. To carry market planner and outlet wise plans made prior to the market visit and be aware of focus categories and plans for sale of specific category/SKUs by outlet.</p>
Category wise outlet billing as per plan	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC4. To ensure category and outlet wise billing targets are met.</p>

Day or route objective	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC5. To ensure category wise and outlet wise billing targets are met on the route</p> <p>PC6. Cover all target outlets/ entire route and take note of new outlets / closed outlets in the beat</p> <p>PC7. Update info on the type of outlet and its respective trade channel.</p>
New Launch products	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC 8. Ensure availability of new launch products as per availability norms</p> <p>PC 9. Set beat and outlet wise targets to achieve launch targets</p>
Check stock availability at the distributor point	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC10. Everyday check stock position of each SKU at the distributor point.</p> <p>PC11. Estimate sales from the beat and optimize order as per stock available on hand</p> <p>PC12. Coordinate with supervisor and discuss on action plan for out of stock SKUs</p>
Check stock availability at the distributor point	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC13. Check the stock available in the selling area / shelves</p> <p>PC14. Check stocks available in the backroom for reserves</p> <p>PC15. Stock check for all brand and capture order as per SOQ</p>
Knowledge and Understanding (K)	
B. Organizational Context (Knowledge of the company / organization and its processes)	<p>On the job individuals need to apply knowledge of:</p> <p>KA1. Productivity parameters and targets</p> <p>KA2. Product availability/benchmarking norms and launch plan</p> <p>KA3. Route knowledge with details of outlets in a route</p> <p>KA4. Classification of outlets by type and profile</p> <p>KA5. Stock replenishment cycle of the organization</p> <p>KA6. Organization's guidelines in case of stock out</p>
B. Technical Knowledge	<p>On the job the individual needs to apply technical knowledge of</p> <p>KB1. Understanding and analyzing overall / productivity targets to set effective objectives.</p> <p>KB2. Breaking down objectives into actionable tasks to achieve goals</p> <p>KB3. Maintain routes and help the supervisors in maintaining the same</p> <p>KB4. To do stock count and capture order as per SOQ in outlets speedily</p> <p>KB5. Estimating sales from the beat and analysing stock in hand at the distributor's point to forecast demand</p>
Skills (S)	
C. Core Skills/	Writing Skills,

Generic Skills	On the job the individual needs to be able to: SA1. To compile route list accurately SA2. To note simple data when required SA3. To fill forms when required – Outlet addition/ deletion / modification SA4. Check achievement against targets
	Reading Skills
	On the job the individual needs to be able to: SA5. Read information accurately. SA6. Read and interpret data.
	Oral Communication (Listening and Speaking skills)
	On the job the individual needs to be able to: SA7. Follow instructions accurately SA8. Use gestures or simple words to communicate where language barriers exist SA9. Use questioning to minimize misunderstandings. SA10. Display courteous and helpful behavior at all times
D. Professional Skills	Decision Making
	On the job the individual needs to be able to: SB1. Make appropriate decisions regarding the responsibilities of the job role.
	Plan and Organize
	On the job the individual needs to be able to: SB2. Plan and schedule routines.
	Customer Centricity
	On the job the individual needs to be able to: SB3. Build relationships with trade.
	Problem Solving
	On the job the individual needs to be able to identify and respond to: SB4. Stock outs at the distribution point. SB5. Be able to respond to queries of customers on margins ,schemes,promotions and visibility inputs
	Analytical Thinking
	On the job the individual needs to be able to identify and respond to: SB6. Overall / productivity targets and breaking it down to outlet level targets. SB7. Respond to customers regarding margins and schemes in relation to the competition
	Critical Thinking
	Not Applicable

NOS Version Control

NOS Code :	RAS / N0602		
Credits(NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	23/09/2014
Industry Sub-sector	B2B	Last reviewed on	28/10/2014
Occupation	Sales	Next review date	27/10/2015

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National Occupational Standard



Overview

This NOS covers the skills and knowledge for an individual to make an effective sales call

Unit Code	RAS / N0603
Unit Title (Task)	Learn steps to make an effective sales call
Description	This OS describes the skills and knowledge required to make an effective sales call
Scope	<p>This unit applies to individuals who represent distributors in their field sales operations.</p> <ul style="list-style-type: none"> • Estimate outlet sales accurately to avoid OOS or over stocking • Ensure accurate order capture • Use tools for sell in correctly – Product presenter, Schemes, Market Planner, • Enter order details correctly in the handheld • Range Sell in and scheme communication • Maintain good personal relations and handle objections • Freshness norms check and maintain FMFO and stock rotation • Stock return & D&D replacements <p>The role may be performed across the below formats</p> <ul style="list-style-type: none"> • Retail outlet • Wholesale outlets • Department stores • Bakery Outlets • Chemist / cosmetic outlets • Convenience Outlets • Self service outlets

