



Distributor Sales Representative

QP Code: TEL/Q2100

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/Q2100: Distributor Sales Representative

Brief Job Description

The individual in this job role is responsible for selling mobile handsets and related accessories and achieving sales targets as per the target matrix of the organization. The individual is also responsible for increasing the width and depth of distribution and travel extensively to do so. Additionally, they should be able to address complaints/queries of the retailers as per organizational policies and manage cash transactions.

Personal Attributes

This job role requires the individual to be persuasive with good communication (regional dialect must and English desirable), selling and negotiation skills. The individual should also have the ability to manage time and work to be an effective team player with a positive attitude. The individual must be open to travel.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [TEL/N2110: Coach Retailers to Achieve Sales Targets](#)
2. [TEL/N2111: Perform pre-planning for product distribution](#)
3. [TEL/N9101: Organize Work and Resources as per Health and Safety Standards](#)
4. [TEL/N9102: Interact Effectively with Team Members and Customers](#)
5. [DGT/VSQ/N0101: Employability Skills \(30 Hours\)](#)

Qualification Pack (QP) Parameters

Sector	Telecom
Sub-Sector	Handset
Occupation	Sales and Distribution - Handset Segment
Country	India
NSQF Level	3
Credits	14

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Aligned to NCO/ISCO/ISIC Code	NCO-2015/5243.0401
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	
Pre-Requisite License or Training	NA
Minimum Job Entry Age	15 Years
Last Reviewed On	NA
Next Review Date	30/12/2024
NSQC Approval Date	30/12/2021
Version	4.0
Reference code on NQR	2022/TEL/TSSC/06999
NQR Version	2

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TEL/N2110: Coach Retailers to Achieve Sales Targets

Description

This OS unit is about achieving sales target by closely working with retailers by negotiating with them and influencing them along with educating counter sales person at the retail outlet.

Scope

The scope covers the following :

- Plan tasks to achieve sales targets
- Close sales

Elements and Performance Criteria

Plan tasks to achieve sales targets

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

- PC1.** identify retailer's need and requirement pertaining to handsets
- PC2.** prepare plans to achieve daily, weekly and monthly sales targets
- PC3.** comply with the pre-defined route plan and daily beat plan
- PC4.** identify new business opportunities by exploring potential territory along with the route plan

Close sales

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

- PC5.** provide information to new retailers about various range of company's products, promotions, special offers and schemes by applying feature advantage benefits (FAB) approach
- PC6.** explain return on investment (ROI) to retailers by highlighting minimal investment and high inventory turnovers
- PC7.** verify the availability of stock with the retailers
- PC8.** collect payment for replenished stock from the retailers
- PC9.** compute Month till Date (MTD) sales to influence/guide the retailer to buy more stock
- PC10.** create brand visibility by appropriately displaying merchandising material in the outlet
- PC11.** identify various methods of selling such as line selling and range selling
- PC12.** train counter sales person to analyse the needs of a customer and offer appropriate products accordingly
- PC13.** facilitate counter sales person to demonstrate physical and technical features and other key prepositions of a handset
- PC14.** resolve concerns and queries of retailer/sales person

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** probing techniques to identify retailer's needs

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- KU2.** organisational policies to comply with route and Beat plan
- KU3.** latest technology and products/services offered by the competitors
- KU4.** range of products offered by the company and its competitors
- KU5.** method of calculating retailer's return on investment (ROI)
- KU6.** basics of commercial accounting (handling outstanding, cash, debits and credits)
- KU7.** payment collection and claim settlement process
- KU8.** various promotional offers for customers
- KU9.** various methods of selling such as line selling and range selling as per norms/standards
- KU10.** customers' need analysis for customisation of solution
- KU11.** technical (key attributes, applications and other services like music, navigation etc.) non-technical specifications of mobile handsets
- KU12.** common retailer complaints and their typical resolution

Generic Skills (GS)

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

- GS1.** speak fluently in regional and/or English language
- GS2.** read and comprehend documents and other materials
- GS3.** prioritise daily activities to achieve sales targets
- GS4.** develop a rapport with retailers
- GS5.** convince and persuade customers
- GS6.** show courtesy and professionalism while interacting with all stakeholders
- GS7.** handle criticism constructively
- GS8.** listen attentively and respond appropriately

