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MINISTRY OF SKILL DEVELOPMENT & ENTREPRENEURSHIP

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

Contact Us:

A-703/704, Sagar Tech Plaza, 7th floor, Andheri Kurla Road, Sakinaka, Andheri (east), Mumbai – 400 072
Tel: +91-22-400-58210/1/2/3/4/5

E-mail: james.raphael@rasci.in

Contents

Introduction

Qualifications Pack - Distributor Salesman

SECTOR: RETAIL

SUB-SECTOR: FMCG

OCCUPATION: Sales

REFERENCE ID: RAS/Q0604

ALIGNED TO: NCO-2015/5249.0200

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

Personal Attributes: The individual needs to be physically fit to withstand working in a retail environment whilst being customer responsive. They would need good interpersonal and listening skills.

Qualifications Pack Code	**RAS/Q0604**		
Job Role	**Distributor Salesman**		
Credits(NSQF)	TBD	**Version number**	**1.0**
Sector	Retail	**Drafted on**	23/09/2014
Sub-sector	FMCG	**Last reviewed on**	26/07/17
Occupation	Sales	**Next review date**	26/07/21
NSQC Clearance on	**19 / 05 / 2015**		

| Job Role	Distributor Salesman
Role Description	Individuals in this position interact with traders/retailers to understand their needs to service them with sales relevant product offerings whilst working cordially within the team and the trade. They also carry out sell out operations like displaying products & merchandise and ensure right productivity of assets given by company as a solution for creating demand at point of sales.
NSQF level	4
Minimum Educational Qualifications	10th Standard Pass
Maximum Educational Qualifications	Not applicable
Prerequisite License or Training	Not applicable
Minimum Job Entry Age	18 years
Experience	0-2 Year in similar position (not mandatory)
Applicable National Occupational Standards (NOS)	Compulsory: 1. RAS/N0601 Be updated on knowledge of products to be sold and merchandising 2. RAS/N0602 Have thorough understanding of business and productivity targets and measures to achieve the same 3. RAS/N0603 Learn steps to make an effective sales call 4. RAS/N0604 Develop capability for handling credit management of an outlet both receivables and payables 5. RAS/N0605 Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution Optional: NA
Performance Criteria	As described in the relevant OS units

Job Details

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

Definitions

MTD (Month till date)	Month-till-date (MTD) is a period starting at the beginning of the current month and ending at the current date. Month-till-date is used in many contexts, mainly for recording results of an activity in the time between a date (exclusive, since this day may not yet be "complete") and the beginning of the current month. In the context of finance, MTD is often provided in financial statements detailing the performance of a business entity. Providing current MTD results, as well as MTD results for one or more past months as of the same date, allows owners, managers, investors, and other stakeholders to compare the company's current performance to that of past periods.
Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard Consistently. They are applicable in the Indian and global context.
Organizational Context	Organizational Context includes the way the organization is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task
Qualification Pack	Qualifications Pack comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
Qualification Pack Code	Qualifications Pack Code is a unique reference code that identifies a Qualifications pack.
Scope	Scope is the set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on the quality of performance required.
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests
Technical Knowledge	Technical Knowledge is the specialized knowledge needed to accomplish specific designated responsibilities.

Acronyms

Keywords /Terms	Description
Ops	Operations
POS	Point of Sale
EDC Terminal	Electronic Data Capture Terminal
SOP	Standard Operating Process
TLSD	Total lines sold per day

SKU	Stock keeping unit
MRP	Maximum Retail Price
PKD	Packing date
FMFO	First manufactured first out
FIFO	First In first out
TUR	Town Unit Rate
TDR	Town dozen rate

RAS/N0601   Be updated on knowledge of products to be sold and merchandising

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National Occupational Standard
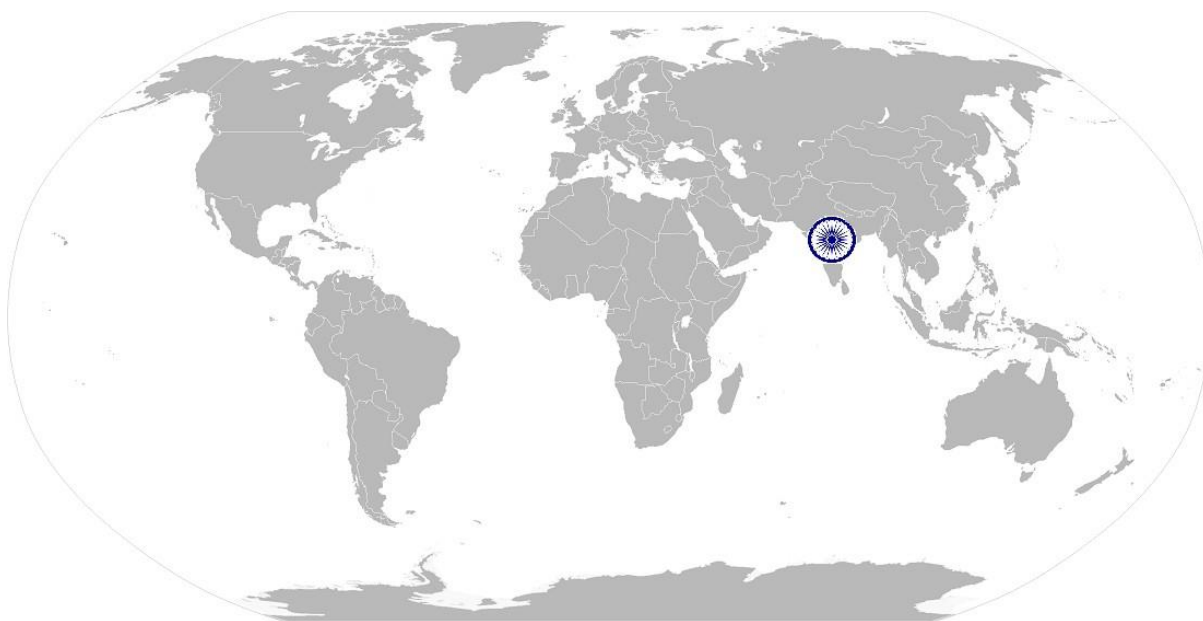
Overview

This NOS covers the skills and knowledge for an individual to have (up-to-date) knowledge on products to be sold and merchandising.

