

Revised Application Documentation: Revision made by NSDA\_25 May 2015

## **QUALIFICATION FILE – CONTACT DETAILS OF SUBMITTING BODY**

### **Name and address of submitting body:**

Retailers Association's Skill Council of India (RASCI)  
703-704, Sagar Tech Plaza - A,  
Andheri-Kurla Road,  
Sakinaka Junction, Sakinaka,  
Andheri (E), Mumbai-400 072

### **Name and contact details of individual dealing with the submission**

**Name:** James A. Raphael

**Position in the organisation:** Chief Operating Officer & Sr. Vice President

**Address if different from above**

Same as above.

**Tel number(s):** +91 22 40058210-5

**E-mail address:** james.rafael@rasci.in

### **List of documents submitted in support of the Qualifications File**

1. Sector Profiling
2. Occupational Map
3. Validation of Occupational Standards by Industry
4. Approval of QRC
5. Putting up the Occupational Standards in public view and declaration of Standard as NOS
6. Progression matrix
7. Protocol for Affiliation of Assessment Bodies and Assessment Framework
8. List of Companies which participated in the NOS development process including validation

## QUALIFICATION FILE SUMMARY

<b>Qualification Title</b>	Distributor Salesman		
<b>Body/bodies which will assess candidates</b>	RASCI affiliated Assessment Agency		
<b>Body/bodies which will award the certificate for the qualification.</b>	RASCI		
<b>Body which will accredit providers to offer the qualification.</b>	RASCI		
<b>Occupation(s) to which the qualification gives access</b>	Sales		
<b>Proposed level of the qualification in the NSQF.</b>	4 (Level four)		
<b>Anticipated volume of training/learning required to complete the qualification.</b>	280 hours		
<b>Entry requirements / recommendations.</b>	10th Standard Pass		
<b>Progression from the qualification.</b>	Sales Supervisor		
<b>Planned arrangements for RPL.</b>	RPL arrangements and policies are under development		
<b>International Comparability</b>	Service Skill Australia (Code: SIR30412)		
<b>Formal structure of the qualification</b>			
<b>Title of unit or other component</b> (include any identification code used)	<b>Mandatory/Optional</b>	<b>Estimated size (learning hours)</b>	<b>Level</b>
RAS/N0601-Be updated on knowledge of Products to be sold and Merchandising	Mandatory	280 hrs	4
RAS/N0602-Have thorough understanding of business and productivity targets and measures to achieve the same	Mandatory		4
RAS/N0603-Learn steps to make an effective sales call	Mandatory		4
RAS/N0604-Develop capability for handling credit management of an outlet both receivables and payables	Mandatory		4
RAS/N0605- Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution	Mandatory		4

Please attach any document giving further detail about the structure of the qualification – eg a Curriculum or Qualification Pack.

Give details of the document here:

## **SECTION 1**

### **ASSESSMENT**

**Name of assessment body:**

If there will be more than one assessment body for this qualification, give details.

1. **Integrated Learning Solutions Pvt Ltd / Shoebox**
2. **Anant Learning & Development Pvt. Ltd.**
3. **Simplex Solutions**
4. **Assess People**
5. **Global Success Foundation**
6. **Edusharp Finishing School Private Limited**
7. **C&K Management Limited**
8. **Our Helping Hand**
9. **Trendsetters Skill Assessors Pvt Ltd**
10. **Independent Qualitative Assessors Guild - IQAG**
11. **Induslynk Training Services Pvt Ltd / Mettl**
12. **Sanskriti Skills Pvt Ltd**
13. **NSEiT**
14. **Virtual Education Trust**
15. **Test4India**
16. **Technable Solutions Pvt Ltd**
17. **Navriti Technologies**
18. **CoCubes Technologies Pvt Ltd**
19. **Exon Solutions Pvt Ltd.**
20. **Qustn Technologies Pvt Ltd.**
21. **Creaominds Technologies Pvt Ltd**
22. **Ayes Infotech Pvt Ltd**
23. **Grade Zone**
24. **Multi Skills Assessment Guild (MSAG)**
25. **India Skills Pvt Ltd**
26. **TalentBridge Technologies Pvt Ltd**
27. **Castle Rock Educational Society**
28. **Skill Training Assessment Management Partners (STAMP)**
29. **Eduworld Consultants Pvt Ltd**
30. **Corporate Star Consultants**
31. **Skills Mantra Edutech Consulting India Pvt Ltd**
32. **Federation of Indian Women Entrepreneurs**
33. **Ajoooni Skills India Pvt Ltd**
34. **Avanti Bai Lodhi Society**
35. **Mahatma Gandhi University**

**Will the assessment body be responsible for RPL assessment?**

Give details of how RPL assessment for the qualification will be carried out and quality assured.