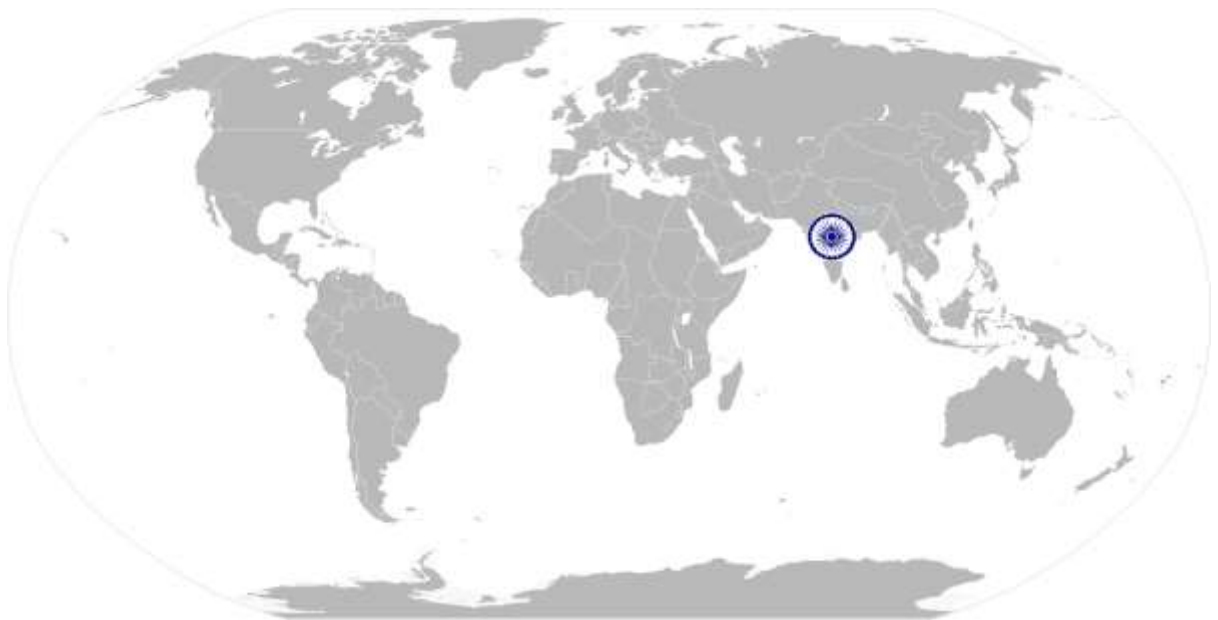
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Estimate sales accurately to avoid OOS or Overstocking	<p>PC1. Analyze current stock on hand and sales of the outlets. Advising retailers for optimum order depending on the need and projected sell out and need for reserve stocks that needs to be maintained to avoid stock outs.</p> <p>PC2. Explain, how the recommendation will boost Retailer's sales.</p> <p>PC3. Communicate all benefits which would accrue to the retailer in short and concise manner.</p> <p>PC4. Asking open ended questions considering the retailer's needs leading to the retailer accepting advice on purchase.</p>
Scheme communication	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC 5. Ensure that the relevant schemes/ slabs are discussed with the retailer after gauging the potential of the outlet.</p> <p>PC 6. Analyse competition schemes and leverage on company's schemes to increase sales vis-a-vis that of competition</p>
Range Selling for all categories	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC 7. Ensure range selling by leveraging on own brand already available in the retail outlet and strengthen portfolio presence in the outlet</p>

Functionality of Palmtop/Handheld device and its features	<p>To be competent, the user/individual on the job must be able to understand</p> <p>PC 8. Route list & outlet list in the palmtop/handheld device and its usage</p> <p>PC 9. Product list & Scheme details available in the palmtop</p> <p>PC10. Order capture process in palmtop/handheld</p> <p>PC11. Reports available in the palmtop/hand held – Summary reports / Productivity reports</p> <p>PC12. Retail survey features available in the palmtop</p> <p>PC13. Ensure correct syncing process is followed.</p>
Freshness norms, FMFO, stock rotation	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC14. Check stock physical condition and freshness</p> <p>PC15. Arrange stock as per FMFO and even educate retailer on FMFO.</p> <p>PC16. Do stock rotation in those outlet where the movement of stocks is very low.</p>
Stock return & D&D replacements	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC17. Carryout stock rotation in case stock movement is very low</p> <p>PC18. Replace damaged or expired goods with fresh stocks and enter information about damaged goods in the handheld device.</p>
Follow guidelines that pleases the retailer	<p>PC5. Maintaining a pleasing personality is a must for an effective sale call. (clean and ironed clothes , smile on face)</p> <p>PC6. Maintain appropriate distance from the Retailer /outlet owner.</p> <p>PC7. Maintain proper posture while talking with the retailer and not to lean or place hands in pockets or bend shoulders.</p> <p>PC8. Do not indulge in any act that may irritate the Retailer.</p> <p>PC9. Speak clearly in a soft tone without stammering or hesitation.</p> <p>PC10. Maintain proper eye contact with the retailer.</p>
Enter order details correctly in the palmtop	<p>PC11. Enter ordered quantity against each SKU ordered.</p> <p>PC12. Submit the orders and check summary of the order.</p> <p>PC13. Communicate the order value to the retailer.</p>
C. Organizational Context	<p>On the job the individual needs to apply knowledge of:</p> <p>KA1. Sales call process & procedures as defined by the organization.</p> <p>KA2. Schemes and promotions own as well as competition.</p> <p>KA3. Freshness norms, Stock rotation & Stock return norms of the organization</p> <p>KA4. Schemes that are active for the current month for each category and channel.</p> <p>KA5. Availability norms of the organization</p>
B. Technical Knowledge	<p>On the job the individual needs to apply technical knowledge of</p> <p>KB1. Estimating sales of the outlet</p> <p>KB2. Estimating stock requirement for the outlet</p> <p>KB3. Using handheld order taking device given by the organization</p> <p>KB4. Check the physical condition and shelf life of the stock</p> <p>KB5. Identify stock movement at an outlet level and perform stock rotation if needed</p> <p>KB6. Negotiation and convincing skills for range selling</p>
Skills (S)	
E. Core Skills/ Generic Skills	Writing Skills

