

## QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR TELECOM INDUSTRY

### What are Occupational Standards(OS)?

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



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## Introduction

### Qualifications Pack- Field Sales Executive

**SECTOR:** TELECOM

**SUB-SECTOR:** Service Provider

**OCCUPATION:** Sales & Distribution

**REFERENCE ID:** TEL/Q0200

**ALIGNED TO:** NCO- 2015/5243.0501

**Brief Job Description:** Individual at this job visits retail outlets to deliver prepaid telecom products/services to retailers, as per daily Route/Beat Plan. Individual is also responsible to achieve monthly revenue target, increase width and depth of distribution, adhere to process compliance for new customer enrollment and increase customer base.

**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	TEL/Q0200		
	Job Role	Field Sales Executive (FSE)		
	Credits NSQF	TBD	Version number	1.0
	Sector	Telecom	Drafted on	26/02/2013
	Sub-sector	Service Provider	Last reviewed on	21/06/2018
	Occupation	Sales & Distribution	Next review date	31/03/2019
	NSQC Clearance on	18/06/2015		

Job Role	Field Sales Executive
Role Description	Deliver stock to retailers and increase outlet universe, to cover entire population in the assigned territory.
NSQF level	4
Minimum Educational Qualifications*	10+2 or equivalent
Maximum Educational Qualifications *	Graduate in any stream
Training (Suggested but not mandatory)	Negotiation and Selling Skills Basics of telecom (Entry level requirement)
Minimum Job Entry Age	18 Years
Experience	0-1 year of work experience
Applicable National Occupational Standards (NOS)	<b>Compulsory:</b> <ol style="list-style-type: none"> <li>1. TEL/N0200 (<a href="#">Pre-sales preparation</a>)</li> <li>2. TEL/N0201 (<a href="#">Increase customer base and revenue</a>)</li> <li>3. TEL/N0202 (<a href="#">Increase distribution width</a>)</li> <li>4. TEL/N0203 (<a href="#">Process compliance</a>)</li> <li>5. TEL/N0110 (<a href="#">Data expertise</a>)</li> </ol>
Performance Criteria	As described in the relevant OS units

Keywords /Terms	Description
A4 Sheeter	It is a paper sheet which displays newly introduced offers/schemes.
Beat Plan	The daily plan of visiting the existing and prospective outlets as per timetable or schedule.
BHR	It is a process, which displays Month till Date (MTD) sales achievement records of retailers/distributors.
Core Skills or Generic Skills	Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Churn rate	Churn rate, as it relates to mobile network carriers, is the percentage of subscribers in a given time frame that cease to use the company's services for one reason or another. It is used as an indicator of the health of a company's subscriber base. The lower the churn rate, the better the outlook of the company.
Danglers	It's a merchandising material which creates brand visibility in shops/outlets.
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.
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
Flex Board	It's a merchandise fibre board which creates brand visibility for a service provider in an outlet.
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS.
Inventory turns	The number of times that your inventory cycles or turns over per year/month. It is one of the most commonly used Supply Chain Metrics.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization.
Knowledge and Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge.
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.

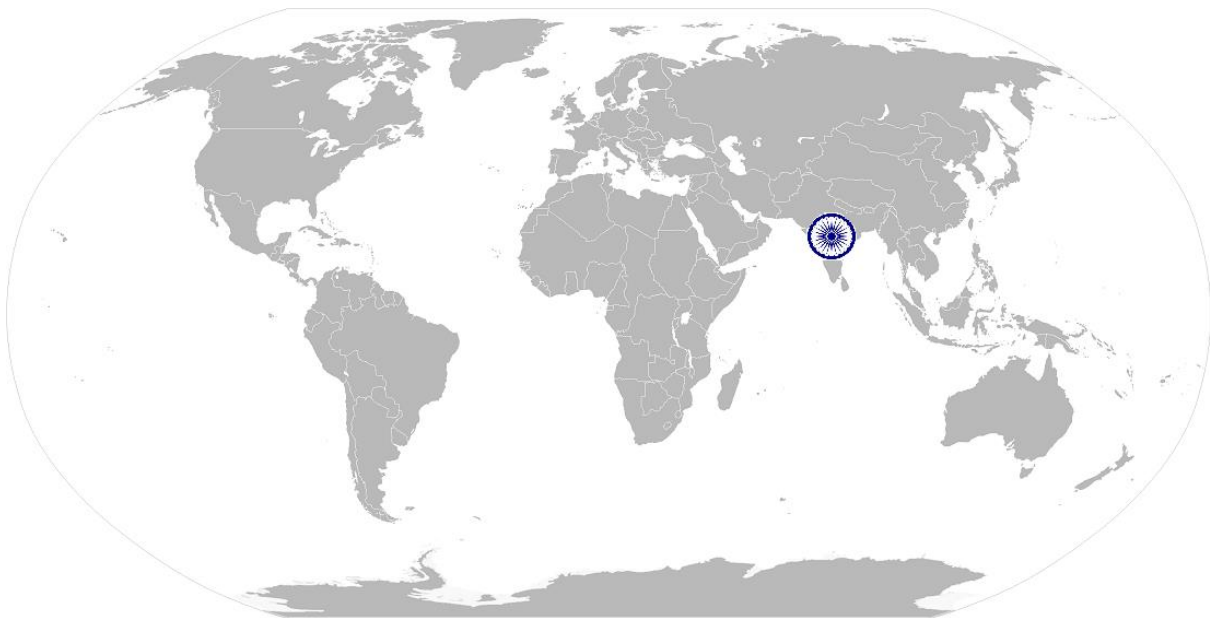
MNP (Mobile Number Portability)	Helps mobile phone users to change from one mobile network operator to another, without having to change their mobile phone number.
NOS (National Occupational Standards)	NOS are Occupational Standards which apply uniquely in the Indian context.
Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry.
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.
OS (Occupational Standards)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task.
Primary Recharge	It is prepaid recharge value/amount (Talk time, VAS, validity) to distributor from service provider .
QP (Qualifications 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.
Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
Route Plan	Route is a geographical location mapped to a sales executive. It may consist one or more beats depending no. of outlets.
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.
Secondary Recharge	It is recharge value (Talk time, VAS, validity etc.) transferred from distributor to retailer's prepaid account.
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.
Service Provider	It is an entity, which provides all types of telecom products or services to potential users.
Sub-functions	Sub-functions are sub-activities essential to fulfill the achieving the objectives of the function.
Sub-sector	Service provider denotes or deals with all type of connections.
TAT (Turn around time)	The time taken to resolve a request or a complaint of the customer
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities
Telecom	Is a communication sector consisting of companies who provide telephonic communication facilities to the public.