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National Occupational Standards

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RAS/N0601   Be updated on knowledge of products to be sold and merchandising
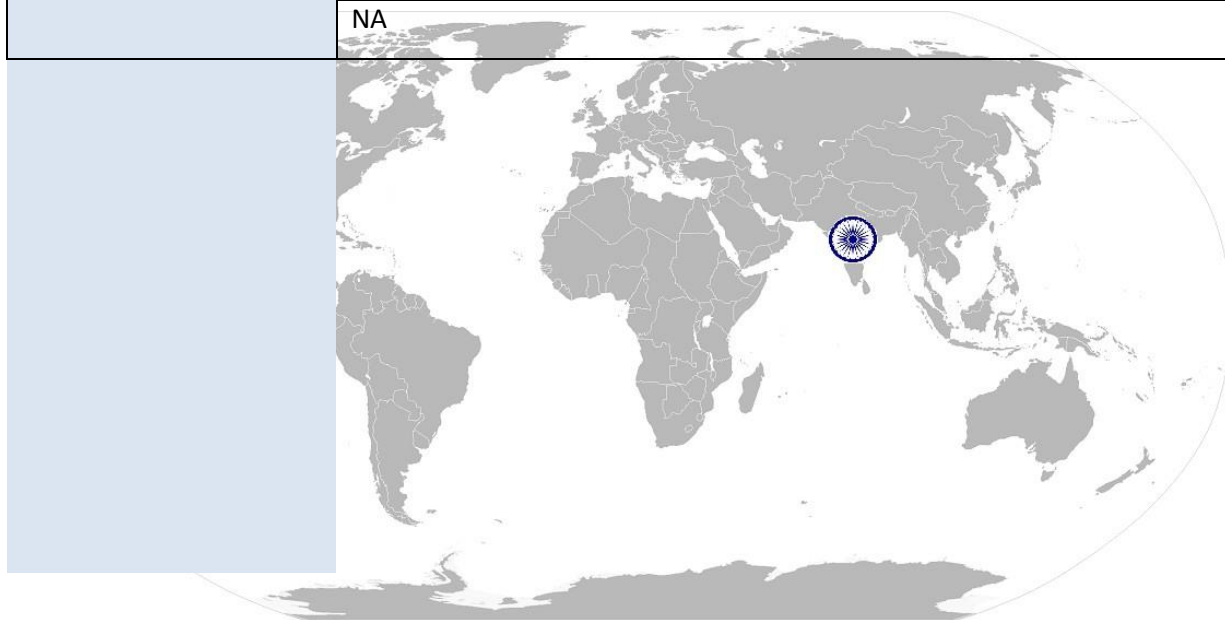
National Occupational Standard

Unit Code	RAS/N0601
Unit Title (Task)	Be updated on knowledge of products to be sold and merchandising
Description	This OS unit describes the skills and knowledge required to make effective sales calls by having up-to-date knowledge on product details, schemes, merchandising, POP material, product samples, new/focus SKU.
Scope	This unit applies to individuals who represent distributors in their field sales operations to retail/wholesale outlets. • Product details, Scheme information and Product detailer • Merchandising / POP material/ Product samples • New / Focus SKU • Brand Availability Norms & Competition Benchmarking The role may be performed across the below formats • Retail outlet • Wholesale outlets • Department stores • Bakery Outlets • Chemist / cosmetic outlets • Convenience Outlets • Self service outlets • Eatery and Drinking - Dhaba/Restaurants /Hotels etc. • New channels like at works/railways stalls/ airport stalls

Performance Criteria(PC) w.r.t. the Scope	
Element	**Performance Criteria**
Product details, Scheme information and Product detailer	To be competent, the user/individual on the job must be able to: PC1. update self about current product portfolio and product details – grammages, price points and variants of own and competition products and update details periodically PC2. acquire up-to-date knowledge on channel wise, category wise, outlet type wise schemes PC3. give relevant information to supervisors to plan relevant schemes/ slabs by outlets and learn to utilise correctly
Merchandising / POP material/ Product samples	PC4. identify hotspots in an outlet and try to convince the retailer to provide these for displays and achieve high order visibility by correct deployment of merchandising material PC5. put branding materials on the area surrounding the rack and inside the rack PC6. stock products to maximise number of facings PC7. obtain natural visibility by clearing cluttered space and stocking company's products

RAS/N0601   **Be updated on knowledge of products to be sold and merchandising**

	PC8. place products next to the competitor brand and maintain category and competition adjacency
	PC9. replace damaged display materials
Brand Availability Norms & competition benchmarking	PC10. benchmark own product with that of competitors as per the norms and accordingly make own products available at an outlet
New/ Focus SKU	PC11. articulate USP of New products – Features and benefits to the retailer
	PC12. make an effective sales call to convince the outlets to place order for focus SKUs

Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand:
	KA1. category wise, product wise placement norms
	KA2. merchandising & Planogram norms
	KA3. knowledge of products, USPs, benefits in relation to needs of the customers in comparison to competitive offerings
	KA4. availability norms of products
	KA5. competition benchmark product details
B. Technical Knowledge	The user/individual on the job needs to know and understand:
	KB1. how to check the condition of product samples
	KB2. how to identify hotspots in the outlet & convince retailers for the spot
	KB3. how to identify benchmark competitor products and decide on product availability

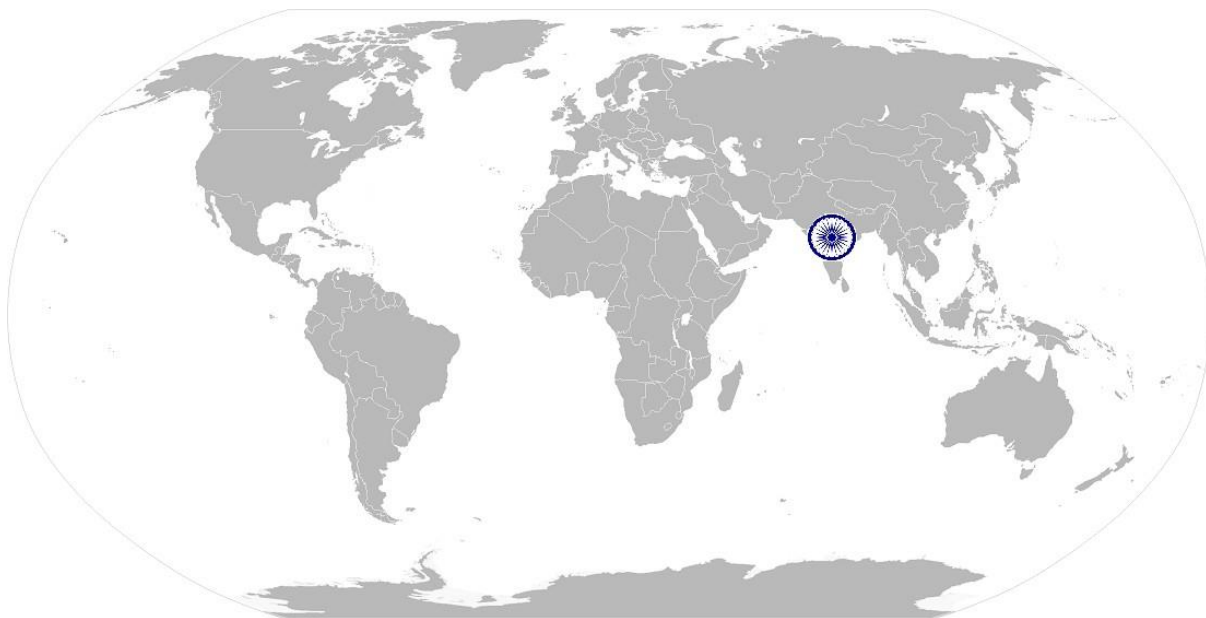| **Skills (S)**	
A. Core Skills/ Generic Skills	**Writing Skills**
	The user/individual on the job needs to know and understand how to:
	SA1. complete documentation accurately
	SA2. collate simple data when required
	Reading Skills
	The user/individual on the job needs to know and understand how to:
	SA3. read information accurately
	SA4. read and interpret data sheets
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to:
	SA5. follow instructions accurately
	SA6. use gestures or simple words to communicate where language barriers exist
	SA7. use questioning to minimise misunderstandings
	SA8. display courteous and helpful behaviour at all times
B. Professional Skills	**Decision Making**
	The user/individual on the job needs to know and understand how to:
	SB1. make appropriate decisions regarding the responsibilities of the job role
	Plan and Organize