**RPL will be based on the same approved Qualification Pack and Assessment Criteria mentioned in the Qualification Pack.**

**The process of RPL assessment is under development.**

**Describe the overall assessment strategy and specific arrangements which have been put in place to ensure that assessment is always valid, consistent and fair and show that these are in line with the requirements of the NSQF:**

The emphasis is on practical demonstration of skills and knowledge based on the performance

criteria. The assessment papers are developed by Subject Matter Experts (SME) available with the Assessment Agency as per the performance and assessment criteria mentioned in the Qualification Pack. The assessments papers are also checked for the various outcome based parameters such as quality, time taken, precision, tools & equipment requirement etc. The assessment sets are then reviewed by RASCI official for consistency.

The assessment results are backed by evidences collected by assessors.

- 1 The assessor needs to collect a copy of the attendance for the training done under the scheme. The attendance sheets are signed and stamped by the In charge / Head of the Training Centre.
- 2 The assessor needs to verify the authenticity of the candidate by checking the photo ID card issued by the institute as well as any one Photo ID card issued by the Central/Government. The same needs to be mentioned in the attendance sheet. In case of suspicion, the assessor should authenticate and cross verify trainee's credentials in the enrolment form.
- 3 The assessor needs to punch the trainee's roll number on all the test pieces.
- 4 The assessor can take a photograph of all the students along with the assessor standing in the middle and with the centre name/banner at the back as evidence.
- 5 The assessor also needs to carry a photo ID card.

The assessment agencies are instructed to hire assessors with integrity, reliability and fairness. Each assessor shall sign a document with its assessment agency by which they commit themselves to comply with the rules of confidentiality and conflict of interest, independence from commercial and other interests that would compromise impartiality of the assessments.

Please attach any documents giving further information about assessment and/or RPL.

Give details of the document(s) here:

### **ASSESSMENT EVIDENCE**

**Complete the following grid for each grouping of NOS, assessment unit or other component as per the assessment criteria. Insert the required number of rows.**

## CRITERIA FOR ASSESSMENT OF TRAINEES

### Distributor Salesman

### RAS/Q0604

### Retailers Association's Skill Council of India (RASCI)

#### 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. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criteria
5. To pass the Qualification Pack, every trainee should score a minimum of 70% in every NOS.
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 marks	Marks Allocation		
			Out of	Theory	Skills
<b>RAS/N0601-Be updated on knowledge of Products to be sold and Merchandising</b>	PC1. Keep self-updated with current product portfolio and product details – gram images, 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 such as 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
	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		10	5	5

Assessment Outcome	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	make own products available at an outlet				
	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
<b>RAS / N0602 Have thorough understanding of business and productivity targets and measures to achieve the same</b>	PC1. To know all sales objectives and targets for Bills cut, Lines cut, Average bill value and Unique Outlets Billed.	100	10	5	5
	PC2. To be aware of target vs achievement till date and strive towards 100% target achievement.		10	5	5
	PC3. To 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. To ensure category and outlet wise billing targets are met.		5	2.5	2.5
	PC5. To 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		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. Everyday check stock position of each SKU 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
	PC15. Stock check for all brand and capture order as per SOQ		10	5	5
	Total		100	50	50
<b>RAS / N0603 Learn steps to make an effective sales call</b>	PC1. Analyse current stock on hand and sales of the outlets. Advising 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.	100	4	2	2

Assessment Outcome	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	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. Asking open ended questions considering the retailer's needs leading to the retailer accepting advice on purchase.		4	2	2
	PC 5. Ensure that the relevant schemes/ slabs are discussed with the retailer after gauging the potential of the outlet.		4	2	2
	PC 6. Analyse competition schemes and leverage on company's schemes to increase sales vis-a-vis that of competition		4	2	2
	PC 7. Ensure range selling by leveraging on own brand already available in the retail outlet and strengthen portfolio presence in the outlet		4	2	2
	PC 8. Route list & outlet list in the palmtop/handheld device and its usage		4	2	2
	PC 9. Product list & Scheme details available in the palmtop		4	2	2
	PC10. Order capture process in palmtop/handheld		4	2	2
	PC11. Reports available in the palmtop/hand held – Summary reports / Productivity reports		4	2	2
	PC12. 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
	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
	PC5. Maintaining a pleasing personality is a must for an effective sale call. (clean and ironed clothes , smile on face)		4	2	2
	PC6. Maintain appropriate distance from the Retailer /outlet owner.		4	2	2
	PC7. Maintain proper posture while talking with the retailer and not to lean or place hands in pockets or bend shoulders.		2	1	1
	PC8. Do not indulge in any act that may irritate the Retailer.		2	1	1

Assessment Outcome	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	PC9. Speak clearly in a soft tone without stammering or hesitation.		4	2	2
	PC10. Maintain proper eye contact with the retailer.		2	1	1
	PC11. Enter ordered quantity against each SKU ordered.		4	2	2
	PC12. Submit the orders and check summary of the order.		4	2	2
	PC13. Communicate the order value to the retailer.		4	2	2
	Total		100	50	50
<b>RAS / N0604</b> Develop capability for handling credit management of an outlet both receivables and payables	PC1. Every day before starting the beat collect details of pending invoices from the distribution point	100	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.		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
<b>RAS / N0605</b> Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution	PC1. Make a rapport with the trade based on punctuality, regularity, courtesy, mannerism and interest in increasing retailer's business and uplifting the outlet's appearance.	100	20	10	10
	PC2. Listen to Retailers patiently and understand their needs and problems.		20	10	10
	PC3. Use open ended/closed 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 / escalate to his supervisor that are beyond his purview		20	10	10
	Total		100	50	50



## SECTION 2

### EVIDENCE OF NEED

**What evidence is there that the qualification is needed?**

Feedback from industry was collected with respect to roles for which qualification packs development was to be prioritized.