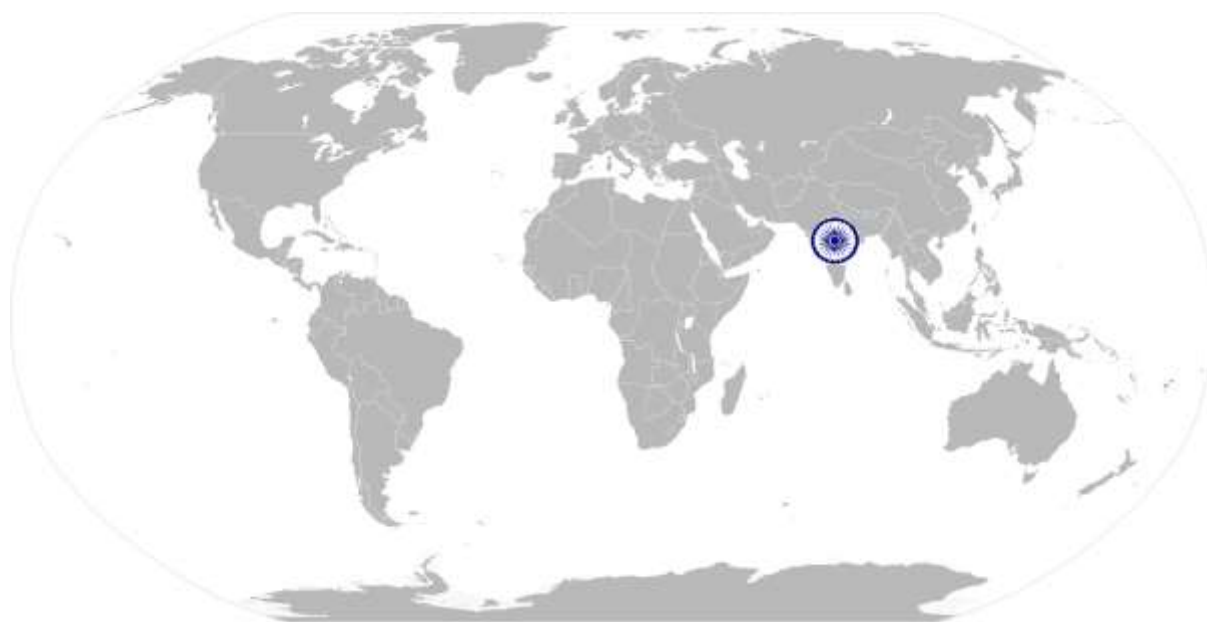
F. Core Skills/ Generic Skills	On the job the individual needs to be able to: SA1. Complete documentation accurately Collate simple data when required
	SA2. Reading Skills
	On the job the individual needs to be able to: SA3. Read information accurately Read and interpret data sheets
	SA4. Oral Communication (Listening and Speaking skills)
	On the job the individual needs to be able to: SA5. Follow instructions accurately SA6. Use gestures or simple words to communicate where language barriers exist SA7. Use questioning to minimise misunderstandings Display courteous and helpful behaviour at all times
	SA8. Decision Making
	On the job the individual needs to be able to: Make appropriate decisions regarding the responsibilities of the job role.
	SB1. Plan and Organize
	On the job the individual needs to be able to: Plan and schedule routines.
	SB2. Customer Centricity
	On the job the individual needs to be able to: Build relationships with customers.
	SB3. Problem Solving
	On the job the individual needs to be able to identify and respond to: When facing an objection from the retailer.
	SB4. Analytical Thinking
	Estimating sales & order requirement of the outlet
	SB5. Critical Thinking
	Not applicable.

NOS Version Control

NOS Code :	RAS / N0603		
Credits(NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	23/09/2014
Industry Sub-sector	B2B	Last reviewed on	28/10/2014
Occupation	Sales	Next review date	27/10/2015

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National Occupational Standard



Overview

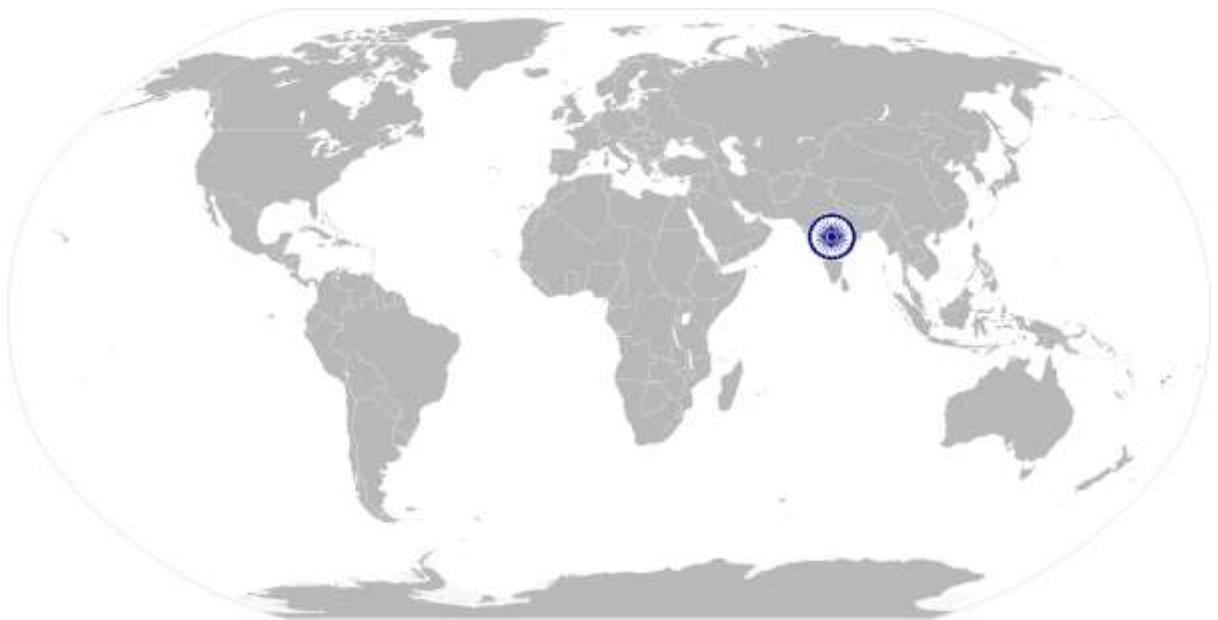
This NOS covers the skills and knowledge for an individual to have correct information on Pending bills/display payment and delivery status to outlets.

