Contents

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 & Distribution

REFERENCE ID: TEL/Q2101

ALIGNED TO: NCO-2015/5242.0502

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	TBD	**Version number**	**1.0**
Sector	**Telecom**	**Drafted on**	**29/03/2013**
Sub-sector	**Handset**	**Last reviewed on**	**21/06/2018**
Occupation	**Sales**	**Next review date**	**31/03/2019**
NSQC Clearance On	**19/05/2015**		

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* **Maximum Educational Qualifications***	10+2 or equivalent Graduate in any stream
Training (Suggested but not mandatory)	**NA**
Minimum Job Entry Age	18
Experience	0-1 years of experience is desired
Applicable National Occupational Standards (NOS)	**Compulsory:** 1. TEL/N2104(**Managing the counter**) 2. TEL/N2105(**Sale and promotion of handsets**) 3. TEL/N2106(**Daily reporting**)
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 informationabout 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

Acronyms

Keywords /Terms	Description
FAB	Features Advantage Benefits

TEL/N2104　　　　　　　　　**Managing the counter**

National Occupational Standard

Overview

**This unit is about managing daily activities at the retail 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	This unit/tasks covers the following: Key Stakeholders: • in-store promoter • customers Manage daily activities: • cleanliness of retail counter • stock availability • display merchandise

Performance Criteria(PC) w.r.t. the Scope	
Element	**Performance Criteria**
	To be competent, the user/individual on the job must be able to: PC1. adhere to specified uniform/dress code as per grooming guidelines PC2. arrange counter and keep it clean and tidy PC3. display merchandise, brochures, leaflets to draw customer's attention PC4. monitor stock and facilitate stock replenishment

Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization & its processes)	The user/individual on the job needs to know and understand: KA1. the sensitivity of standard uniform for the role KA2. importance of presenting the organisation in right perspective
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. visual merchandizing and handset display norms as per the organization

| 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, leaflets and other promotional material	
B. Professional Skills	**Grooming Skills**	
	The user/ individual on the job needs to know and understand how to:	
	SB1. look presentable according to organizational grooming guidelines/industry grooming standards	
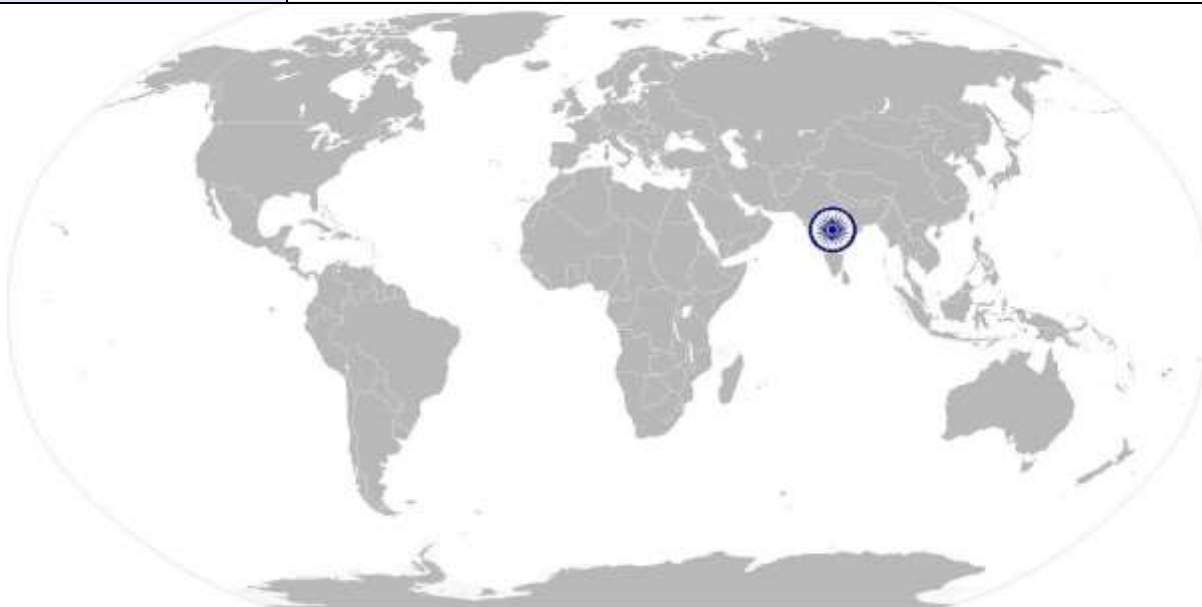
NOS Version Control:

NOS Code	TEL/N2104		
Credits NSQF	TBD	Version number	1.0
Industry	Telecom	Drafted on	16/05/2013
Industry Sub-sector	Handset	Last reviewed on	21/06/2018
Occupation	Sales & Distribution	Next review date	31/03/2019
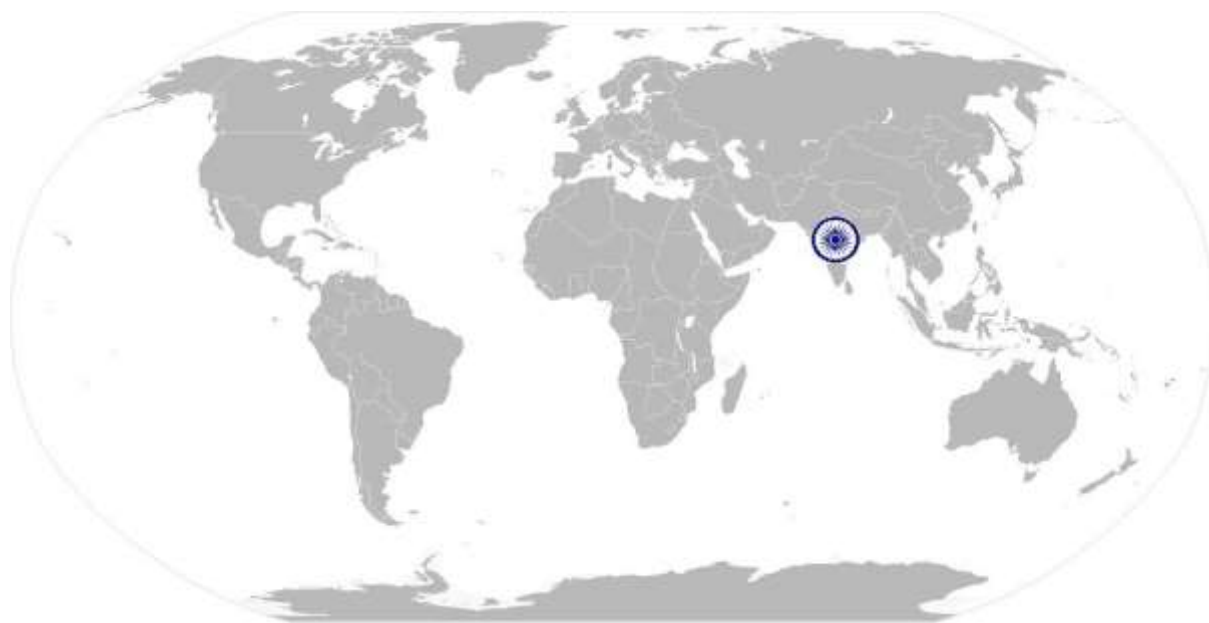
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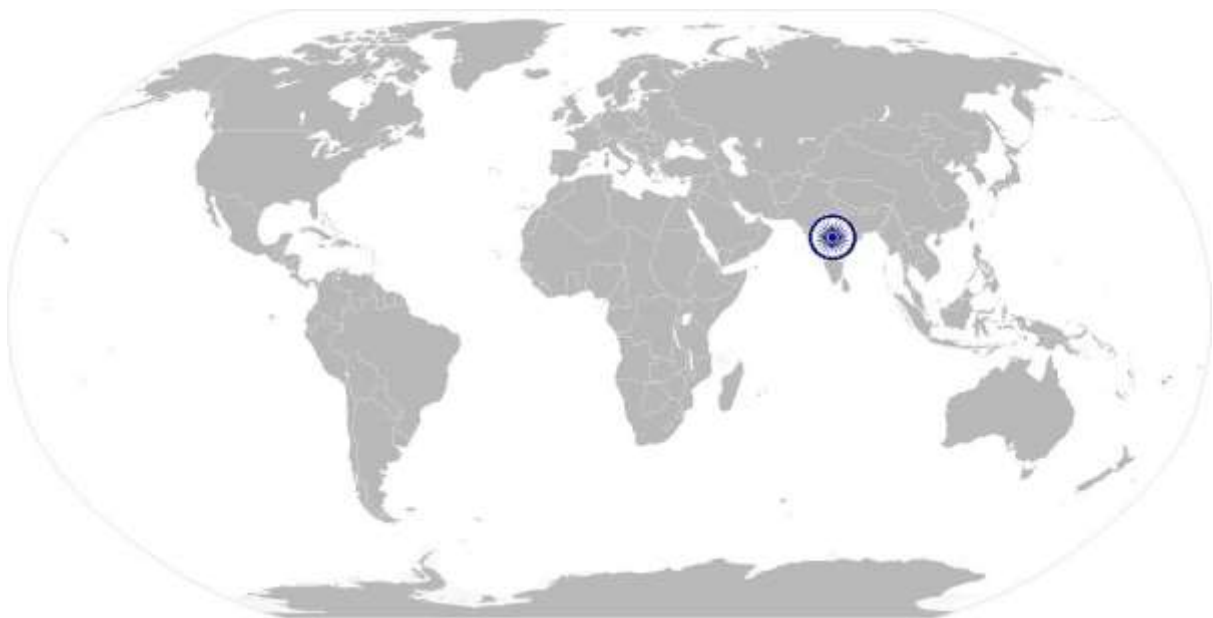
Overview