	The user/individual on the job needs to know and understand how to: SB2. plan and schedule routines
	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB3. build relationships with customers and communicate the product attributes clearly
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB4. identify product samples that are not in good condition or expired
	Analytical Thinking
	NA
	Critical Thinking
	NA

NOS Version Control

NOS Code	RAS/N0601		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	23/09/2014
Industry Sub-sector	FMCG	Last reviewed on	26/07/17
Occupation	Sales	Next review date	26/07/21

National Occupational Standard
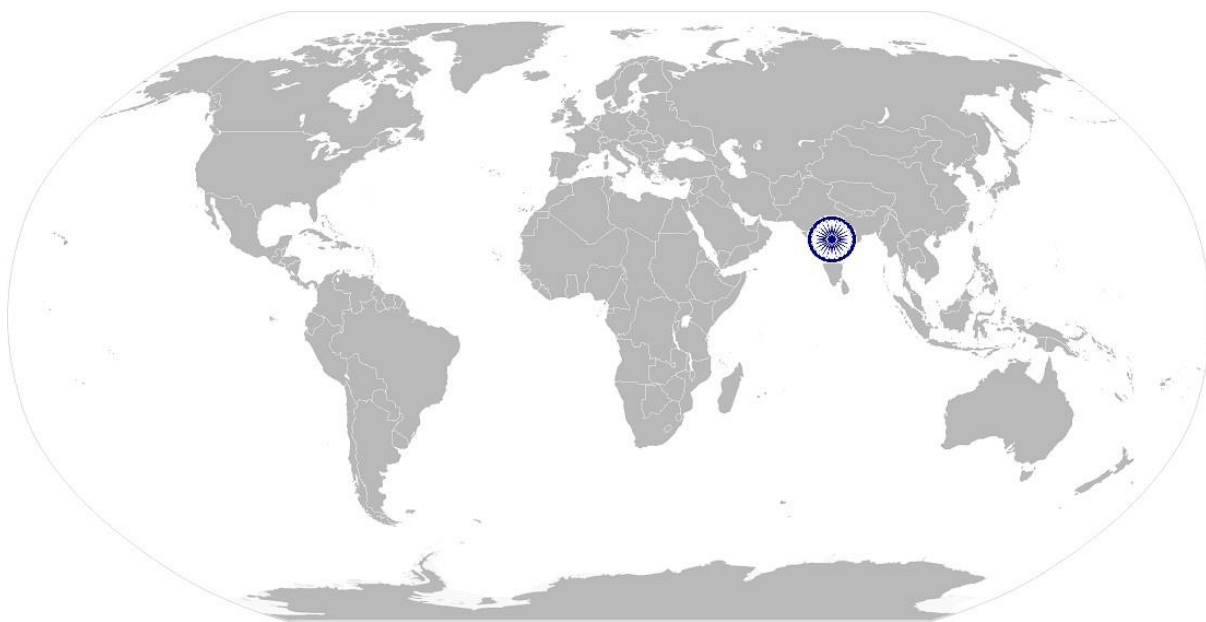
Overview

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

Unit Code	RAS/N0602
Unit Title (Task)	**Have thorough understanding of business and productivity targets and measures to achieve the same**
Description	This OS describes the skills and knowledge required to have in-depth understanding of overall sales and productivity targets as specified by an organization (to include Outlet wise, category and SKU wise day and route targets) and specific focus on new launch products.
Scope	This unit applies to individuals who represent in their field sales operations. • Overall sales target and productivity targets • Category wise outlet billing targets • Evaluating achievement of targets • Correct route knowledge to ensure complete coverage of all target • Outlets- first call to last call, updation of outlets listing • Day and route objectives • New Launch products • Check stock availability at the distributor point • Check stock availability at the outlet level The role may be performed across the below formats • Retail outlet • Wholesale outlets • Department stores • Bakery Outlets • Chemist / cosmetic outlets • Convenience Outlets • Self service outlets

Performance Criteria(PC) w.r.t. the Scope

Element	Performance Criteria
Overall target / Productivity targets & achievement till date.	To be competent, the user/individual on the job must be able to: PC1. understand all sales objectives and targets for Bills cut, Lines cut, Average bill value and Unique Outlets Billed PC2. understand target vs. achievement till date and strive towards 100% target achievement PC3. carry market planner and outlet wise plans made prior to the market visit and be aware of focus categories and plans for sale of specific category/SKUs by outlet
Category wise outlet billing as per plan	PC4. ensure category and outlet wise billing targets are met
Day or route objective	PC5. ensure category wise and outlet wise billing targets are met on the route PC6. cover all target outlets/entire route and take note of new outlets/closed outlets in the beat

RAS/N0602   **Have thorough understanding of business and productivity targets and measures to achieve the same**

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	PC7. update info on the type of outlet and its respective trade channel
New Launch products	PC8. ensure availability of new launch products as per availability norms PC9. set beat and outlet wise targets to achieve launch targets
Check stock availability at the distributor point	PC10. check stock position of each SKU everyday at the distributor point. PC11. estimate sales from the beat and optimize order as per stock available on hand PC12. coordinate with supervisor and discuss on action plan for out-of-stock SKUs PC13. check the stock available in the selling area/shelves PC14. check stocks available in the backroom for reserves PC15. check stocks for all brand and capture order as per SOQ
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. productivity parameters and targets KA2. product availability/benchmarking norms and launch plan KA3. route knowledge with details of outlets in a route KA4. classification of outlets by type and profile KA5. stock replenishment cycle of the organization KA6. organization's guidelines in case of stock out
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. how to analyse overall / productivity targets to set effective objectives KB2. how to break down objectives into actionable tasks to achieve goals KB3. how to maintain routes and help the supervisors in maintaining the same KB4. how to do stock count and capture order as per SOQ in outlets speedily KB5. how to estimate sales from the beat and analyse stock in hand at the distributor's point to forecast demand
Skills (S) [Optional]	
A. Core Skills/ Generic Skills	**Writing Skills**
	The user/individual on the job needs to know and understand how to: SA1. compile route list accurately SA2. note simple data when required SA3. fill forms when required – Outlet addition/ deletion / modification SA4. check achievement against targets
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA5. read information accurately SA6. read and interpret data
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA7. follow instructions accurately SA8. use gestures or simple words to communicate where language barriers exist SA9. use questioning to minimise misunderstandings

