

Revision made by NSDA\_25 May 2015

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

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

Telecom Sector Skill Council  
2<sup>nd</sup> Floor, Plot NO: - 105, Sector – 44  
Gurgaon – 122003 Ph.: 0124-4148029

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

Name: Shiv Kumar Pandey  
Position in the organisation: Manager  
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### **List of documents submitted in support of the Qualifications File**

1. [Qualification Pack](#)
2. [Assessment Criteria – Annexure in Qualification Pack](#)
3. [Occupational Mapping](#)
4. Skill Gap Report – [KPMG](#) & [JUXT](#)
5. [Industry Engagement Certificate](#)
6. [Affiliation Protocol – Assessment Agency & Assessor](#)
7. [Assessment Framework](#)

## QUALIFICATION FILE SUMMARY

<b>Qualification Title</b>	TEL/Q2100		
<b>Body/bodies which will assess candidates</b>	Telecom Sector Skill Council		
<b>Body/bodies which will award the certificate for the qualification.</b>	Telecom Sector Skill Council		
<b>Body which will accredit providers to offer the qualification.</b>	Telecom Sector Skill Council		
<b>Occupation(s) to which the qualification gives access</b>	Distributor Sales Representative		
<b>Proposed level of the qualification in the NSQF.</b>	4		
<b>Anticipated volume of training/learning required to complete the qualification.</b>	Duration (120 Hr.)		
<b>Entry requirements / recommendations.</b>	10+2 or equivalent		
<b>Progression from the qualification.</b>	Will give access to Zonal Distributor Sales Representative		
<b>Planned arrangements for RPL.</b>	Anybody with 0-2 year experience wrt. the job role		
<b>International comparability where known.</b>	NA		
<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>
TEL/N2100(Pre-Planning)	M	200 Hours	4
TEL/N2101(Manage retailer relationship to achieve sales targets)	M		
TEL/N2102 (Educate retailer's counter sales person)	M		
TEL/N2103(Process compliance for product distribution)	M		

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: Qualification pack

## **SECTION 1**

### **ASSESSMENT**

**Name of assessment body:**

1. **Aspiring Minds**
2. **Mettl**
3. **Multi Skills Assessment Guild (MSAG)**
4. **Independent Qualitative Assessors Guild (IQAG)**
5. **Cocubes Technologies Pvt. Ltd**

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

Yes, assessing body is responsible for RPL assessment.

Mode of Assessment : Online

1. Theory: MCQ questions mapped with performance criteria of each NOS in a QP.
2. Viva : Scenario Based questions mapped with performance criteria of each NOS in a QP.
3. Practical: Practical test conducted wrt. Job role.

**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 Assessment Agency is affiliated through stringent measures and undergo QA process. The Assessors are certified before conducting any assessments. The Question Bank before being made online are scrutinized and validated for linkage with Performance Criteria and randomization during the assessment.

Mode of Assessment : Online

1. Theory: MCQ questions mapped with performance criteria of each NOS in a QP.
2. Viva : Scenario Based questions mapped with performance criteria of each NOS in a QP.
3. Practical: Practical test conducted wrt. Job role.

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 Trainee**

**Job Role** : Distributor Sales Representative  
**Qualification Pack** : TEL/Q2100  
**Sector Skill Council** : Telecom

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 40% in every NOS and 50% overall.
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

Assessable Outcomes	Assessment Criteria	Total Mark (400)	Out Of	Theory	Skills Practical
1. TEL/N2100 (Pre-Planning)	PC1. organize self by grooming and maintaining personal hygiene	<b>100</b>	10	0	10
	PC2. obtain daily sales objective from TSM/Area Manager		5	5	0
	PC3. design an action plan to achieve sales targets		10	0	10
	PC4. split monthly target into weekly and daily targets		15	15	0
	PC5. update self about latest schemes/offers and offers for the day		15	15	0
	PC6. analyse MTD sales against monthly target		10	10	0
	PC7. collect stock and merchandize from distributor point		10	10	0
	PC8. proceed as per the pre-defined Route and Beat Plan		25	10	15
			<b>Total</b>	<b>100</b>	<b>65</b>
2. TEL/N2101 (Manage retailers relationship to achieve sales targets)	PC1. probe to identify retailer's needs pertaining to handset	<b>100</b>	10	0	10
	PC2. accomplish daily, weekly & monthly sales targets		5	5	0
	PC3. map the potential territory to identify new business opportunities		5	5	0
	PC4. offer value proposition to retailers by applying FAB approach		10	5	5
	PC5. explain ROI potential to prospective retailers by highlighting high inventory turns and suggesting right product mix		10	5	5
	PC6. adhere to Route Plan and daily Beat Plan		5	5	0
	PC7. confirm stock availability and collect payment for replenished stock		10	10	0
	PC8. compute MTD sales and influence the retailer to buy more stock		10	5	5
	PC9. appropriately display merchandizing material in the outlet		5	0	5
	PC10. comply with line selling and promote range selling		10	10	0
	PC11. educate retailer about new promotions, special offers and schemes		15	5	10
	PC12. timely resolve retailer concerns		5	5	0
		<b>100</b>	<b>60</b>	<b>40</b>	
3. TEL/N2102 (Educate Retailer's Counter Sales Person)	PC1. educate counter sales person how to analyze needs of a customer	<b>100</b>	40	20	20
	PC2. train counter sales person how to offer appropriate products to suit customer's needs		40	20	20
	PC3. facilitate counter sales person to demonstrate physical and technical features and other key prepositions of a handset		20	10	10
			<b>100</b>	<b>50</b>	<b>50</b>