Unit Code	RAS / N0604
Unit Title (Task)	Develop capability for handling credit management of an outlet both receivables and payables
Description	To have correct information on Pending bills, Display payments & Delivery status to outlets.
Scope	<p>This unit applies to individuals who represent Distributors in their field sales operations.</p> <ul style="list-style-type: none"> Information on pending bills, pending display payment and pending delivery <p>The role may be performed across the below formats:</p> <ul style="list-style-type: none"> Retail outlet Wholesale outlets Department stores Bakery Outlets Chemist / cosmetic outlets Convenience Outlets Self service outlets
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Information pending bills, pending display payment and pending delivery	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Every day before starting the beat collect details of pending invoices from the distribution point</p> <p>PC2. Gather credit ageing information of retailer bills and set beat objectives accordingly</p> <p>PC3. Keep track of pending display payments and keep the distributor and organization's representative aware of the status.</p> <p>PC4. Resolve issues due to pending delivery and keep distributor and organization's representative aware of the status.</p> <p>PC5. Reconcile both receivables and payables to outlets and settle all queries by customers on these issues</p>
Knowledge and Understanding (K)	
D. Organizational Context (Knowledge of the company / organization and its processes)	<p>On the job the individual needs to apply knowledge of:</p> <p>KA1. Credit & collection norms of the distributor and the organization</p> <p>KA2. Display payment norms of the organization and outlet wise status.</p> <p>KA3. Delivery norms of the organization.</p>

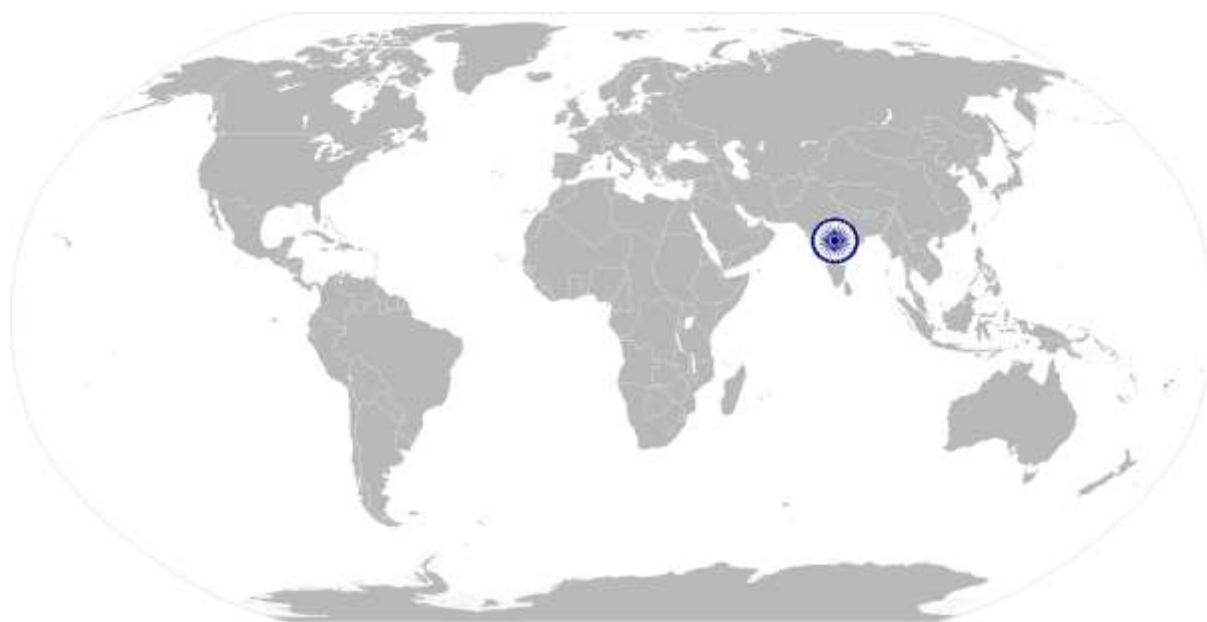
B. Technical Knowledge	On the job the individual needs to apply technical knowledge of KB6. Assessing pending payments and consumer credit status. KB7. On time and In full delivery of all his orders.
Skills (S)	
G. Core Skills/ Generic Skills	Writing Skills,
	On the job the individual needs to be able to: SA1. Complete documentation accurately SA2. Collate simple data when required
	Reading Skills
	On the job the individual needs to be able to: SA3. Read information accurately SA4. Read and interpret data sheets
	Oral Communication (Listening and Speaking skills)
	On the job the individual needs to be able to: SA5. Follow instructions accurately SA6. Use gestures or simple words to communicate where language barriers exist SA7. Use questioning to minimise misunderstandings SA8. Display courteous and helpful behaviour at all times
H. Professional Skills	Decision Making
	On the job the individual needs to be able to: SB1. Make appropriate decisions regarding the responsibilities of the job role.
	Plan and Organize
	On the job the individual needs to be able to: SB2. Plan and schedule routines.
	Customer Centricity
	On the job the individual needs to be able to: SB3. Build relationships with customers.
	Problem Solving
	SB4.Reconcile receivables and payables with all outlets for all invoices every month.
	Analytical Thinking
	Not applicable.
	Critical Thinking
	Not applicable.

NOS Version Control

NOS Code :	RAS / N0604		
Credits(NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	23/09/2014
Industry Sub-sector	B2B	Last reviewed on	28/10/2014
Occupation	Sales	Next review date	27/10/2015

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National Occupational Standard



Overview This NOS covers the skills and knowledge for an individual to be able to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution.

Unit Code	RAS / N0605
Unit Title (Task)	Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution
Description	This OS describes the skills and knowledge required to be able to appreciate the benefits & building good personal relationship with trade and means to handle objections & thereby issue resolution
Scope	<p>This unit applies to individuals who represent Distributors in their field sales operations.</p> <ul style="list-style-type: none"> • Building good & personal relations with trade • Objections handling and issue resolution <p>The role may be performed across the below formats</p> <ul style="list-style-type: none"> • Retail outlet • Wholesale outlets • Department stores • Bakery Outlets • Chemist / cosmetic outlets • Convenience Outlets • Self service outlets
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Building Good & Personal relation	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Make a rapport with the trade based on punctuality, regularity, courtesy, mannerism and interest in increasing retailer's business and uplifting the outlet's appearance.</p> <p>PC2. Listen to Retailers patiently and understand their needs and problems.</p> <p>PC3. Use open ended/closed questions to seek clarification on Retailers problems and grievances.</p> <p>PC4. Explain the benefits that the retailer will have from the sale.</p>
Objection handling / Issue resolution	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC5. Handle objection and resolve issues by himself / escalate to his supervisor that are beyond his purview</p>
Knowledge and Understanding (K)	

E. Organizational Context (Knowledge of the company / organization and its processes)	On the job the individual needs to apply knowledge of: KA1. Customer relationship management norms of the organization
B. Technical Knowledge	On the job the individual needs to apply technical knowledge of KB1. Negotiation and objection handling skills
Skills (S)	
I. Core Skills/ Generic Skills	Writing Skills,
	On the job the individual needs to be able to: SA1. Complete documentation accurately SA2. Collate simple data when required
	Reading Skills
	On the job the individual needs to be able to: SA3. Read information accurately SA4. Read and interpret data sheets
	Oral Communication (Listening and Speaking skills)
	On the job the individual needs to be able to: SA5. Follow instructions accurately SA6. Use gestures or simple words to communicate where language barriers exist SA7. Use questioning to minimise misunderstandings SA8. Display courteous and helpful behaviour at all times
J. Professional Skills	Decision Making
	On the job the individual needs to be able to: SB1. Make appropriate decisions regarding the responsibilities of the job role.
	Plan and Organize
	On the job the individual needs to be able to: SB2. Plan and schedule routines.
	Customer Centricity
	On the job the individual needs to be able to: SB3. Build relationships with customers.
	Problem Solving
	On the job the individual needs to be able to identify and respond to: SB4. Changes in competition strategy.
	Analytical Thinking
	Not applicable.
	Critical Thinking
	Not applicable.

NOS Version Control

NOS Code :	RAS / N0605		
Credits(NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	23/09/2014
Industry Sub-sector	B2B	Last reviewed on	28/10/2014
Occupation	Sales	Next review date	27/10/2015

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Criteria for Assessments for QP of a Job Role					
Criteria for Assessment of Trainees					
Job Role	Distributor Salesman				
Qualifiaction Pack	RAS / Q0604				
Sector Skill Council	Retail				
Guidelines for Assessment:					
<p>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</p> <p>2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC</p> <p>3. Individual assessment agencies will create <i>unique question papers for theory part for each candidate at each examination/training centre</i> (as per assessment criteria below)</p> <p>4. Individual assessment agencies will create <i>unique evaluations for skill practical for every student at each examination/training centre</i> based on this criteria</p> <p>5. To pass the Qualification Pack, every trainee should score a minimum of 70%.</p>					
NOS	Performance Criteria	Total marks (500)	Marks Allocation		
			Out of	Theory	Skills
RAS/N0601-Be updated on knowledge of Products to be sold and Merchandising	PC1. Keep self updated with current product portfolio and product details – grammages, price points and variants of own and competition products and update details periodically.	100	10	5	5
	PC2. Have up to date knowledge on channel wise, category wise, outlet type wise schemes.		10	5	5
	PC3. Give relevant information to supervisors to plan relevant schemes / slabs by outlets and learn to utilise correctly		10	5	5
	PC4. Identify hotspots in an outlet and try to convince the retailer to provide these for displays and achive high order visibility by correct deployment of merchandising material		10	5	5
	PC5. Put branding materials on the area surrounding the rack and inside the rack		5	2.5	2.5
	PC6. Stock products such as to maximise number of facings.		5	2.5	2.5
	PC7. Obtain natural visibility by clearing cluttered space and stocking company’s products.		10	5	5
	PC8. Place products next to the competitor brand and maintain category and competition adjacency		5	2.5	2.5
	PC9. Replace damaged display materials		5	2.5	2.5
	PC10. Benchmark own product with that of competition as per the norms and accordingly make own products available at an outlet		10	5	5
	PC11. Articulate USP of New products – Features and		10	5	5

