

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR TELECOM INDUSTRY

What are Occupational Standards(OS)?

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

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Introduction

Qualifications Pack- In-Store Promoter

SECTOR: TELECOM

SUB-SECTOR:Handset

OCCUPATION: Sales

REFERENCE ID: TEL/Q2101

ALIGNED TO: NCO-2015/5242.0502

In-Store Promoter in the telecom industry is also known as In-Shop Promoter / Sales Representative / Retail Sales Representative / Sales Executive.

Brief Job Description: Individual at this job demonstrates and highlights the product FAB (Features, Advantages & Benefits) to walk-in customers; offers them the opportunity to touch and feel the product(s) on display; respond to queries on product and services.

Personal Attributes: This job requires the individual to possess influencing and persuasion skills; excellent verbal and non-verbal communication skills; English & regional language proficiency; must be energetic and flexible and should have a pleasing personality.



Job Details	Qualifications Pack Code	TEL/Q2101		
	Job Role	In-Store Promoter		
	Credits NSQF	4	Version number	1.0
	Sector	Telecom	Drafted on	29/03/2013
	Sub-sector	Handset	Last reviewed on	29/04/2015
	Occupation	Sales	Next review date	31/05/2017

Job Role	In-Store Promoter
Role Description	Demonstrate features and benefits of the product and create interest in buying the product
NSQF level	4
Minimum Educational Qualifications*	10+2 or equivalent
Maximum Educational Qualifications*	Graduate in any stream
Training (Suggested but not mandatory)	NA
Experience	0-1 years of experience is desired
Applicable National Occupational Standards (NOS)	(Click to open the below hyperlinks) Compulsory: <ol style="list-style-type: none"> 1. TEL/N2104(Managing the counter) 2. TEL/N2105(Sale and promotion of handsets) 3. TEL/N2106(Daily reporting) Optional: Not Applicable
Performance Criteria	As described in the relevant OS units

Definitions	Keywords /Terms	Description
	Benefit	The value the customer gets, the gain (usually a tangible cost, but can be intangible) that the customer accrues from the product or service
	Brochure	Brochures are advertising pieces mainly used to introduce a company or organization, with information about products and/or services to a target audience. Brochures are distributed by mail, handed personally or placed in brochure racks
	Core Skills/Generic Skills	Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the OS , these include communication related skills that are applicable to most job roles
	Customer Database	Customer database is a form of direct marketing using databases of customers or potential customers to generate personalized communications in order to promote a product or service for marketing purposes
	Customer Service	Customer service is the provision of service to customers before, during and after a purchase. "Customer service is a series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service has met the customer expectation"
	Cross-sell	Cross selling is the action or practice of selling among or between established clients, markets, traders, etc. or the action or practice of selling an additional product or service to an existing customer
	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
	Feature	An aspect of a product or service, (i.e., color, speed, size, weight, type of technology, buttons and knobs, gizmos and gadgets, technical support, delivery, etc...)
	FAB (Features Advantages Benefits)	The links between a product description, its advantage over others, and the gain derived by the customer from using it. One of the central techniques used in the presentation stage of the selling process
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS	
Handset	Is a sub sector to Telecom and consists of companies/organizations who provide mobile handsets to the public	
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization	
Knowledge and Understanding	Knowledge and Understanding statements which together specify the technical , generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standards	
Monthly Target	A specified amount of sales that a management sets for achieving or exceeding within a specified timeframe. Sales targets are apportioned among different sales units such as salespersons, franchisees, distributors, agents, etc.	

