

Qualification Pack



Salesperson (Distribution)

QP Code: RAS/Q0604

Version: 4.0

NSQF Level: 3

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RAS/Q0604: Salesperson (Distribution)

Brief Job Description

Individuals in this position visits retail/wholesale outlets as per daily route plan & makes sales call using relevant selling aids like handhelds to increase productivity and achieve sales targets, demonstrate commanding knowledge of the trade being serviced by him/her and the existing competitors. He/she identifies new outlets to increase sales of the products and provide service facilitating resolution of trade problems related to products and company being represented by the salesman. He/she creates demand at point of sale by creating visibility for products putting POSM (Point of sales material) and merchandising elements like counter top/shelves or racks depending on the category of product he/she sells. Hence, he/she needs to influence & own the execution standards of availability and in store visibility.

Personal Attributes

The individual needs to be physically fit to withstand working in a retail environment whilst being customer responsive. They would need good interpersonal and listening skills.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [RAS/N0601: Update self on product knowledge and merchandising practices](#)
2. [RAS/N0602: Follow business productivity targets and work towards achieving them](#)
3. [RAS/N0603: Make effective sales calls](#)
4. [RAS/N0604: Handle credit, receivables, and payables of retail outlets](#)
5. [RAS/N0605: Build and maintain trade relationships with retailers and resolve objections](#)
6. [RAS/N0618: Use Technological Tools and Applications](#)
7. [DGT/VSQ/N0102: Employability Skills \(60 Hours\)](#)

Qualification Pack (QP) Parameters

Sector	Retail
Sub-Sector	FMCG
Occupation	Sales

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Country	India
NSQF Level	3
Credits	13
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5249.0200
Minimum Educational Qualification & Experience	10th grade pass OR Previous relevant Qualification of NSQF Level 2.5 with 1.5 years of experience relevant experience in Store operations OR Previous relevant Qualification of NSQF Level 2 with 3 Years of experience relevant experience in Store operations.
Minimum Level of Education for Training in School	9th Class
Pre-Requisite License or Training	None
Minimum Job Entry Age	14 Years
Last Reviewed On	NA
Next Review Date	22/10/2027
NSQC Approval Date	22/10/2024
Version	4.0
Reference code on NQR	QG-03-OR-03325-2024-V2-RASCI
NQR Version	2.0

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RAS/N0601: Update self on product knowledge and merchandising practices

Description

This OS unit describes the skills and knowledge required to make effective sales calls by having up-to-date knowledge on product details, schemes, merchandising, POP material, product samples, new/focus SKU.

Scope

The scope covers the following :

- This unit applies to individuals who represent distributors in their field sales operations to retail/wholesale
- outlets.
- Product details, Scheme information and Product detailer
- Merchandising / POP material/ Product samples
- New / Focus SKU
- Brand Availability Norms & Competition Benchmarking
- The role may be performed across the below formats
- Retail outlet
- Wholesale outlets
- Department stores
- Bakery Outlets
- Chemist / cosmetic outlets
- Convenience Outlets
- Self service outlets
- Eatery and Drinking - Dhaba/Restaurants /Hotels etc.
- New channels like at works/railways stalls/ airport stalls

Elements and Performance Criteria

Product details, Scheme information and Product detailer

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

- PC1.** update self about current product portfolio and product details grammages, price points and variants of own and competition products and update details periodically
- PC2.** acquire up-to-date knowledge on channel wise, category wise, outlet type wise schemes
- PC3.** give relevant information to supervisors to plan relevant schemes/ slabs by outlets and learn to utilise correctly

Merchandising / POP material/ Product samples

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

- PC4.** identify hotspots in an outlet and try to convince the retailer to provide these for displays and achieve high order visibility by correct deployment of merchandising material
- PC5.** put branding materials on the area surrounding the rack and inside the rack
- PC6.** stock products to maximise number of facings
- PC7.** obtain natural visibility by clearing cluttered space and stocking companys products

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- PC8.** identify the nature of the complaint from information obtained from customers.
- PC9.** place products next to the competitor brand and maintain category and competition adjacency

Brand Availability Norms & competition benchmarking

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

- PC10.** benchmark own product with that of competitors as per the norms and accordingly make own products available at an outlet

New/ Focus SKU

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

- PC11.** articulate USP of New products Features and benefits to the retailer
- PC12.** make an effective sales call to convince the outlets to place order for focus SKUs

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** category wise, product wise placement norms
- KU2.** merchandising & Planogram norms
- KU3.** knowledge of products, USPs, benefits in relation to needs of the customers in comparison to competitive offerings
- KU4.** availability norms of products
- KU5.** competition benchmark product details
- KU6.** how to check the condition of product samples
- KU7.** how to identify hotspots in the outlet & convince retailers for the spot
- KU8.** how to identify benchmark competitor products and decide on product availability