Tertiary Recharge	It is recharge amount (Talk time, VAS, validity etc.) transferred from retailer to a customer's prepaid account.
Unit Code	Unit Code is a unique identifier for an OS unit, which can be denoted with either an 'O' or an 'N'.
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do.
VAS (Value added service)	In the telecom industry, on a conceptual level, value-added services add value to the standard service offering, spurring the subscriber to use their phone more and allowing the operator to drive up their ARPU. For mobile phones, while technologies like SMS, MMS and data access were historically usually considered value-added services, but in recent years SMS, MMS and data access have more and more become core services, and VAS therefore has beginning to exclude those services.
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry.

## Acronyms

ARPU	Average Revenue Per User
BHR	Business health report
CEF	Customer enrollment form
ERC	Electronic recharge
FAB	Features advantage benefits
FOS	Feet on street
FR	First Recharge
FSE	Field sales executive
KYC	Know your customer
MTD	Month Till Date
PEF	Prepaid enrollment Form
PRC	Paper recharge coupons
ROI	Return on investment
SLA	Service level agreement
SMS	Short messaging services
TAT	Turn around time
TM	Team Manager
TSM	Territory Sales Manager

# National Occupational Standard



## Overview

This unit is about pre-planning done by sales executive to achieve monthly/weekly/daily sales objective.

TEL/N0200

### Pre-Sales Preparation

Unit Code	TEL/N0200
Unit Title (Task)	Pre-Sales Preparation
Description	This OS unit is about preparing self to achieve monthly/weekly/daily sales objective
Scope	<p>This unit/task covers following:</p> <p>Key Stakeholders:</p> <ul style="list-style-type: none"> <li>• sales executive</li> <li>• team sales manager (TSM)</li> <li>• distributor</li> </ul> <p>Pre-sales preparation to achieve sales objective:</p> <ul style="list-style-type: none"> <li>• monthly</li> <li>• weekly</li> <li>• daily</li> </ul>
Performance Criteria (PC) w.r.t. the Scope:	
Element	Performance Criteria
	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. organize self by organizational grooming guidelines/standards</p> <p>PC2. split monthly sales target (revenue, new activations etc.) into weekly and daily sales target</p> <p>PC3. obtain and design action plan to achieve daily sales objective from TSM/Area Manager</p> <p>PC4. update self about latest retailer schemes/ offers</p> <p>PC5. collect merchandise from distributor point</p> <p>PC6. calculate MTD sales achieved against monthly target</p> <p>PC7. proceed per pre-defined Route and Beat Plan</p>
Knowledge and Understanding:	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. importance of punctuality and organizational grooming guidelines</p> <p>KA2. organizational standards, values, policies and processes</p> <p>KA3. significance of monthly sales targets</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. significance of daily pre-sales meeting</p> <p>KB2. basic arithmetic &amp; numeric calculations for MTD sales</p> <p>KB3. current schemes/offers for retailers and subscribers</p> <p>KB4. merchandising elements such as danglers, flex boards, standees, gates</p> <p>KB5. pre-defined Route and Beat Plan</p>



TEL/N0200

## Pre-Sales Preparation

<b>Skills (S)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to:  SA1. keep abreast with latest technologies by reading brochures, pamphlets and daily briefing sheets
	<b>Writing Skills</b>
	The user/individual on the job needs to know and understand how to:  SA2. draft an action plan to achieve sales target, in regional language
<b>B. Professional Skills</b>	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to:  SA3. converse in basic English and regional language with TSM and distributor, to share retailer's feedback/suggestions/inputs
<b>B. Professional Skills</b>	<b>Analytical skills</b>
	The user/individual on the job needs to know and understand how to:  SB1. gather MTD sales figures to identify reasons for low sales achievement SB2. analyze the trends of business using BTS utilization model (low, medium and high utilization sites)

