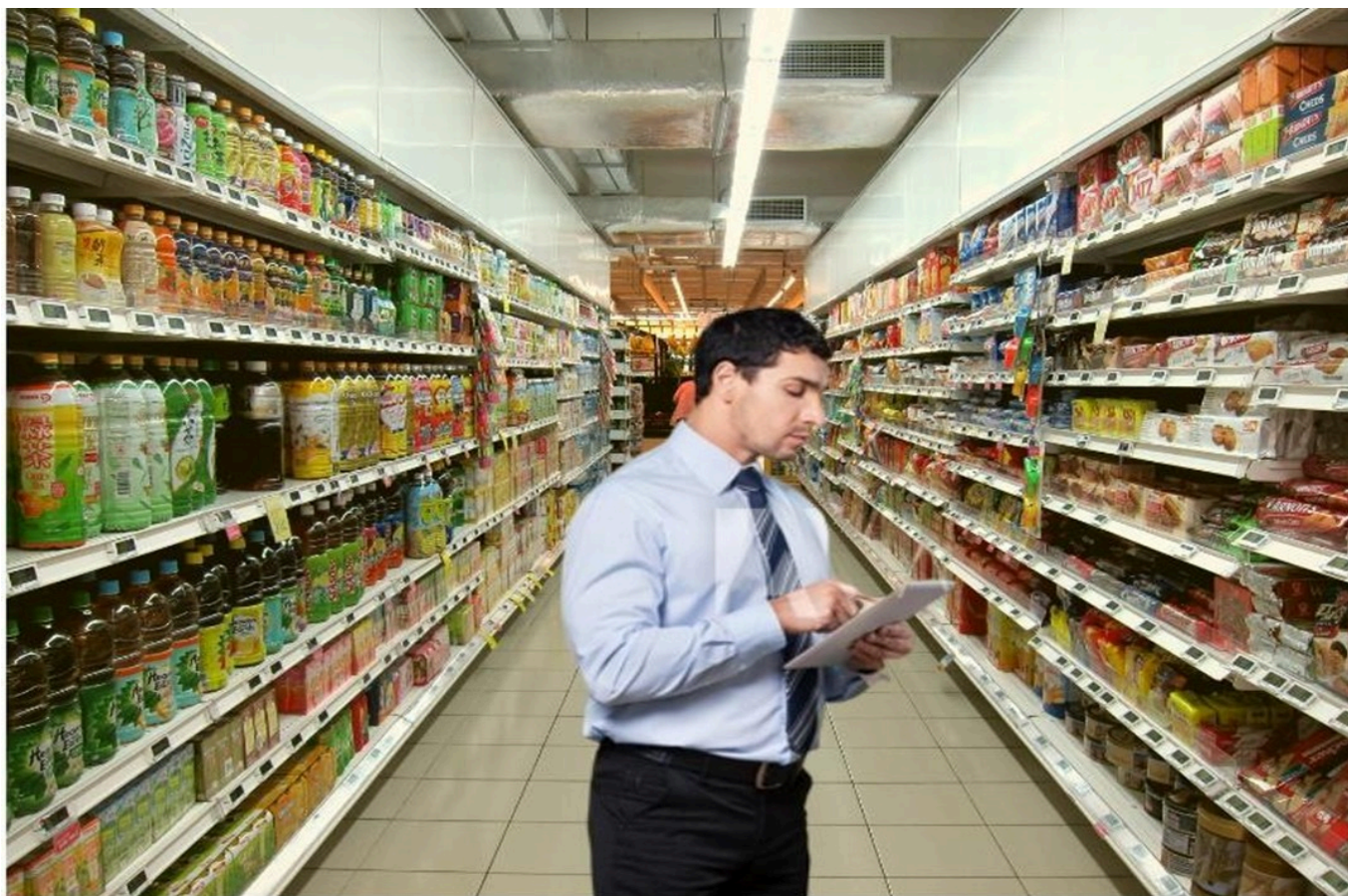


## Qualification Pack



# Junior Supervisor (Sales)

QP Code: RAS/Q0605

Version: 2.0

NSQF Level: 4.5

Retail Associated Skill Council of India (RASCI) || 703-704 Sagar Tech Plaza - A, Andheri-Kurla Road,  
Sakinaka Junction, Andheri (E)  
Mumbai-400072 || email:amol.kulkarni@rasci.in

## Qualification Pack

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## Qualification Pack

### RAS/Q0605: Junior Supervisor (Sales)

#### Brief Job Description

The individual in this job role is responsible for achieving Sales Targets by driving secondary value & volume objectives for the General Trade Channel (GT) and Modern Trade (MT) Channel in the assigned geographical area. Individuals in this role typically supervise a set of salespeople employed by the channel partners. The individual is responsible for the expansion of the sales channel, increasing market share, and training & coaching the salespeople of the distributors / modern retailers. S/he is also responsible for ensuring general trade outstanding collections through distributor sales teams, based on defined norms.