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Plan tasks to achieve sales targets</i>	12	14	-	4
PC1. identify retailer's need and requirement pertaining to handsets	3	4	-	1
PC2. prepare plans to achieve daily, weekly and monthly sales targets	3	4	-	1
PC3. comply with the pre-defined route plan and daily beat plan	3	3	-	1
PC4. identify new business opportunities by exploring potential territory along with the route plan	3	3	-	1
<i>Close sales</i>	28	36	-	6
PC5. provide information to new retailers about various range of company's products, promotions, special offers and schemes by applying feature advantage benefits (FAB) approach	3	5	-	1
PC6. explain return on investment (ROI) to retailers by highlighting minimal investment and high inventory turnovers	3	4	-	1
PC7. verify the availability of stock with the retailers	3	3	-	-
PC8. collect payment for replenished stock from the retailers	2	-	-	1
PC9. compute Month till Date (MTD) sales to influence/guide the retailer to buy more stock	4	4	-	-
PC10. create brand visibility by appropriately displaying merchandising material in the outlet	2	4	-	-
PC11. identify various methods of selling such as line selling and range selling	3	4	-	-
PC12. train counter sales person to analyse the needs of a customer and offer appropriate products accordingly	2	4	-	1

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. facilitate counter sales person to demonstrate physical and technical features and other key prepositions of a handset	3	4	-	1
PC14. resolve concerns and queries of retailer/sales person	3	4	-	1
NOS Total	40	50	-	10

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National Occupational Standards (NOS) Parameters

NOS Code	TEL/N2110
NOS Name	Coach Retailers to Achieve Sales Targets
Sector	Telecom
Sub-Sector	Handset
Occupation	Sales and Distribution
NSQF Level	3
Credits	5
Version	2.0
Last Reviewed Date	NA
Next Review Date	30/12/2024
NSQC Clearance Date	30/12/2021

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TEL/N2111: Perform pre-planning for product distribution

Description

This OS unit is about planning activities performed by distributor sales representative (DSR) before working on the beat plan. It includes analyzing existing retailer base and broadening it with new products or variants as well as retaining the old products' customer base.

Scope

The scope covers the following :

- Prepare to achieve sales targets
- Up-sell or cross-sell product as per plan

Elements and Performance Criteria

Prepare to achieve sales targets

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

- PC1.** obtain information about daily/monthly/quarterly sales targets from territory sales manager (TSM)/area manager
- PC2.** analyse latest sales strategies in the market to stay updated about latest trends, schemes and offers from the manufacturers
- PC3.** create plan/strategy by splitting monthly/quarterly target into weekly and daily targets
- PC4.** implement the plan/strategy to achieve sales target by covering maximum customer base within the territory
- PC5.** analyse the trends of business using BTS utilization model (low, medium and high utilization sites)
- PC6.** compare the month till date (MTD) sales against monthly target to analyse effectiveness of past sales strategies
- PC7.** collect required stock and merchandise from manufacturer/distributor
- PC8.** verify acquired stock/merchandise for defective/damaged packaging /product to be reported to the concerned person (distributor)
- PC9.** follow personal grooming and hygiene as per company norms for sales representatives
- PC10.** visit sites/customers as per the pre-defined route and beat plan
- PC11.** prepare and submit sales reports as per specified formats on daily/weekly basis to the supervisor for review

Up-sell or cross-sell product as per plan

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

- PC12.** identify existing handset retailers in a given area to analyse their current and future demands
- PC13.** analyse the market reach of the competitors in the given area to analyse which products to up-sell/cross-sell to the retailers
- PC14.** create brand visibility through merchandising as per company norms among existing customers as per company norms

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- PC15.** identify various range of company's products, their FABs and popular competitors in the market
- PC16.** create a plan to sell a similar range of products in single customer interaction, resolving customer queries/doubts
- PC17.** inform existing customers/retailers about the product portfolio offered by the company
- PC18.** enroll the outlets for new variants/products or their accessories to increase width and depth of distribution