Generic Skills (GS)

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

- GS1.** complete documentation accurately
- GS2.** collate simple data when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with customers and communicate the product attributes clearly
- GS12.** identify product samples that are not in good condition or expired

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Product details, Scheme information and Product detailer</i>	15	15	-	-
PC1. update self about current product portfolio and product details grammages, price points and variants of own and competition products and update details periodically	5	5	-	-
PC2. acquire up-to-date knowledge on channel wise, category wise, outlet type wise schemes	5	5	-	-
PC3. give relevant information to supervisors to plan relevant schemes/ slabs by outlets and learn to utilise correctly	5	5	-	-
<i>Merchandising / POP material/ Product samples</i>	20	20	-	-
PC4. identify hotspots in an outlet and try to convince the retailer to provide these for displays and achieve high order visibility by correct deployment of merchandising material	5	5	-	-
PC5. put branding materials on the area surrounding the rack and inside the rack	2.5	2.5	-	-
PC6. stock products to maximise number of facings	2.5	2.5	-	-
PC7. obtain natural visibility by clearing cluttered space and stocking companys products	5	5	-	-
PC8. identify the nature of the complaint from information obtained from customers.	2.5	2.5	-	-
PC9. place products next to the competitor brand and maintain category and competition adjacency	2.5	2.5	-	-
<i>Brand Availability Norms & competition benchmarking</i>	5	5	-	-
PC10. benchmark own product with that of competitors as per the norms and accordingly make own products available at an outlet	5	5	-	-
<i>New/ Focus SKU</i>	10	10	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. articulate USP of New products Features and benefits to the retailer	5	5	-	-
PC12. make an effective sales call to convince the outlets to place order for focus SKUs	5	5	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0601
NOS Name	Update self on product knowledge and merchandising practices
Sector	Retail
Sub-Sector	FMCG
Occupation	Sales
NSQF Level	3
Credits	2
Version	3.0
Last Reviewed Date	22/10/2024
Next Review Date	22/10/2027
NSQC Clearance Date	22/10/2024

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RAS/N0602: Follow business productivity targets and work towards achieving them

Description

This OS describes the skills and knowledge required to have in-depth understanding of overall sales and productivity targets as specified by an organization (to include Outlet wise, category and SKU wise day and route targets) and specific focus on new launch products.

Scope

The scope covers the following :

- This unit applies to individuals who represent in their field sales operations.
- Overall sales target and productivity targets
- Category wise outlet billing targets
- Evaluating achievement of targets
- Correct route knowledge to ensure complete coverage of all target
- Outlets
- first call to last call, updation of outlets listing
- Day and route objectives
- New Launch products
- Check stock availability at the distributor point
- Check stock availability at the outlet level
- Retail outlet
- Wholesale outlets
- Department stores
- Bakery Outlets
- Chemist / cosmetic outlets
- Convenience Outlets
- Self service outlets

Elements and Performance Criteria

Overall target / Productivity targets & achievement till date.

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

- PC1.** understand all sales objectives and targets for Bills cut, Lines cut, Average bill value and Unique Outlets Billed
- PC2.** understand target vs. achievement till date and strive towards 100% target achievement
- PC3.** carry market planner and outlet wise plans made prior to the market visit and be aware of focus categories and plans for sale of specific category/SKUs by outlet

Category wise outlet billing as per plan

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

- PC4.** ensure category and outlet wise billing targets are met

Day or route objective samples

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

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- PC5.** ensure category wise and outlet wise billing targets are met on the route
- PC6.** cover all target outlets/entire route and take note of new outlets/closed outlets in the beat
- PC7.** update info on the type of outlet and its respective trade channel

New Launch products

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

- PC8.** ensure availability of new launch products as per availability norms
- PC9.** set beat and outlet wise targets to achieve launch targets

Check stock availability at the distributor point

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

- PC10.** check stock position of each SKU everyday at the distributor point.
- PC11.** estimate sales from the beat and optimize order as per stock available on hand
- PC12.** coordinate with supervisor and discuss on action plan for out-of-stock SKUs
- PC13.** check the stock available in the selling area/shelves
- PC14.** check stocks available in the backroom for reserves
- PC15.** check stocks for all brand and capture order as per SOQ

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** productivity parameters and targets
- KU2.** product availability/benchmarking norms and launch plan
- KU3.** route knowledge with details of outlets in a route
- KU4.** classification of outlets by type and profile
- KU5.** stock replenishment cycle of the organization
- KU6.** organizations guidelines in case of stock out
- KU7.** how to analyse overall / productivity targets to set effective objectives
- KU8.** how to break down objectives into actionable tasks to achieve goals
- KU9.** how to maintain routes and help the supervisors in maintaining the same
- KU10.** how to do stock count and capture order as per SOQ in outlets speedily
- KU11.** how to estimate sales from the beat and analyse stock in hand at the distributors point to forecast demand

