

## Qualification Pack



# Distributor Sales Representative

QP Code: TEL/Q2100

Version: 5.0

NSQF Level: 3

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## Qualification Pack

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## Qualification Pack

### TEL/Q2100: Distributor Sales Representative

#### Brief Job Description

The individual in this role is responsible for achieving sales targets by selling mobile phones and related accessories, expanding distribution networks, and ensuring retailer satisfaction. The role involves analyzing market trends, addressing retailer queries, managing cash transactions, and traveling extensively as per organizational requirements.

#### Personal Attributes

The individual should be persuasive with food communication, selling, and negotiation skills. The person should have strong time management, teamwork abilities, a positive attitude, and openness to travel.

#### Applicable National Occupational Standards (NOS)

##### Compulsory NOS:

1. [TEL/N2112: Guide Retailers to Achieve Sales Targets](#)
2. [TEL/N2113: Conduct pre-planning for product distribution](#)
3. [DGT/VSQ/N0101: Employability Skills \(30 Hours\)](#)

#### Qualification Pack (QP) Parameters

<b>Sector</b>	Telecom
<b>Sub-Sector</b>	Handset
<b>Occupation</b>	Sales and Distribution - Handset Segment
<b>Country</b>	India
<b>NSQF Level</b>	3
<b>Credits</b>	14
<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO-2015/5243.0401

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<b>Minimum Educational Qualification &amp; Experience</b>	10th grade pass OR 8th grade pass with 3 Years of experience in sales and distribution OR Previous relevant Qualification of NSQF Level 2.5 with 1.5 years of experience in sales and distribution
<b>Minimum Level of Education for Training in School</b>	
<b>Pre-Requisite License or Training</b>	NA
<b>Minimum Job Entry Age</b>	15 Years
<b>Last Reviewed On</b>	NA
<b>Next Review Date</b>	30/04/2028
<b>NSQC Approval Date</b>	08/05/2025
<b>Version</b>	5.0
<b>Reference code on NQR</b>	QG-03-TL-04069-2025-V2-TSSC
<b>NQR Version</b>	2

## Qualification Pack

### TEL/N2112: Guide Retailers to Achieve Sales Targets

#### Description

This unit focuses on coaching retailers to achieve sales targets by identifying their needs, influencing decisions, negotiating effectively, and educating retail staff to improve product knowledge and customer engagement.

#### Scope

The scope covers the following :

- Plan tasks to achieve sales targets
- Close sales
- Improve personal skills

#### Elements and Performance Criteria

##### *Plan tasks to achieve sales targets*

To be competent, the user/individual on the job must be able to:

- PC1.** identify retailer needs and requirements, including product preferences, sales trends, and stock levels, using CRM tools and direct interaction
- PC2.** create daily, weekly, and monthly sales plans to achieve predefined targets by using market data and CRM insights
- PC3.** follow pre-defined route plans and daily beat plans using automated tools for route optimization to save time and increase coverage
- PC4.** identify new business opportunities in potential territories and expand the retailer network through structured outreach strategies
- PC5.** use CRM to streamline sales planning, automate task scheduling, and track progress against targets
- PC6.** use basic demand forecasting techniques to anticipate retailer needs and plan stock replenishment effectively

##### *Close sales*

To be competent, the user/individual on the job must be able to:

- PC7.** provide retailers with information on the company's product range, promotions, special offers, and schemes using the feature-advantage-benefit (FAB) approach
- PC8.** explain the return on investment (ROI) to retailers with minimal investment, high inventory turnover, and the benefits of cross-selling/up-selling
- PC9.** check stock availability with retailers and replenish using data-driven recommendations from CRM tools
- PC10.** collect payment for stock replenishment through efficient and secure transaction methods
- PC11.** compute Month-to-Date (MTD) sales performance to influence and guide retailers to increase their purchase volume
- PC12.** ensure appropriate brand visibility by displaying merchandising material at retailer outlets
- PC13.** leverage storytelling techniques to strengthen sales pitches and build retailer relationships

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**PC14.** assist retailers in using digital and social media platforms for social selling to enhance customer engagement

### *Improve personal skills*

To be competent, the user/individual on the job must be able to:

**PC15.** improve personal skills in sales, customer service, and teamwork by participating in relevant training sessions

**PC16.** use storytelling techniques to explain product features and benefits during interactions with retailers and improve sales pitch

**PC17.** use automated product training tools to enhance learning flexibility, improve product knowledge, and increase sales turnover

