

Revised Application Documentation: Version 5 /25 May, 2019

QUALIFICATION FILE – CONTACT DETAILS OF SUBMITTING BODY

Name and address of submitting body:

Electronics Sector Skills Council of India,

422, Okhla Industrial Estate, Phase – III, New Delhi - 110020

Name and contact details of individual dealing with the submission

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List of documents submitted in support of the Qualifications File

1. Qualification Pack for Area Sales Officer
2. Occupation Map
3. RFP for development of National Occupational Standards
4. Mapping of Manpower skills in IT Hardware and Electronics Industry – MAIT (2009)
http://www.essc-india.org/Essc/reports/MAIT0Report2008_15711.pdf
5. Approval of QP/ NOSs
 - a) Minutes of the meeting of GC
 - b) Composition of the Technical Committee
6. ESSCI IMaCSLMIS Report
7. List of Companies and industry associations which participated in the development of these qualifications packs
8. Assessment Procedure – Assessing bodies and Assessor

QUALIFICATION FILE SUMMARY

Qualification Title:	Area Sales Officer; ELE/Q7202		
Body/bodies which will assess candidates	Electronics Sector Skills Council of India		
Body/bodies which will award the certificate for the qualification.	Electronics Sector Skills Council of India		
Body which will accredit providers to offer the qualification.	Electronics Sector Skills Council of India		
Occupation(s) to which the qualification gives access	Area Sales Officer: Also called 'Business Development Executive' or 'Marketing Executive', the Sales Executive is responsible for marketing products and services of the organisation in the designated geography.		
Proposed level of the qualification in the NSQF.	5		
Anticipated volume of training/learning required to complete the qualification.	240		
Entry requirements / recommendations.	Graduate, B.E M.Tech		
Progression from the qualification.	National sales head, Regional Manager		
Planned arrangements for RPL.	Will be done at the place where required lab. Facility could be arranged.		
International Comparability.	Not established.		
Formal structure of the qualification			
Title of unit or other component (include any identification code used)	Mandatory/ Optional	Estimated size (learning hours)	Level
ELE/N7203 Assess market demand for products	Mandatory	90	5
ELE/N7204 Close sale and manage customer relations	Mandatory	100	5
ELE/N9962 Interact with coworkers	Mandatory	50	5

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:

Refer Page 1 for the list of attachments

SECTION 1

ASSESSMENT

Name of assessment body:

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

- **Aspiring Minds**
- **Mettl**
- **IQAG**

Will the assessment body be responsible for RPL assessment? Yes.

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

RPL will be based on the same Qualification Pack and Assessment Criteria mentioned in the QP. 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. Assessment design team carries on research for understanding job details, followed with competencies mapping for the module and for the performance criteria. The assessment papers are created by the Subject Matter Experts and moderated by Assessment Designers of Assessment Partners as per the assessment criteria, for theory and practical questions considering the lab facility available for the assessments. The Assessment Sets prepared by Assessment Partners are reviewed by ESSCI for consistency and match with the level of the QP.

The assessment partners are instructed to hire assessors with integrity, reliability and fairness and have them sign an agreement confirming confidentiality, no conflict of interest or any other position, which may compromise the quality of assessment. The assessors need to have adequate hands-on experience in the domain, preferably at a level above the position for which they conduct the assessment.

Assessors are trained on the assessment process, and the question set. At the time of the assessment, the assessors check the identity of the candidates with a photo identification card and attendance during the training. They also take snapshots photographs of the practical assessments, and get the attendance for the assessment signed off by the candidate.

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 listed in the entry on the structure of the qualification on page 1.

CRITERIA FOR ASSESSMENT OF TRAINEES

CRITERIA FOR ASSESSMENT OF TRAINEES



Job Role	Area Sales Officer
QP #	ELE/Q7202
Sector Skill Council	Electronics Sector Skills Council of India

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.

Element	Performance Criteria	Total Marks	Out Of	Marks Allocation	
				Theor y	Skills Pract ical
ELE/N7203 Assess market demand for products					
Understanding work requirement	PC1. receive instructions on work requirement from superior	100	3	1	2
	PC2. plan for the monthly, quarterly and yearly sales target		3	1	2
	PC3. decide on focus products for promotions		3	1	2
	PC4. take responsibility of marketing and sales of product and service coverage		3	1	2
	PC5. attend training to understand new versions of product or technology		3	1	2
	PC6. train junior sales executives		3	1	2
Study product's functions	PC7. study functions and features of industrial electronic products available in the market, e.g., UPS, inverter, energy meter, control panels and			3	1