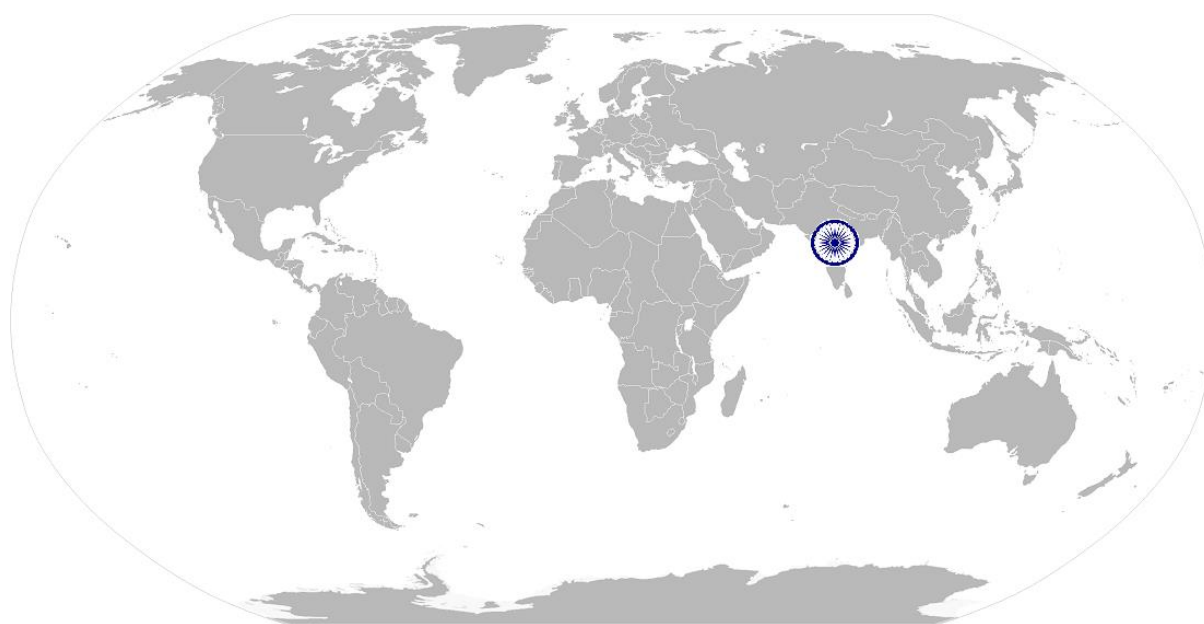


TEL/N0200

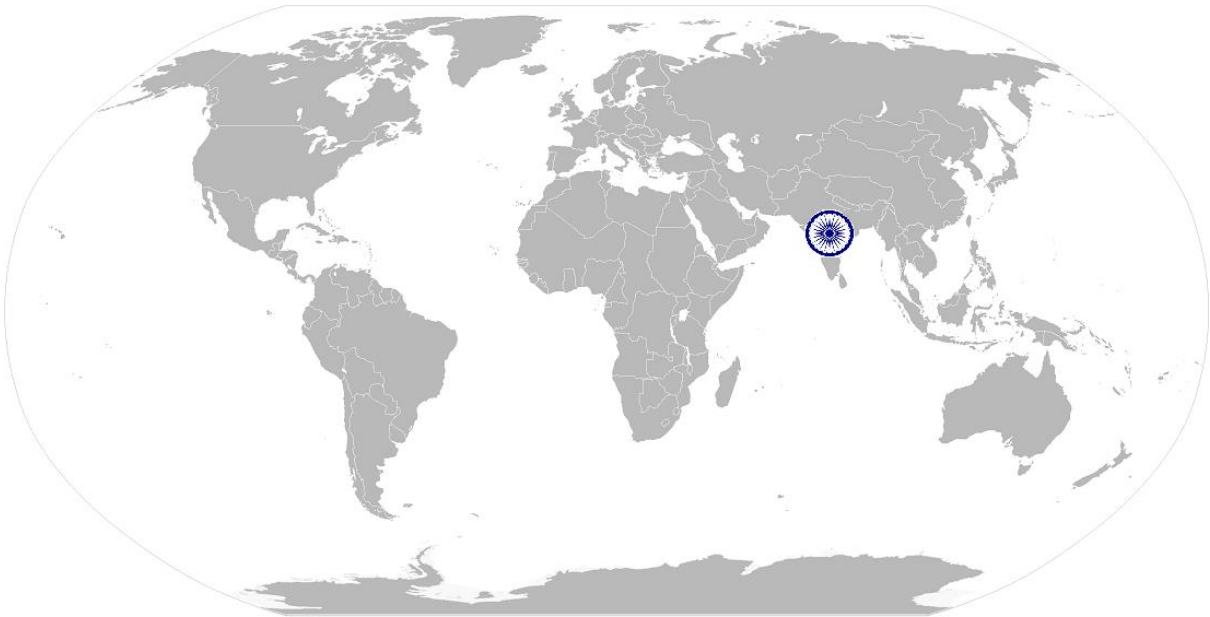
## Pre-Sales Preparation

### NOS Version Control:

NOS Code	TEL/N0200		
Credits NSQF	TBD	Version number	1.0
Industry	Telecom	Drafted on	26/02/2013
Industry Sub-sector	Service provider	Last reviewed on	21/06/2018
Occupation	Sales & Distribution	Next review date	31/03/2019



# National Occupational Standard



## Overview

This unit is about visiting daily Beat Plan, to increase customer base for achieving monthly/weekly/daily revenue target.