#### Personal Attributes

The individual needs to be physically fit, willing to work in outdoor market environments. The job requires the individual to demonstrate leadership, analytical thinking, and planning. He / She must possess good interpersonal skills.

#### Applicable National Occupational Standards (NOS)

##### Compulsory NOS:

1. [RAS/N0606: Facilitate acquisition of secondary sales orders](#)
2. [RAS/N0607: Manage operations at distributor point](#)
3. [RAS/N0608: Manage modern trade](#)
4. [RAS/N0609: Implement sales promotion activities](#)
5. [RAS/N0610: Build and retain effective sales relationships with customers](#)
6. [RAS/N0611: Expand market coverage](#)
7. [RAS/N0612: Furnish reports](#)
8. [RAS/N0138: To work effectively in an organisation](#)
9. [DGT/VSQ/N0102: Employability Skills \(60 Hours\)](#)

#### Qualification Pack (QP) Parameters

<b>Sector</b>	Retail
<b>Sub-Sector</b>	FMCG

### Qualification Pack

<b>Occupation</b>	Sales
<b>Country</b>	India
<b>NSQF Level</b>	4.5
<b>Credits</b>	16
<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO-2015/5249.0101
<b>Minimum Educational Qualification &amp; Experience</b>	Completed 3 year diploma after 10th OR 12th grade Pass with 1.5 years of experience OR 10th grade pass with 4.5 years of experience OR Previous relevant Qualification of NSQF Level (3.5) with 3 Years of experience OR Previous relevant Qualification of NSQF Level (4) with 1.5 years of experience
<b>Minimum Level of Education for Training in School</b>	10th Class
<b>Pre-Requisite License or Training</b>	NA
<b>Minimum Job Entry Age</b>	18 Years
<b>Last Reviewed On</b>	NA
<b>Next Review Date</b>	30/04/2027
<b>NSQC Approval Date</b>	30/04/2024
<b>Version</b>	2.0
<b>Reference code on NQR</b>	QG-4.5-OR-02434-2024-V2-RASCI
<b>NQR Version</b>	2.0

## Qualification Pack

### RAS/N0606: Facilitate acquisition of secondary sales orders

#### Description

This OS describes the skills and knowledge required to support the distributors to acquire secondary sales orders from the retailers leading to booking of primary sales orders from the distributors.

#### Scope

The scope covers the following :

- Supervise market work of distributor salespeople
- Train and coach the distributor salespeople

#### Elements and Performance Criteria

##### *Supervise market work of distributor salespeople*

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

- PC1.** Create distributor wise target plan for the assigned territory based on opportunity & potential
- PC2.** Facilitate the creation of an efficient route /and beat plan for distributor salespeople
- PC3.** Guide Distributor Salespeople in creating route wise & beat wise periodic sales targets
- PC4.** Create a monthly Permanent Journey Plan (PJP) for self to visit the territory based on priorities
- PC5.** Ensure adherence to PJP, beat plans and thus optimal coverage of outlets using ABC category prioritization matrix for self and Distributor salespeople
- PC6.** Ensure that the distributor salespeople increase the market-share through increasing the coverage, number of outlets and the availability of the products therein
- PC7.** Conduct Gate meetings, ensure objectives are communicated and reviewed with the Distributor Salespeople at appropriate intervals
- PC8.** Provide action plan to the distributor salespeople to achieve sales targets
- PC9.** Visit key accounts and the territory as per the beat plan and follow the steps of the sales call
- PC10.** Plan and monitor growth by Range Selling, ECO (effective coverage outlets), TLS (Total lines sold) ND (Numeric Distribution) SAH (Share among Handlers)
- PC11.** Monitor the usage of POP (Point of Purchase material) and other merchandising material and ensure visibility and availability of the SKUs at the retail outlets
- PC12.** Check & ensure proper pass-through of company supported trade & consumer offers
- PC13.** Carry Merchandising kit and product sample to ensure demonstration and placement of the focus product
- PC14.** Organise the display of products at the outlets as per the Visual Merchandising guidelines of the organisation to ensure high visibility for the brand and the products
- PC15.** Ensure FIFO at the distributor point and freshness of stock in the market
- PC16.** Ensure Hygiene and prevent returns by rotating stocks using FIFO concept for SKUs at retailer's location
- PC17.** Book personal orders for the products at retailer's location