National Occupational Standards	NOS are Occupational Standards which apply uniquely in the Indian context
Need Analysis	Needs analysis includes all the activities used to collect information about your students' learning needs, wants, wishes, desires, etc...
Occupation	Occupation is a set of job roles under which role-holders perform similar/related set of functions in an industry
OS (Occupational Standards)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts
Organizational Context	Organizational Context includes the way the organization is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility
Performance Criteria	Performance criteria are statements that together specify the standards of performance required when carrying out a task
QP (Qualification Pack)	Qualifications Pack comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
Qualification Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack
Sales Process	Sales process describes an approach to selling a product or service
Sales Report	Sales reporting provides visibility into a company's sales pipeline, integrating information from sales, customer and financial sources for a complete picture of sales performance
Sales Tracking	The process of systematically working with leads, moving them on along the sales pipeline and systematically analyzing success factors is usually referred to as sales tracking
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 has a critical impact on the quality of performance required
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities
Telecom	Is a communication sector consisting of companies who provide telephonic communication facilities to the public
Unit Code	Unit Code is a unique identifiers for an 'OS' unit, which can be denoted with either an 'O' or an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do
Up-sell	An attempt to sell a prospect or a customer another product or service that will increase the total price of the purchase can be either a higher

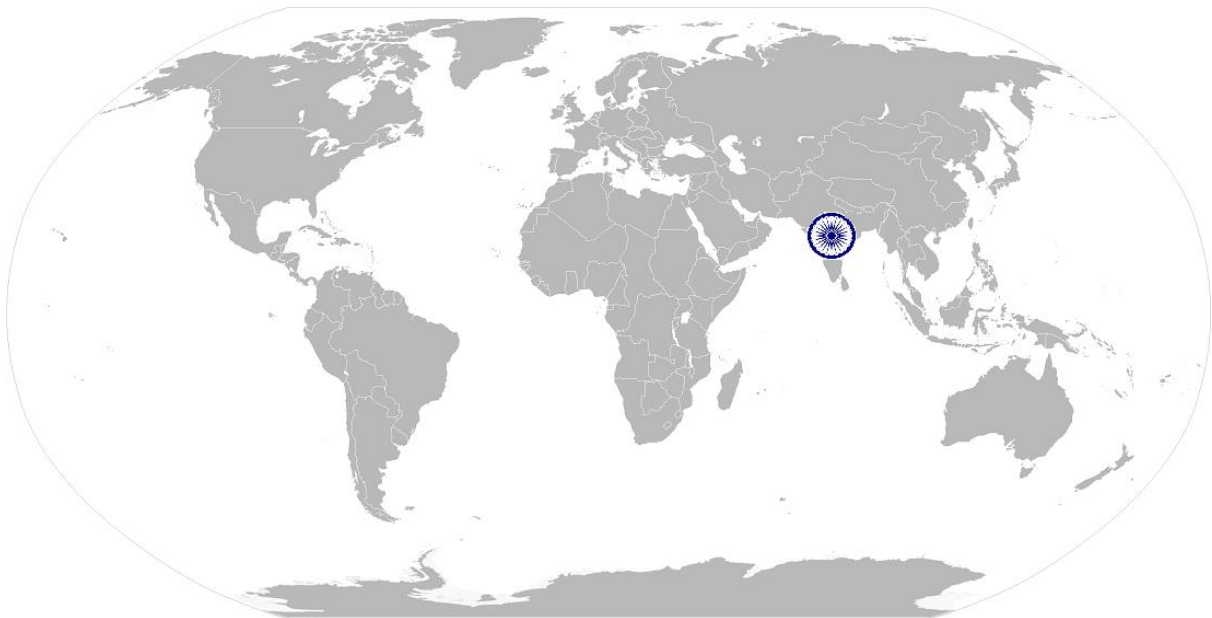
	priced item or a series of additional smaller priced items
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The following acronyms/codes have been used in the nomenclature above:

Acronyms	Keywords /Terms	Description
	FAB	Features Advantage Benefits

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National Occupational Standard



Overview

This unit is about managing daily activities at the retail counter.