4. TEL/N2103 (Process compliance for product distribution)	PC1. create daily sales reports	100	20	10	10
	PC2. analyse and review daily sales reports with the supervisor		20	20	0
	PC3. create brand visibility through merchandizing		20	10	10
	PC4. follow range selling norms		20	20	0
	PC5. enrol new outlets to increase width and depth of distribution		20	20	0
			100	80	20

## SECTION 2

### EVIDENCE OF NEED

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

As per Industry requirement and recommendations, we TSSC have followed in order to prepare the qualification pack and got vetted by NSDC during the QRC. (Attached –Industry Engagement Certificate).

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

Skills Gap analysis Reports for industry demand and secondary research data, though these do not lend to accurate demand projection. Feedback from industry for demand though again sample size may not lend to accurate figures and depends on Industry quarterly requirements. (Attached Skill Gap Study Report)

**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?**

- Agencies have been appointed by the SSC to interact with training providers to gather feedback in implementation.
- Monitoring of results of assessments
- A formal review is scheduled in two year time

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

Give details of the document(s) here: NA

## SECTION 3

### SUMMARY EVIDENCE OF LEVEL

Level of qualification: NSQF level 4

Summary of Direct Evidence (from learning outcomes)

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.

**Level 4: Capable of working independently in his designated area. He must also learn new aspects of the job while executing the work assigned.**

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

Distribution Sales Representative - TEL/Q2100					
Process required	Professional Knowledge	Professional Skills	Core Skills	Responsibility	Level
<p>The jobholder handles the retailer's requirements on daily basis, deals with various range of products and adopts suitable strategies of selling products to different customers. The activities identified are familiar and routine activities. Furthermore, based on the requirements of the retailers and vendors, the job holder will identify and demonstrate suitable options based on clear choice according to the requirements specified.</p> <p>As per the process he/she will pre plan the line of action to achieve sales target. Manage the retailers and various outlets to achieve sales target.</p>	<p>Jobholder is expected to have knowledge of varied products in his current portfolio and also of the competitors. This knowledge entails features/specifications, sample Quality, price points, variants and product wise branding techniques for selling the product. Additionally he must have knowledge of the schemes which company might like to offer to the customer.</p> <p>Considering the in-depth professional and factual knowledge, which a distributor has for various products and its selling.</p>	<p>Based on the professional knowledge, the job holder have to identify new strategic methods to attract the retailers/end customers with the exciting offers. This demonstrates his/her ability to recall and practically demonstrate the selling of products. These skills also help increase productivity and achieve sales targets.</p> <p>Outreach to the retailers/end customer is also based on quality concepts/guidelines. For example, determining which product is more in demand and likely to be sold in the market need to be placed everywhere across the retail shops. It is done on the basis of market analytics using appropriate rules.</p> <p>On basis professional knowledge while</p>	<p>Jobholder is expected to be aware of target vs achievement. He should be able to perform. For example</p> <ul style="list-style-type: none"> <li>• Reconciling receivables and other invoices</li> <li>• Interpreting data sheets</li> <li>• Maintaining selling records</li> </ul> <p>All of this requires application of basic arithmetic principles.</p> <p>Distributor has to actively engage with retailer for selling specific products and guiding them to up-sell, cross-selling strategy wrt. the product. Hence they are expected to have good communication skills (written and oral) and clarity needs to be maintained.</p> <p>The distributor has to actively engage with the</p>	<p>The jobholder based on his own learning and experience, has revise strategies to sell maximum products to the retailers/outlets.</p> <p>He is responsible for own work and sales target. This is demonstrated through assessment criteria such as :</p> <ul style="list-style-type: none"> <li>• Plan and implement sales target obtain from the TSM.</li> <li>• Maintain availability of the products in each retail shop as required.</li> <li>• Promote in selling of products</li> <li>• Handling the retailers/end customer complaints.</li> </ul>	4

		<p>performing the task he/she have to learn how to manage the relationship between Distributor to retailers and Retailer to end customer.</p> <p>Manage/supervise retailers activities in terms of :</p> <p>Supply of stock</p> <p>Educate on new product launch by a company</p> <p>Handle sales promotional activities and promotional material</p> <p>Resolution of retailer complains if any</p>	<p>retailers and build rapport with the regular ones so as to achieve the daily/weekly/monthly target.</p> <p>Jobholder is expected to be presentable and able to adjust socially and professional environment of working with retailers.</p>		
Level :- 4	Level :- 4	Level :- 4	Level :- 4	Level :- 4	

Summary of other evidence (if used): NA

## **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 have been articulated.

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

Give details of the document(s) here: NA