TEL/N0201

## Increase customer base and revenue

National Occupational Standard

<b>Unit Code</b>	<b>TEL/N0201</b>
<b>Unit Title (Task)</b>	<b>Increase customer base and revenue</b>
<b>Description</b>	This OS unit is about dealing with retailers to accomplish monthly/weekly/daily revenue and customer base target
<b>Scope</b>	<p>This unit/task covers the following:</p> <p>Key stake holders:</p> <ul style="list-style-type: none"> <li>sales executive</li> <li>retailers</li> </ul> <p>Range of products and services:</p> <ul style="list-style-type: none"> <li>prepaid mobile connection and associated services</li> </ul> <p>Methodology to achieve sales objective:</p> <ul style="list-style-type: none"> <li>influence retailers to buy more stock and focus on tertiary sales</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope:</b>	
<b>Element</b>	<b>Performance Criteria</b>
	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. arrange merchandise in retail outlets like posters, danglers etc., to create brand visibility</p> <p>PC2. draw retailer's attention</p> <p>PC3. monitor retailer card/register for secondary/tertiary sales</p> <p>PC4. perform BHR check on retailer's secondary/tertiary sales records</p> <p>PC5. observe outlet physically, to check stock availability</p> <p>PC6. ask questions to identify exact need of the retailer</p> <p>PC7. influence retailer by comparing products with competition and demonstrate benefit to retailers</p> <p>PC8. quote high selling retailer's sales achievement, to motivate others</p> <p>PC9. offer range of products/services to retailers</p> <p>PC10. provide agreed quantity of stock to retailers</p> <p>PC11. collect payment from retailers against delivered stock</p> <p>PC12. educate retailers about utility of all products/services</p> <p>PC13. organize and execute road shows</p>
<b>Knowledge and Understanding</b>	
<b>A. Organizational Context</b>  (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. organizational standards for making a sales call, during Beat Plan coverage</p> <p>KA2. regional customs and etiquettes to establish effective communication with retailers</p>

TEL/N0201

## Increase customer base and revenue

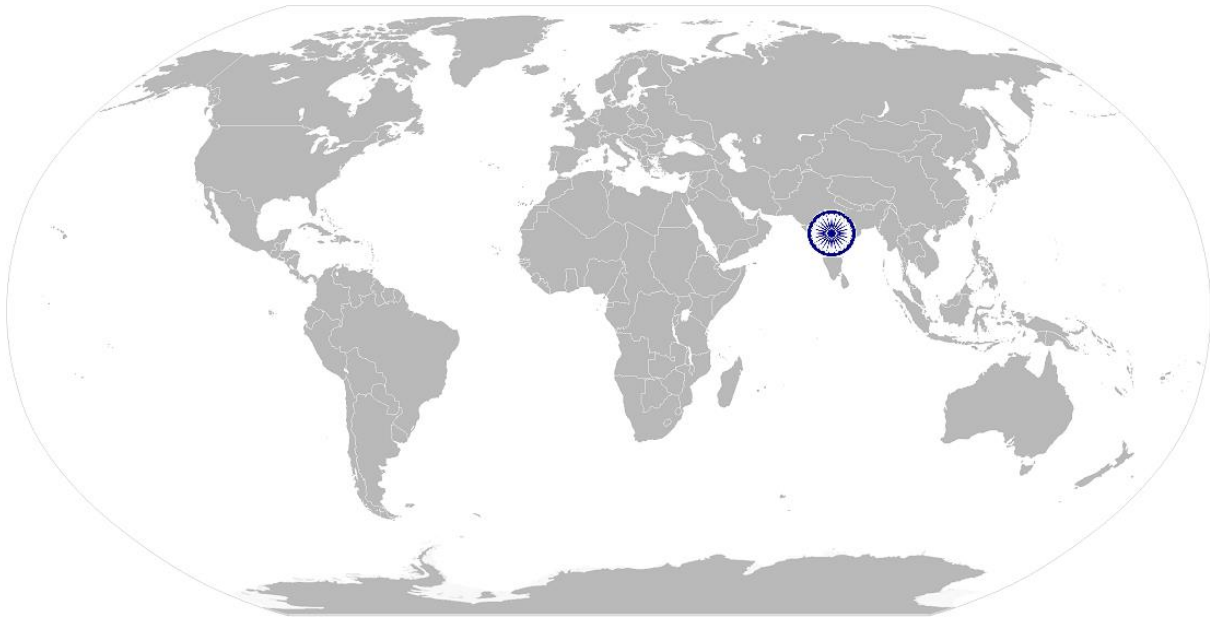
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> <li>KA3. merchandising/visibility norms to create brand visibility</li> <li>KA4. USPs &amp; strengths of products and services</li> <li>KA5. FAB approach to highlight product/service</li> <li>KA6. retailer's reporting formats such as retailer card, stock keeping register</li> <li>KA7. BHR process to display MTD sales figures</li> <li>KA8. probing techniques like open ended and close ended questions</li> <li>KA9. process of range selling</li> <li>KA10. well performing retailer sale's records for benchmarking</li> <li>KA11. basic mathematical calculations</li> <li>KA12. how to build rapport with retailers to influence and educate them</li> <li>KA13. stock management including physical voucher and their expiry dates etc.</li> </ul>
<b>Skills (S)</b>	
<b>A. Core Skills/ Generic Skills</b>	<p><b>Reading Skills</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SA1. read reporting formats such as retailer card, register to check sales records</li> </ul> <p><b>Oral Communication (Listening and Speaking skills)</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SA2. comprehend local dialect to create comfort while conversing with retailers</li> </ul>
<b>B. Professional Skills</b>	<p><b>Objection Handling Skills</b></p> <p>The user/ individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> <li>SA3. listen to retailer's feedback/complaint/opinion</li> <li>SA4. evaluate retailer's resistance as psychological or logical, and respond appropriately</li> <li>SA5. use rebuttals to assure and affirm retailers to clarify retailer's objections</li> </ul>

