

NSQC QUALIFICATION FILE

Approved in 19th NSQC Meeting, 5th February 2018

CONTACT DETAILS OF THE BODY SUBMITTING THE QUALIFICATION FILE

Name and address of submitting body:

Retailers Association's Skill Council of India
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List of documents submitted in support of the Qualifications File

1. Qualifications Pack
2. Industry Validations letters
3. Industry Endorsement tracker
4. Integrated Occupational Map
5. Summary Sheet
6. Sector Profiling

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SUMMARY

Qualification Title	Individual Sales Professional
Qualification Code	RAS/Q 0201
Nature and purpose of the qualification	Nature of the qualification - a Qualification Pack (QP) The main purpose of the qualification - to get unemployed people into work - to upgrade the skills of people already in work - to transition the informal sector to the formal sector - to create a balance between job generators and job seekers
Body/bodies which will award the qualification	Retailers Association's Skill Council of India (RASCI)
Body which will accredit providers to offer courses leading to the qualification	Retailers Association's Skill Council of India (RASCI)
Body/bodies which will carry out assessment of learners	RASCI affiliated assessing agencies having NSQF certified assessors
Occupation(s) to which the qualification gives access	Consumer Sales (Sales of products and services)
Licensing requirements	N/A
Level of the qualification in the NSQF	Level 4
Anticipated volume of training/learning required to complete the qualification	280 hours
Entry requirements and/or recommendations	5 th Standard Pass or 1 year experience
Progression from the qualification	Business Builder/Retailer
Planned arrangements for the Recognition of Prior learning (RPL)	The RPL process will be aligned to RPL guidelines comprising of below steps: 1. Mobilization process to be undertaken by Agency identified by SSC as per scheme guidelines 2. Counselling & Pre-screening of candidates to be conducted as per SSC defined pre-screening criteria 3. Orientation of enrolled candidates by certified Trainers as per scheme guidelines

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	4. Final Assessment to be conducted by certified assessors of SSC affiliated Assessment Agency			
	5. Certification to be done as per scheme Guidelines by SSC			
International comparability where known	N/A			
Date of planned review of the qualification.	1st August 2019			
Formal structure of the qualification				
Title and identification code of component.	Mandatory/ Optional	Estimated size (learning hours)	Level	
1. RAS / N0201 Get licenses, follow legal policies and procedures to start/run business	M	42	4	
2. RAS / N0202 Perform basic accounting practices	M	42	4	
3. RAS / N0203 Continuously update self on new products/services offered by business	M	42	4	
4. RAS / N0204 Conduct daily business operations	M	42	4	
5. RAS / N0205 Build relationship with vendors/dealers to ensure smooth business operations and increase sales	M	42	4	
6. RAS / N0206 Meet health and safety requirements at place of work	M	20	4	
7. RAS / N0207 Manage customer needs effectively through need identification and strong customer relationship	M	30	4	
8. RAS / N0208 Demonstrate/show creativity, newness/Innovation and enthusiasm to grow business	M	20	4	

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

Give the titles and other relevant details of the document(s) here. Include page references showing where to find the relevant information.

Qualification Pack of Individual Sales Professional - Annexure 2

SECTION 1
ASSESSMENT

Body/Bodies which will carry out assessment:

RASCI affiliated assessing agencies having NSQF certified assessors

How will RPL assessment be managed and who will carry it out?

The assessment will be carried out in line with the Assessment criteria defined by SSC and would be conducted by NSQF certified assessor of Assessment Agency empanelled with SSC.

RPL assessments would either be conducted at worksite / RPL Camps / accredited Training Centres as per RPL Guidelines. The Assessment would have theory as well as practical components to assess the knowledge and existing skills / competence of candidates in an non – intrusive environment with comprehensive auditable trails.

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

Assessment will be done by SSC-affiliated assessment agencies. The assessors will be trained & certified by SSC through Training of Assessors program. The emphasis will be on practical demonstration of skills and knowledge based on the performance criteria. The assessment papers are developed by Subject Matter Experts (SME) within the SSC with regular enhancement on need basis, as per the performance and assessment criteria mentioned in the Qualification Pack. The assessment 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 SSC official for consistency.