TEL/N2104

Managing the counter

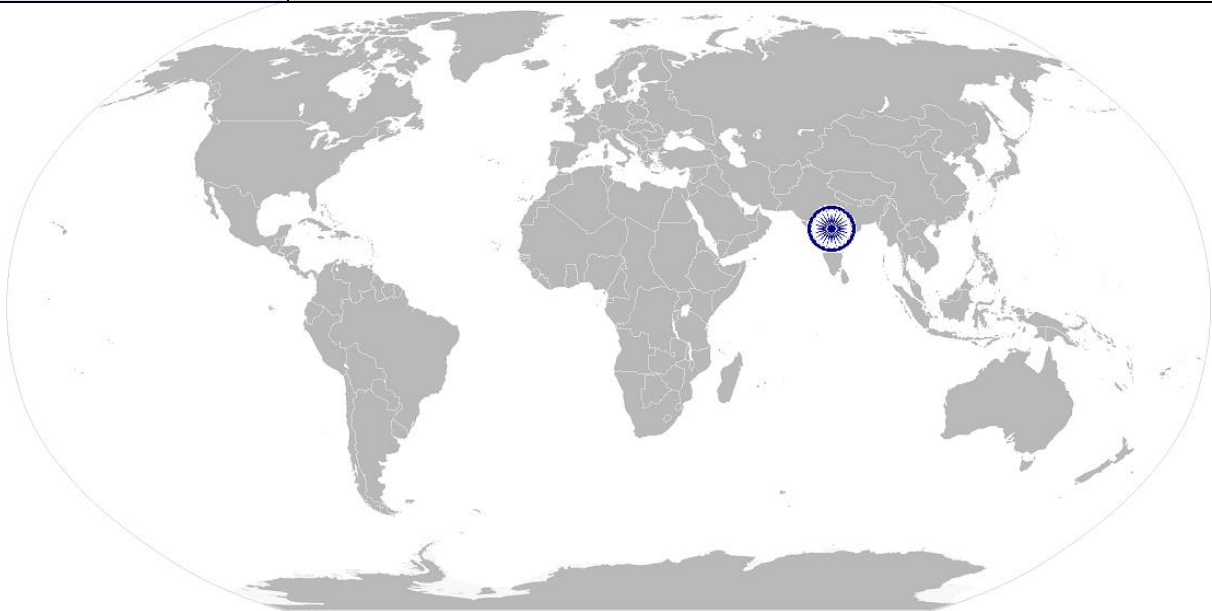
National Occupational Standard

Unit Code	TEL/N2104
Unit Title (Task)	Managing the Counter
Description	This OS unit is about managing the retail counter at a handset store
Scope	<p>This unit/tasks covers the following:</p> <p>Key Stakeholders:</p> <ul style="list-style-type: none"> • in-store promoter • customers <p>Manage daily activities:</p> <ul style="list-style-type: none"> • cleanliness of retail counter • stock availability • display merchandise
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. adhere to specified uniform/dress code as per grooming guidelines</p> <p>PC2. arrange counter and keep it clean and tidy</p> <p>PC3. display merchandise, brochures, leaflets to draw customer's attention</p> <p>PC4. monitor stock and facilitate stock replenishment</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization & its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. the sensitivity of standard uniform for the role</p> <p>KA2. importance of presenting the organisation in right perspective</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. visual merchandizing and handset display norms as per the organization</p>

TEL/N2104

Managing the counter

Skills (S)	
A. Core Skills/ Generic Skills	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. read and comprehend product brochures, leaflets and other promotional material</p>
B. Professional Skills	Grooming Skills
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SB1. look presentable according to organizational grooming guidelines/industry grooming standards</p>