TEL/N0201

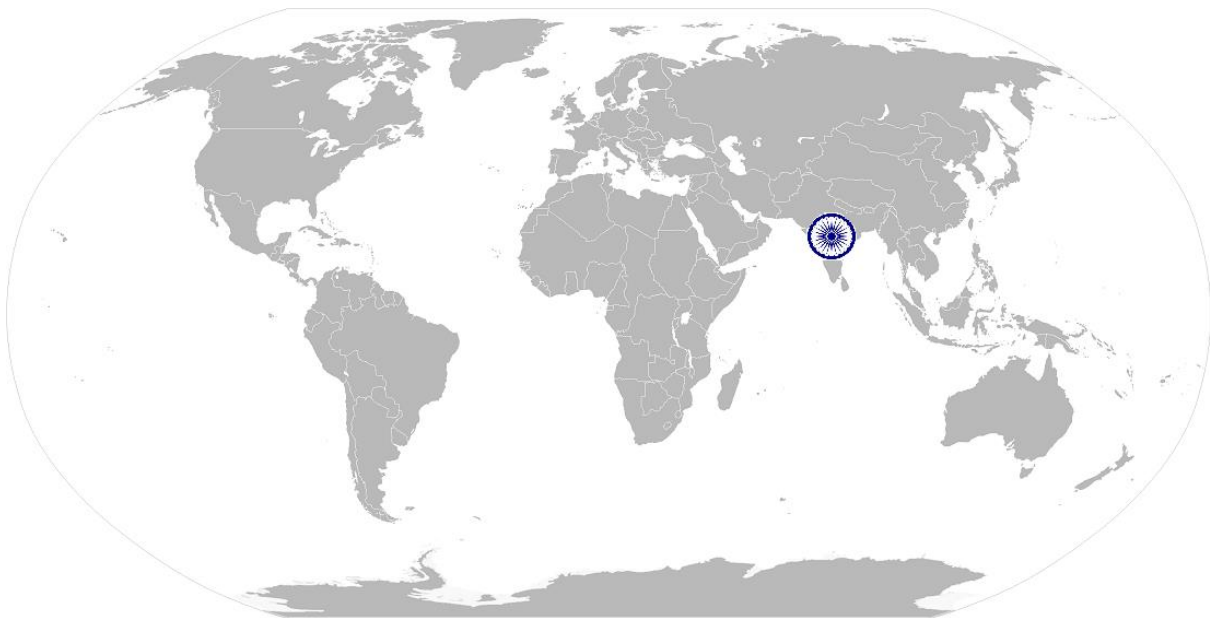
**Increase customer base and revenue**

## NOS Version Control:

NOS Code	TEL/N0201		
Credits NSQF		Version number	1.0
Industry	Telecom	Drafted on	26/02/2013
Industry Sub-sector	Service Provider	Last reviewed on	21/06/2018
Occupation	Sales & Distribution	Next review date	31/03/2019



# National Occupational Standard



## Overview

**This unit is about increasing width of distribution by enrolling new retailers, within assigned territory.**

TEL/N0202

## Increasing width of distribution

National Occupational Standard

Unit Code	TEL/N0202
Unit Title (Task)	Increasing width of distribution
Description	This OS unit is about enrolling new retailers to sell prepaid telecom products/services
Scope	<p>This OS unit/task covers following:</p> <p>Key stake holders:</p> <ul style="list-style-type: none"> <li>• sales executive</li> <li>• retailers</li> </ul> <p>Methodology to enroll new retail outlets:</p> <ul style="list-style-type: none"> <li>• outlet selection</li> <li>• offer value proposition</li> <li>• negotiate and close sales call</li> </ul>
Performance Criteria (PC) w.r.t. the Scope:	
Element	Performance Criteria
	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. locate retail outlets with high footfall, to increase width of distribution</p> <p>PC2. identify decision maker and seek permission to discuss value proposition</p> <p>PC3. explain ROI to retailers by highlighting minimal investment and high inventory turns</p> <p>PC4. propose/pitch range of products/services and demonstrate various associated processes</p> <p>PC5. educate retailers about enrollment formalities</p> <p>PC6. create brand visibility at the outlet by displaying merchandising material</p> <p>PC7. provide retailer/demo SIM card and collect documents</p>
Knowledge and Understanding (K)	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. organizational KYC guidelines, to enroll a new outlet</p> <p>KA2. business etiquette like greeting and presenting visiting card</p>



TEL/N0202

### Increasing width of distribution

<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KA3. outlet selection guidelines like prominent location, timings, high foot-fall</p> <p>KA4. basic numeric and arithmetic calculations to explain ROI</p> <p>KA5. range of products and associated processes like new number activation and recharge transfer</p> <p>KA6. importance of branding at outlets, using merchandising material like posters, danglers, flex boards</p>
<b>Skills (S)</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Reading Skills</b>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. keep abreast with product/service changes through brochures and leaflets</p>
	<b>Oral Communication (Listening and Speaking skills)</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA2. listen attentively the queries of the distributors</p> <p>SA3. converse in regional dialect to build rapport with retailers</p>
<b>B. Professional Skills</b>	<b>Negotiation Skills</b>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA4. clarify retailers' doubts/objections to create win-win situation</p>