**PC18.** use eye contact, and appropriate body language and facial expressions to make communication clear and professional

**PC19.** use basic social media tools to connect with retailers and share product information

**PC20.** follow basic negotiation techniques to handle retailer concerns and finalize orders smoothly

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

**KU1.** the probing techniques to identify retailer needs and analyze customer requirements for customized solutions

**KU2.** the importance of CRM systems in automating sales planning, task scheduling, and generating actionable insights

**KU3.** the organisational policies for complying with route and beat plans, ensuring efficient sales coverage and task scheduling through CRM systems

**KU4.** the range of relevant products and services, including key features, technical and non-technical specifications of mobile phones and accessories

**KU5.** common market trends, competitor activities, and their impact on sales strategies

**KU6.** the benefits of the feature-advantage-benefit (FAB) approach for presenting product value

**KU7.** the principles of storytelling for engaging retailers and improving sales outcomes

**KU8.** the methods for calculating retailer return on investment (ROI), managing retailer stock effectively

**KU9.** common retailer complaints, their typical resolutions

**KU10.** the role of effective negotiation strategies to achieve mutually beneficial outcomes

**KU11.** the methods of creating effective brand visibility through merchandising tools

**KU12.** the best practices for leveraging social media tools for retail promotions and social selling

**KU13.** the methods of selling, such as line selling and range selling, as per organisational norms and standards

**KU14.** the features and advantages of app-based and automated training platforms for educating retailers and sales staff

**KU15.** the importance of continuous learning for improving sales performance

**KU16.** the role of automation in streamlining tasks, generating reports, managing time efficiently, and boosting customer interactions

## Qualification Pack

- KU17.** the features and benefits of automated training tools, including their flexibility, ease of use, and impact on sales performance
- KU18.** the basics of commercial accounting and the payment collection and claim settlement process, including strategies for ensuring timely and accurate transactions
- KU19.** the role of non-verbal communication, such as body language, in enhancing retailer engagement and customer interactions

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** communicate effectively through clear verbal, written, and storytelling techniques
- GS2.** plan and organize tasks using CRM tools and market insights to meet sales goals
- GS3.** identify priorities and strategies based on data-driven insights and forecasting
- GS4.** resolve retailer issues promptly with practical, customer-focused solutions
- GS5.** negotiate effectively to address concerns and finalize mutually beneficial sales
- GS6.** adapt to new tools and continuously improve skills through training and feedback
- GS7.** analyze sales performance and market trends to refine strategies and improve outcomes
- GS8.** use CRM systems and digital tools to streamline operations and enhance engagement
- GS9.** demonstrate professional non-verbal communication to build trust and rapport

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Plan tasks to achieve sales targets</i>	<b>10</b>	<b>15</b>	-	<b>6</b>
<b>PC1.</b> identify retailer needs and requirements, including product preferences, sales trends, and stock levels, using CRM tools and direct interaction	2	3	-	1
<b>PC2.</b> create daily, weekly, and monthly sales plans to achieve predefined targets by using market data and CRM insights	2	3	-	1
<b>PC3.</b> follow pre-defined route plans and daily beat plans using automated tools for route optimization to save time and increase coverage	1	2	-	1
<b>PC4.</b> identify new business opportunities in potential territories and expand the retailer network through structured outreach strategies	2	3	-	1
<b>PC5.</b> use CRM to streamline sales planning, automate task scheduling, and track progress against targets	2	2	-	1
<b>PC6.</b> use basic demand forecasting techniques to anticipate retailer needs and plan stock replenishment effectively	1	2	-	1
<i>Close sales</i>	<b>12</b>	<b>20</b>	-	<b>8</b>
<b>PC7.</b> provide retailers with information on the company's product range, promotions, special offers, and schemes using the feature-advantage-benefit (FAB) approach	2	3	-	1
<b>PC8.</b> explain the return on investment (ROI) to retailers with minimal investment, high inventory turnover, and the benefits of cross-selling/up-selling	2	3	-	1
<b>PC9.</b> check stock availability with retailers and replenish using data-driven recommendations from CRM tools	2	3	-	1
<b>PC10.</b> collect payment for stock replenishment through efficient and secure transaction methods	1	2	-	1