The assessment will be done based on the assessment plan which contains the following information:

- What will be assessed: the competency based on each NOS; Theory and Practical components of the QP-NOS
- How assessment will be done: methods of assessment such as online/offline through:
 - Written Test (Web proctoring/Paper pencil/Tab based): Written test will be Multiple Choice Questions (MCQ) based.
In case of availability of internet connectivity, the test will be hosted on web (online).
In case of absence of internet connectivity the test will be administered in offline mode or via paper-pencil
 - Viva voce: This will be an oral based examination where the learner will be required to answer to situational questions
 - Practical: This test will be administered in a simulated retail environment viz. Retail Lab. The learner will be required to perform appropriate working steps, using necessary tools and equipment.
- When the assessment will be done: as per dates indicated by respective partner

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- Where the assessment will be done: at Training centres of the Training Partners or designated testing centres

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 candidates 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 his/her 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 the titles and other relevant details of the document(s) here. Include page references showing where to find the relevant information.

ASSESSMENT EVIDENCE

Complete a grid for each component as listed in “Formal structure of the qualification” in the Summary.

NOTE: this grid can be replaced by any part of the qualification documentation which shows the same information – i.e. Learning Outcomes to be assessed, assessment criteria and the means of assessment.

Title of Component: Individual Sales Professional

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role Individual Sales Professional

Qualification Pack RAS/Q0201

Sector Skill Council Retailers Association’s Skill 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

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Assessment outcomes	Assessment Criteria for outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
1. RAS/N0201 (Get licenses, follow legal policies and procedures to start/run business)	PC1. gain knowledge of and identify local corporations/authorities that have a bearing on the particular business process	100	10	3	7
	PC2. build and maintain relationships with the key persons to ensure smooth functioning of business		5	1.5	3.5
	PC3. get permissions and compliances as per legal requirements		10	3	7
	PC4. complete business registration and other legal formalities		10	3	7
	PC5. examine legal options for the most suitable type of business structure		5	1.5	3.5
	PC6. seek legal and accounting expertise as required to inform final decision regarding business structure		5	1.5	3.5
	PC7. gain knowledge of policies and procedures that have a bearing on the particular business		5	1.5	3.5
	PC8. update self with knowledge and understanding of the relevant rules and legislative policies		5	1.5	3.5

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	PC9. conform to the relevant rules and policies for smooth functioning of business		5	1.5	3.5
	PC10. update self with knowledge to minimise losses and maximise gains		5	1.5	3.5
	PC11. secure information on purchase rights to products and services and ensure full understanding of their implications		5	1.5	3.5
	PC12. establish cost of procurement rights to products and services (if applicable)		10	3	7
	PC13. determine brand ownership and protection rights		10	3	7
	PC14. gain in-depth knowledge of processes related to handling of goods, equipment and hazardous material involved in the business		5	1.5	3.5
	PC15. understand hazards and risks involved in the above processes		5	1.5	3.5
		Total	100	30	70
2. RAS/N0202 (Perform basic accounting practices)	PC1. assess and identify sourcing of funding and what is needed to secure that funding	100	10	3	7
	PC2. plan, monitor and record the cash flow		10	3	7

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	PC3. open and manage a bank account		10	3	7
	PC4. control costs through assessment and interpretation of information on costs and resource allocation		10	3	7 488
	PC5. prepare budget to help better planning and management of finances		10	3	7
	PC6. control budget through monitoring of various financial elements such as income vis-a-vis expenditure, profit vis-a-vis loss etc. and correct deviations		10	3	7
	PC7. understand elements of basic financial accounting		5	1.5	3.5
	PC8. conduct basic accounting tasks		10	3	7
	PC9. create and maintain reports		5	1.5	3.5
	PC10. analyse sources of profits and causes of losses as reflected in the reports		10	3	7
	PC11. update self with knowledge of possible fraudulent activities related to monetary transactions		5	1.5	3.5
	PC12. implement security procedures and checks to prevent monetary losses due to fraudulent activities		5	1.5	3.5
		Total	100	30	70

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3. RAS/N0203 (Continuously update self on new products/services offered by business)	PC1. have thorough knowledge of products/services involved in the business		15	4.5	10.5
	PC2. have awareness of market trend with respect to sales patterns		15	4.5	10.5
	PC3. have knowledge of related products/services and possible opportunities with respect to up- selling, cross-selling, expansion of business etc.		10	3	7
	PC4. source and process product and service data relevant to business		10	3	7
	PC5. maintain accurate and current details of products and services in product database		10	3	7
	PC6. conduct study of products/services offered by competition		10	3	7
	PC7. operate equipment involved	100	15	4.5	10.5
	PC8. have knowledge of precautions and maintenance required		5	1.5	3.5
	PC9. update self on new technology that can improve efficiencies and reduce risks play a key role in existing key customer engagement		10	3	7
		Total	100	30	70

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4. RAS/N0204 (Conduct daily business operations)	PC1. identify target audience profile/market	100	5	1.5	3.5
	PC2. continuously observe and identify buying patterns to define assortments and modify them as per trends observed		10	3	7
	PC3. identify customers easy to access in order to target selling to them		5	1.5	3.5
	PC4. have awareness of products being offered by competitors/other players in the locality		5	1.5	3.5
	PC5. select right medium of promotions		5	1.5	3.5
	PC6. organize resources depending upon the marketing medium		5	1.5	3.5
	PC7. plan budget requirements for the promotional programs		5	1.5	3.5
	PC8. track and monitor effectiveness of the promotional programs		5	1.5	3.5
	PC9. assess inventory/production/procuring capacity as per costs involved		5	1.5	3.5
	PC10. assess operational costs		5	1.5	3.5
	PC11. calculate projected break-even point		5	1.5	3.5

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	PC12. take steps to prevent inventory losses		5	1.5	3.5
	PC13. calculate profits and margins		5	1.5	3.5
	PC14. define targets to achieve business gains		5	1.5	3.5
	PC15. ensure required Inventory is on hand		5	1.5	3.5
	PC16. match logistics of delivery to inventory supply requirements		5	1.5	3.5
	PC17. monitor stock levels and maintain them at required levels		5	1.5	3.5
	PC18. coordinate stock take or cyclical count		5	1.5	3.5
	PC19. plan for contingencies		5	1.5	3.5
		Total	100	30	70
5. RAS/N0205 (Build relationship with vendors/dealers to ensure smooth business operations and increase sales)	PC1. communicate clearly in the required local language	100	12	3.6	8.4
	PC2. articulate clearly and coherently		7	2.1	4.9
	PC3. respond appropriately		7	2.1	4.9
	PC4. identify where to get help and information from		12	3.6	8.4
	PC5. understand what is required from specific vendors		12	3.6	8.4

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	PC6. express need clearly and get into workable relationship with vendor/s		7	2.1	4.9
	PC7. negotiate with vendors for better deal		12	3.6	8.4
	PC8. ensure proper contracting with vendors		12	3.6	8.4
	PC9. ensure minimization of possible risks and losses in vendor relationships		12	3.6	8.4
	PC10. share and gather best practices and maintain cordial relationships		7	2.1	4.9
		Total	100	30	70
6. RAS/N0206 (Meet health and safety requirements at place of work)	PC1. wash hands with clean water and soap in order to keep them clean at all times		5	1.5	3.5
	PC2. wear clean and washed clothes every day		3	1	2
	PC3. be presentable and well groomed to service customers of all types		5	1.5	3.5
	PC4. use separate and clean handkerchief/cloth for wiping off perspiration or dust	100	3	1	2
	PC5. keep the cleaning aids dry and clean		3	1	2
	PC6. avoid sneezing or coughing around the area of work		3	1	2
	PC7. sweep the surrounding area to create a tidy atmosphere		5	1.5	3.5

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	PC8. drain out or dry off any accumulation of stale water in the form of small pools, etc., which can be breeding ground for mosquitoes		3	1	2
	PC9. use government approved disposal stations or appropriately large waste bins to store and dispose-off collected waste		5	1.5	3.5
	PC10. advise customers to throw waste at designated bins or waste areas		3	1	2
	PC11. actively prevent development of clean areas into unauthorised waste dump yards over time, in coordination with co-vendors		3	1	2
	PC12. have knowledge of ways and means to handle emergency situations like fire, robbery, riots etc.		5	1.5	3.5
	PC13. gain knowledge of ways and means to mitigate risks to people and property during emergencies		3	1	2
	PC14. avoid locating the vending cart near heaps of dumped industrial or food waste with pests around		3	1	2
	PC15. ensure that all waste is collected and disposed-off safely at the end of the day at the nearest waste disposal station		5	1.5	3.5