Generic Skills (GS)

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

- GS1.** compile route list accurately
- GS2.** note simple data when required
- GS3.** fill forms when required Outlet addition/ deletion / modification
- GS4.** check achievement against targets
- GS5.** read information accurately

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- GS6.** read and interpret data
- GS7.** follow instructions accurately
- GS8.** use gestures or simple words to communicate where language barriers exist
- GS9.** use questioning to minimise misunderstandings
- GS10.** display courteous and helpful behaviour at all times
- GS11.** make appropriate decisions regarding the responsibilities of the job role
- GS12.** plan and schedule routines
- GS13.** build relationships with internal and external customers
- GS14.** respond to stock outs at the distribution point
- GS15.** respond to queries of customers on margins, schemes, promotions and visibility inputs
- GS16.** identify overall / productivity targets and breaking it down to outlet level targets
- GS17.** respond to customers regarding margins and schemes in relation to the competition

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Overall target / Productivity targets & achievement till date.</i>	15	15	-	-
PC1. understand all sales objectives and targets for Bills cut, Lines cut, Average bill value and Unique Outlets Billed	5	5	-	-
PC2. understand target vs. achievement till date and strive towards 100% target achievement	5	5	-	-
PC3. carry market planner and outlet wise plans made prior to the market visit and be aware of focus categories and plans for sale of specific category/SKUs by outlet	5	5	-	-
<i>Category wise outlet billing as per plan</i>	2.5	2.5	-	-
PC4. ensure category and outlet wise billing targets are met	2.5	2.5	-	-
<i>Day or route objective samples</i>	10	10	-	-
PC5. ensure category wise and outlet wise billing targets are met on the route	2.5	2.5	-	-
PC6. cover all target outlets/entire route and take note of new outlets/closed outlets in the beat	5	5	-	-
PC7. update info on the type of outlet and its respective trade channel	2.5	2.5	-	-
<i>New Launch products</i>	5	5	-	-
PC8. ensure availability of new launch products as per availability norms	2.5	2.5	-	-
PC9. set beat and outlet wise targets to achieve launch targets	2.5	2.5	-	-
<i>Check stock availability at the distributor point</i>	17.5	17.5	-	-
PC10. check stock position of each SKU everyday at the distributor point.	2.5	2.5	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. estimate sales from the beat and optimize order as per stock available on hand	2.5	2.5	-	-
PC12. coordinate with supervisor and discuss on action plan for out-of-stock SKUs	2.5	2.5	-	-
PC13. check the stock available in the selling area/shelves	2.5	2.5	-	-
PC14. check stocks available in the backroom for reserves	2.5	2.5	-	-
PC15. check stocks for all brand and capture order as per SOQ	5	5	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0602
NOS Name	Follow business productivity targets and work towards achieving them
Sector	Retail
Sub-Sector	FMCG
Occupation	Sales
NSQF Level	3
Credits	1
Version	3.0
Last Reviewed Date	22/10/2024
Next Review Date	22/10/2027
NSQC Clearance Date	22/10/2024

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RAS/N0603: Make effective sales calls

Description

This OS describes the skills and knowledge required to make an effective sales call.

Scope

The scope covers the following :

- This unit applies to individuals who represent distributors in their field sales operations.
- Estimate outlet sales accurately to avoid OOS or over stocking
- Ensure accurate order capture
- Use tools for sell in correctly Product presenter, Schemes, Market Planner,
- Enter order details correctly in the handheld
- Range Sell in and scheme communication
- Maintain good personal relations and handle objections
- Freshness norms check and maintain FMFO and stock rotation
- Stock return & D&D replacements
- The role may be performed across the below formats
- Retail outlet
- Wholesale outlets
- Department stores
- Bakery Outlets
- Chemist / cosmetic outlets
- Convenience Outlets
- Self service outlets

Elements and Performance Criteria

Estimate sales accurately to avoid OOS or Overstocking

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

- PC1.** analyze current stock on hand and sales of the outlets.
- PC2.** advise retailers for optimum order depending on the need and projected sell out and need for reserve stocks that needs to be maintained to avoid stockouts.
- PC3.** explain how the recommendation will boost retailers sales.
- PC4.** communicate all benefits which would accrue to the retailer in short and concise manner.
- PC5.** ask open ended questions considering the retailers needs leading to the retailer accepting advice on purchase.
- PC6.** ensure that the relevant schemes/ slabs are discussed with the retailer after gauging the potential of the outlet.