## Qualification Pack

**PC18.** Plan & monitor effective use of trade funds / budgets allocated to the territory

*Train and coach the distributor salespeople*

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

**PC19.** Train the distributor salespeople on the products and offerings of the company

**PC20.** Provide up-to-date knowledge on channel wise, category wise, outlet type wise schemes

**PC21.** Coach the team on effective usage of merchandising and POP materials at retail outlets

**PC22.** Train the distributor salespeople on the techniques to achieve productivity targets

**PC23.** Provide training on the techniques and steps to make an effective sales call

**PC24.** Benchmark own products and sales strategies with that of competitor's and coach the team to counter the challenges from the competition

**PC25.** Work along and coach the distributor salespeople on the job by sharing constructive feedback and action plans

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

**KU1.** Geographical & demographical structure of the territory

**KU2.** Sales plan and targets for the territory

**KU3.** Organisation structure, roles and responsibilities of self and people in hierarchy

**KU4.** Channel management process of the organisation

**KU5.** Roles and responsibilities of channel partners

**KU6.** Escalation matrix of the organisation

**KU7.** Latest updates on product portfolio and product mix of the organisation

**KU8.** Features, advantages and benefits of the products

**KU9.** Criteria for identifying outlets by A, B & C categories

**KU10.** Significance of Permanent journey plan (PJP) and beat plan

**KU11.** Productivity targets and measures to achieve targets such as Range Selling, Numeric Distribution (ND), Conversion Ratio, Total Lines Sold (TLC), Share Among Handlers (SAH), Bill Cut, Lines Cut, Average Bill Value

**KU12.** Meeting etiquette, organisation policies on grooming and self-presentation

**KU13.** Merchandising guidelines, techniques to create visibility of the brand and products at the retail outlet

**KU14.** Principles and techniques of merchandising, Stock Rotation, Inventory Management and Visual Merchandising applied in traditional trade

**KU15.** Grievance redressal and escalation process of the organisation for distributors and retailers

**KU16.** Process of order collection and processing

**KU17.** Sales process of the organisation

**KU18.** Process of the organisation to manage the budgets and trade funds

**KU19.** Policies of the organisation with respect to vendor / distributor / retailer payouts

**KU20.** Techniques to train, coach & mentor distributor salespeople

**KU21.** Sales cycle, Selling techniques and report formats

## Qualification Pack

### Generic Skills (GS)

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

- GS1.** Speak local / vernacular language of the region
- GS2.** Use questioning and active listening to determine and respond to customer needs to ensure customers enjoy a positive experience that reflects organisation values
- GS3.** Use arithmetic skills to perform simple and complex calculations
- GS4.** Use negotiation skills to manage day to day operations with retailers and distributors
- GS5.** Operate and use hand held terminals / devices to assist in better quality of selling
- GS6.** Read and interpret workplace document, Write reports and complete written workplace forms when required
- GS7.** Computer skills with respect to carry out official communication and data analysis
- GS8.** Share work-related information with other stake holders
- GS9.** Steps and methods of sales call
- GS10.** Follow organisation's policies regarding work availability, rosters and work duties
- GS11.** Work within the organisation's culture by practicing inclusive behaviour
- GS12.** Manage personal presentation, hygiene and time
- GS13.** Prioritise and complete the tasks delegated by supervisor
- GS14.** Demonstrate sensitivity to customer needs and concerns
- GS15.** Anticipate problems and act to avoid them where possible
- GS16.** Respond to and overcome breakdowns and malfunction of equipment
- GS17.** Respond to unsafe and hazardous working conditions
- GS18.** Respond to security breaches within the guidelines of the organisation
- GS19.** Recognize and report faulty equipment and follow workplace health and safety procedures
- GS20.** Ensure that the safety guidelines at work are adhered to by the distributor salespeople
- GS21.** Recognize and report faulty business processes in the territory and recommend improvements to relevant departments within the company and to the distributor externally
- GS22.** Identify learning and training needs for self