**What is the estimated uptake of this qualification and what is the basis of this estimate?**

- Skills Gap analysis Reports for industry demand
- Training duration and current and potential capacity envisaged for potential supply
- An LMIS development initiative is being put in place to be more precise regarding the demand and supply

**What steps were taken to ensure that the qualification(s) does/do not duplicate already existing or planned qualifications in the NSQF?**

- NSDC list of Approved and Under-Development QPs was checked prior to commissioning the work
- NSDC QRC team also confirmed the same

**What arrangements are in place to monitor and review the qualification(s)? What data will be used and at what point will the qualification(s) be revised or updated?**

- Feedback from the Industry and Industry Association
- Recommendation and suggestions from the Industry Player and Industry Association

Please attach any documents giving further information about any of the topics above.

Give details of the document(s) here:

## SECTION 3

### SUMMARY EVIDENCE OF LEVEL

Summary of Direct Evidence:

Justify the NSQF level allocated to the QP by building upon the five descriptors of NSQF. Explain the reasons for allocating the level to the QP.

Generic NOS is/are linked to the overall authority attached to the job role.

Distributor Salesman - RAS/Q0604					
Process Required	Professional Knowledge	Professional Skill	Core Skill	Responsibility	Level
<p>Distribution salesman deals with narrow range of products and they are sold by adopting suitable strategies of selling products, to different retailers. The activities identified are the <b>familiar and routine activities</b> for him as these activities are independent of outlets he is serving.</p>	<p>Jobholder is expected to have <b>knowledge of the products</b> in his current portfolio and also of the competitors, in terms of their <b>features/specifications</b>, sample Quality, price points, variants and product wise branding techniques. He must have <b>knowledge of the schemes</b> which company might light like to offer to the retailers and customers.</p> <p>Considering the in-depth <b>professional and factual knowledge</b>, which a Distribution Salesman has for various products and its selling this QP is pegged at Level 4.</p>	<p>Distribution Salesman identifies new outlets, visits retail /wholesale outlets as per daily route plan &amp; makes sales call using relevant selling aids like handhelds to increase productivity and achieve sales targets. 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.</p> <p>Thus he is</p>	<p>Jobholder is expected to be aware of target vs achievement. He should be able to for Example</p> <ul style="list-style-type: none"> <li>• Carry market planner and outlet wise plans</li> <li>• Plans for sale of specific category/SKU s by outlet</li> <li>• <b>Reconciling</b> receivables and other invoices</li> <li>• <b>Interpreting</b> data sheets</li> </ul> <p>All of this requires <b>application of basic arithmetic principles</b>. Distribution salesman has to actively engage with retailers for selling specific products hence they are expected to be good in <b>communication skills</b>. The Distribution Salesman has to <b>actively engage</b></p>	<p>The jobholder is responsible to:</p> <ul style="list-style-type: none"> <li>• Plan and implement its sales target each outlet wise</li> <li>• Identify new outlets</li> <li>• Set his beat</li> <li>• Maintain availability of the products in each outlet.</li> </ul> <p>For each of the outlet there can be variations in the strategy for product selling. So the jobholder based on his <b>own learning and experience</b>, devise strategies to sell maximum products. He is continuously engaged in the <b>self-learning process</b> and he has the <b>responsibility for own</b> work</p>	4

		<i>practically engaged</i> in the selling activity.	with retailers and <i>build rapport</i> with them. Jobholder is expected to conduct themselves in ways, which show a basic understanding of the <i>social and professional environment of working with retailers.</i>	and sales target. Jobholder is majorly responsible for his own job and self learning process which justifies the pegging of the QP at level 4 and not directly involved in some learning of others (which is a requirement for Level 5). In his routine activity he is free from supervision (which is a requirement of level 3).	
Level 4	Level 4	Level 4	Level 4	Level 4	

**OTHER EVIDENCE OF LEVEL** [This need only be filled in where evidence other than primary outcomes was used to allocate a level] **(Optional)**

Summary of other evidence (if used):

**SECTION 4**

**EVIDENCE OF RECOGNITION OR PROGRESSION**

**What steps have been taken in the design of this or other qualifications to ensure that there is a clear path to other qualifications in this sector?**

[Horizontal and vertical mobility options are available.](#)

Please attach any documents giving further information about any of the topics above. Give details of the document(s) here: