

Qualification Pack



Specification Sales
Business Development

Sales Executive

Field Sales

Field Sales Executive

QP Code: TEL/Q0200

Version: 4.0

NSQF Level: 3

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

Qualification Pack

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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/N0218: Sell broadband subscriptions](#)
4. [TEL/N9101: Organize Work and Resources as per Health and Safety Standards](#)
5. [TEL/N9102: Interact Effectively with Team Members and Customers](#)
6. [DGT/VSQ/N0101: Employability Skills \(30 Hours\)](#)

Qualification Pack (QP) Parameters

Sector	Telecom
Sub-Sector	Service Provider
Occupation	Sales and Distribution - Service Segment
Country	India
NSQF Level	3

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Credits	14
Aligned to NCO/ISCO/ISIC Code	NCO- 2015/5243.0501
Minimum Educational Qualification & Experience	9th grade pass OR 8th grade pass and pursuing continuous schooling in regular school with vocational subject OR 8th grade pass with 1 Year of experience OR 5th grade pass with 4 Years of experience
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	NA
Next Review Date	27/01/2025
NSQC Approval Date	27/01/2022
Version	4.0
Reference code on NQR	2022/TEL/TSSC/07008
NQR Version	2

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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

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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

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- 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

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Generate sales leads</i>	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	-	-
<i>Prepare for field visit to retailers</i>	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	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
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	-	-
PC14. report to the concerned person (distributor) if packaging or product seems defective/damaged	-	3	-	1
<i>Visit retailers to promote new products</i>	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	-	-	-
<i>Comply with organizational processes</i>	8	9	-	1

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
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	-	-
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

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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	3
Version	2.0
Last Reviewed Date	NA
Next Review Date	27/01/2025
NSQC Clearance Date	27/01/2022

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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

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- 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

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Enroll new retailers</i>	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
<i>Adhere to company policies for new enrollments</i>	14	18	-	3
PC8. provide details to retailers on mobile number activation process, mobile number portability (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

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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	3
Version	2.0
Last Reviewed Date	NA
Next Review Date	27/01/2025
NSQC Clearance Date	27/01/2022

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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

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- 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

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Plan for sales</i>	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
<i>Sell broadband subscription</i>	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	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC15. enquire if the customer is satisfied with the offered product and willing to buy it	1	1	-	1
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

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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	4
Version	2.0
Last Reviewed Date	NA
Next Review Date	27/01/2025
NSQC Clearance Date	27/01/2022

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

Description

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

Scope

The scope covers the following :

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

Elements and Performance Criteria

Perform work as per quality standards

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

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

Maintain safe, healthy and secure working environment

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

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

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

Conserve material/energy/electricity

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

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

Use effective waste management/recycling practices

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

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

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

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

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

Generic Skills (GS)

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

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

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Perform work as per quality standards</i>	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	-	-
<i>Maintain safe, healthy and secure working environment</i>	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	-	-

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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	-	-
<i>Conserve material/energy/electricity</i>	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	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC26. optimize use of electricity/energy in various tasks/activities/processes	1	3	-	1
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	-	-
<i>Use effective waste management/recycling practices</i>	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

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	TEL/N9101
NOS Name	Organize Work and Resources as per Health and Safety Standards
Sector	Telecom
Sub-Sector	Generic
Occupation	Generic
NSQF Level	4
Credits	1
Version	2.0
Last Reviewed Date	NA
Next Review Date	24/02/2025
NSQC Clearance Date	24/02/2022

Qualification Pack

TEL/N9102: Interact Effectively with Team Members and Customers

Description

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

Scope

The scope covers the following :

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

Elements and Performance Criteria

Interact effectively with superiors

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

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

Interact effectively with colleagues and customers

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

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

Respect differences of gender and ability

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

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

Knowledge and Understanding (KU)

Qualification Pack

The individual on the job needs to know and understand:

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

Generic Skills (GS)

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

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

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Interact effectively with superiors</i>	7	15	-	2
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	-	-
<i>Interact effectively with colleagues and customers</i>	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
<i>Respect differences of gender and ability</i>	11	24	-	4
PC12. maintain a conducive environment for all the genders at the workplace	2	5	-	1

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. encourage appropriate behavior and conduct with people across gender	2	5	-	1
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

Qualification Pack

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	1
Version	2.0
Last Reviewed Date	NA
Next Review Date	24/02/2025
NSQC Clearance Date	24/02/2022

Qualification Pack

DGT/VSQ/N0101: Employability Skills (30 Hours)

Description

This unit is about employability skills, Constitutional values, becoming a professional in the 21st Century, digital, financial, and legal literacy, diversity and Inclusion, English and communication skills, customer service, entrepreneurship, and apprenticeship, getting ready for jobs and career development.

Scope

The scope covers the following :

- Introduction to Employability Skills
- Constitutional values - Citizenship
- Becoming a Professional in the 21st Century
- Basic English Skills
- Communication Skills
- Diversity & Inclusion
- Financial and Legal Literacy
- Essential Digital Skills
- Entrepreneurship
- Customer Service
- Getting ready for Apprenticeship & Jobs

Elements and Performance Criteria

Introduction to Employability Skills

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

PC1. understand the significance of employability skills in meeting the job requirements

Constitutional values - Citizenship

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

PC2. identify constitutional values, civic rights, duties, personal values and ethics and environmentally sustainable practices

Becoming a Professional in the 21st Century

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

PC3. explain 21st Century Skills such as Self-Awareness, Behavior Skills, Positive attitude, self-motivation, problem-solving, creative thinking, time management, social and cultural awareness, emotional awareness, continuous learning mindset etc.