TEL/N0202

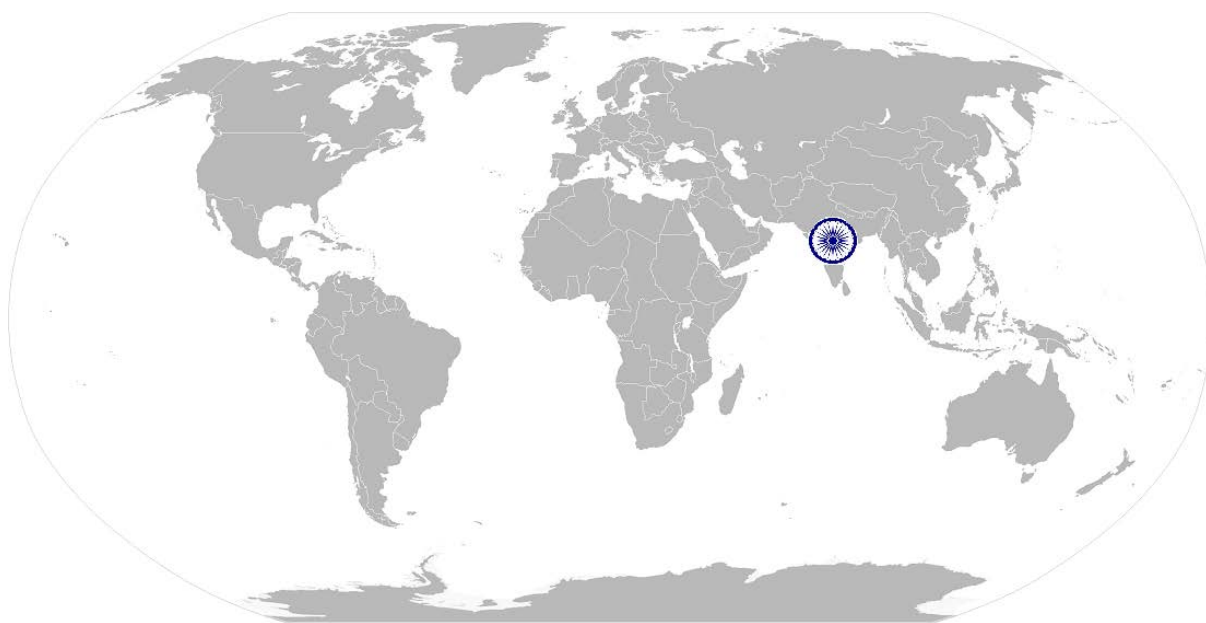
Increasing width of distribution

## NOS Version Control:

NOS Code	TEL/N0202		
Credits NSQF	TBD	Version number	1.0
Industry	Telecom	Drafted on	26/02/2013
Industry Sub-sector	Service Provider	Last reviewed on	21/06/2018
Occupation	Sales & Distribution	Next review date	31/03/2019



# National Occupational Standard



## Overview

This unit is about complying with documentation and number activation process, as per TRAI guidelines.

TEL/N0203

## Process compliance

National Occupational Standard

<b>Unit Code</b>	<b>TEL/N0203</b>
<b>Unit Title (Task)</b>	<b>Process Compliance</b>
<b>Description</b>	This OS unit is about documentation and process compliance, as per TRAI for activating prepaid mobile numbers
<b>Scope</b>	<p>This unit/tasks covers following:</p> <p>Key stake holders:</p> <ul style="list-style-type: none"> <li>• sales executive</li> <li>• retailer</li> <li>• distributor</li> </ul> <p>Process compliance as per TRAI guidelines, to activate prepaid mobile numbers</p>
<b>Performance Criteria (PC)</b>	
<b>Element</b>	<b>Performance Criteria</b>
	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. educate retailers on mobile number activation process, MNP, recharge and recharge reversal, KYC norms, TRAI guidelines etc.</p> <p>PC2. validate customer enrollment forms for any discrepancies like use of whitener, signature mismatch, address mismatch</p> <p>PC3. collect and process documents for activation of mobile numbers</p> <p>PC4. respond to retailer issues and complaints</p>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. job responsibilities to comply with KYC norms as per TRAI guidelines</p>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KA2. functions of mobile handsets, to demonstrate number activation and other processes to retailers</p> <p>KA3. activation and documentation process for different customers like local, outstation and foreign national</p>

TEL/N0203

## Process compliance

Skills (S)	
<b>A. Core Skills/ Generic Skills</b>	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to:
	SA1. keep abreast with activation and documentation process through leaflets and briefing sheets
	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to:
	SA2. converse in regional dialect to educate retailers about process compliance
<b>B. Professional Skills</b>	<b>Time Management Skills</b>
	The user/individual on the job needs to know and understand how to:
	SA3. manage time to collect documents, to avoid delay in activation