TEL/N2104

Managing the counter

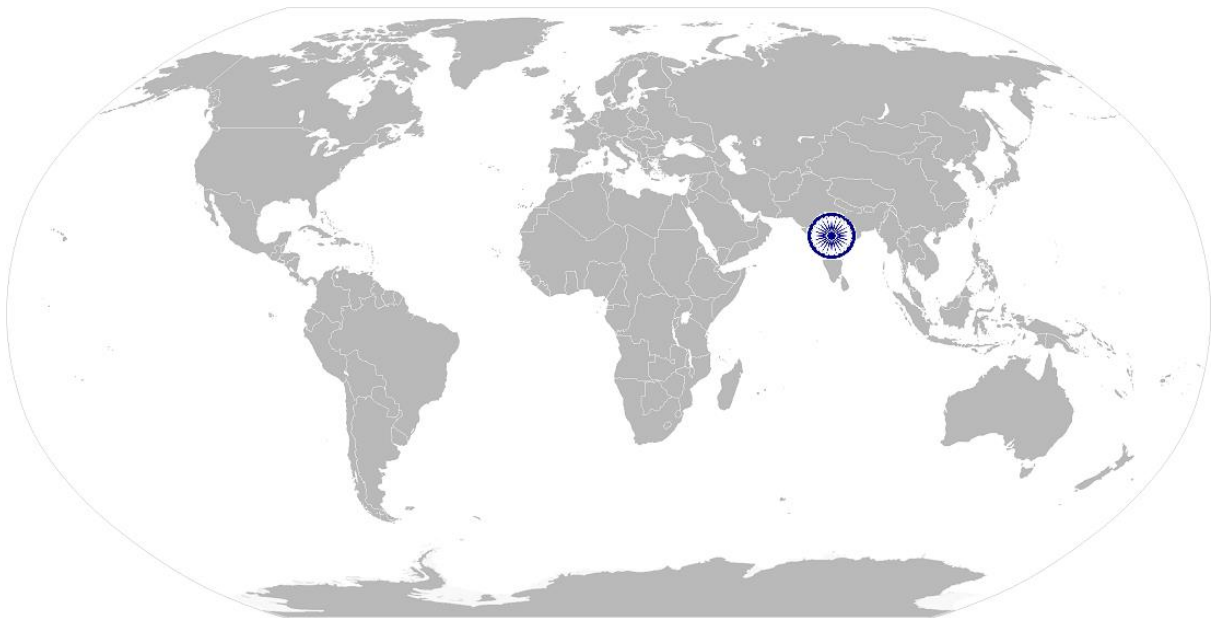
NOS Version Control:

NOS Code	TEL/N2104		
Credits NSQF	4	Version number	1.0
Industry	Telecom	Drafted on	16/05/2013
Industry Sub-sector	Handset	Last reviewed on	29/04/2015
		Next review date	31/05/2017



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National Occupational Standard



Overview

This unit is about demonstrating and promoting handsets on display and influencing the walk-in customers to buy the product.

Unit Code	TEL/N2105
Unit Title (Task)	Sale and promotion of handsets
Description	This OS unit is about selling handsets to walk-in customers.
Scope	<p>This unit/tasks covers the following:</p> <p>Key Stakeholders:</p> <ul style="list-style-type: none"> • in-store promoter • customer <p>Attend walk-in customers to ensure:</p> <ul style="list-style-type: none"> • effective selling • customer's queries, requests, complaints are addressed • smooth billing process • up-selling of products
Performance Criteria(PC) w.r.t. the Scope	
	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. obtain sales targets from store manager</p> <p>PC2. open sales call with enthusiasm to convert into a positive lead</p> <p>PC3. probe to identify and address needs of the customer</p> <p>PC4. offer and demonstrate varied range of products to walk-in customer</p> <p>PC5. handle customer's doubts and objections</p> <p>PC6. transit customer smoothly from the sale counter to the billing counter</p> <p>PC7. up-sell and cross-sell associated products</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization & its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. sales process of the company</p> <p>KA2. product demonstration process as per company standards</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. range of handsets to achieve sales targets</p> <p>KB2. features, benefits and prices of all the products of the company</p> <p>KB3. competition products, pricing and other general information</p> <p>KB4. reasons for customer's objection and provide resolution</p> <p>KB5. up-selling and cross-selling techniques</p> <p>KB6. complete billing process to facilitate effective closure of sales</p>