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	PC16. ensure that waste water is drained-off in closed drains or in a designated way	3	1	2
	PC17. if necessary, educate others on the street, by example, not to litter and dump waste in an unauthorized manner area	3	1	2
	PC18. assess the various work hazards	5	1.5	3.5
	PC19. take necessary steps to eliminate or minimize hazards	5	1.5	3.5
	PC20. analyse the causes of accidents at the workplace and identify measures to prevent such accidents from taking place	5	1.5	3.5
	PC21. take preventive measures to avoid risk of burns and other injury	3	1	2
	PC22. check and review the storage areas frequently	3	1	2
	PC23. stack items in an organized way and use safe lifting techniques to reduce risk of injuries from handling procedures at the storage areas	5	1.5	3.5
	PC24. use health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies	3	1	2
	PC25. ensure to display safety signs at places where necessary for people to be	3	1	2

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	cautious				
	PC26. adhere to safety standards and ensure no material damage		5	1.5	3.5
		Total	100	30	70
7. RAS/N0207 (Manage customer needs effectively through need identification and strong customer relationships)	PC1. identify target customers	100	10	3	7
	PC2. understand and assess target customer need and desire		10	3	7
	PC3. update self to identify possible options to satisfy customer need		5	3	7
	PC4. present options in an attractive manner that are mutually beneficial in nature		10	3	7
	PC5. establish rapport with customers and express genuine interest to clarify customer requirements and enhance outcomes		10	3	7
	PC6. maximise sales opportunities by use of add-on and complementary sales techniques		5	1.5	3.5
	PC7. provide customer with detailed information about the product/service		10	3	7

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	PC8. build relationships with customers to generate referrals		5	1.5	3.5
	PC9. take feedback to improvise to increase business returns and reach		5	1.5	3.5
	PC10. manage on time delivery service fulfilment		10	3	7
	PC11. implement customer loyalty programs like vouchers , promotions		5	1.5	3.5
	PC12. plan and implement Sales presentations		5	1.5	3.5
	PC13. acknowledge customer complaints and problems and reassuringly support difficult customers to produce positive outcome		10	3	7
		Total	100	30	70
8. RAS/N0208 (Demonstrate/show creativity, newness/ innovation and enthusiasm to grow business)	PC1. explore opportunities and creating solutions to face uncertainties		14	4.2	9.8
	PC2. expand business in other fields/line of business as desired	100	20	6	14
	PC3. innovate and improvise to pick up performance		14	4.2	9.8
	PC4. participate in discussions/workshops and engage with other successful vendors		16	4.8	11.2

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	PC5. aim for self-development through available media		20	6	14
	PC6. gain certifications in related line of business		16	4.8	11.2
		Total	100	30	70

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SECTION 2

EVIDENCE OF LEVEL

Awarding bodies will enter a proposed NSQF level for the qualification in the Qualification File Summary. This section asks for the evidence on which that proposal is based. The evidence must refer to the level descriptors of the NSQF.

NSDA recommends an approach to working out the level of qualifications which starts with the level descriptor domains (Process, Professional knowledge, Professional skill, Core skill and Responsibility: see annex A). Two variants for providing the evidence of level are offered here: Option A and Option B in the following pages. Awarding bodies should choose the option which best suits the qualification.

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OPTION A

Title/Name of qualification/component: Individual Sales Professional			Level: 4
NSQF Domain	Key requirements of the job role	How the job role relates to the NSQF level descriptors	NSQF Level
Process	Individual Sales Professional is responsible for managing his/her own business and works for self. He/she will earn income by conducting daily business operations with an aim to make profits.	<p>The job holder is responsible for setting up and managing business and works for self to earn income instead of working for an employer. Since this role is that of an individual contributor, it qualifies as a Level 4 role.</p> <p>For example, this individual is responsible for getting licences to start/run business, perform basic accounting practices and conduct daily business operations.</p> <p>The above job requires the job holder to work in familiar environment with routine situations of clear choice. This role qualifies for a Level 4 role.</p>	4
Professional knowledge	The individual on the job needs to know and understand: Legal policies, procedures for starting/running the business, basics of accounting, products and services offered by business and competition, inventory and sales management, importance of vendor and customer relationships, health and safety requirements at place of work	<p>The job holder is expected to have factual knowledge in his/her field of work, it qualifies for a Level 4 role.</p> <p>For example, the job holder is expected to have knowledge of products and services being offered by him/her, basic accounting practices, legal policies and procedures to start a business, operate relevant equipment, inventory management and sales</p>	4