	SA10. display courteous and helpful behaviour at all times
B. Professional Skills	**Decision Making**
	The user/individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB2. plan and schedule routines
	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB3. build relationships with internal and external customers
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB4. respond to stock outs at the distribution point SB5. respond to queries of customers on margins, schemes, promotions and visibility inputs
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB6. identify overall / productivity targets and breaking it down to outlet level targets SB7. respond to customers regarding margins and schemes in relation to the competition
	Critical Thinking
	NA

RAS/N0602   **Have thorough understanding of business and productivity targets and measures to achieve the same**

<u>NOS Version Control</u>

NOS Code	RAS/N0602		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	23/09/2014
Industry Sub-sector	FMCG	Last reviewed on	26/07/17
Occupation	Sales	Next review date	26/07/21

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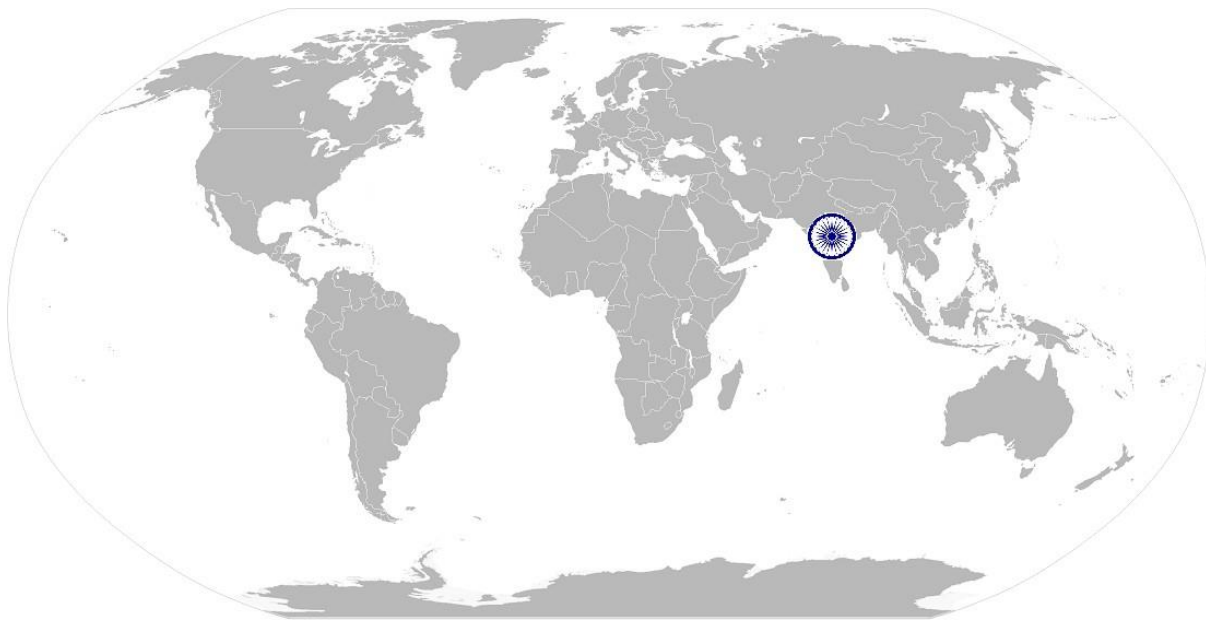
National Occupational Standard

Overview

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

RAS/N0603   **Learn steps to make an effective sales call**

Unit Code	RAS/N0603
Unit Title (Task)	Learn steps to make an effective sales call
Description	This OS describes the skills and knowledge required to make an effective sales call.
Scope	This unit applies to individuals who represent distributors in their field sales operations. • Estimate outlet sales accurately to avoid OOS or over stocking • Ensure accurate order capture • Use tools for sell in correctly – Product presenter, Schemes, Market Planner, • Enter order details correctly in the handheld • Range Sell in and scheme communication • Maintain good personal relations and handle objections • Freshness norms check and maintain FMFO and stock rotation • Stock return & D&D replacements The role may be performed across the below formats • Retail outlet • Wholesale outlets • Department stores • Bakery Outlets • Chemist / cosmetic outlets • Convenience Outlets • Self service outlets

Performance Criteria(PC) w.r.t. the Scope	
Element	**Performance Criteria**
Estimate sales accurately to avoid OOS or Overstocking	To be competent, the user/individual on the job must be able to: PC1. analyze current stock on hand and sales of the outlets PC2. advise retailers for optimum order depending on the need and projected sell out and need for reserve stocks that needs to be maintained to avoid stock outs PC3. explain how the recommendation will boost Retailer's sales PC4. communicate all benefits which would accrue to the retailer in a short and concise manner PC5. ask open-ended questions considering the retailer's needs, leading to the retailer accepting advice on purchase
Scheme communication	PC6. ensure that the relevant schemes/slabs are discussed with the retailer after gauging the potential of the outlet PC7. analyse competition schemes and leverage on company's schemes to increase sales vis-a-vis that of competition
Range selling for all categories	PC8. ensure range selling by leveraging on own brand already available in the retail outlet and strengthen portfolio presence in the outlet

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RAS/N0603   **Learn steps to make an effective sales call**

Functionality of Palmtop/Handheld device and its features	PC9. route list & outlet list in the palmtop/handheld device and its usage PC10. ensure product list & scheme details are available in the palmtop PC11. implement order capture process on palmtop/handheld PC12. ensure summary reports/productivity reports are available in the palmtop/handheld PC13. ensure retail survey features are available in the palmtop PC14. ensure correct syncing process is followed
Freshness norms, FMFO, stock rotation	PC15. check stock physical condition and freshness PC16. arrange stock as per FMFO and even educate retailer on FMFO PC17. do stock rotation in those outlet where the movement of stocks is very low
Stock return & D&D replacements	PC18. carryout stock rotation in case stock movement is very low PC19. replace damaged or expired goods with fresh stocks and enter information about damaged goods in the handheld device
Follow guidelines that pleases the retailer	PC20. maintain a pleasing personality for an effective sale call (clean and ironed clothes, smile on face) PC21. maintain appropriate distance from the retailer/outlet owner PC22. maintain proper posture while talking with the retailer and not to lean or place hands in pockets or bend shoulders PC23. refrain from indulging in any act that may irritate the retailer PC24. speak clearly in a soft tone without stammering or hesitation PC25. maintain proper eye contact with the retailer
Enter order details correctly in the palmtop	PC26. enter ordered quantity against each SKU ordered PC27. submit the orders and check summary of the order PC28. communicate the order value to the retailer
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. sales call process & procedures as defined by the organization. KA2. schemes and promotions own as well as competition. KA3. freshness norms, stock rotation & stock return norms of the organization KA4. schemes that are active for the current month for each category and channel KA5. availability norms of the organization
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. how to estimate sales of the outlet KB2. how to estimate stock requirement for the outlet KB3. how to use handheld order taking device given by the organization KB4. how to check the physical condition and shelf life of the stock KB5. how to identify stock movement at an outlet level and perform stock rotation if needed KB6. negotiation and convincing skills for range selling
Skills (S)	
A. Core Skills/ Generic Skills	**Writing Skills**
	The user/individual on the job needs to know and understand how to: SA1. complete documentation accurately SA2. collate simple data when required