	benefits to the retailer				
	PC12. Make an effective sales call to convince the outlets to place order for focus SKUs.		10	5	5
	Total		100	50	50
RAS / N0602 Have thorough understanding of business and productivity targets and measures to achieve the same	PC1. To know all sales objectives and targets for Bills cut, Lines cut, Average bill value and Unique Outlets Billed.		10	5	5
	PC2. To be aware of target vs achievement till date and strive towards 100% target achievement.		10	5	5
	PC3. To carry market planner and outlet wise plans made prior to the market visit and be aware of focus categories and plans for sale of specific category/SKUs by outlet.		10	5	5
	PC4. To ensure category and outlet wise billing targets are met.		5	2.5	2.5
	PC5. To ensure category wise and outlet wise billing targets are met on the route		5	2.5	2.5
	PC6. Cover all target outlets/ entire route and take note of new outlets / closed outlets in the beat		10	5	5
	PC7. Update info on the type of outlet and its respective trade channel.	100	5	2.5	2.5
	PC8. Ensure availability of new launch products as per availability norms		5	2.5	2.5
	PC9. Set beat and outlet wise targets to achieve launch targets		5	2.5	2.5
	PC10. Everyday check stock position of each SKU at the distributor point.		5	2.5	2.5
	PC11. Estimate sales from the beat and optimize order as per stock available on hand		5	2.5	2.5
	PC12. Coordinate with supervisor and discuss on action plan for out of stock SKUs		5	2.5	2.5
	PC13. Check the stock available in the selling area / shelves		5	2.5	2.5
	PC14. Check stocks available in the backroom for reserves		5	2.5	2.5
	PC15. Stock check for all brand and capture order as per SOQ		10	5	5
	Total		100	50	50
RAS / N0603 Learn steps to make an effective sales call	PC1. Analyze current stock on hand and sales of the outlets. Advising retailers for optimum order depending on the need and projected sell out and need for reserve stocks that needs to be maintained to avoid stock outs.		4	2	2
	PC2. Explain, how the recommendation will boost Retailer's sales.	100	4	2	2
	PC3. Communicate all benefits which would accrue to the retailer in short and concise manner.		4	2	2
	PC4. Asking open ended questions considering the retailer's needs leading to the retailer accepting advice on purchase.		4	2	2

	PC 5. Ensure that the relevant schemes/ slabs are discussed with the retailer after gauging the potential of the outlet.		4	2	2
	PC 6. Analyse competition schemes and leverage on company's schemes to increase sales vis-a-vis that of competition		4	2	2
	PC 7. Ensure range selling by leveraging on own brand already available in the retail outlet and strengthen portfolio presence in the outlet		4	2	2
	PC 8. Route list & outlet list in the palmtop/handheld device and its usage		4	2	2
	PC 9. Product list & Scheme details available in the palmtop		4	2	2
	PC10. Order capture process in palmtop/handheld		4	2	2
	PC11. Reports available in the palmtop/hand held – Summary reports / Productivity reports		4	2	2
	PC12. Retail survey features available in the palmtop		4	2	2
	PC13. Ensure correct syncing process is followed.		4	2	2
	PC14. Check stock physical condition and freshness		4	2	2
	PC15. Arrange stock as per FMFO and even educate retailer on FMFO.		4	2	2
	PC16. Do stock rotation in those outlet where the movement of stocks is very low.		4	2	2
	PC17. Carryout stock rotation in case stock movement is very low		4	2	2
	PC18. Replace damaged or expired goods with fresh stocks and enter information about damaged goods in the handheld device.		2	1	1
	PC5. Maintaining a pleasing personality is a must for an effective sale call. (clean and ironed clothes , smile on face)		4	2	2
	PC6. Maintain appropriate distance from the Retailer /outlet owner.		4	2	2
	PC7. Maintain proper posture while talking with the retailer and not to lean or place hands in pockets or bend shoulders.		2	1	1
	PC8. Do not indulge in any act that may irritate the Retailer.		2	1	1
	PC9. Speak clearly in a soft tone without stammering or hesitation.		4	2	2
	PC10. Maintain proper eye contact with the retailer.		2	1	1
	PC11. Enter ordered quantity against each SKU ordered.		4	2	2
	PC12. Submit the orders and check summary of the order.		4	2	2
	PC13. Communicate the order value to the retailer.		4	2	2
	Total		100	50	50
RAS / N0604 Develop	PC1. Every day before starting the beat collect details of pending invoices from the distribution point	100	20	10	10

capability for handling credit management of an outlet both receivables and payables	PC2. Gather credit ageing information of retailer bills and set beat objectives accordingly		20	10	10
	PC3. Keep track of pending display payments and keep the distributor and organization's representative aware of the status.		20	10	10
	PC4. Resolve issues due to pending delivery and keep distributor and organization's representative aware of the status.		20	10	10
	PC5. Reconcile both receivables and payables to outlets and settle all queries by customers on these issues		20	10	10
	Total		100	50	50
RAS / N0605 Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution	PC1. Make a rapport with the trade based on punctuality, regularity, courtesy, mannerism and interest in increasing retailer's business and uplifting the outlet's appearance.	100	20	10	10
	PC2. Listen to Retailers patiently and understand their needs and problems.		20	10	10
	PC3. Use open ended/closed questions to seek clarification on Retailers problems and grievances.		20	10	10
	PC4. Explain the benefits that the retailer will have from the sale.		20	10	10
	PC5. Handle objection and resolve issues by himself / escalate to his supervisor that are beyond his purview		20	10	10
	Total		100	50	50