Skills (S)	
A. Core Skills/ Generic Skills	Reading Skills The user/individual on the job needs to know and understand how to: SA1. read and comprehend product brochures and other information about the company and the products SA2. keep abreast with the latest technology, competition products and services
	Communication Skills The user/individual on the job needs to know and understand how to: SA3. fluently speak and comprehend English and/or the regional language SA4. gauge customer's communication style and respond appropriately SA5. clearly communicate with peers/seniors about tasks at the store
B. Professional Skills	Influencing others The user/individual on the job needs to know and understand how to: SB1. influence customers to buy products and accessories
	Active Listening Skills The user/individual on the job needs to know and understand how to: SB2. pay attention to customer and understand their needs
	Customer Centricity The user/ individual on the job needs to know and understand how to: SB3. display courtesy and professionalism SB4. build rapport with customers, to create a positive experience for them

TEL/N2105

Sale and promotion of handsets

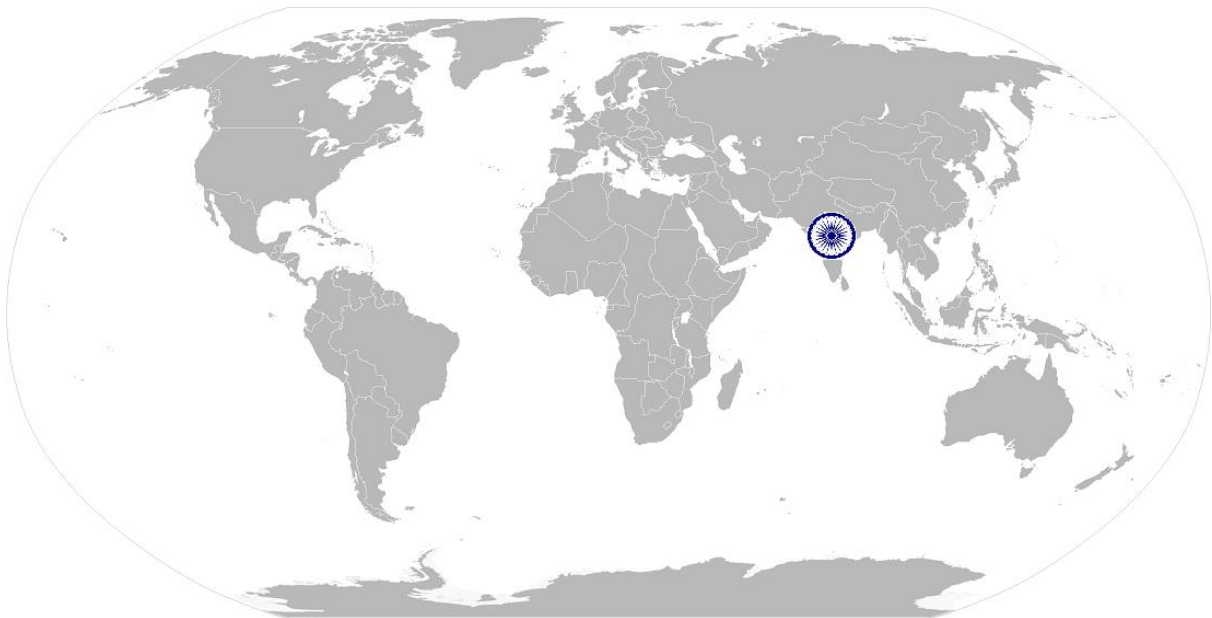
NOS Version Control:

NOS Code	TEL/N2105		
Credits NSQF	4	Version number	1.0
Industry	Telecom	Drafted on	16/05/2013
Industry Sub-sector	Handset	Last reviewed on	29/04/2015
		Next review date	31/05/2017



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National Occupational Standard



Overview

This unit is about creating, maintaining and updating daily reports.