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Title/Name of qualification/component: Individual Sales Professional		Level: 4	
NSQF Domain	Key requirements of the job role	How the job role relates to the NSQF level descriptors	NSQF Level
		Since all the above mentioned require factual knowledge in the field of work, the role qualifies for Level 4.	
Professional skill	<p>The job holder is required to have professional skills required for performing the job which include:</p> <p>The individual is responsible for decision making, planning and organizing, problem solving, customer centricity, analytical thinking, critical thinking</p>	<p>The job holder is required to demonstrate practical skills which are routine and repetitive in nature. Hence, this role qualifies for Level 4</p> <p>For example, this individual is responsible for making decisions related to finance and accounts, plan for and organize source of finance, complete accounts documentation, collate simple data, reports.</p>	4
Core skill	<p>The job holder is required to have core skills for performing the job which includes: writing skills, reading skills, and oral and communication skills (listening and speaking skills).</p> <p>For example, the job holder is expected to know and understand how to complete legal and accounting documentation, collate simple data, read and interpret data sheets, apply basic communication skills to interact with stakeholders</p>	<p>The job holder is expected to demonstrate language skills with ability to communicate written or oral, with required clarity.</p> <p>For example, the individual is expected to use gestures or simple words to communicate with vendors, customers and other stakeholders, use questioning to minimize misunderstandings, display courteous behaviour, maintain basic accounting documentation, read and interpret data.</p> <p>All these activities are mostly requires basic</p>	4

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Title/Name of qualification/component: Individual Sales Professional		Level: 4	
NSQF Domain	Key requirements of the job role	How the job role relates to the NSQF level descriptors	NSQF Level
Responsibility	The individual is responsible for his/her own work and learning. He/she does not have a team to work along. He/she works for him/herself.	ability to communicate, read and write hence qualifying the role for Level 4. Individuals in this position work for him/herself to earn income instead of working for an employer that pays a salary/wage. He/she runs a business of his/her and earns income by conducting daily business operations with an aim to make profits. Hence, the role qualifies for Level 4	4

India-EU Skills Development project: Qualification File

SECTION 3 **EVIDENCE OF NEED**

What evidence is there that the qualification is needed?

The Indian retail has an estimated size of USD 1.3 trillion by 2020. The retail sector growing at a CAGR of 15% over the past five years. At the projected growth the retail industry would worth INR 55 trillion (USD 948 billion) in 2018-19. Out of the total retail business 92 per cent penetration is from the unorganized sector. Unorganized retail is characterized by presence of small retail business start-ups, direct selling, street vending, kirana/mom-and-pop stores.

The Qualification is expected to skill individuals who aspire to venture into retail business

Evidence of the qualification is also supported by validations.

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

Total retail employment in India from organized and unorganized is 3.3% of Indian labour work force out of which mostly related to the unorganised retail sector. With the projected growth of overall retail by 12% p.a. and unorganized retail by 10% p.a. Furthermore, direct selling market in India was at 33 billion and is expected to touch 645 billion by 2025. Employment is expected to rise from 1.8 million in FY09 to 18 million in FY2025 creating opportunities for skilling on this qualification.

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

The qualification discussed above is checked for any duplication across sectors. Given the qualification is niche to retail sector, there is no duplication or pre-existing similar qualifications.

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?

The comments, feedback and suggestions were collected through interaction with industry as the Industry would have first-hand information about the deliverables and competencies required for the job role. In a similar manner, the same will be compiled and justifiable changes will be incorporated in the next/updated version of the QP. This QP is set to be reviewed on 1st August 2019.

Please attach any documents giving further information about any of the topics above. Give the titles and other relevant details of the document(s) here. Include page references showing where to find the relevant information.

SECTION 4

EVIDENCE OF 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?

1. Discussing the growth trajectory within each occupation after studying organisational charts of various industry players across small, medium and large scale organizations.
2. Exploring various lateral career opportunities for the discussed qualification
3. Ensuring that there is a clear role up in terms of performance criteria, qualification, experience and skill requirement from lower NSQF Level to higher levels in the hierarchy.

Please refer to attached career path as per annexure 1 which clearly defines the career path.

Please attach any documents giving further information about any of the topics above. Give the titles and other relevant details of the document(s) here. Include page references showing where to find the relevant information.

1. Career Map of Individual Sales Professional - Annexure 1
2. QP RAS/Q0201- Annexure 2

Annexure 1: Career Map



Annexure 2: QP RAS/Q0201