Scheme communication

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

- PC7.** analyse competition schemes and leverage on companys schemes to increase sales vis-a-vis that of competition

Range selling for all categories

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

- PC8.** ensure range selling by leveraging on own brand already available in the retail outlet and strengthen portfolio presence in the outlet

Functionality of Palmtop/Handheld device and its features

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

- PC9.** route list & outlet list in the palmtop/handheld device and its usage
PC10. ensure product list & scheme details are available in the palmtop
PC11. Implement order capture process in palmtop/handheld
PC12. ensure summary reports / productivity reports are available in the palmtop/hand held
PC13. ensure retail survey features available in the palmtop
PC14. ensure correct syncing process is followed.

Freshness norms, FMFO, stock rotation

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

- PC15.** check stock physical condition and freshness
PC16. arrange stock as per FMFO and even educate retailer on FMFO.
PC17. do stock rotation in those outlet where the movement of stocks is very low.
PC18. carryout stock rotation in case stock movement is very low

Stock return & D&D replacements

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

- PC19.** replace damaged or expired goods with fresh stocks and enter information about damaged goods in the handheld device.
PC20. maintain a pleasing personality for an effective sale call (clean and ironed clothes, smile on face)

Follow guidelines that pleases the retailer

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

- PC21.** maintain appropriate distance from the retailer /outlet owner
PC22. maintain proper posture while talking with the retailer and not to lean or place hands in pockets or bend shoulders
PC23. refrain from indulging in any act that may irritate the retailer
PC24. speak clearly in a soft tone without stammering or hesitation
PC25. maintain proper eye contact with the retailer
PC26. enter ordered quantity against each sku ordered

Enter order details correctly in the palmtop

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

- PC27.** submit the orders and check summary of the order
PC28. communicate the order value to the retailer

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** sales call process & procedures as defined by the organization.

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- KU2.** schemes and promotions own as well as competition.
- KU3.** freshness norms, stock rotation & stock return norms of the organization
- KU4.** schemes that are active for the current month for each category and channel
- KU5.** availability norms of the organization
- KU6.** how to estimate sales of the outlet
- KU7.** how to estimate stock requirement for the outlet
- KU8.** how to use handheld order taking device given by the organization
- KU9.** how to check the physical condition and shelf life of the stock
- KU10.** how to identify stock movement at an outlet level and perform stock rotation if needed
- KU11.** negotiation and convincing skills for range selling

Generic Skills (GS)

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

- GS1.** complete documentation accurately
- GS2.** collate simple data when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to any objection from the retailer
- GS13.** estimate sales & order requirement of the outlet

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Estimate sales accurately to avoid OOS or Overstocking</i>	10	10	-	-
PC1. analyze current stock on hand and sales of the outlets.	1	1	-	-
PC2. advise retailers for optimum order depending on the need and projected sell out and need for reserve stocks that needs to be maintained to avoid stockouts.	1	1	-	-
PC3. explain how the recommendation will boost retailers sales.	2	2	-	-
PC4. communicate all benefits which would accrue to the retailer in short and concise manner.	2	2	-	-
PC5. ask open ended questions considering the retailers needs leading to the retailer accepting advice on purchase.	2	2	-	-
PC6. ensure that the relevant schemes/ slabs are discussed with the retailer after gauging the potential of the outlet.	2	2	-	-
<i>Scheme communication</i>	2	2	-	-
PC7. analyse competition schemes and leverage on companys schemes to increase sales vis-a-vis that of competition	2	2	-	-
<i>Range selling for all categories</i>	2	2	-	-
PC8. ensure range selling by leveraging on own brand already available in the retail outlet and strengthen portfolio presence in the outlet	2	2	-	-
<i>Functionality of Palmtop/Handheld device and its features</i>	12	12	-	-
PC9. route list & outlet list in the palmtop/handheld device and its usage	2	2	-	-
PC10. ensure product list & scheme details are available in the palmtop	2	2	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. Implement order capture process in palmtop/handheld	2	2	-	-
PC12. ensure summary reports / productivity reports are available in the palmtop/hand held	2	2	-	-
PC13. ensure retail survey features available in the palmtop	2	2	-	-
PC14. ensure correct syncing process is followed.	2	2	-	-
<i>Freshness norms, FMFO, stock rotation</i>	8	8	-	-
PC15. check stock physical condition and freshness	2	2	-	-
PC16. arrange stock as per FMFO and even educate retailer on FMFO.	2	2	-	-
PC17. do stock rotation in those outlet where the movement of stocks is very low.	2	2	-	-
PC18. carryout stock rotation in case stock movement is very low	2	2	-	-
<i>Stock return & D&D replacements</i>	3	3	-	-
PC19. replace damaged or expired goods with fresh stocks and enter information about damaged goods in the handheld device.	1	1	-	-
PC20. maintain a pleasing personality for an effective sale call (clean and ironed clothes, smile on face)	2	2	-	-
<i>Follow guidelines that pleases the retailer</i>	9	9	-	-
PC21. maintain appropriate distance from the retailer /outlet owner	2	2	-	-
PC22. maintain proper posture while talking with the retailer and not to lean or place hands in pockets or bend shoulders	1	1	-	-
PC23. refrain from indulging in any act that may irritate the retailer	1	1	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC24. speak clearly in a soft tone without stammering or hesitation	2	2	-	-
PC25. maintain proper eye contact with the retailer	1	1	-	-
PC26. enter ordered quantity against each sku ordered	2	2	-	-
<i>Enter order details correctly in the palmtop</i>	4	4	-	-
PC27. submit the orders and check summary of the order	2	2	-	-
PC28. communicate the order value to the retailer	2	2	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0603
NOS Name	Make effective sales calls
Sector	Retail
Sub-Sector	FMCG
Occupation	Sales
NSQF Level	3
Credits	2
Version	3.0
Last Reviewed Date	22/10/2024
Next Review Date	22/10/2027
NSQC Clearance Date	22/10/2024