|	Reading Skills
	The user/individual on the job needs to know and understand how to: SA3.　read information accurately SA4.　read and interpret data sheets
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA5.　follow instructions accurately SA6.　use gestures or simple words to communicate where language barriers exist SA7.　use questioning to minimise misunderstandings SA8.　display courteous and helpful behaviour at all times
B. Professional Skills	**Decision Making**
	The user/individual on the job needs to know and understand how to: SB1.　　make appropriate decisions regarding the responsibilities of the job role
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB2.　　plan and schedule routines
	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB3.　build relationships with internal and external customers
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB4.　respond to any objection from the retailer
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB5.　estimate sales & order requirement of the outlet
	Critical Thinking
	NA

NOS Version Control

NOS Code	RAS/N0603		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	23/09/2014
Industry Sub-sector	FMCG	Last reviewed on	26/07/17
Occupation	Sales	Next review date	26/07/21
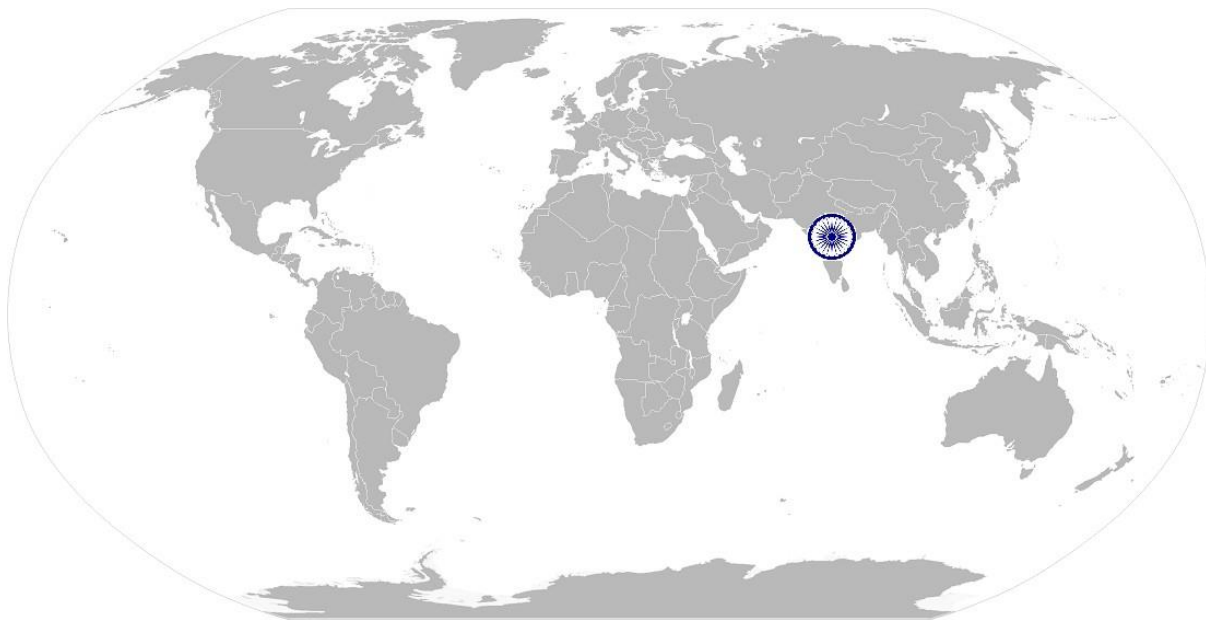
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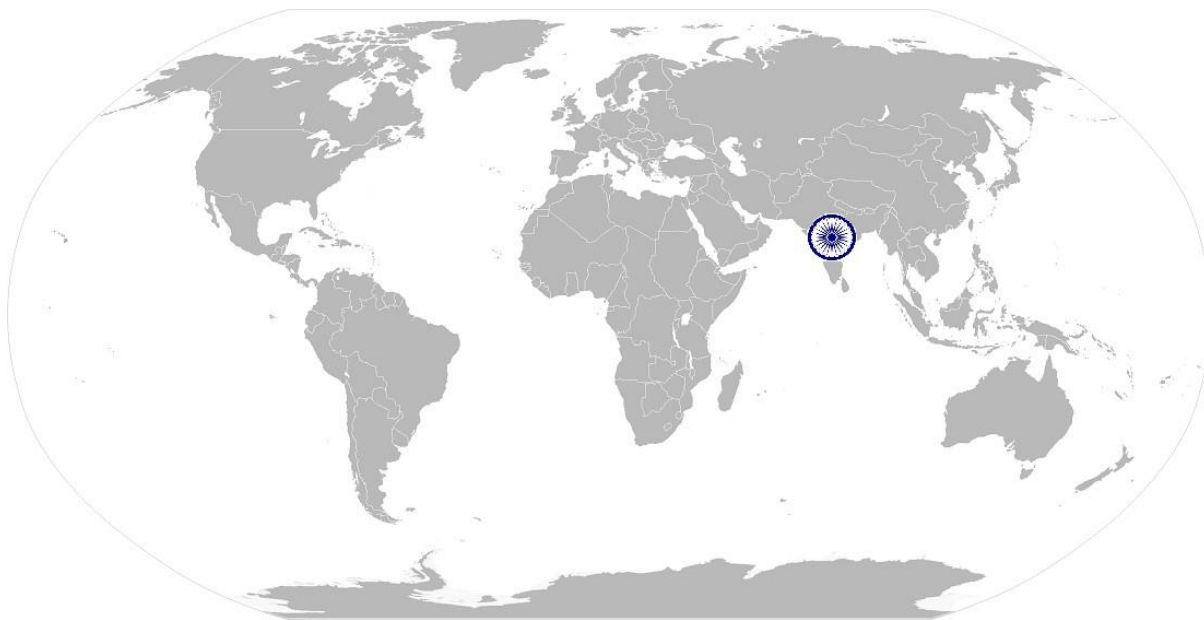
Overview

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

RAS/N0604   Develop capability for handling credit management of an outlet both receivables and payables

<table>
<tr><td>Unit Code</td><td colspan="2">RAS/N0604</td></tr>
<tr><td>Unit Title (Task)</td><td colspan="2">Develop capability for handling credit management of an outlet both receivables and payables</td></tr>
<tr><td>Description</td><td colspan="2">This OS describes the skills and knowledge required to have correct information on Pending bills, Display payments & Delivery status to outlets.</td></tr>
<tr><td>Scope</td><td colspan="2">This unit applies to individuals who represent Distributors in their field sales operations.