TEL/N0203

Process compliance

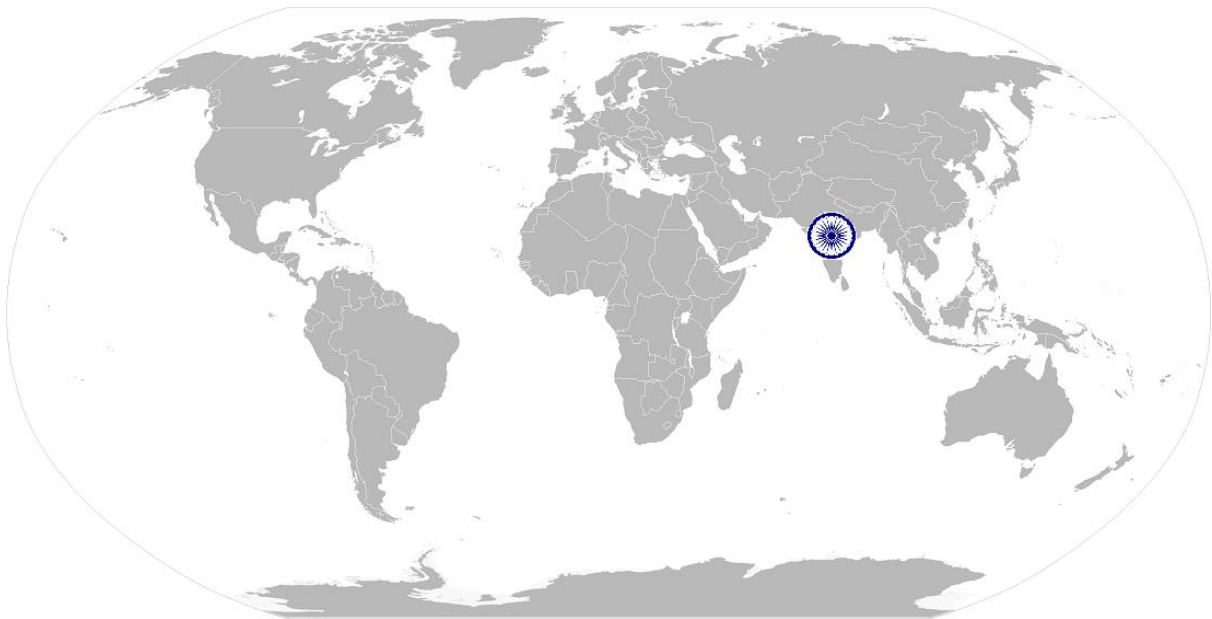
## NOS Version Control:

NOS Code	TEL/N0203		
Credits NSQF	TBD	Version number	1.0
Industry	Telecom	Drafted on	26/02/2013
Industry Sub-sector	Service Provider	Last reviewed on	21/06/2018
Occupation	Sales & Distribution	Next review date	31/03/2019



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# National Occupational Standard



## Overview

This unit is about expertise in resolving data related queries, requests and complaints.



TEL/N0110

## Data expertise

National Occupational Standard

<b>Unit Code</b>	<b>TEL/N0110</b>
<b>Unit Title (Task)</b>	<b>Data expertise</b>
<b>Description</b>	This OS unit is about expertise in resolving data related Q R C
<b>Scope</b>	<p>This unit/task covers the following:</p> <p>Key stakeholders:</p> <ul style="list-style-type: none"> <li>customer care executives</li> <li>customers</li> </ul> <p>Resolving data related:</p> <ul style="list-style-type: none"> <li>queries</li> <li>requests</li> <li>complaints</li> </ul>
<b>Performance Criteria(PC) w.r.t. the Scope:</b>	
<b>Element</b>	<b>Performance Criteria</b>
	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. resolve customer's data related issues</p> <p>PC2. reduce repeat walk-in/interactions of customers with data related queries</p>
<b>Knowledge and Understanding</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. data related tariff plans, offers and schemes</p>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. latest handset models and their functioning</p> <p>KB2. top issues faced in operating system, handsets etc.</p> <p>KB3. latest technology prevalent in telecom for data</p>

TEL/N0110

## Data expertise

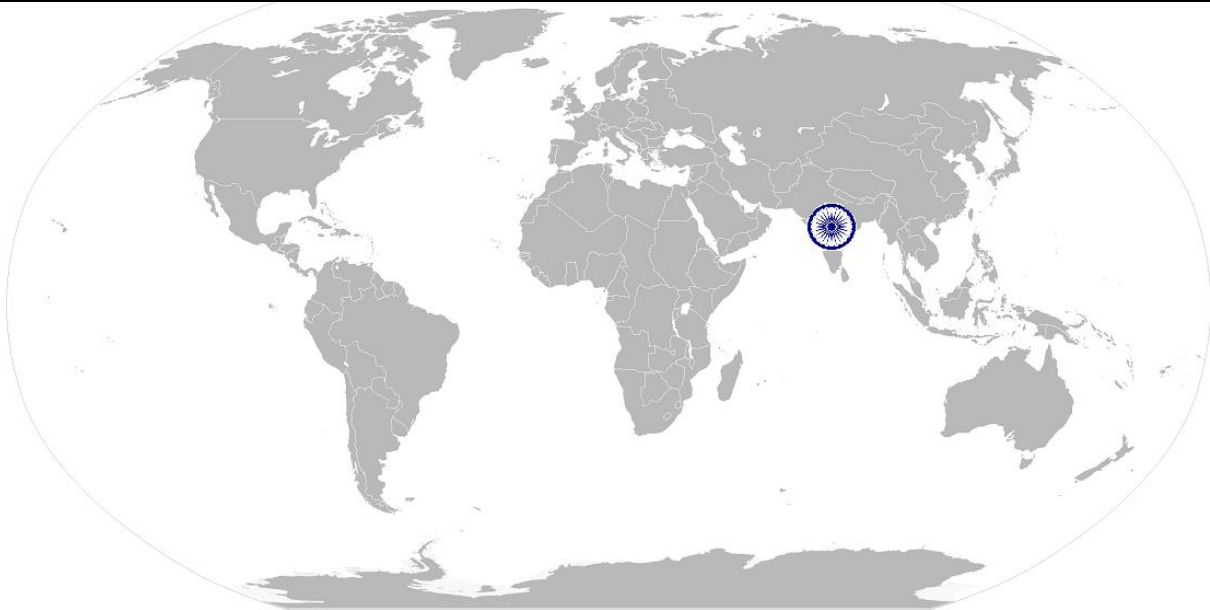
Skills (S)	
A. Core Skills/ Generic Skills	<b>Reading Skills</b>
	The user/ individual on the job needs to know and understand how to:  SA1. read data related tariffs, offers and schemes
	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to:  SA2. interpret customer's requirement and suggest related product/offer/scheme
B. Professional Skills	<b>Selling Skills</b>
	The user/individual on the job needs to know and understand how to:  SB1. pitch best suited data related plans and products to the customers
	<b>Probing Skills</b>
	The user/individual on the job needs to know and understand how to:  SB2. identify issue by asking relevant questions and resolve customer's data related concern