Qualification Pack

RAS/N0604: Handle credit, receivables, and payables of retail outlets

Description

This OS describes the skills and knowledge required to have correct information on Pending bills, Display payments & Delivery status to outlets.

Scope

The scope covers the following :

- This unit applies to individuals who represent Distributors in their field sales operations.
- Information on pending bills, pending display payment and pending delivery
- The role may be performed across the below formats:
 - Retail outlet
 - Wholesale outlets
 - Department stores
 - Bakery Outlets
 - Chemist / cosmetic outlets
 - Convenience Outlets
 - Self service outlets

Elements and Performance Criteria

Information pending bills, pending display payment and pending delivery

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

- PC1.** collect details of pending invoices from the distribution point everyday before starting the beat
- PC2.** gather credit ageing information of retailer bills and set beat objectives accordingly
- PC3.** keep track of pending display payments and keep the distributor and organizations representative aware of the status.
- PC4.** resolve issues due to pending delivery and keep distributor and organizations representative aware of the status.
- PC5.** reconcile both receivables and payables to outlets and settle all queries by customers on these issues

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** credit & collection norms of the distributor and the organization
- KU2.** how to display payment norms of the organization and outlet wise status
- KU3.** delivery norms of the organization
- KU4.** how to assess pending payments and consumer credit status
- KU5.** how to ensure on time and in full delivery of all his/her orders, store items securely

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Generic Skills (GS)

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

- GS1.** complete documentation accurately
- GS2.** write simple data when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** reconcile receivables and payables with all outlets for all invoices every month

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Information pending bills, pending display payment and pending delivery</i>	50	50	-	-
PC1. collect details of pending invoices from the distribution point everyday before starting the beat	10	10	-	-
PC2. gather credit ageing information of retailer bills and set beat objectives accordingly	10	10	-	-
PC3. keep track of pending display payments and keep the distributor and organizations representative aware of the status.	10	10	-	-
PC4. resolve issues due to pending delivery and keep distributor and organizations representative aware of the status.	10	10	-	-
PC5. reconcile both receivables and payables to outlets and settle all queries by customers on these issues	10	10	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0604
NOS Name	Handle credit, receivables, and payables of retail outlets
Sector	Retail
Sub-Sector	FMCG
Occupation	Sales
NSQF Level	3
Credits	2
Version	3.0
Last Reviewed Date	22/10/2024
Next Review Date	22/10/2027
NSQC Clearance Date	22/10/2024

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RAS/N0605: Build and maintain trade relationships with retailers and resolve objections

Description

This OS describes the skills and knowledge required to be able to build good personal relationship with traders and handle objections & thereby issue resolution.

Scope

The scope covers the following :

- This unit applies to individuals who represent Distributors in their field sales operations.
- Building good & personal relations with traders
- Objections handling and issue resolution
- The role may be performed across the below formats
- Retail outlet
- Wholesale outlets
- Department stores
- Bakery Outlets
- Chemist / cosmetic outlets
- Convenience Outlets
- Self service outlets

Elements and Performance Criteria

Building Good & Personal relation

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

- PC1.** build rapport with the traders based on punctuality, regularity, courtesy, mannerism and interest in increasing retailers business and uplifting the outlets appearance
- PC2.** listen to retailers patiently and understand their needs and problems
- PC3.** use open-ended questions to seek clarification on retailers problems and grievances
- PC4.** explain the benefits that the retailer will have from the sale