	automation equipment, PLC			
	PC8. understand the service support offered by the organisation	3	1	2
	PC9. study specifications of products or services allocated for sale	3	1	2
	PC10. compare specifications and features competitive products	3	1	2
	PC11. anticipate technical and non-technical queries on different products	3	1	2
	PC12. study pricing, discount, warranty offerings of the products	3	2	1
Surveying market	PC13. collect and analyse demographics of the designated area and assess market potential for company's products	2	1	1
	PC14. identify potential customers and tenders floated	2	1	1
	PC15. understand the market share of different products in the region	2	1	1
	PC16. study key growth drivers of the products in the area by analysing past sales pattern	2	1	1
	PC17. identify the key user segment for products	2	1	1
	PC18. assess expectations from product by seeking inputs from prospective buyers	2	1	1
Coordinating with product development team	PC19. understand functions of new products developed or incremental changes made to existing product	2	1	1
	PC20. check conformance of the new feature or function developed with market requirement	2	1	1
	PC21. pass on market feedback to the product development team from time to time	2	1	1
	PC22. inform product development team to communicate any changes in competitors' products	2	1	1
Coordinating with channel partners	PC23. analyse market requirement based on data from channel sales partners	2	1	1
	PC24. run product promotion campaigns with channel partner	2	1	1
	PC25. provide training to new sales persons hired by the partner	2	1	1
	PC26. update them on new products and regulatory developments	2	1	1
	PC27. check stocking and selling logs of channel partner	2	1	1
	PC28. administer discounts and incentive scheme as per company's policy	2	1	1
Developing business	PC29. prepare a list of potential customers in the area and shortlist for marketing	2	1	1
	PC30. make telephone calls to prospective customers' representatives and seek appointment for a meeting	2	1	1

	PC31. reach customer premise on time and maintain punctuality for all meetings		2	1	1
	PC32. interact periodically with existing customers to understand any new requirement and initiate meeting		2	1	1
	PC33. maintain behavioural etiquette while interacting with the customer representative over telephone or in person		2	1	1
	PC34. conduct thorough research on products offered by the customer organisation		2	1	1
	PC35. identify if product offerings of the company would meet customer's requirement		2	1	1
	PC36. assess the customer specific requirement based on interactions		2	1	1
	PC37. decide on specification and technical features of the product to offer		2	1	1
	PC38. assess the client purchase criteria such as price, after sales service, custom		2	1	1
	PC39. summarise the customer's requirement for mutual understanding		2	1	1
Documenting customer-interaction details	PC40. record the customer and call details as per company policy		2		2
	PC41. document customer details in the company's ERP software for future tracking and reference		2		2
	PC42. minimise errors in capturing customer details		2		2
	PC43. rectify incorrect details in existing database to the extent allowed by company policy		2		2
	PC44. accurately record customer query for future references		2		2
	TOTAL		100	40	60
ELE/N7204 Close sale and manage customer relations					
Suggesting solutions	PC1. assess whether customer requirement can be met by company's offerings	100	4	2	2
	PC2. suggest possible product combinations, installation and services to meet customer expectation		4	2	2
	PC3. assist the customer in finalising the product		4	2	2
	PC4. educate customer about unique characteristics of the product to help make buying decision		4	2	2
	PC5. suggest a tailor made product to suit custom requirement		4	2	2
	PC6. suggest product options in the market if the product is not offered by own company		4	2	2
Closing the transaction	PC7. assist the customer in taking a buying decision		4	2	2
	PC8. take down transaction details of the purchase once the buying decision is made		3	1	2
	PC9. ensure that the sale transaction results in profit for the organisation		3	2	1

	PC10. understand the details such as number of products and other requirements from the client		3	2	1
	PC11. inform the customers about final price and mode of payment		3	1	2
			3	1	2
Assisting in cash collection	PC12. follow up with customer for payments due in credit period		3	1	2
	PC13. meet any additional requirement as per the agreement signed with customer in order to receive payments		3	1	2
	PC14. help cash collection team in minimising non performing accounts		3	1	2
			3	1	2
Assisting client with after sales service	PC15. provide documents such as invoice, warranty certificate to client		3	1	2
	PC16. inform customer about terms and conditions, warranty coverage		3	1	2
	PC17. inform client about unpacking instructions, labels		3	1	2
	PC18. confirm expected date of delivery, transportation mode, address		3	1	2
	PC19. understand any on-site installation requirement and coordinate with support team		3	1	2
	PC20. arrange for service technician for institutional sales		3	1	2
	PC21. coordinate with after sales support team and ensure proper service delivery		3	1	2
Maintaining relationship with clients	PC22. interact periodically with existing clients and understand requirements		3	1	2
	PC23. seek new business opportunities with existing customers		3	1	2
	PC24. get new reference for sales from existing customers		3	1	2
	PC25. gauge customer on satisfaction		3	1	2
Achieving productivity	PC26. achieve 100% target set for number of calls or visits to attend		3	1	2
	PC27. achieve the target set on number of calls to be closed		3	1	2
	PC28. achieve the monthly, quarterly and yearly sales target		3	1	2
	PC29. satisfy the customer with the service and maintain continuous relationship		3	1	2
		TOTAL	100	40	60
ELE/N9962 Interact with co-workers					
Interacting with supervisor	PC1. understand work requirements, targets and incentives	100	6	3	3
	PC2. learn about new product models, their features and functions		6	3	3
	PC3. report problems identified in the field		6	3	3

	PC4. escalate customer concerns that cannot be handled on field		6	3	3
	PC5. resolve personnel issues		6	3	3
	PC6. receive feedback on work standards and customer satisfaction		6	3	3
	PC7. communicate any potential hazards at a particular location		6	2	4
	PC8. meet given targets		6	2	4
	PC9. deliver work of expected quality despite constraints		6	2	4
	PC10. have feedback from a happy and satisfied customer		6	2	4
Interacting with colleagues	PC11. resolve inter-personnel conflicts and achieve smooth workflow		6	2	4
	PC12. receive spares from tool room or stores		6	2	4
	PC13. deposit faulty modules and tools to stores		6	2	4
	PC14. pass on customer complaints to colleagues in a respective geographical area		6	2	4
	PC15. assist colleagues with resolving field problems		6	2	4
	PC16. share knowledge and experience gained through every day work		5	2	3
	PC17. clearly demarcate roles of each team member		5	2	3
		TOTAL	100	40	60

SECTION 2

EVIDENCE OF NEED

What evidence is there that the qualification is needed?

Feedback from the industry was collected with respect to the past and projected industry growth, projected employee growth during next 5 years (Refer to Pages 14 to 27 of the LMIS report), skill gaps identified in entry level qualified workforce for the sub-sector (Refer to Page 31 of the LMIS report), and current employment number for the qualification (Refer to Occupation Map). This enabled prioritization of the development of the qualification packs.

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

Estimated uptake of the qualification is obtained from the current employment (refer to the Occupation Map) times the projected employee growth for the sub-sector (Refer to Pages 21 to 27 of LMIS report). This is the basis for planning training with the industry and training providers.

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

NSDCQRC team checks and confirms this.

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?

Technical Committee's inputs are sought from time-to-time as needed to check the relevance of QP/ NOSs, and the revision exercise is undertaken, as needed.

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

Give details of the document(s) here:

Refer Page 1 for the list of attachments

SECTION 3

SUMMARY EVIDENCE OF LEVEL

Level of qualification: 5

Summary of Direct Evidence (from learning outcomes):

Qualification Title and Classification Code: Area Sales Officer; ELE/Q7202					
Process Required	Professional Knowledge	Professional Skills	Core Skills	Responsibility	Level
The job holder must be able to study functions and features of industrial electronic products available in the market, e.g., UPS, inverter, energy meter, control panels and automation equipment, PLC, compare specifications and features competitive products, study pricing, discount, warranty offerings of the products, collect and analyse demographics of the designated area and assess market potential for company's products, identify potential customers and tenders floated, understand the market share of different products	The job holder needs to know and understand industrial electronic products, their applications, features and specifications , basic electrical or electronics involved in the functioning of the product , through product knowledge , different types of sale, after sale support and promotions model of the company , reference sheets, manuals and documents to be used at work , internal process system of the company and their significance , computer operation and analyse data in Microsoft Excel tool , Due the requirement of	The job holder needs to know and understand how to:develop a rapport with customers, listen carefully and interpret customer requirement, suggest product solution to the customer, operate computer and internet, use and understand Microsoft package, operate company's internal process software such as ERP for recording and documenting the customer call Since job holder is required to demonstrate a range of cognitive and practical skills required to accomplish tasks and solve	The job holder needs to know and understand how to:read customer information from the database, read and understand text manuals related to industrial electronic products and their specification, to record the customer details in the query log Considering these outcomes, the job role is pegged at level 5.	The job holder must be able to Understand the work requirement, Study products and functions, Carry out market survey, Coordinate with product development team, Coordinate with channel partners, Develop clientele and understand the client requirement, Record client details and document outcomes, Achieve productivity targets set, The job holder is Responsible for own work and learning and has some responsibility for others' works and learning,	5

<p>in the region, Considering requirement of well developed skill, with clear choice of procedures in familiar context this is pegged at level 5</p>	<p>Knowledge of facts, principles, processes and general concepts, this is pegged at level 5</p>	<p>problems by selecting and applying basic methods, tools, materials and information, this is pegged at level 5</p>		<p>hence pegged at level 5.</p>	
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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?

Vertical mobility options are available in the Occupation map.

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

Give details of the document(s) here:

Refer Page 1 for the list of attachments