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Supervise market work of distributor salespeople</i>	<b>30</b>	<b>30</b>	-	-
<b>PC1.</b> Create distributor wise target plan for the assigned territory based on opportunity & potential	2	2	-	-
<b>PC2.</b> Facilitate the creation of an efficient route /and beat plan for distributor salespeople	2	2	-	-
<b>PC3.</b> Guide Distributor Salespeople in creating route wise & beat wise periodic sales targets	2	2	-	-
<b>PC4.</b> Create a monthly Permanent Journey Plan (PJP) for self to visit the territory based on priorities	2	2	-	-
<b>PC5.</b> Ensure adherence to PJP, beat plans and thus optimal coverage of outlets using ABC category prioritization matrix for self and Distributor salespeople	2	2	-	-
<b>PC6.</b> Ensure that the distributor salespeople increase the market-share through increasing the coverage, number of outlets and the availability of the products therein	1	1	-	-
<b>PC7.</b> Conduct Gate meetings, ensure objectives are communicated and reviewed with the Distributor Salespeople at appropriate intervals	1	1	-	-
<b>PC8.</b> Provide action plan to the distributor salespeople to achieve sales targets	1	1	-	-
<b>PC9.</b> Visit key accounts and the territory as per the beat plan and follow the steps of the sales call	2	2	-	-
<b>PC10.</b> Plan and monitor growth by Range Selling, ECO (effective coverage outlets), TLS (Total lines sold) ND (Numeric Distribution) SAH (Share among Handlers)	2	2	-	-
<b>PC11.</b> Monitor the usage of POP (Point of Purchase material) and other merchandising material and ensure visibility and availability of the SKUs at the retail outlets	1	1	-	-



### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC12.</b> Check & ensure proper pass-through of company supported trade & consumer offers	2	2	-	-
<b>PC13.</b> Carry Merchandising kit and product sample to ensure demonstration and placement of the focus product	1	1	-	-
<b>PC14.</b> Organise the display of products at the outlets as per the Visual Merchandising guidelines of the organisation to ensure high visibility for the brand and the products	2	2	-	-
<b>PC15.</b> Ensure FIFO at the distributor point and freshness of stock in the market	2	2	-	-
<b>PC16.</b> Ensure Hygiene and prevent returns by rotating stocks using FIFO concept for SKUs at retailer's location	1	1	-	-
<b>PC17.</b> Book personal orders for the products at retailer's location	2	2	-	-
<b>PC18.</b> Plan & monitor effective use of trade funds / budgets allocated to the territory	2	2	-	-
<i>Train and coach the distributor salespeople</i>	<b>20</b>	<b>20</b>	-	-
<b>PC19.</b> Train the distributor salespeople on the products and offerings of the company	2	2	-	-
<b>PC20.</b> Provide up-to-date knowledge on channel wise, category wise, outlet type wise schemes	2	2	-	-
<b>PC21.</b> Coach the team on effective usage of merchandising and POP materials at retail outlets	2	2	-	-
<b>PC22.</b> Train the distributor salespeople on the techniques to achieve productivity targets	3	3	-	-
<b>PC23.</b> Provide training on the techniques and steps to make an effective sales call	3	3	-	-
<b>PC24.</b> Benchmark own products and sales strategies with that of competitor's and coach the team to counter the challenges from the competition	4	4	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC25.</b> Work along and coach the distributor salespeople on the job by sharing constructive feedback and action plans	4	4	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0606
<b>NOS Name</b>	Facilitate acquisition of secondary sales orders
<b>Sector</b>	Retail
<b>Sub-Sector</b>	FMCG
<b>Occupation</b>	Sales
<b>NSQF Level</b>	4.5
<b>Credits</b>	2
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	30/04/2024
<b>Next Review Date</b>	30/04/2027
<b>NSQC Clearance Date</b>	30/04/2024

## Qualification Pack

### RAS/N0607: Manage operations at distributor point

#### Description

This OS details the competencies of the Sales Supervisor to partner effectively with the distributor to ensure their ROI and achieve the sales objectives of the organization.