Objection handling / Issue resolution

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

- PC5.** handle objection and resolve issues by himself/herself or escalate to the supervisor that are beyond his/her purview

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** customer relationship management norms of the organization
- KU2.** negotiation and objection handling skills
- KU3.** how to ensure on time and in full delivery of all his/her orders, store items securely

Qualification Pack

Generic Skills (GS)

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

- GS1.** complete documentation accurately
- GS2.** write simple data when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to changes in competition strategy

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Building Good & Personal relation</i>	40	40	-	-
PC1. build rapport with the traders based on punctuality, regularity, courtesy, mannerism and interest in increasing retailers business and uplifting the outlets appearance	10	10	-	-
PC2. listen to retailers patiently and understand their needs and problems	10	10	-	-
PC3. use open-ended questions to seek clarification on retailers problems and grievances	10	10	-	-
PC4. explain the benefits that the retailer will have from the sale	10	10	-	-
<i>Objection handling / Issue resolution</i>	10	10	-	-
PC5. handle objection and resolve issues by himself/herself or escalate to the supervisor that are beyond his/her purview	10	10	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0605
NOS Name	Build and maintain trade relationships with retailers and resolve objections
Sector	Retail
Sub-Sector	FMCG
Occupation	Sales
NSQF Level	3
Credits	2
Version	3.0
Last Reviewed Date	22/10/2024
Next Review Date	22/10/2027
NSQC Clearance Date	22/10/2024

Qualification Pack

RAS/N0618: Use Technological Tools and Applications

Description

This OS unit describes the skills, knowledge, and understanding required for a distributor salesperson to use basic technological tools and applications to support sales and distribution activities, including digital communication, data entry, and basic sales tracking tools.

Scope

The scope covers the following :

- Use of basic technological tools and applications to support sales and distribution activities

Elements and Performance Criteria

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

- PC1.** Operate a smartphone or tablet to access sales information, customer data, and order forms
- PC2.** Use basic applications to log sales orders, record inventory levels, and update delivery schedules
- PC3.** Utilize messaging applications (e.g., WhatsApp, SMS) to communicate with customers and distributors regarding orders, deliveries, or queries
- PC4.** Access and use point-of-sale (POS) tools to enter product details, track stock, and generate digital receipts
- PC5.** Apply simple customer relationship management (CRM) systems to log customer interactions and follow-ups
- PC6.** Update and retrieve sales data from cloud-based platforms or mobile applications used by the organization
- PC7.** Use basic email applications to communicate order confirmations or product details to customers
- PC8.** Report issues related to orders, delivery delays, or product availability through digital support channels
- PC9.** Handle product catalogue or promotional materials available on digital platforms to assist in sales presentations

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Basic functions of smartphones, tablets, and relevant sales applications
- KU2.** Overview of common digital tools used in sales (e.g., POS systems, CRM platforms)
- KU3.** Procedures for entering, updating, and retrieving data in digital sales tools
- KU4.** How to communicate effectively using digital platforms (messaging apps, email) with customers and team members
- KU5.** Data security and privacy practices while handling customer information on digital platforms

Qualification Pack

- KU6.** Types of reports and updates that can be generated using mobile applications for sales and inventory tracking
- KU7.** Troubleshooting basic issues in mobile devices or sales applications

Generic Skills (GS)

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

- GS1.** Ability to follow basic instructions for operating sales-related apps and digital tools
- GS2.** Effective communication through digital channels (messaging apps, email, CRM systems).
- GS3.** Time management skills in updating sales data and ensuring timely communication with customers
- GS4.** Basic problem-solving skills to troubleshoot simple technical issues with mobile applications
- GS5.** Adaptability to learning and using new technological tools as introduced by the organization
- GS6.** Attention to detail when entering sales data or handling customer orders digitally
- GS7.** Ability to multitask between various digital tools while on the field

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	50	50	-	-
PC1. Operate a smartphone or tablet to access sales information, customer data, and order forms	6	6	-	-
PC2. Use basic applications to log sales orders, record inventory levels, and update delivery schedules	5	5	-	-
PC3. Utilize messaging applications (e.g., WhatsApp, SMS) to communicate with customers and distributors regarding orders, deliveries, or queries	5	5	-	-
PC4. Access and use point-of-sale (POS) tools to enter product details, track stock, and generate digital receipts	6	6	-	-
PC5. Apply simple customer relationship management (CRM) systems to log customer interactions and follow-ups	6	6	-	-
PC6. Update and retrieve sales data from cloud-based platforms or mobile applications used by the organization	5	5	-	-
PC7. Use basic email applications to communicate order confirmations or product details to customers	6	6	-	-
PC8. Report issues related to orders, delivery delays, or product availability through digital support channels	6	6	-	-
PC9. Handle product catalogue or promotional materials available on digital platforms to assist in sales presentations	5	5	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0618
NOS Name	Use Technological Tools and Applications
Sector	Retail
Sub-Sector	
Occupation	Sales
NSQF Level	3
Credits	2
Version	1.0
Last Reviewed Date	22/10/2024
Next Review Date	22/10/2027
NSQC Clearance Date	22/10/2024