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	This unit/tasks covers the following: Key Stakeholders: - in-store promoter - customer Attend walk-in customers to ensure: - effective selling - customer's queries, requests, complaints are addressed - smooth billing process - up-selling of products

National Occupational Standard

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

	To be competent, the user/individual on the job must be able to: PC1. obtain sales targets from store manager PC2. open sales call with enthusiasm to convert into a positive lead PC3. probe to identify and address needs of the customer PC4. offer and demonstrate varied range of products to walk-in customer PC5. handle customer's doubts and objections PC6. transit customer smoothly from the sale counter to the billing counter PC7. up-sell and cross-sell associated products

Knowledge and Understanding (K)

| A. **Organizational Context** (Knowledge of the company / organization & its processes)	The user/individual on the job needs to know and understand: KA1. sales process of the company KA2. product demonstration process as per company standards
B. **Technical Knowledge**	The user/individual on the job needs to know and understand: KB1. range of handsets to achieve sales targets KB2. features, benefits and prices of all the products of the company KB3. competition products, pricing and other general information KB4. reasons for customer's objection and provide resolution KB5. up-selling and cross-selling techniques KB6. complete billing process to facilitate effective closure of sales

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	

NOS Version Control:

NOS Code	TEL/N2105		
Credits NSQF	TBD	Version number	1.0
Industry	Telecom	Drafted on	16/05/2013
Industry Sub-sector	Handset	Last reviewed on	21/06/2018
Occupation	Sales & Distribution	Next review date	31/03/2019