#### Scope

The scope covers the following :

- Manage operations at distribution point

#### Elements and Performance Criteria

##### *Manage operations at distribution point*

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

- PC1.** Procure orders from distributor in line with secondary sales achievements to meet the primary sales targets of the territory
- PC2.** Follow-up with the distributor to ensure in time delivery of the order, review cancellations / part – deliveries and returns
- PC3.** Facilitate order fulfillment by the company
- PC4.** Reconcile the receivables and payments of the distributors towards the company
- PC5.** Collect payments against the orders from the distributor as per organisation policy
- PC6.** Facilitate timely payouts to distributors from the company on their receivables
- PC7.** Monitor ROI of the distributor, provide plans to achieve the ROI objectives
- PC8.** Resolve the grievances of the distributor related to payments, processes and service related matters
- PC9.** Update and train distributors on new product launches to leverage them best in their markets
- PC10.** Encourage distributors to maintain sufficient stocks of entire range of products
- PC11.** Ensure accurate and timely settlement of financial claims for the distributors
- PC12.** Ensure allocation of promotional stocks in adequate quantities
- PC13.** Design incentive schemes for distributor salesmen and ensure timely and accurate disbursement
- PC14.** Ensure that the distributor is aware of the escalation matrix of the company
- PC15.** Monitor distributor performance on market coverage and ensure effective market coverage
- PC16.** Ensure that the distributor maintains required infrastructure for smooth operations in the territory
- PC17.** Facilitate rewards to the distributors as per the reward and recognition policies of the company
- PC18.** Monitor the credit limits of the distributor and ensure that the credit ageing of the distributor is within the prescribed limits

#### Knowledge and Understanding (KU)

## Qualification Pack

The individual on the job needs to know and understand:

- KU1.** Primary sales plan and primary targets for the territory
- KU2.** Organisation process for order fulfillment
- KU3.** Logistic infrastructure required for order fulfillment
- KU4.** Escalation matrix and process for resolution of distributor problems
- KU5.** Organisation processes for settlement of distributor dues
- KU6.** Payment collection and remittance procedures against the distributor orders
- KU7.** Features, advantages and benefits of new products launched
- KU8.** Product portfolios of the organisation
- KU9.** Replacement process for damaged stocks
- KU10.** Methods of incentivizing distributor's sales team
- KU11.** Methods to monitor and analyze performance based on effective outlet coverage
- KU12.** Infrastructure and resources required to be maintained by the distributor for seamless operations
- KU13.** Reward and recognition programs and policies of the organisation for the distributors
- KU14.** Credit & payment Collection norms of the organisation
- KU15.** Delivery norms of the organization
- KU16.** Methods to assess pending payments and distributor credit status
- KU17.** Processes to ensure on time and in full delivery of all orders securely
- KU18.** Processes to report distributor wise credit status to the supervisor

## Generic Skills (GS)

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

- GS1.** Speak local / vernacular language of the region
- GS2.** Complete documentation accurately, Write simple reports and complete written workplace forms when required, Read and interpret workplace documents and instructions
- GS3.** Use questioning and active listening to determine and respond to customer needs to ensure customers enjoy a positive retail experience that reflects store values
- GS4.** Share work-related information with other team members
- GS5.** Make appropriate decisions regarding the responsibilities of the job role
- GS6.** Follow organisation policies regarding work availability, rosters and work duties
- GS7.** Work within the organisation's culture by practicing inclusive behaviour
- GS8.** Manage personal presentation, hygiene and time
- GS9.** Prioritise and complete delegated tasks under instruction
- GS10.** Adapt to new situations, including changing workplace procedures
- GS11.** Demonstrate sensitivity to customer needs and concerns
- GS12.** Anticipate problems and act to avoid them where possible
- GS13.** Respond to breakdowns and malfunction of equipment
- GS14.** Respond to unsafe and hazardous working conditions

## Qualification Pack

- GS15.** Respond to security breaches
- GS16.** Recognize and report faulty processes and follow workplace health and safety procedures
- GS17.** Identify learning / training needs for self - accept opportunities to learn new ways of doing things and implement changes under instruction in the context of organisational procedures



## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Manage operations at distribution point</i>	<b>50</b>	<b>50</b>	-	-
<b>PC1.</b> Procure orders from distributor in line with secondary sales achievements to meet the primary sales targets of the territory	3	3	-	-
<b>PC2.</b> Follow-up with the distributor to ensure in time delivery of the order, review cancellations / part – deliveries and returns	3	3	-	-
<b>PC3.</b> Facilitate order fulfillment by the company	2	2	-	-
<b>PC4.</b> Reconcile the receivables and payments of the distributors towards the company	3	3	-	-
<b>PC5.</b> Collect payments against the orders from the distributor as per organisation policy	3	3	-	-
<b>PC6.</b> Facilitate timely payouts to distributors from the company on their receivables	3	3	-	-
<b>PC7.</b> Monitor ROI of the distributor, provide plans to achieve the ROI objectives	3	3	-	-
<b>PC8.</b> Resolve the grievances of the distributor related to payments, processes and service related matters	3	3	-	-
<b>PC9.</b> Update and train distributors on new product launches to leverage them best in their markets	3	3	-	-
<b>PC10.</b> Encourage distributors to maintain sufficient stocks of entire range of products	3	3	-	-
<b>PC11.</b> Ensure accurate and timely settlement of financial claims for the distributors	3	3	-	-
<b>PC12.</b> Ensure allocation of promotional stocks in adequate quantities	3	3	-	-
<b>PC13.</b> Design incentive schemes for distributor salesmen and ensure timely and accurate disbursement	3	3	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC14.</b> Ensure that the distributor is aware of the escalation matrix of the company	2	2	-	-
<b>PC15.</b> Monitor distributor performance on market coverage and ensure effective market coverage	3	3	-	-
<b>PC16.</b> Ensure that the distributor maintains required infrastructure for smooth operations in the territory	3	3	-	-
<b>PC17.</b> Facilitate rewards to the distributors as per the reward and recognition policies of the company	2	2	-	-
<b>PC18.</b> Monitor the credit limits of the distributor and ensure that the credit ageing of the distributor is within the prescribed limits	2	2	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0607
<b>NOS Name</b>	Manage operations at distributor point
<b>Sector</b>	Retail
<b>Sub-Sector</b>	FMCG
<b>Occupation</b>	Sales
<b>NSQF Level</b>	4.5
<b>Credits</b>	2
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	30/04/2024
<b>Next Review Date</b>	30/04/2027
<b>NSQC Clearance Date</b>	30/04/2024

## Qualification Pack

### RAS/N0608: Manage modern trade

#### Description

This OS describes the skills and knowledge required to achieve volume and value objectives of the organisation for the assigned channel within budget, time and policy parameters through efficient control of the modern trade outlets under charge

#### Scope

The scope covers the following :

- Achieve offtake targets at the retail outlets

#### Elements and Performance Criteria

##### *Achieve offtake targets at the retail outlets*

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

- PC1.** Visit modern retail stores as per the PJP and beat plan
- PC2.** Liaise with merchandising team, category management team, store managers, department managers to implement sales and marketing strategies of the brand(s)
- PC3.** Negotiate, acquire and control dominant shelf space at the retail stores
- PC4.** Translate planogram objectives into store-level implementation
- PC5.** Appoint, train & coach and review In-Store Promoters, Merchandisers
- PC6.** Equip team with right capabilities, skills, resources and information to deliver business objectives
- PC7.** Plan work schedule for In-Store Promoters, Merchandisers
- PC8.** Maintain rosters of In-Store Promoters, Merchandisers on a daily basis
- PC9.** Supervise the team to ensure availability of the products on the shelf
- PC10.** Build brand image and visibility in the store by ensuring the implementation of merchandising at POS and high traffic locations at the stores
- PC11.** Monitor conversion ratios at the store and take corrective action to optimize conversions
- PC12.** Supervise the team to adhere to the store policies and guidelines
- PC13.** Implement Schemes & Promotional Activities (Marketing & Sales)
- PC14.** Track performance of Schemes & Promotional activities and take corrective actions if required
- PC15.** Assist the supervisor to forecast Brand and SKU wise Sales
- PC16.** Review and interpret the competition after in-depth analysis of market information
- PC17.** Provide proper and immediate feedback to supervisor for appropriate and timely action to mitigate challenges from competition
- PC18.** Report outlet wise expenses towards damages, trade schemes, promotional expenses and visibility expenses
- PC19.** Facilitate settlement of financial claims of the retail outlets