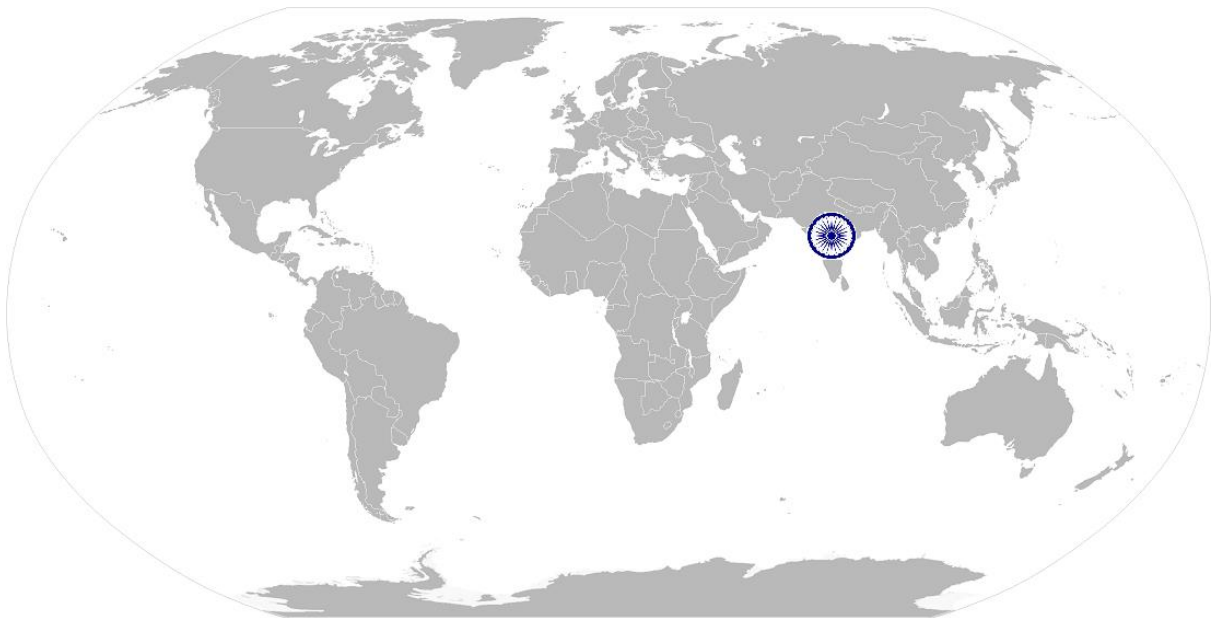
TEL/N2106

Daily reporting

National Occupational Standard

Unit Code	TEL/N2106
Unit Title (Task)	Daily reporting
Description	This OS unit is about tracking daily activities by adhering to reporting process
Scope	<p>This unit/tasks covers the following:</p> <p>Key Stakeholders:</p> <ul style="list-style-type: none"> in-store promoter store manager <p>Conform with all policies, procedures and reporting processes laid by the company</p>
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. submit reports on daily target versus achievement</p> <p>PC2. track unit-wise, model-wise, value-wise MTD sales at regular intervals</p> <p>PC3. review sales targets versus achievement, with store manager</p> <p>PC4. submit stock requirement report, whenever necessary</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization & its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. the reporting process of the company</p> <p>KA2. the monthly sales and performance targets</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. standard method of filling reports</p> <p>KB2. basic mathematical calculations</p> <p>KB3. the ability to analyse data to understand trends</p>
Skills (S) (Optional)	
A. Core Skills/ Generic Skills	Writing Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. formulate correct sentences without grammatical errors</p> <p>SA2. elucidate precise and clear information in daily reports</p>

	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. keep abreast with latest technology, competition products and services through product brochures</p>
B. Professional Skills	Time Management
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. prepare assigned reports within available time limits</p>