TEL/N2106   **Daily reporting**

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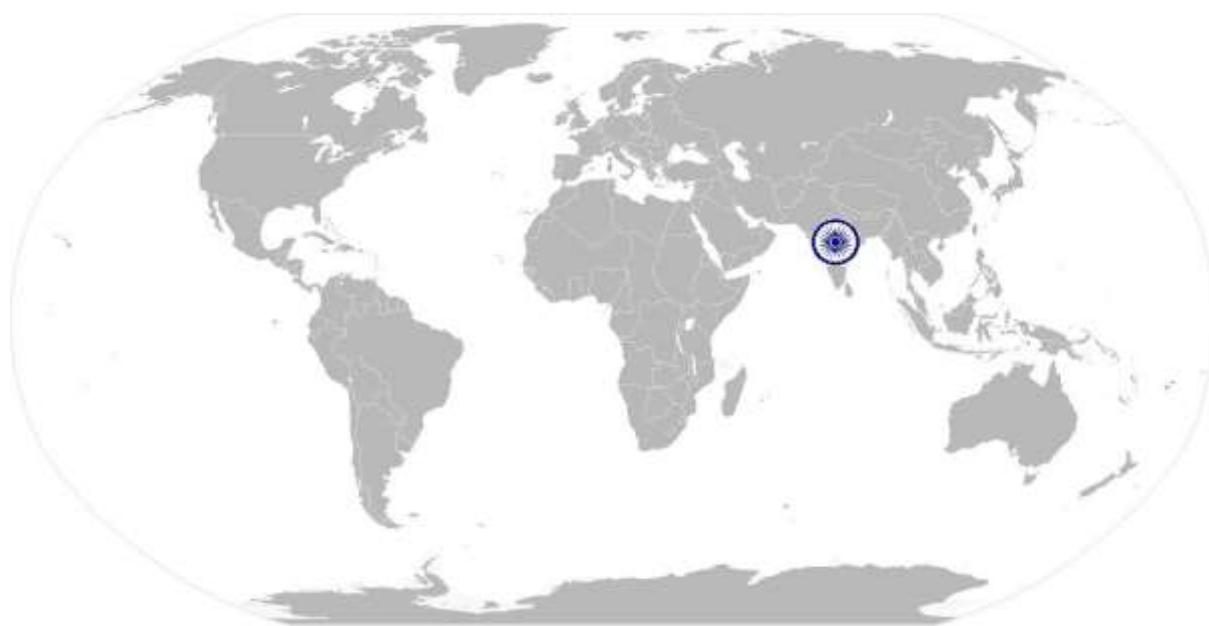
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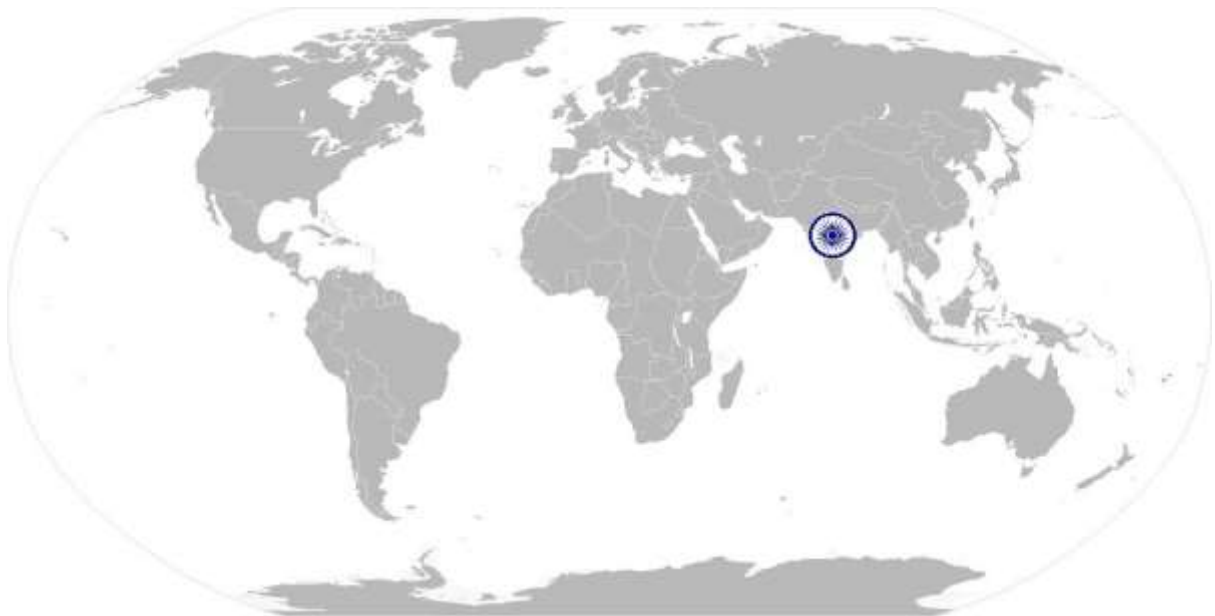
Overview