## Qualification Pack

### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Principles and techniques of merchandising, Stock Rotation, Inventory Management and Visual Merchandising applied in modern trade
- KU2.** Training, coaching & mentoring techniques
- KU3.** Techniques to gather market intelligence and competitor performance
- KU4.** Sales cycle and selling techniques for the modern trade
- KU5.** Range of products / SKUs along with their features, benefits and advantages
- KU6.** Pricing strategy for modern trade channel
- KU7.** Store / outlet wise offtake targets for every SKUs
- KU8.** Reporting formats and templates
- KU9.** IT devices and applications used for recording and reporting
- KU10.** Content to be discussed during the review meetings
- KU11.** Meeting etiquette
- KU12.** Organisation's financial policies and standard operating procedures with modern trade

### Generic Skills (GS)

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

- GS1.** Speak local / vernacular language of the region
- GS2.** Use questioning and active listening to determine and respond to customer needs to ensure customers enjoy a positive experience that reflects organisation values
- GS3.** Arithmetic skills to perform simple and complex calculations
- GS4.** Negotiation skills to manage day to day operations with retailers and distributors
- GS5.** Build rapport with all the key stake holders at the retail stores
- GS6.** Negotiation skills to acquire space and implement promotions in the store premises
- GS7.** Operate and use hand held terminals / devices
- GS8.** Complete documentation accurately, Write simple reports and complete written workplace forms when required, Read and interpret workplace documents and instructions
- GS9.** Share work-related information with other stake holders
- GS10.** Steps and methods of sales call
- GS11.** Computer skills with respect to carry out official communication and data analysis
- GS12.** Follow organisation's policies regarding work availability, rosters and work duties
- GS13.** Work within the organisation's culture by practicing inclusive behaviour
- GS14.** Manage personal presentation, hygiene and time
- GS15.** Prioritise and complete delegated tasks under instruction
- GS16.** Demonstrate sensitivity to customer needs and concerns
- GS17.** Anticipate problems and act to avoid them where possible
- GS18.** Respond to breakdowns and malfunction of equipment

## Qualification Pack

- GS19.** Respond to unsafe and hazardous working conditions
- GS20.** Respond to security breaches
- GS21.** Recognize and report faulty equipment and follow workplace health and safety procedures
- GS22.** Identify learning / training needs for self



## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Achieve offtake targets at the retail outlets</i>	<b>50</b>	<b>50</b>	-	-
<b>PC1.</b> Visit modern retail stores as per the PJP and beat plan	3	3	-	-
<b>PC2.</b> Liaise with merchandising team, category management team, store managers, department managers to implement sales and marketing strategies of the brand(s)	4	4	-	-
<b>PC3.</b> Negotiate, acquire and control dominant shelf space at the retail stores	4	4	-	-
<b>PC4.</b> Translate planogram objectives into store-level implementation	3	3	-	-
<b>PC5.</b> Appoint, train & coach and review In-Store Promoters, Merchandisers	3	3	-	-
<b>PC6.</b> Equip team with right capabilities, skills, resources and information to deliver business objectives	3	3	-	-
<b>PC7.</b> Plan work schedule for In-Store Promoters, Merchandisers	2	2	-	-
<b>PC8.</b> Maintain rosters of In-Store Promoters, Merchandisers on a daily basis	1	1	-	-
<b>PC9.</b> Supervise the team to ensure availability of the products on the shelf	2	2	-	-
<b>PC10.</b> Build brand image and visibility in the store by ensuring the implementation of merchandising at POS and high traffic locations at the stores	3	3	-	-
<b>PC11.</b> Monitor conversion ratios at the store and take corrective action to optimize conversions	4	4	-	-
<b>PC12.</b> Supervise the team to adhere to the store policies and guidelines	1	1	-	-
<b>PC13.</b> Implement Schemes & Promotional Activities (Marketing & Sales)	2	2	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC14.</b> Track performance of Schemes & Promotional activities and take corrective actions if required	2	2	-	-
<b>PC15.</b> Assist the supervisor to forecast Brand and SKU wise Sales	3	3	-	-
<b>PC16.</b> Review and interpret the competition after in-depth analysis of market information	3	3	-	-
<b>PC17.</b> Provide proper and immediate feedback to supervisor for appropriate and timely action to mitigate challenges from competition	3	3	-	-
<b>PC18.</b> Report outlet wise expenses towards damages, trade schemes, promotional expenses and visibility expenses	2	2	-	-
<b>PC19.</b> Facilitate settlement of financial claims of the retail outlets	2	2	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0608
<b>NOS Name</b>	Manage modern trade
<b>Sector</b>	Retail
<b>Sub-Sector</b>	FMCG
<b>Occupation</b>	Sales
<b>NSQF Level</b>	4.5
<b>Credits</b>	2
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	30/04/2024
<b>Next Review Date</b>	30/04/2027
<b>NSQC Clearance Date</b>	30/04/2024