• Information on pending bills, pending display payment and pending

delivery The role may be performed across the below formats:
• Retail outlet
• Wholesale outlets
• Department stores
• Bakery Outlets
• Chemist / cosmetic outlets
• Convenience Outlets
• Self service outlets</td></tr>
<tr><td colspan="3">Performance Criteria(PC) w.r.t. the Scope</td></tr>
<tr><td>Element</td><td colspan="2">Performance Criteria</td></tr>
<tr><td>Information pending bills, pending display payment and pending delivery</td><td colspan="2">To be competent, the user/individual on the job must be able to:

PC1. collect details of pending invoices from the distribution point every day before starting the beat
PC2. gather credit ageing information of retailer bills and set beat objectives accordingly
PC3. keep track of pending display payments and keep the distributor and organization's representative aware of the status
PC4. resolve issues due to pending delivery and keep distributor and organization's representative aware of the status
PC5. reconcile both receivables and payables to outlets and settle all queries by customers on these issues</td></tr>
<tr><td colspan="3">Knowledge and Understanding (K)</td></tr>
<tr><td>A. Organizational Context (Knowledge of the company / organization and its processes)</td><td colspan="2">The user/individual on the job needs to know and understand:

KA1. credit & collection norms of the distributor and the organization
KA2. how to display payment norms of the organization and outlet wise status
KA3. delivery norms of the organization</td></tr>
<tr><td>B. Technical Knowledge</td><td colspan="2">The user/individual on the job needs to know and understand:

KB1. how to assess pending payments and consumer credit status
KB2. how to ensure on time and in full delivery of all his/her orders, store items securely</td></tr>
</table>

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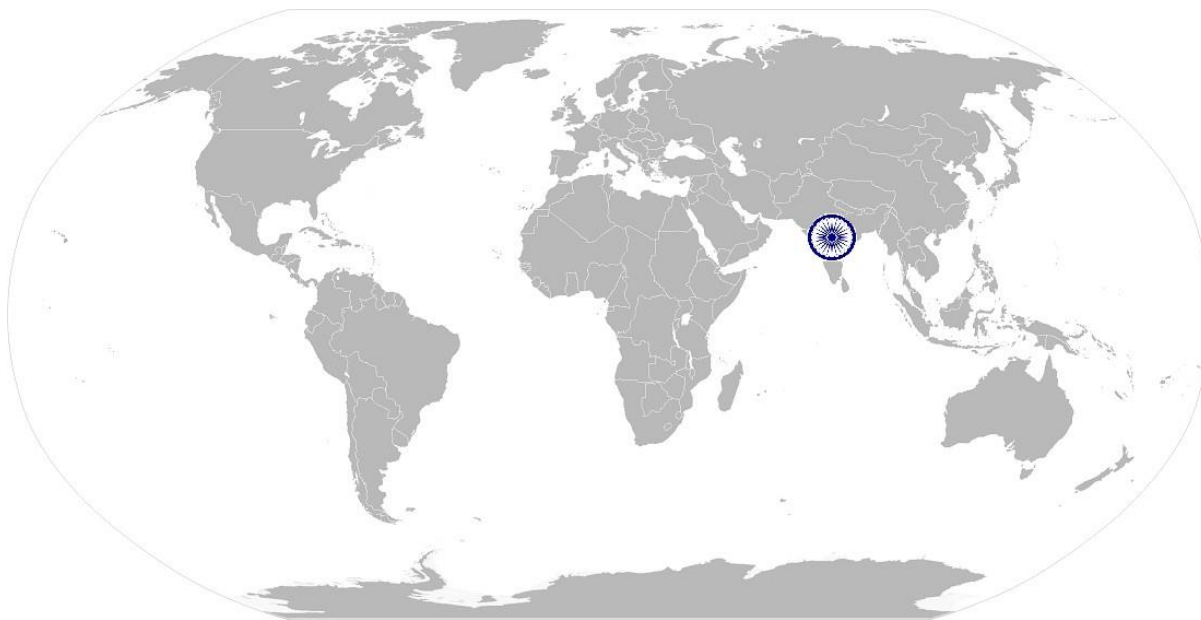
Skills (S)		
A. Core Skills/ Generic Skills	**Writing Skills**	
	The user/individual on the job needs to know and understand how to: SA1.　complete documentation accurately SA2.　write simple reports when required	
	Reading Skills	
	The user/individual on the job needs to know and understand how to: SA3.　read information accurately SA4.　read and interpret data sheets	
	Oral Communication (Listening and Speaking skills)	
	The user/individual on the job needs to know and understand how to: SA5.　follow instructions accurately SA6.　use gestures or simple words to communicate where language barriers exist SA7.　use questioning to minimise misunderstandings SA8.　display courteous and helpful behaviour at all times	
B. Professional Skills	**Decision Making**	
	The user/individual on the job needs to know and understand how to: SB1.　make appropriate decisions regarding the responsibilities of the job role	
	Plan and Organize	
	The user/individual on the job needs to know and understand how to: SB2.　plan and schedule routines	
	Customer Centricity	
	The user/individual on the job needs to know and understand how to: SB3.　build relationships with internal and external customers	
	Problem Solving	
	The user/individual on the job needs to know and understand how to: SB4.　reconcile receivables and payables with all outlets for all invoices every month	
	Analytical Thinking	
	NA	
	Critical Thinking	
	NA	

NOS Version Control

NOS Code	RAS/N0604		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	23/09/2014
Industry Sub-sector	FMCG	Last reviewed on	26/07/17
Occupation	Sales	Next review date	26/07/21

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National Occupational Standard