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC11.</b> compute Month-to-Date (MTD) sales performance to influence and guide retailers to increase their purchase volume	2	3	-	1
<b>PC12.</b> ensure appropriate brand visibility by displaying merchandising material at retailer outlets	1	2	-	1
<b>PC13.</b> leverage storytelling techniques to strengthen sales pitches and build retailer relationships	1	2	-	1
<b>PC14.</b> assist retailers in using digital and social media platforms for social selling to enhance customer engagement	1	2	-	1
<i>Improve personal skills</i>	<b>8</b>	<b>15</b>	-	<b>6</b>
<b>PC15.</b> improve personal skills in sales, customer service, and teamwork by participating in relevant training sessions	2	3	-	1
<b>PC16.</b> use storytelling techniques to explain product features and benefits during interactions with retailers and improve sales pitch	2	3	-	1
<b>PC17.</b> use automated product training tools to enhance learning flexibility, improve product knowledge, and increase sales turnover	1	3	-	1
<b>PC18.</b> use eye contact, and appropriate body language and facial expressions to make communication clear and professional	1	3	-	1
<b>PC19.</b> use basic social media tools to connect with retailers and share product information	1	1	-	1
<b>PC20.</b> follow basic negotiation techniques to handle retailer concerns and finalize orders smoothly	1	2	-	1
<b>NOS Total</b>	<b>30</b>	<b>50</b>	-	<b>20</b>

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	TEL/N2112
<b>NOS Name</b>	Guide Retailers to Achieve Sales Targets
<b>Sector</b>	Telecom
<b>Sub-Sector</b>	
<b>Occupation</b>	Sales and Distribution - Handset Segment
<b>NSQF Level</b>	3
<b>Credits</b>	7
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	08/05/2025
<b>Next Review Date</b>	30/04/2028
<b>NSQC Clearance Date</b>	08/05/2025

## Qualification Pack

### TEL/N2113: Conduct pre-planning for product distribution

#### Description

This unit focuses on pre-planning activities for product distribution, including setting sales targets, optimizing routes and resources, and expanding the retailer base through effective use of CRM and AI-enabled tools.

#### Scope

The scope covers the following :

- Prepare to achieve sales targets
- Up-sell or cross-sell product as per plan

#### Elements and Performance Criteria

##### *Prepare to achieve sales targets*

To be competent, the user/individual on the job must be able to:

- PC1.** determine daily, monthly, and quarterly sales targets by coordinating with the Territory Sales Manager (TSM) or Area Manager
- PC2.** analyze sales strategies, market trends, and competitor offers to stay updated
- PC3.** create a detailed plan by splitting monthly/quarterly targets into weekly and daily milestones
- PC4.** plan to cover maximum retailer base within the territory using AI-based tools for demand forecasting and inventory planning
- PC5.** collect and verify stock and merchandising materials from the manufacturer/distributor, ensuring no defective or damaged products are distributed
- PC6.** maintain personal grooming and hygiene standards to create a professional impression
- PC7.** use CRM-generated reports to analyze sales data and identify high-priority retailers for targeted engagement
- PC8.** utilize automated software for route planning and resource allocation to optimize delivery schedule

##### *Upsell or cross-sell products as per plan*

To be competent, the user/individual on the job must be able to:

- PC9.** identify existing retailers and analyze their current and future demands to recommend suitable products
- PC10.** plan cross-selling and upselling strategies based on CRM insights and market analysis
- PC11.** inform retailers about the company's product portfolio and enroll them for new variants/products to expand distribution coverage
- PC12.** use automated tools to track and manage leads, ensuring timely follow-up and retailer onboarding
- PC13.** guide retailers in using merchandising tools effectively to maximize store visibility and customer engagement
- PC14.** use intelligent negotiation tactics to improve profitability and strengthen partnerships

## Qualification Pack

### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** use of market trends and competitor analysis in refining sales strategies
- KU2.** functionality of automated route planning and inventory tools for optimizing distribution processes
- KU3.** techniques for cross-selling, upselling, and segmenting customers effectively
- KU4.** Key performance indicators (KPIs) used to track retailer performance and sales growth
- KU5.** the strategies for building a robust retailer network and onboarding new retailers
- KU6.** the impact of visual merchandising on customer attraction and product sales
- KU7.** the application of automated training platforms to enhance retailer knowledge and skillsets
- KU8.** the benefits of AI tools in demand forecasting and inventory planning
- KU9.** the importance of adhering to personal grooming and professional behavior standards
- KU10.** the role of social selling and digital marketing tools in modern sales processes

### Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** interpret and utilize data for decision-making using CRM and other analytical tools
- GS2.** communicate effectively and politely with co-workers and customers
- GS3.** adapt in using new technologies like AI-enabled tools and automated platforms
- GS4.** manage time effectively to meet distribution and sales goals
- GS5.** build rapport with retailers and team members
- GS6.** use creativity in solving problems and overcoming distribution challenges
- GS7.** practice attention to detail in preparing sales and performance reports
- GS8.** incorporate constructive feedback for continuous improvement
- GS9.** leverage digital platforms to improve productivity and engagement

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Prepare to achieve sales targets</i>	<b>18</b>	<b>30</b>	-	<b>12</b>
<b>PC1.</b> determine daily, monthly, and quarterly sales targets by coordinating with the Territory Sales Manager (TSM) or Area Manager	3	4	-	2
<b>PC2.</b> analyze sales strategies, market trends, and competitor offers to stay updated	3	4	-	2
<b>PC3.</b> create a detailed plan by splitting monthly/quarterly targets into weekly and daily milestones	2	4	-	2
<b>PC4.</b> plan to cover maximum retailer base within the territory using AI-based tools for demand forecasting and inventory planning	2	4	-	2
<b>PC5.</b> collect and verify stock and merchandising materials from the manufacturer/distributor, ensuring no defective or damaged products are distributed	2	4	-	1
<b>PC6.</b> maintain personal grooming and hygiene standards to create a professional impression	2	4	-	1
<b>PC7.</b> use CRM-generated reports to analyze sales data and identify high-priority retailers for targeted engagement	2	3	-	1
<b>PC8.</b> utilize automated software for route planning and resource allocation to optimize delivery schedule	2	3	-	1
<i>Upsell or cross-sell products as per plan</i>	<b>12</b>	<b>20</b>	-	<b>8</b>
<b>PC9.</b> identify existing retailers and analyze their current and future demands to recommend suitable products	2	4	-	2
<b>PC10.</b> plan cross-selling and upselling strategies based on CRM insights and market analysis	2	4	-	2
<b>PC11.</b> inform retailers about the company's product portfolio and enroll them for new variants/products to expand distribution coverage	2	3	-	1

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC12.</b> use automated tools to track and manage leads, ensuring timely follow-up and retailer onboarding	2	3	-	1
<b>PC13.</b> guide retailers in using merchandising tools effectively to maximize store visibility and customer engagement	2	3	-	1
<b>PC14.</b> use intelligent negotiation tactics to improve profitability and strengthen partnerships	2	3	-	1
<b>NOS Total</b>	<b>30</b>	<b>50</b>	<b>-</b>	<b>20</b>

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	TEL/N2113
<b>NOS Name</b>	Conduct pre-planning for product distribution
<b>Sector</b>	Telecom
<b>Sub-Sector</b>	
<b>Occupation</b>	Sales and Distribution - Handset Segment
<b>NSQF Level</b>	3
<b>Credits</b>	6
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	08/05/2025
<b>Next Review Date</b>	30/04/2028
<b>NSQC Clearance Date</b>	08/05/2025

## Qualification Pack

### DGT/VSQ/N0101: Employability Skills (30 Hours)

#### Description

This unit is about employability skills, Constitutional values, becoming a professional in the 21st Century, digital, financial, and legal literacy, diversity and Inclusion, English and communication skills, customer service, entrepreneurship, and apprenticeship, getting ready for jobs and career development.

#### Scope

The scope covers the following :

- Introduction to Employability Skills
- Constitutional values - Citizenship
- Becoming a Professional in the 21st Century
- Basic English Skills
- Communication Skills
- Diversity & Inclusion
- Financial and Legal Literacy
- Essential Digital Skills
- Entrepreneurship
- Customer Service
- Getting ready for Apprenticeship & Jobs

#### Elements and Performance Criteria

##### *Introduction to Employability Skills*

To be competent, the user/individual on the job must be able to:

**PC1.** understand the significance of employability skills in meeting the job requirements

##### *Constitutional values - Citizenship*

To be competent, the user/individual on the job must be able to:

**PC2.** identify constitutional values, civic rights, duties, personal values and ethics and environmentally sustainable practices

##### *Becoming a Professional in the 21st Century*

To be competent, the user/individual on the job must be able to:

**PC3.** explain 21st Century Skills such as Self-Awareness, Behavior Skills, Positive attitude, self-motivation, problem-solving, creative thinking, time management, social and cultural awareness, emotional awareness, continuous learning mindset etc.