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** significance of daily briefs, sales targets
- KU2.** organisational standards, values, policies and processes
- KU3.** process and policies of the company
- KU4.** details of current product, schemes/offers for retailers
- KU5.** various territory, roads, markets to be covered
- KU6.** basic arithmetic and numeric calculations for MTD sales
- KU7.** various merchandising elements such as danglers, flex boards, gates, standees
- KU8.** appropriate dress code personal hygiene and self-grooming
- KU9.** pre-defined route and beat plan to be followed
- KU10.** various methods to fill up daily reports
- KU11.** formats of various reports to be completed by sales representatives
- KU12.** feedback forms and different strategies for implementing them
- KU13.** visual merchandising norms of the company
- KU14.** cross-selling and up-selling techniques
- KU15.** market research techniques and trends
- KU16.** product portfolio offered by the company
- KU17.** various parameters for enrollment of new outlet

Generic Skills (GS)

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

- GS1.** maintain professional appearance
- GS2.** plan the day to prioritize daily activities
- GS3.** converse in basic English and regional language
- GS4.** listen carefully to others and respond appropriately
- GS5.** build rapport with retailers
- GS6.** read and comprehend reports/documents/formats
- GS7.** co-ordinate effectively and timely with peers/seniors

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Prepare to achieve sales targets</i>	22	21	-	7
PC1. obtain information about daily/monthly/quarterly sales targets from territory sales manager (TSM)/area manager	2	4	-	1
PC2. analyse latest sales strategies in the market to stay updated about latest trends, schemes and offers from the manufacturers	2	-	-	-
PC3. create plan/strategy by splitting monthly/quarterly target into weekly and daily targets	2	4	-	1
PC4. implement the plan/strategy to achieve sales target by covering maximum customer base within the territory	2	4	-	1
PC5. analyse the trends of business using BTS utilization model (low, medium and high utilization sites)	2	-	-	-
PC6. compare the month till date (MTD) sales against monthly target to analyse effectiveness of past sales strategies	2	-	-	-
PC7. collect required stock and merchandise from manufacturer/distributor	2	4	-	1
PC8. verify acquired stock/merchandise for defective/damaged packaging /product to be reported to the concerned person (distributor)	2	-	-	1
PC9. follow personal grooming and hygiene as per company norms for sales representatives	2	5	-	-
PC10. visit sites/customers as per the pre-defined route and beat plan	2	-	-	1
PC11. prepare and submit sales reports as per specified formats on daily/weekly basis to the supervisor for review	2	-	-	1
<i>Up-sell or cross-sell product as per plan</i>	18	29	-	3

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. identify existing handset retailers in a given area to analyse their current and future demands	3	5	-	-
PC13. analyse the market reach of the competitors in the given area to analyse which products to up-sell/cross-sell to the retailers	2	4	-	1
PC14. create brand visibility through merchandising as per company norms among existing customers as per company norms	3	5	-	-
PC15. identify various range of company's products, their FABs and popular competitors in the market	3	5	-	-
PC16. create a plan to sell a similar range of products in single customer interaction, resolving customer queries/doubts	3	5	-	1
PC17. inform existing customers/retailers about the product portfolio offered by the company	2	-	-	-
PC18. enroll the outlets for new variants/products or their accessories to increase width and depth of distribution	2	5	-	1
NOS Total	40	50	-	10

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National Occupational Standards (NOS) Parameters

NOS Code	TEL/N2111
NOS Name	Perform pre-planning for product distribution
Sector	Telecom
Sub-Sector	Handset
Occupation	Sales and Distribution
NSQF Level	3
Credits	5
Version	2.0
Last Reviewed Date	NA
Next Review Date	30/12/2024
NSQC Clearance Date	30/12/2021

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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	-	-

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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

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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

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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)

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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

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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	-	-	-	-

Qualification Pack

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/N2110.Coach Retailers to Achieve Sales Targets	40	50	-	10	100	25
TEL/N2111.Perform pre-planning for product distribution	40	50	-	10	100	25
TEL/N9101.Organize Work and Resources as per Health and Safety Standards	30	60	-	10	100	20
TEL/N9102.Interact Effectively with Team Members and Customers	25	65	-	10	100	20
DGT/VSQ/N0101.Employability Skills (30 Hours)	20	30	-	-	50	10
Total	155	255	-	40	450	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.