Basic English Skills

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

PC4. speak with others using some basic English phrases or sentences

Communication Skills

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

PC5. follow good manners while communicating with others

PC6. work with others in a team

Qualification Pack

Diversity & Inclusion

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

PC7. communicate and behave appropriately with all genders and PwD

PC8. report any issues related to sexual harassment

Financial and Legal Literacy

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

PC9. use various financial products and services safely and securely

PC10. calculate income, expenses, savings etc.

PC11. approach the concerned authorities for any exploitation as per legal rights and laws

Essential Digital Skills

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

PC12. operate digital devices and use its features and applications securely and safely

PC13. use internet and social media platforms securely and safely

Entrepreneurship

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

PC14. identify and assess opportunities for potential business

PC15. identify sources for arranging money and associated financial and legal challenges

Customer Service

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

PC16. identify different types of customers

PC17. identify customer needs and address them appropriately

PC18. follow appropriate hygiene and grooming standards

Getting ready for apprenticeship & Jobs

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

PC19. create a basic biodata

PC20. search for suitable jobs and apply

PC21. identify and register apprenticeship opportunities as per requirement

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. need for employability skills

KU2. various constitutional and personal values

KU3. different environmentally sustainable practices and their importance

KU4. Twenty first (21st) century skills and their importance

KU5. how to use basic spoken English language

KU6. Do and dont of effective communication

KU7. inclusivity and its importance

KU8. different types of disabilities and appropriate communication and behaviour towards PwD

KU9. different types of financial products and services

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- KU10.** how to compute income and expenses
- KU11.** importance of maintaining safety and security in financial transactions
- KU12.** different legal rights and laws
- KU13.** how to operate digital devices and applications safely and securely
- KU14.** ways to identify business opportunities
- KU15.** types of customers and their needs
- KU16.** how to apply for a job and prepare for an interview
- KU17.** apprenticeship scheme and the process of registering on apprenticeship portal

Generic Skills (GS)

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

- GS1.** communicate effectively using appropriate language
- GS2.** behave politely and appropriately with all
- GS3.** perform basic calculations
- GS4.** solve problems effectively
- GS5.** be careful and attentive at work
- GS6.** use time effectively
- GS7.** maintain hygiene and sanitisation to avoid infection

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Introduction to Employability Skills</i>	1	1	-	-
PC1. understand the significance of employability skills in meeting the job requirements	-	-	-	-
<i>Constitutional values - Citizenship</i>	1	1	-	-
PC2. identify constitutional values, civic rights, duties, personal values and ethics and environmentally sustainable practices	-	-	-	-
<i>Becoming a Professional in the 21st Century</i>	1	3	-	-
PC3. explain 21st Century Skills such as Self-Awareness, Behavior Skills, Positive attitude, self-motivation, problem-solving, creative thinking, time management, social and cultural awareness, emotional awareness, continuous learning mindset etc.	-	-	-	-
<i>Basic English Skills</i>	2	3	-	-
PC4. speak with others using some basic English phrases or sentences	-	-	-	-
<i>Communication Skills</i>	1	1	-	-
PC5. follow good manners while communicating with others	-	-	-	-
PC6. work with others in a team	-	-	-	-
<i>Diversity & Inclusion</i>	1	1	-	-
PC7. communicate and behave appropriately with all genders and PwD	-	-	-	-
PC8. report any issues related to sexual harassment	-	-	-	-
<i>Financial and Legal Literacy</i>	3	4	-	-
PC9. use various financial products and services safely and securely	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. calculate income, expenses, savings etc.	-	-	-	-
PC11. approach the concerned authorities for any exploitation as per legal rights and laws	-	-	-	-
<i>Essential Digital Skills</i>	4	6	-	-
PC12. operate digital devices and use its features and applications securely and safely	-	-	-	-
PC13. use internet and social media platforms securely and safely	-	-	-	-
<i>Entrepreneurship</i>	3	5	-	-
PC14. identify and assess opportunities for potential business	-	-	-	-
PC15. identify sources for arranging money and associated financial and legal challenges	-	-	-	-
<i>Customer Service</i>	2	2	-	-
PC16. identify different types of customers	-	-	-	-
PC17. identify customer needs and address them appropriately	-	-	-	-
PC18. follow appropriate hygiene and grooming standards	-	-	-	-
<i>Getting ready for apprenticeship & Jobs</i>	1	3	-	-
PC19. create a basic biodata	-	-	-	-
PC20. search for suitable jobs and apply	-	-	-	-
PC21. identify and register apprenticeship opportunities as per requirement	-	-	-	-
NOS Total	20	30	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	DGT/VSQ/N0101
NOS Name	Employability Skills (30 Hours)
Sector	Cross Sectoral
Sub-Sector	Professional Skills
Occupation	Employability
NSQF Level	2
Credits	1
Version	1.0
Last Reviewed Date	NA
Next Review Date	17/11/2025
NSQC Clearance Date	17/11/2022

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.

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Minimum Aggregate Passing % at QP Level : 50

(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	-	10	100	17
TEL/N0217.Perform activities to enroll new customers	40	50	-	10	100	17
TEL/N0218.Sell broadband subscriptions	40	50	-	10	100	17
TEL/N9101.Organize Work and Resources as per Health and Safety Standards	30	60	-	10	100	17
TEL/N9102.Interact Effectively with Team Members and Customers	25	65	-	10	100	17
DGT/VSQ/N0101.Employability Skills (30 Hours)	20	30	-	-	50	15
Total	195	305	-	50	550	100

Qualification Pack

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training

Qualification Pack

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.

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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.