##### *Basic English Skills*

To be competent, the user/individual on the job must be able to:

**PC4.** speak with others using some basic English phrases or sentences

##### *Communication Skills*

To be competent, the user/individual on the job must be able to:

**PC5.** follow good manners while communicating with others

**PC6.** work with others in a team

## Qualification Pack

### *Diversity & Inclusion*

To be competent, the user/individual on the job must be able to:

**PC7.** communicate and behave appropriately with all genders and PwD

**PC8.** report any issues related to sexual harassment

### *Financial and Legal Literacy*

To be competent, the user/individual on the job must be able to:

**PC9.** use various financial products and services safely and securely

**PC10.** calculate income, expenses, savings etc.

**PC11.** approach the concerned authorities for any exploitation as per legal rights and laws

### *Essential Digital Skills*

To be competent, the user/individual on the job must be able to:

**PC12.** operate digital devices and use its features and applications securely and safely

**PC13.** use internet and social media platforms securely and safely

### *Entrepreneurship*

To be competent, the user/individual on the job must be able to:

**PC14.** identify and assess opportunities for potential business

**PC15.** identify sources for arranging money and associated financial and legal challenges

### *Customer Service*

To be competent, the user/individual on the job must be able to:

**PC16.** identify different types of customers

**PC17.** identify customer needs and address them appropriately

**PC18.** follow appropriate hygiene and grooming standards

### *Getting ready for apprenticeship & Jobs*

To be competent, the user/individual on the job must be able to:

**PC19.** create a basic biodata

**PC20.** search for suitable jobs and apply

**PC21.** identify and register apprenticeship opportunities as per requirement

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

**KU1.** need for employability skills

**KU2.** various constitutional and personal values

**KU3.** different environmentally sustainable practices and their importance

**KU4.** Twenty first (21st) century skills and their importance

**KU5.** how to use basic spoken English language

**KU6.** Do and dont of effective communication

**KU7.** inclusivity and its importance

**KU8.** different types of disabilities and appropriate communication and behaviour towards PwD

**KU9.** different types of financial products and services

## Qualification Pack

- KU10.** how to compute income and expenses
- KU11.** importance of maintaining safety and security in financial transactions
- KU12.** different legal rights and laws
- KU13.** how to operate digital devices and applications safely and securely
- KU14.** ways to identify business opportunities
- KU15.** types of customers and their needs
- KU16.** how to apply for a job and prepare for an interview
- KU17.** apprenticeship scheme and the process of registering on apprenticeship portal

## Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** communicate effectively using appropriate language
- GS2.** behave politely and appropriately with all
- GS3.** perform basic calculations
- GS4.** solve problems effectively
- GS5.** be careful and attentive at work
- GS6.** use time effectively
- GS7.** maintain hygiene and sanitisation to avoid infection

