

Revision made by NSDA_25 May 2015

QUALIFICATION FILE – CONTACT DETAILS OF SUBMITTING BODY

Name and address of submitting body:

Telecom Sector Skill Council
2nd 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
Tel number(s)
Ph.: 0124-4148029
E-mail address: spandey@tsscindia.com

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

Qualification Title	TEL/Q0200		
Body/bodies which will assess candidates	Telecom Sector Skill Council		
Body/bodies which will award the certificate for the qualification.	Telecom Sector Skill Council		
Body which will accredit providers to offer the qualification.	Telecom Sector Skill Council		
Occupation(s) to which the qualification gives access	Field Sales Executive		
Proposed level of the qualification in the NSQF.	4		
Anticipated volume of training/learning required to complete the qualification.	Duration (120 Hr.)		
Entry requirements / recommendations.	10+2 or equivalent		
Progression from the qualification.	Will give access to Team Leader and DSR		
Planned arrangements for RPL.	Anybody with 1 year experience wrt. the job role		
International comparability where known.			
Formal structure of the qualification			
Title of unit or other component (include any identification code used)	Mandatory/ Optional	Estimated size (learning hours)	Level
TEL/N0200 (Pre-sales preparation)	M	200 Hours	4
TEL/N0201 (Increase customer base and revenue)	M		
TEL/N0202 (Increase distribution width)	M		
TEL/N0203 (Process compliance)	M		
TEL/N0110 (Data expertise)	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	Field Sales Executive				
Qualification Pack	TEL/Q0200				
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 Outcome	Assessment Criteria	Total Mark (300)	Out of	Theory	Skills Practical
1. TEL/N0200 (Pre-Sales Preparation)	PC1. organize self by organizational grooming guidelines/standards	100	10	0	10
	PC2. split monthly sales target (revenue, new activations etc.) into		10	10	0

	PC5. educate retailers about enrollment formalities		12	6	6
	PC6. create brand visibility at the outlet by displaying merchandising material		10	0	10
	PC7. provide retailer/demo SIM card and collect documents		20	10	10
		Total	100	40	60
4. TEL/N0203 (Process Compliance)	PC1. educate retailers on mobile number activation process, MNP, recharge and recharge reversal, KYC norms, TRAI guidelines etc.	100	30	15	15
	PC2. validate customer enrollment forms for any discrepancies like use of whitener, signature mismatch, address mismatch		20	20	0
	PC3. collect and process documents for activation of mobile numbers		30	15	15
	PC4. respond to retailer issues and complaints		20	10	10
		Total	100	60	40
5. TEL/N0110 (Data expertise)	PC1. resolve customer's data related issues	100	40	20	20
	PC2. reduce repeat walk-in/interactions of customers with data related queries		60	30	30
		Total	100	50	50

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.

Field Sales Executive - TEL/Q0200					
Process required	Professional Knowledge	Professional Skills	Core Skills	Responsibility	Level
<p>The jobholder handles the customer 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.</p> <p>Job holder is required to perform sales and related activities to enhance and maintain mobile coverage in the allocated region.</p> <p>He is required to check completeness and correctness of the KYC form and ensure login of the</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.</p> <p>Additionally he must have knowledge of the schemes which company might like to offer to the customer.</p>	<p>Based on the professional knowledge, the candidate identifies new strategic methods to attract the customer 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 customer is also based on quality concepts/guidel</p>	<p>Jobholder is expected to be aware of target vs achievement. He should be able to perform.</p> <p>Job holder is expected to perform :</p> <ul style="list-style-type: none"> Maintain and develop good relationship with customers through personal contact or meetings or via telephone etc Must act as a bridge between the company and its current market and future markets. Display efficiency in gathering market and 	<p>The jobholder based on his own learning and experience, has revise strategies to sell maximum products to the customers.</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"> To plan and enhance sales. To develop and maintain good relations with customers, retailers and dealers. To perform sales activities, promotional activities in the allocated region. 	4

<p>documents for timely activation of the accounts.</p>	<p>Pre-plan the activity of selling the product as per daily sales objectives from TSM/Area Manager.</p> <p>Knowledge of how to increase the customer base and revenue.</p> <p>Increasing the distribution base in a given area.</p>	<p>ines.</p> <p>He/she will learn to negotiation skill which is one of the most important skill a sales person is must have.</p> <ol style="list-style-type: none"> 1. Computer literate and should have working knowledge on office pack. 2. Strong Communication skills with strong business related knowledge 3. he ability and desire for sales job with a confident and determined approach 4. Highly self-motivated and ambitious in achieving goals. 5. Should possess the skill to work 	<p>customer info to enable negotiations regarding variations in prices, delivery and customer specifications to their managers.</p> <ul style="list-style-type: none"> • Help management in forthcoming products and discuss on special promotions. • Review their own performance and aim at exceeding their targets. • Record sales and order information and report the same to the sales department. • Provide accurate feedback on future buying trends to their respective employers <p>All of this requires application of basic arithmetic principles.</p> <p>They are expected to be good in communication skills (written and oral) and clarity need to be maintained while interacting with the</p>	<ul style="list-style-type: none"> • Ensure proper documentation and logins for activation. 	
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		<p>both in team and also perform independently.</p> <p>6. Candidates should have some work experience in facing the customers.</p>	customer.		
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