SSC	QPCod e	Name of the QP	NSQF Level	Equipment Name	Min. no. of Equipment required (per batch of 30 trainees)	Unit Type	Is this a mandatory Equipment to be the Training Center (Yes/No)	Dimension/Specification/Description of the Equipment/ ANY OTHER REMARK
Retail	RAS/Q0 104	Sales Associate	4	Display Racks-Different Types	3		Yes	to display different type of product display
Retail	RAS/Q0 104	Sales Associate	4	Display/Boards/ Standees- Different Types	5		Yes	30W adjustable mount bulbs
Retail	RAS/Q0 104	Sales Associate	4	Calculator	1		Yes	1' X 2'; 1.5' X 2.5';
Retail	RAS/Q0 104	Sales Associate	4	Display Photographs Of Different Types Of Produce Categories	20		Yes	to demonstarte usage and application of tags
Retail	RAS/Q0 104	Sales Associate	4	Gondolas	3		Yes	different types of VM elements with quantitiy : like 1. Shelf Strips (5 nos.), 2.Danglers(5 nos.), 3.Price Tags (15 nos.), 4.Product specs (10 nos.), 5. Offer standee/ banner (2nos.)
Retail	RAS/Q0 104	Sales Associate	4	Stock Almirah	1		Yes	60L capacity
Retail	RAS/Q0 104	Sales Associate	4	Computer	1		Yes	38" X 18" X 28"
Retail	RAS/Q0 104	Sales Associate	4	Bar Code Scanner	1		Yes	1' X 1' X 1.5'
Retail	RAS/Q0 104	Sales Associate	4	Uv Light Fake Note Detecting Machine	1		No	Frequency response 60 - 12000 Hz

Retail	RAS/Q0 104	Sales Associate	4	Dummy Products With Barcode	30		Yes	5.1 channel with karaoke
Retail	RAS/Q0 104	Sales Associate	4	Adjustable lights	15		Yes	to display different type of product display
Retail	RAS/Q0 104	Sales Associate	4	Glow-in-dark signages	2		Yes	30W adjustable mount bulbs
Retail	RAS/Q0 104	Sales Associate	4	Security Tags - Hard / Small	3		No	1' X 2'; 1.5' X 2.5';
Retail	RAS/Q0 104	Sales Associate	4	VM elements	15		Yes	to demonstarte usage and application of tags
Retail	RAS/Q0 104	Sales Associate	4	Shopping Cart	30		Yes	different types of VM elements with quantitiy : like 1. Shelf Strips (5 nos.), 2.Danglers(5 nos.), 3.Price Tags (15 nos.), 4.Product specs (10 nos.), 5. Offer standee/ banner (2nos.)
Retail	RAS/Q0 104	Sales Associate	4	Tables	1		No	60L capacity
Retail	RAS/Q0 104	Sales Associate	4	Stools	1		No	38" X 18" X 28"
Retail	RAS/Q0 104	Sales Associate	4	Public Address System- Microphone	1		No	1' X 1' X 1.5'
Retail	RAS/Q0 104	Sales Associate	4	Electronic Gadgets- DVD Player	1		No	Frequency response 60 - 12000 Hz
Retail	RAS/Q0 104	Sales Associate	4	CC TV Camera	1		No	5.1 channel with karaoke
Retail	RAS/Q0 104	Sales Associate	4	Projector cost	1		No	Any
Retail	RAS/Q0 104	Sales Associate	4	LCD TV	1		No	Portable, light weight LED projector
Retail	RAS/Q0 104	Sales Associate	4	Demo Counter	1		No	24" HD LCD TV

Retail	RAS/Q0 104	Sales Associate	4	Billing Dummy Software	1		No	3' X 2' X 3'
Retail	RAS/Q0 104	Sales Associate	4	Ladders	1		No	Any brand to demonstrate billing software used in Retail
Retail	RAS/Q0 104	Sales Associate	4	Loading Trolleys	1		No	3 step folding ladder
Retail	RAS/Q0 104	Sales Associate	4	Pallets	1		No	900 X 860 X 590 heavy duty with 300kg capacity
Retail	RAS/Q0 104	Sales Associate	4	Mannequins	2		No	4' X 2.5' X 6"
Retail	RAS/Q0 104	Sales Associate	4	Fire Extinguishers	2		Yes	Male / Female with detachable extrimities
Retail	RAS/Q0 104	Sales Associate	4	Store Directory / Directional signages	1		No	ABC type 1 kg / 5 kg
Retail	RAS/Q0 104	Sales Associate	4	Store Directory / Directional signages	1		Yes	1' X 2'; 1.5' X 2.5';
Retail	RAS/Q0 103	Trainee Associate	3	Display Racks- Different Types	3		Yes	Suggested : 3' X 1.5' X 5 (A normal rack with product display stacked as per price point, brand mix and product sepcifications to reflect on planogram)
Retail	RAS/Q0 103	Trainee Associate	3	Display/Boards/ Standees- Different Types	5		Yes	Suggested : 3' X 3' ; 2' X 6'
Retail	RAS/Q0 103	Trainee Associate	3	Calculator	1		Yes	12 digit display
Retail	RAS/Q0 103	Trainee Associate	3	Display Photographs Of Different Types Of Produce Categories	20		Yes	Product signages
Retail	RAS/Q0 103	Trainee Associate	3	Gondolas	3		Yes	3' X 1.5' X 5 (could be of different types - 2 way gondola/ 4 way gondola
Retail	RAS/Q0 103	Trainee Associate	3	Stock Almirah	1		Yes	3' X 2' X 6' (to stock inventory)