Overview

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

RASCI — Retailers Association's Skill Council of India

NOS — National Occupational Standards

GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP

N·S·D·C
National Skill Development Corporation
Transforming the skill landscape

RAS/N0605   Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution

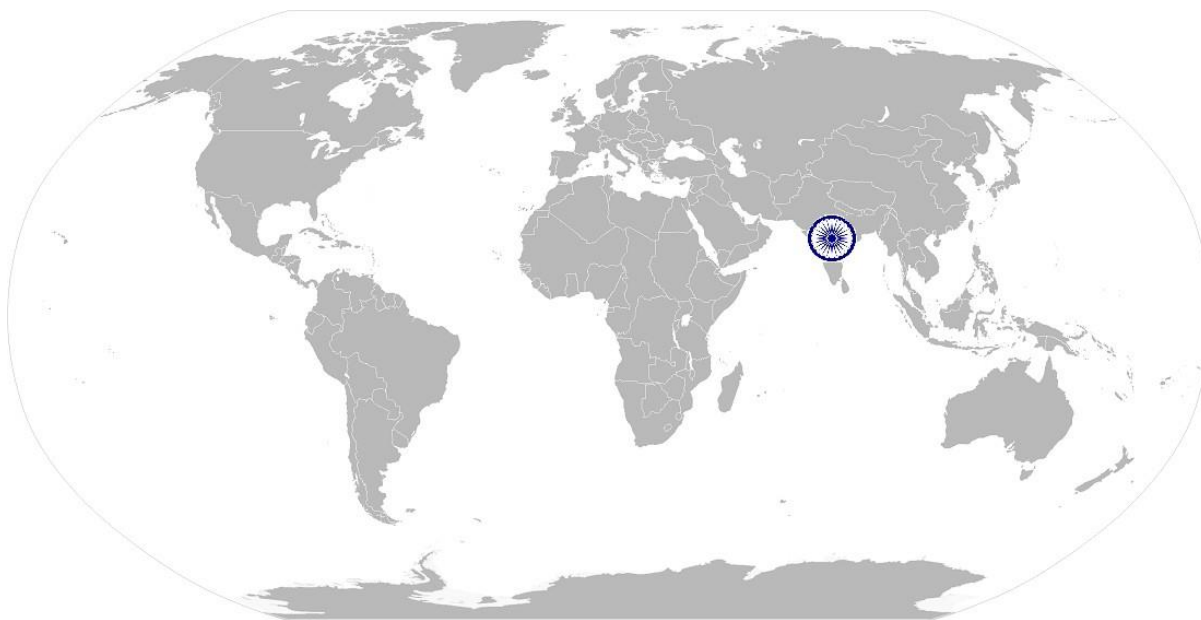| National Occupational Standard		
Unit Code	**RAS/N0605**	
Unit Title (Task)	**Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution**	
Description	This OS describes the skills and knowledge required to be able to build good personal relationship with traders and handle objections & thereby issue resolution.	
Scope	This unit applies to individuals who represent Distributors in their field sales operations. • Building good & personal relations with traders • Objections handling and issue resolution The role may be performed across the below formats • Retail outlet • Wholesale outlets • Department stores • Bakery Outlets • Chemist / cosmetic outlets • Convenience Outlets • Self service outlets	
Performance Criteria(PC) w.r.t. the Scope		
Element	**Performance Criteria**	
Building Good & Personal relation	To be competent, the user/individual on the job must be able to: PC1. build rapport with the traders based on punctuality, regularity, courtesy, mannerism and interest in increasing retailer's business and uplifting the outlet's appearance PC2. listen to retailers patiently and understand their needs and problems PC3. use open-ended questions to seek clarification on retailers' problems and grievances PC4. explain the benefits that the retailer will have from the sale	
Objection handling / Issue resolution	PC5. handle objection and resolve issues by himself/herself or escalate to the supervisor that are beyond his/her purview	
Knowledge and Understanding (K)		
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. customer relationship management norms of the organization	
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. negotiation and objection handling skills	
Skills (S)		

RAS/N0605   Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution

A. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to: SA1. complete documentation accurately SA2. write simple data when required
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA3. read information accurately SA4. read and interpret data sheets
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA5. follow instructions accurately SA6. use gestures or simple words to communicate where language barriers exist SA7. use questioning to minimise misunderstandings SA8. display courteous and helpful behaviour at all times
B. Professional Skills	**Decision Making**
	The user/individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB2. plan and schedule routines
	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB3. build relationships with internal and external customers
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB4. respond to changes in competition strategy
	Analytical Thinking
	NA
	Critical Thinking
	NA

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Occupation	Sales	Next review date	26/07/21

Annexure

Nomenclature for QP and NOS

Qualifications Pack

9 characters
[ABC]/ Q 0101

[Insert 3 letter code for SSC]

QP number (2 numbers)

Q denoting Qualifications Pack

Occupation (2 numbers)
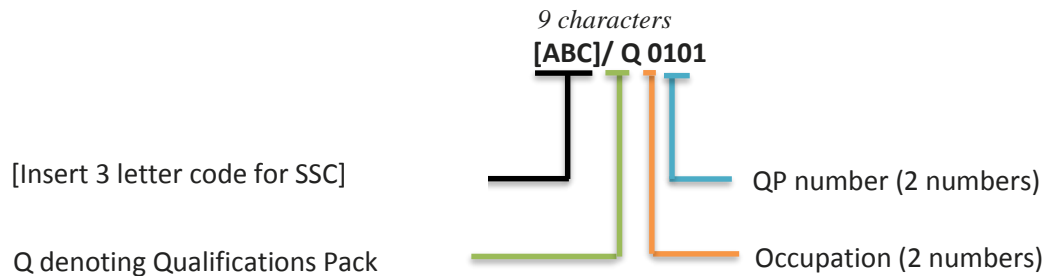
Occupational Standard

An example of NOS with 'N'

9 characters
[ABC] / N 0101

[Insert 3 letter code for SSC]

OS number (2 numbers)

N denoting National Occupational Standard

Occupation (2 numbers)

29

Back to top…
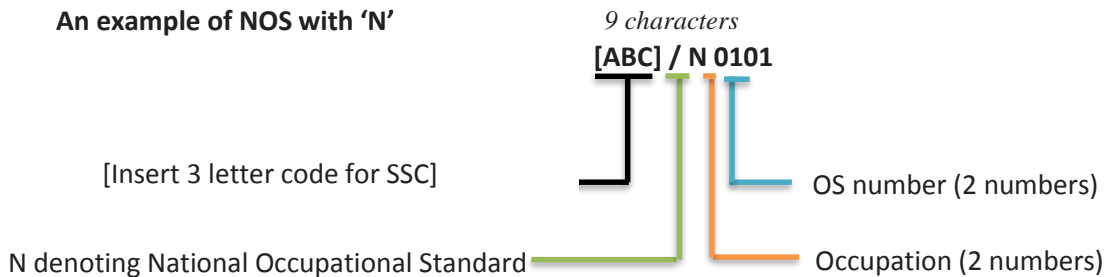
The following acronyms/codes have been used in the nomenclature above:

Sub-sector	Range of Occupation numbers
Retail Operations	01-15
Retail Business	16-29
Ecommerce - Category Management	30-45
Retail	46-56
Ecommerce-Supply Chain & Logistics	57-67
FMCG	68-78
Generic Occupation	79-99

Sequence	Description	Example
Three letters	Industry name	RAS
Slash	/	/
Next letter	Whether **Q**P or **N**OS	Q or N
Next two numbers	Occupation code	01
Next two numbers	OS number	01

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role Distributor Salesman

Qualification Pack RAS/Q0604

Sector Skill Council Retail

Guidelines for Assessment

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
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 this criterion.
6. To pass the Qualification Pack , every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment.
7. In case of *unsuccessful completion*, the trainee may seek reassessment on the Qualification Pack.