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

National Occupational Standard
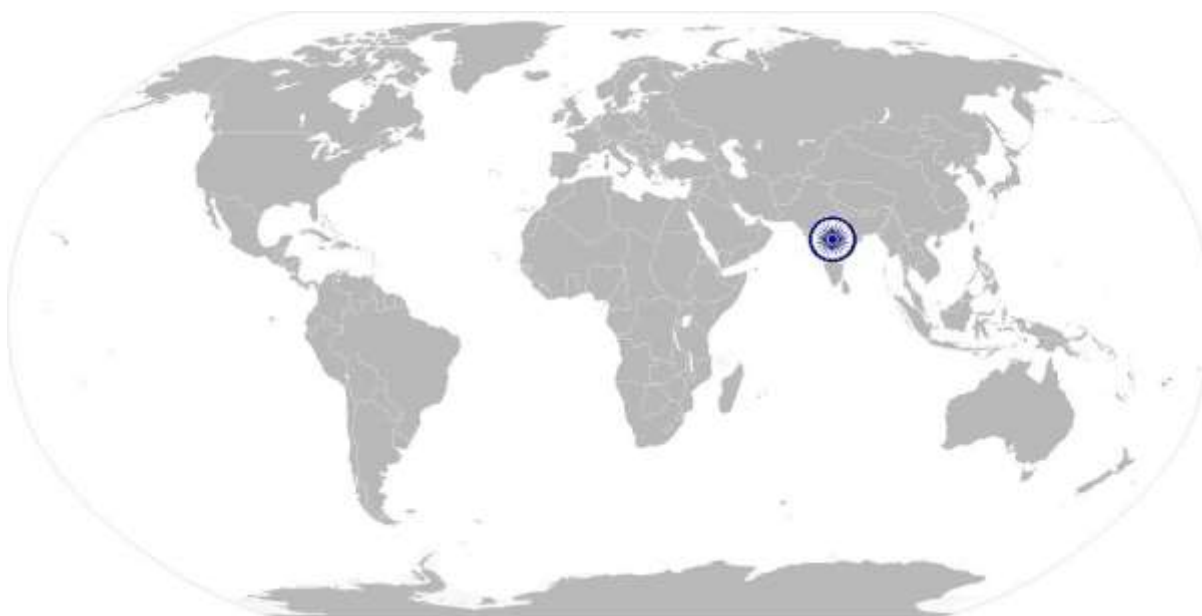
Unit Code	TEL/N2106
Unit Title (Task)	Daily reporting
Description	This OS unit is about tracking daily activities by adhering to reporting process
Scope	This unit/tasks covers the following: Key Stakeholders: • in-store promoter • store manager Conform with all policies, procedures and reporting processes laid by the company

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

Element	Performance Criteria
	To be competent, the user/individual on the job must be able to: PC1. submit reports on daily target versus achievement PC2. track unit-wise, model-wise, value-wise MTD sales at regular intervals PC3. review sales targets versus achievement, with store manager PC4. submit stock requirement report, whenever necessary

Knowledge and Understanding (K)

A. Organizational Context (Knowledge of the company / organization & its processes)	The user/individual on the job needs to know and understand: KA1. the reporting process of the company KA2. the monthly sales and performance targets
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. standard method of filling reports KB2. basic mathematical calculations KB3. the ability to analyse data to understand trends

Skills (S) (Optional)

A. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to: SA1. formulate correct sentences without grammatical errors SA2. elucidate precise and clear information in daily reports

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

NOS Version Control:

NOS Code	TEL/N2106		
Credits NSQF	TBD	Version number	1.0
Industry	Telecom	Drafted on	16/05/2013
Industry Sub-sector	Handset	Last reviewed on	21/06/2018
Occupation	Sales & Distribution	Next review date	31/03/2019

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. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.

4a. Individual assessment agencies will create *unique question papers for theory part for each candidate at each examination/training center* (as per assessment criteria below).

4b. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criterion.

5. To pass the Qualification Pack , every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment.

6. In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack.

Assessment Outcome	Assessment Criteria	Total Mark (300)	Out Of	Marks Allocation	
				Theory	**Skills Practical**
TEL/N2104 Managing the Counter	PC1. adhere to specified uniform/dress code as per grooming guidelines		10	0	10
	PC2. arrange counter and keep it clean and tidy	**100**	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
TEL/N2105 Sale and promotion of handsets	PC1. obtain sales targets from store manager		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	**100**	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
			100	35	65
TEL/N2106 Daily reporting	PC1. submit reports on daily target versus achievement		20	10	10
	PC2. track unit-wise, model-wise, value-wise MTD sales at regular intervals	**100**	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
			100	65	35