Retail	RAS/Q0 103	Trainee Associate	3	Computer	1		Yes	Suggested: Pentium dual core with 500GB HD & 2GB RAM (to be used as POS machine for inventory check and billing, etc.
Retail	RAS/Q0 103	Trainee Associate	3	Bar Code Scanner	1		Yes	Laser Linear Barcode Scanner
Retail	RAS/Q0 103	Trainee Associate	3	Uv Light Fake Note Detecting Machine	1		No	Automatic Conterfeit note detection & currency counting
Retail	RAS/Q0 103	Trainee Associate	3	Dummy Products With Barcode	30		Yes	To demonstrate scanning, display of shelves as per price point, to show different product categories and manage display on gondolas
Retail	RAS/Q0 103	Trainee Associate	3	Adjustable lights	15		Yes	to display different type of product display
Retail	RAS/Q0 103	Trainee Associate	3	Glow-in-dark signages	2		Yes	30W adjustable mount bulbs
Retail	RAS/Q0 103	Trainee Associate	3	Security Tags - Hard / Small	3		No	1' X 2'; 1.5' X 2.5';
Retail	RAS/Q0 103	Trainee Associate	3	VM elements	15		Yes	to demonstarte usage and application of tags
Retail	RAS/Q0 103	Trainee Associate	3	Shopping Cart	30		Yes	different types of VM elements with quantitiy : like 1. Shelf Strips (5 nos.), 2.Danglers(5 nos.), 3.Price Tags (15 nos.), 4.Product specs (10 nos.), 5. Offer standee/ banner (2nos.)
Retail	RAS/Q0 103	Trainee Associate	3	Tables	1		No	60L capacity
Retail	RAS/Q0 103	Trainee Associate	3	Stools	1		No	38" X 18" X 28"
Retail	RAS/Q0 103	Trainee Associate	3	Public Address System- Microphone	1		No	1' X 1' X 1.5'

Retail	RAS/Q0103	Trainee Associate	3	Electronic Gadgets- DVD Player	1		No	Frequency response 60 - 12000 Hz
Retail	RAS/Q0103	Trainee Associate	3	CC TV Camera	1		No	5.1 channel with karaoke
Retail	RAS/Q0103	Trainee Associate	3	Projector cost	1		No	Any
Retail	RAS/Q0103	Trainee Associate	3	LCD TV	1		No	Portable, light weight LED projector
Retail	RAS/Q0103	Trainee Associate	3	Demo Counter	1		No	24" HD LCD TV
Retail	RAS/Q0103	Trainee Associate	3	Billing Dummy Software	1		No	3' X 2' X 3'
Retail	RAS/Q0103	Trainee Associate	3	Ladders	1		No	Any brand to demonstrate billing software used in Retail
Retail	RAS/Q0103	Trainee Associate	3	Loading Trolleys	1		No	3 step folding ladder
Retail	RAS/Q0103	Trainee Associate	3	Pallets	1		No	900 X 860 X 590 heavy duty with 300kg capacity
Retail	RAS/Q0103	Trainee Associate	3	Mannequins	2		No	4' X 2.5' X 6"
Retail	RAS/Q0103	Trainee Associate	3	Fire Extinguishers	2		Yes	Male / Female with detachable extrimities
Retail	RAS/Q0103	Trainee Associate	3	Store Directory / Directional signages	1		No	ABC type 1 kg / 5 kg
Retail	RAS/Q0103	Trainee Associate	3	Store Directory / Directional signages	1		Yes	1' X 2'; 1.5' X 2.5';
Retail	RAS/Q0604	Distributor Salesman	4	Handheld Palm Device With Basic Dsr Information / Laptop	10		No	Basic DSR template could be demonstarted on smart phone/ desktop
Retail	RAS/Q0604	Distributor Salesman	4	Software To Run Dsr On Palmtop/ Handheld/ Desktop/ Smart Phone	1		No	physical DSR book samples should be used for demonstration purpose

Retail	RAS/Q0 604	Distributor Salesman	4	Posters With Dummy Fmcg Communication	10		Yes	Posters - A3/A2
Retail	RAS/Q0 604	Distributor Salesman	4	Dummy Dsrs	1		Yes	DSR Handbook- few filled samples could be deployed
Retail	RAS/Q0 604	Distributor Salesman	4	Product Detailers Dummy Detailers	10		Yes	Samples of product detailers
Retail	RAS/Q0 604	Distributor Salesman	4	Dummy Stock For MerchandisingRandom Assortment Of Fmcg Stock	10		Yes	Random assortment of FMCG products
Retail	RAS/Q0 604	Distributor Salesman	4	Display Photographs Of Different Types Of Produce Categories	10 to 15 types of products		Yes	Any size
Retail	RAS/Q0 604	Distributor Salesman	4	Pre - Printed Bill Book With Product Details	5		Yes	to be used in sales call with retailers
Retail	RAS/Q0 604	Distributor Salesman	4	Prodcut Merchandising Elements	30		Yes	1. Brand logo stickers (10) 2. product dangles(5) 3. Show cards/ 4.Wobblers(55.Product samples/ 5. sachets(10) Banners (2)
Retail	RAS/Q0 604	Distributor Salesman	4	Retail Shelf	1		Yes	To show different product categories and manage display on shelves
Retail	RAS/Q0 604	Distributor Salesman	4	Sales Kit	30		Yes	different product mix and grammages to demonstrate width and depth of distributuion and facings
Retail	RAS/Q0 604	Distributor Salesman	4	Glow sign boards/ dealer boards	2		Yes	this will include 1. Sample stock 2. Sales presenter / product list 3. Give aways for the retailer- Samples for new launches 4. Gunny Bags/ metal boxes
Retail	RAS/Q0 604	Distributor Salesman	4	Glow sign boards/ dealer boards	3		Yes	3'x2'