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	Skills Practical
RAS/N0601 Be updated on knowledge of Products to be sold and merchandising	PC1. Keep self updated with current product portfolio and product details – grammages, price points and variants of own and competition products and update details periodically.	100	10	5	5
	PC2. Have up-to-date knowledge on channel wise, category wise, outlet type wise schemes.		10	5	5
	PC3. Give relevant information to supervisors to plan relevant schemes / slabs by outlets and learn to utilise correctly.		10	5	5
	PC4. Identify hotspots in an outlet and try to convince the retailer to provide these for displays and achieve high order visibility by correct deployment of merchandising material		10	5	5
	PC5. Put branding materials on the area surrounding the rack and inside the rack		5	2.5	2.5
	PC6. Stock products to maximise number of facings.		5	2.5	2.5
	PC7. Obtain natural visibility by clearing cluttered space and stocking company's products.		10	5	5

Compulsory NOS Total Marks: 100		Marks Allocation		
Assessment outcomes	**Assessment Criteria for outcomes**	**Total Marks**	**Out Of**	**Theory** / **Skills Practical**

Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	Skills Practical
	PC8. Place products next to the competitor brand and maintain category and competition adjacency		5	2.5	2.5
	PC9. Replace damaged display materials		5	2.5	2.5
	PC10. Benchmark own product with that of competition as per the norms and accordingly make own products available at an outlet		10	5	5
	PC11. Articulate USP of New products – Features and benefits to the retailer		10	5	5
	PC12. Make an effective sales call to convince the outlets to place order for focus SKUs.		10	5	5
	Total		100	50	50
RAS / N0602 Have thorough understanding of business and productivity targets and measures to achieve the same	PC1. Know all sales objectives and targets for Bills cut, Lines cut, Average bill value and Unique Outlets Billed.		10	5	5
	PC2. Be aware of target vs. achievement till date and strive towards 100% target achievement.		10	5	5
	PC3. Carry market planner and outlet wise plans made prior to the market visit and be aware of focus categories and plans for sale of specific category/SKUs by outlet.		10	5	5
	PC4. Ensure category and outlet wise billing targets are met.		5	2.5	2.5
	PC5. Ensure category wise and outlet wise billing targets are met on the route.		5	2.5	2.5
	PC6. Cover all target outlets/entire route and take note of new outlets/closed outlets in the beat	100	10	5	5
	PC7. Update info on the type of outlet and its respective trade channel.		5	2.5	2.5
	PC8. Ensure availability of new launch products as per availability norms		5	2.5	2.5
	PC9. Set beat and outlet wise targets to achieve launch targets		5	2.5	2.5
	PC10. Check stock position of each SKU everyday at the distributor point.		5	2.5	2.5
	PC11. Estimate sales from the beat and optimize order as per stock available on hand		5	2.5	2.5
	PC12. Coordinate with supervisor and discuss on action plan for out of stock SKUs		5	2.5	2.5
	PC13. Check the stock available in the selling area / shelves		5	2.5	2.5
	PC14. Check stocks available in the backroom for reserves		5	2.5	2.5

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	**Assessment Criteria for outcomes**	**Total Marks**	**Out Of**	**Theory**	**Skills Practical**
	PC15. Stock check for all brand and capture order as per SOQ		10	5	5
	Total		100	50	50
RAS/N0603 **Learn steps to make an effective sales call**	PC1. Analyze current stock on hand and sales of the outlets. Advise retailers for optimum order depending on the need and projected sell out and need for reserve stocks that needs to be maintained to avoid stockouts.	100	4	2	2
	PC2. Explain, how the recommendation will boost Retailer's sales.		4	2	2
	PC3. Communicate all benefits which would accrue to the retailer in short and concise manner.		4	2	2
	PC4. Ask open ended questions considering the retailer's needs leading to the retailer accepting advice on purchase.		4	2	2
	PC5. Ensure that the relevant schemes/ slabs are discussed with the retailer after gauging the potential of the outlet.		4	2	2
	PC6. Analyse competition schemes and leverage on company's schemes to increase sales vis-a-vis that of competition		4	2	2
	PC7. Ensure range selling by leveraging on own brand already available in the retail outlet and strengthen portfolio presence in the outlet		4	2	2
	PC8. Route list & outlet list in the palmtop/handheld device and its usage		4	2	2
	PC9. Ensure product list & scheme details are available in the palmtop		4	2	2
	PC10. Implement order capture process in palmtop/handheld		4	2	2
	PC11. Ensure summary reports / productivity reports are available in the palmtop/hand held		4	2	2
	PC12. Ensure retail survey features available in the palmtop		4	2	2
	PC13. Ensure correct syncing process is followed.		4	2	2
	PC14. Check stock physical condition and freshness		4	2	2
	PC15. Arrange stock as per FMFO and even educate retailer on FMFO.		4	2	2
	PC16. Do stock rotation in those outlet where the movement of stocks is very low.		4	2	2

	Compulsory NOS Total Marks: 100		Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	Skills Practical
	PC17. Carryout stock rotation in case stock movement is very low		4	2	2
	PC18. Replace damaged or expired goods with fresh stocks and enter information about damaged goods in the handheld device.		2	1	1
	PC19. Maintain a pleasing personality for an effective sale call (clean and ironed clothes, smile on face)		4	2	2
	PC20. Maintain appropriate distance from the retailer /outlet owner.		4	2	2
	PC21. Maintain proper posture while talking with the retailer and not to lean or place hands in pockets or bend shoulders.		2	1	1
	PC22. Refrian from indulging in any act that may irritate the retailer.		2	1	1
	PC23. Speak clearly in a soft tone without stammering or hesitation.		4	2	2
	PC24. Maintain proper eye contact with the retailer.		2	1	1
	PC25. Enter ordered quantity against each SKU ordered.		4	2	2
	PC26. Submit the orders and check summary of the order.		4	2	2
	PC27. Communicate the order value to the retailer.		4	2	2
	Total		100	50	50
RAS / N0604 Develop capability for handling credit management of an outlet both receivables and payables	PC1. Collect details of pending invoices from the distribution point everyday before starting the beat		20	10	10
	PC2. Gather credit ageing information of retailer bills and set beat objectives accordingly		20	10	10
	PC3. Keep track of pending display payments and keep the distributor and organization's representative aware of the status.	100	20	10	10
	PC4. Resolve issues due to pending delivery and keep distributor and organization's representative aware of the status.		20	10	10
	PC5. Reconcile both receivables and payables to outlets and settle all queries by customers on these issues		20	10	10
	Total		100	50	50
RAS / N0605 Learn to appreciate the	PC1. Build rapport with the traders based on punctuality, regularity, courtesy, mannerism and interest in increasing retailer's business and uplifting the outlet's appearance.		20	10	10

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	Skills Practical
benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution	PC2. Listen to retailers patiently and understand their needs and problems.	100	20	10	10
	PC3. Use open ended questions to seek clarification on retailers problems and grievances.		20	10	10
	PC4. Explain the benefits that the retailer will have from the sale.		20	10	10
	PC5. Handle objection and resolve issues by himself/herself or escalate to the supervisor that are beyond his/her purview		20	10	10
	Total		100	50	50