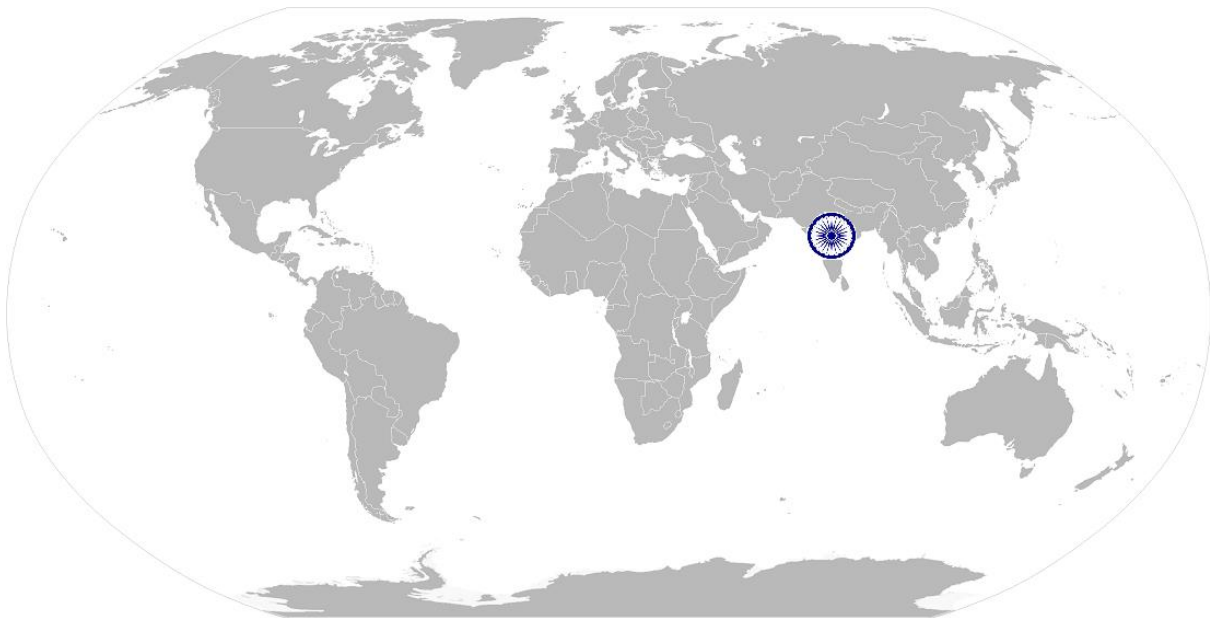


TEL/N2106

Daily reporting

NOS Version Control:

NOS Code	TEL/N2106		
Credits NSQF	4	Version number	1.0
Industry	Telecom	Drafted on	16/05/2013
Industry Sub-sector	Handset	Last reviewed on	29/04/2015
		Next review date	31/05/2017



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CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role In-store Promoter
Qualification Pack TEL/Q2101
Sector Skill Council Telecom

Guidelines for Assessment:

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

		Total Mark (300)	Out Of	Marks Allocation	
				Theory	Skills Practical
1. TEL/N2104 (Managing the Counter)	PC1. adhere to specified uniform/dress code as per grooming guidelines	100	10	0	10
	PC2. arrange counter and keep it clean and tidy		30	0	30
	PC3. display merchandise, brochures, leaflets to draw customer's attention		30	10	20
	PC4. monitor stock and facilitate stock replenishment		30	10	20
Total			100	20	80
2. TEL/N2105 (Sale and promotion of handsets)	PC1. obtain sales targets from store manager	100	10	10	0
	PC2. open sales call with enthusiasm to convert into a positive lead		20	5	15
	PC3. probe to identify and address needs of the customer		10	0	10
	PC4. offer and demonstrate varied range of products to walk-in customer		20	10	10
	PC5. handle customer's doubts and objections		10	0	10
	PC6. transit customer smoothly from the sale counter to the billing counter		10	0	10
	PC7. up-sell and cross-sell associated products Knowledge and Understa		20	10	10
Total			100	35	65
3. TEL/N2106 (Daily reporting)	PC1. submit reports on daily target versus achievement	100	20	10	10
	PC2. track unit-wise, model-wise, value-wise MTD sales at regular intervals		30	15	15
	PC3. review sales targets versus achievement, with store manager		25	15	10
	PC4. submit stock requirement report, whenever necessary		25	25	0
Total			100	65	35