Qualification Pack

DGT/VSQ/N0102: Employability Skills (60 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
- Career Development & Goal Setting
- 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.** identify employability skills required for jobs in various industries
- PC2.** identify and explore learning and employability portals

Constitutional values - Citizenship

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

- PC3.** recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.
- PC4.** follow environmentally sustainable practices

Becoming a Professional in the 21st Century

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

- PC5.** recognize the significance of 21st Century Skills for employment
- PC6.** practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life

Basic English Skills

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

Qualification Pack

- PC7.** use basic English for everyday conversation in different contexts, in person and over the telephone
- PC8.** read and understand routine information, notes, instructions, mails, letters etc. written in English
- PC9.** write short messages, notes, letters, e-mails etc. in English

Career Development & Goal Setting

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

- PC10.** understand the difference between job and career
- PC11.** prepare a career development plan with short- and long-term goals, based on aptitude

Communication Skills

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

- PC12.** follow verbal and non-verbal communication etiquette and active listening techniques in various settings
- PC13.** work collaboratively with others in a team

Diversity & Inclusion

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

- PC14.** communicate and behave appropriately with all genders and PwD
- PC15.** escalate any issues related to sexual harassment at workplace according to POSH Act

Financial and Legal Literacy

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

- PC16.** select financial institutions, products and services as per requirement
- PC17.** carry out offline and online financial transactions, safely and securely
- PC18.** identify common components of salary and compute income, expenses, taxes, investments etc
- PC19.** identify relevant rights and laws and use legal aids to fight against legal exploitation

Essential Digital Skills

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

- PC20.** operate digital devices and carry out basic internet operations securely and safely
- PC21.** use e- mail and social media platforms and virtual collaboration tools to work effectively
- PC22.** use basic features of word processor, spreadsheets, and presentations

Entrepreneurship

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

- PC23.** identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research
- PC24.** develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion
- PC25.** identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity

Customer Service

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

- PC26.** identify different types of customers
- PC27.** identify and respond to customer requests and needs in a professional manner.

Qualification Pack

PC28. follow appropriate hygiene and grooming standards

Getting ready for apprenticeship & Jobs

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

PC29. create a professional Curriculum vitae (Résumé)

PC30. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively

PC31. apply to identified job openings using offline /online methods as per requirement

PC32. answer questions politely, with clarity and confidence, during recruitment and selection

PC33. identify apprenticeship opportunities and register for it as per guidelines and requirements

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. need for employability skills and different learning and employability related portals

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 English language for effective verbal (face to face and telephonic) and written communication in formal and informal set up

KU6. importance of career development and setting long- and short-term goals

KU7. about effective communication

KU8. POSH Act

KU9. Gender sensitivity and inclusivity

KU10. different types of financial institutes, products, and services

KU11. how to compute income and expenditure

KU12. importance of maintaining safety and security in offline and online financial transactions

KU13. different legal rights and laws

KU14. different types of digital devices and the procedure to operate them safely and securely

KU15. how to create and operate an e- mail account and use applications such as word processors, spreadsheets etc.

KU16. how to identify business opportunities

KU17. types and needs of customers

KU18. how to apply for a job and prepare for an interview

KU19. apprenticeship scheme and the process of registering on apprenticeship portal

Generic Skills (GS)

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

GS1. read and write different types of documents/instructions/correspondence

GS2. communicate effectively using appropriate language in formal and informal settings