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Introduction to Employability Skills</i>	<b>1</b>	<b>1</b>	-	-
<b>PC1.</b> understand the significance of employability skills in meeting the job requirements	-	-	-	-
<i>Constitutional values - Citizenship</i>	<b>1</b>	<b>1</b>	-	-
<b>PC2.</b> identify constitutional values, civic rights, duties, personal values and ethics and environmentally sustainable practices	-	-	-	-
<i>Becoming a Professional in the 21st Century</i>	<b>1</b>	<b>3</b>	-	-
<b>PC3.</b> explain 21st Century Skills such as Self-Awareness, Behavior Skills, Positive attitude, self-motivation, problem-solving, creative thinking, time management, social and cultural awareness, emotional awareness, continuous learning mindset etc.	-	-	-	-
<i>Basic English Skills</i>	<b>2</b>	<b>3</b>	-	-
<b>PC4.</b> speak with others using some basic English phrases or sentences	-	-	-	-
<i>Communication Skills</i>	<b>1</b>	<b>1</b>	-	-
<b>PC5.</b> follow good manners while communicating with others	-	-	-	-
<b>PC6.</b> work with others in a team	-	-	-	-
<i>Diversity &amp; Inclusion</i>	<b>1</b>	<b>1</b>	-	-
<b>PC7.</b> communicate and behave appropriately with all genders and PwD	-	-	-	-
<b>PC8.</b> report any issues related to sexual harassment	-	-	-	-
<i>Financial and Legal Literacy</i>	<b>3</b>	<b>4</b>	-	-
<b>PC9.</b> use various financial products and services safely and securely	-	-	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC10.</b> calculate income, expenses, savings etc.	-	-	-	-
<b>PC11.</b> approach the concerned authorities for any exploitation as per legal rights and laws	-	-	-	-
<i>Essential Digital Skills</i>	<b>4</b>	<b>6</b>	-	-
<b>PC12.</b> operate digital devices and use its features and applications securely and safely	-	-	-	-
<b>PC13.</b> use internet and social media platforms securely and safely	-	-	-	-
<i>Entrepreneurship</i>	<b>3</b>	<b>5</b>	-	-
<b>PC14.</b> identify and assess opportunities for potential business	-	-	-	-
<b>PC15.</b> identify sources for arranging money and associated financial and legal challenges	-	-	-	-
<i>Customer Service</i>	<b>2</b>	<b>2</b>	-	-
<b>PC16.</b> identify different types of customers	-	-	-	-
<b>PC17.</b> identify customer needs and address them appropriately	-	-	-	-
<b>PC18.</b> follow appropriate hygiene and grooming standards	-	-	-	-
<i>Getting ready for apprenticeship &amp; Jobs</i>	<b>1</b>	<b>3</b>	-	-
<b>PC19.</b> create a basic biodata	-	-	-	-
<b>PC20.</b> search for suitable jobs and apply	-	-	-	-
<b>PC21.</b> identify and register apprenticeship opportunities as per requirement	-	-	-	-
<b>NOS Total</b>	<b>20</b>	<b>30</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	DGT/VSQ/N0101
<b>NOS Name</b>	Employability Skills (30 Hours)
<b>Sector</b>	Cross Sectoral
<b>Sub-Sector</b>	Professional Skills
<b>Occupation</b>	Employability
<b>NSQF Level</b>	2
<b>Credits</b>	1
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	08/05/2025
<b>Next Review Date</b>	30/04/2028
<b>NSQC Clearance Date</b>	08/05/2025

## Assessment Guidelines and Assessment Weightage

### Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ 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 Element/ 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.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.
6. To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.
7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

## Qualification Pack

**Minimum Aggregate Passing % at QP Level : 50**

(Please note: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

## Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
TEL/N2112.Guide Retailers to Achieve Sales Targets	30	50	-	20	100	45
TEL/N2113.Conduct pre-planning for product distribution	30	50	-	20	100	45
DGT/VSQ/N0101.Employability Skills (30 Hours)	20	30	-	-	50	10
<b>Total</b>	<b>80</b>	<b>130</b>	<b>-</b>	<b>40</b>	<b>250</b>	<b>100</b>

## Qualification Pack

### Acronyms

<b>NOS</b>	National Occupational Standard(s)
<b>NSQF</b>	National Skills Qualifications Framework
<b>QP</b>	Qualifications Pack
<b>TVET</b>	Technical and Vocational Education and Training
<b>NCVET</b>	National Council for Vocational Education and Training
<b>QP</b>	Qualification Pack
<b>MC</b>	Model Curriculum
<b>NSQF</b>	National Skills Qualification Framework
<b>NSQC</b>	National Skills Qualification Committee
<b>NOS</b>	National Occupational Standards
<b>NCO</b>	National Classification of Occupations
<b>ES</b>	Employability Skills
<b>TSSC</b>	Telecom Sector Skill Council
<b>TRAI</b>	Telecom Regulatory Authority of India
<b>CRM</b>	Customer Relationship Management
<b>FAB</b>	Feature-Advantage-Benefit
<b>ROI</b>	Return On Investment
<b>MTD</b>	Month-to-Date
<b>TSM</b>	Territory Sales Manager
<b>KPIs</b>	Key Performance Indicators

## Qualification Pack

### Glossary

<b>Sector</b>	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
<b>Sub-sector</b>	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
<b>Occupation</b>	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
<b>Job role</b>	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
<b>Occupational Standards (OS)</b>	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
<b>Performance Criteria (PC)</b>	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
<b>National Occupational Standards (NOS)</b>	NOS are occupational standards which apply uniquely in the Indian context.
<b>Qualifications Pack (QP)</b>	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
<b>Unit Code</b>	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
<b>Unit Title</b>	Unit title gives a clear overall statement about what the incumbent should be able to do.
<b>Description</b>	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.
<b>Scope</b>	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 have a critical impact on quality of performance required.

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<b>Knowledge and Understanding (KU)</b>	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
<b>Organisational Context</b>	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
<b>Technical Knowledge</b>	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
<b>Core Skills/ Generic Skills (GS)</b>	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment 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.
<b>Electives</b>	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
<b>Options</b>	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.