TEL/N0110

**Data expertise**

## **NOS Version Control:**

<b>NOS Code</b>	<b>TEL/N0110</b>		
<b>Credits NSQF</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Telecom</b>	<b>Drafted on</b>	<b>16/05/2013</b>
<b>Industry Sub-sector</b>	<b>Service Provider</b>	<b>Last reviewed on</b>	<b>21/06/2018</b>
<b>Occupation</b>	<b>Sales &amp; Distribution</b>	<b>Next review date</b>	<b>31/03/2019</b>



**CRITERIA FOR ASSESSMENT OF TRAINEES**

**Job Role** Field Sales Executive  
**Qualification Pack** TEL/Q0200  
**Sector Skill Council** Telecom

**Guidelines for Assessment:**

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
- 4a. Individual assessment agencies will create *unique question papers for theory part for each candidate at each examination/training center* (as per assessment criteria below).
- 4b. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criterion.
5. To pass the Qualification Pack, every trainee should score a minimum of 40% in every NOS and overall of 50%.
6. In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the qualification pack.

Assessment Outcome		Assessment Criteria	Total Marks (500)	Out Of	Marks Allocation	
					Theory	Skills Practical
1. TEL/N0200 (Pre-Sales Preparation)	PC1. organize self by organizational grooming guidelines/standards	100	10	0	10	
	PC2. split monthly sales target (revenue, new activations etc.) into weekly and daily sales target		10	10	0	
	PC3. obtain and design action plan to achieve daily sales objective from TSM/Area Manager		20	10	10	
	PC4. update self about latest retailer schemes/ offers		10	10	0	
	PC5. collect merchandise from distributor point		20	20	0	
	PC6. calculate MTD sales achieved against monthly target		20	20	0	
	PC7. proceed as per pre-defined Route and Beat Plan		10	0	10	
			Total	100	70	30
2. TEL/N0201 (Increase customer base and revenue)	PC1. arrange merchandise in retail outlets like posters, danglers etc., to create brand visibility	100	8	0	8	
	PC2. draw retailer’s attention		6	0	6	
	PC3. monitor retailer card/register for secondary/tertiary sales		15	5	10	
	PC4. perform BHR check on retailer’s secondary/tertiary sales records		10	5	5	
	PC5. observe outlet physically, to check stock availability		8	4	4	
	PC6. ask questions to identify exact need of the retailer		5	0	5	
	PC7. influence retailer by comparing products with competition and demonstrate benefit to retailers		8	4	4	
	PC8. quote high selling retailer’s sales achievement, to motivate others		10	0	10	
	PC9. offer range of products/services to retailers		5	0	5	
	PC10. provide agreed quantity of stock to retailers		5	5	0	
	PC11. collect payment from retailers against delivered stock		5	5	0	
PC12. educate retailers about utility of all products/services	5	5	0			
PC13. organize and execute road shows	10	0	10			
		100	33	67		
3. TEL/N0202 (Increasing width of distribution)	PC1. locate retail outlets with high footfall, to increase width of distribution	100	8	0	8	
	PC2. identify decision maker and seek permission to discuss value proposition		10	4	6	
	PC3. explain ROI to retailers by highlighting minimal investment and high inventory turns		20	10	10	
	PC4. propose/pitch range of products/services and demonstrate various associated processes		20	10	10	
	PC5. educate retailers about enrollment formalities		12	6	6	
	PC6. create brand visibility at the outlet by displaying merchandising material		10	0	10	
	PC7. provide retailer/demo SIM card and collect documents		20	10	10	
				100	40	60
4. TEL/N0203 (Process Compliance)	PC1. educate retailers on mobile number activation process, MNP, recharge and recharge reversal, KYC norms, TRAI guidelines etc.	100	30	15	15	
	PC2. validate customer enrollment forms for any discrepancies like use of whitener, signature mismatch, address mismatch		20	20	0	
	PC3. collect and process documents for activation of mobile numbers		30	15	15	
	PC4. respond to retailer issues and complaints		20	10	10	
				100	60	40
5. TEL/N0110 (Data expertise)	PC1. resolve customer’s data related issues	100	40	20	20	
	PC2. reduce repeat walk-in/interactions of customers with data related queries		60	30	30	
				100	50	50