Qualification Pack

- GS3.** behave politely and appropriately with all
- GS4.** how to work in a virtual mode
- GS5.** perform calculations efficiently
- GS6.** solve problems effectively
- GS7.** pay attention to details
- GS8.** manage time efficiently
- GS9.** maintain hygiene and sanitization 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>	1	1	-	-
PC1. identify employability skills required for jobs in various industries	-	-	-	-
PC2. identify and explore learning and employability portals	-	-	-	-
<i>Constitutional values - Citizenship</i>	1	1	-	-
PC3. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.	-	-	-	-
PC4. follow environmentally sustainable practices	-	-	-	-
<i>Becoming a Professional in the 21st Century</i>	2	4	-	-
PC5. recognize the significance of 21st Century Skills for employment	-	-	-	-
PC6. practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life	-	-	-	-
<i>Basic English Skills</i>	2	3	-	-
PC7. use basic English for everyday conversation in different contexts, in person and over the telephone	-	-	-	-
PC8. read and understand routine information, notes, instructions, mails, letters etc. written in English	-	-	-	-
PC9. write short messages, notes, letters, e-mails etc. in English	-	-	-	-
<i>Career Development & Goal Setting</i>	1	2	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. understand the difference between job and career	-	-	-	-
PC11. prepare a career development plan with short- and long-term goals, based on aptitude	-	-	-	-
<i>Communication Skills</i>	2	2	-	-
PC12. follow verbal and non-verbal communication etiquette and active listening techniques in various settings	-	-	-	-
PC13. work collaboratively with others in a team	-	-	-	-
<i>Diversity & Inclusion</i>	1	2	-	-
PC14. communicate and behave appropriately with all genders and PwD	-	-	-	-
PC15. escalate any issues related to sexual harassment at workplace according to POSH Act	-	-	-	-
<i>Financial and Legal Literacy</i>	2	3	-	-
PC16. select financial institutions, products and services as per requirement	-	-	-	-
PC17. carry out offline and online financial transactions, safely and securely	-	-	-	-
PC18. identify common components of salary and compute income, expenses, taxes, investments etc	-	-	-	-
PC19. identify relevant rights and laws and use legal aids to fight against legal exploitation	-	-	-	-
<i>Essential Digital Skills</i>	3	4	-	-
PC20. operate digital devices and carry out basic internet operations securely and safely	-	-	-	-
PC21. use e- mail and social media platforms and virtual collaboration tools to work effectively	-	-	-	-
PC22. use basic features of word processor, spreadsheets, and presentations	-	-	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Entrepreneurship</i>	2	3	-	-
PC23. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research	-	-	-	-
PC24. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	-	-	-
PC25. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity	-	-	-	-
<i>Customer Service</i>	1	2	-	-
PC26. identify different types of customers	-	-	-	-
PC27. identify and respond to customer requests and needs in a professional manner.	-	-	-	-
PC28. follow appropriate hygiene and grooming standards	-	-	-	-
<i>Getting ready for apprenticeship & Jobs</i>	2	3	-	-
PC29. create a professional Curriculum vitae (Résumé)	-	-	-	-
PC30. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively	-	-	-	-
PC31. apply to identified job openings using offline /online methods as per requirement	-	-	-	-
PC32. answer questions politely, with clarity and confidence, during recruitment and selection	-	-	-	-
PC33. identify apprenticeship opportunities and register for it as per guidelines and requirements	-	-	-	-
NOS Total	20	30	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	DGT/VSQ/N0102
NOS Name	Employability Skills (60 Hours)
Sector	Cross Sectoral
Sub-Sector	Professional Skills
Occupation	Employability
NSQF Level	4
Credits	2
Version	1.0
Last Reviewed Date	22/10/2024
Next Review Date	22/10/2027
NSQC Clearance Date	22/10/2024

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council.
2. Each Element/ Performance Criteria (PC) will be assigned marks proportional to its importance in NOS.
3. SSC will lay down proportion of marks for Theory and Skills Practical for each Element/ PC.
4. Individual NCVET recognised assessment agencies will prepare the theory and practical question papers
5. The assessments will be conducted by individual NCVET recognised assessment agencies as per the SOP.
6. Every learner/ candidate appearing for the assessment must possess the OJT completion certificate from the employer to undertake the assessments under this qualification.
7. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
8. To pass the Qualification Pack assessment, every trainee should score a minimum of 50% aggregate passing percentage recommended at QP Level.

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9. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

10. For detailed guidelines SOP on assessments can be referred to on the RASCI website.

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
RAS/N0601.Update self on product knowledge and merchandising practices	50	50	0	0	100	16
RAS/N0602.Follow business productivity targets and work towards achieving them	50	50	0	0	100	16
RAS/N0603.Make effective sales calls	50	50	0	0	100	14
RAS/N0604.Handle credit, receivables, and payables of retail outlets	50	50	0	0	100	16
RAS/N0605.Build and maintain trade relationships with retailers and resolve objections	50	50	0	0	100	18
RAS/N0618.Use Technological Tools and Applications	50	50	0	0	100	14
DGT/VSQ/N0102.Employability Skills (60 Hours)	20	30	-	-	50	6
Total	320	330	-	-	650	100

Qualification Pack

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training

Qualification Pack

Glossary

Sector	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.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	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.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	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.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	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.
Scope	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.

Qualification Pack

Knowledge and Understanding (KU)	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.
Organisational Context	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.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	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.
Electives	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.
Options	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.