## Qualification Pack

### RAS/N0609: Implement sales promotion activities

#### Description

This OS describes the skills and knowledge required to implement sales promotional activities to increase brand visibility and thereby leading to increase in sales volume.

#### Scope

The scope covers the following :

- Implement sales promotion campaign
- Manage waste

#### Elements and Performance Criteria

##### *Implement sales promotion campaign*

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

- PC1.** Identify key locations and or retail outlets to set up the promotions
- PC2.** Ensure the promotions of the brand and products are setup at the designated location
- PC3.** Communicate sales promotions objectives to the distribution team and other stakeholders
- PC4.** Explain merchandising themes and plots to the team setting up the displays
- PC5.** Communicate the sales promotion incentive and response mechanisms to the stakeholders
- PC6.** Identify the resources required to implement the agreed sales promotion
- PC7.** Organise to roll-out of the sales promotion and make adjustments within the limits of own authority to make it a success
- PC8.** Monitor the sales promotion activities by tracking the sales performance indicators identified for the promotion
- PC9.** Evaluate and report the results of the promotion to the supervisor
- PC10.** Propagate the company's trade schemes among the retailers
- PC11.** Educate retailers on the portfolio of the products carried by the organisation
- PC12.** Answer customer's / distributor's / retailer's / sales team queries regarding the implemented scheme

##### *Manage waste*

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

- PC13.** Follow company procedures in preparing waste for disposal
- PC14.** Organise disposal of waste in ways that are safe and hygienic and that meet legal and company requirements for recycling
- PC15.** Follow company procedures for re-usable and recyclable waste materials
- PC16.** Follow company procedures to recycle unwanted packaging materials
- PC17.** Dispose of food waste in line with company and legal food safety requirements

#### Knowledge and Understanding (KU)

## Qualification Pack

The individual on the job needs to know and understand:

- KU1.** Branding guidelines of the organisation
- KU2.** Objective of the sales promotional activity
- KU3.** Guidelines for the promotional activities
- KU4.** Merchandising and visual merchandising principles, trends, techniques & guidelines of the organisation
- KU5.** POP materials to be used for the promotional activity
- KU6.** Health, safety and security arrangements needed for displays
- KU7.** Activities and resources need to put the promotional activity / display together
- KU8.** The value of acquiring space for promotional activities, display of products within the store premises
- KU9.** Market intelligence on promotional activities of the competition
- KU10.** Methods and tools to calculate and present the performance of the promotional activity
- KU11.** Business profitability parameters
- KU12.** Category / Brand merchandising norms
- KU13.** Schematic presentations of merchandising themes and plots
- KU14.** Effects of seasonality on different categories of products being sold
- KU15.** Factors affecting customers buying behavior for a particular category
- KU16.** Store sales data for various categories
- KU17.** Why waste must be handled and disposed of correctly
- KU18.** Company procedures for recycling packaging waste
- KU19.** Legal requirements and the company's procedures for disposing of waste products and recording food disposals
- KU20.** Company procedures for recycling packaging waste

## Generic Skills (GS)

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

- GS1.** Complete documentation accurately, Write simple reports and complete written workplace forms when required, Read and interpret workplace documents and instructions.
- GS2.** Use appropriate styles of communication with the stakeholders
- GS3.** Make decisions pertaining to the concerned area of work, anticipate problems and act to avoid them where possible
- GS4.** Analyse customer buying behavior to plan merchandising schemes accordingly
- GS5.** Resolve problems related to sourcing and allocating of resources during implementation
- GS6.** Identify immediate or temporary solutions to resolve delays
- GS7.** Analyze data collected in reports to be able to plan future merchandising events
- GS8.** Apply, analyze, and evaluate the information gathered from observation, experience
- GS9.** Reasoning or communication, as a guide to thought and action

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Implement sales promotion campaign</i>	<b>40</b>	<b>40</b>	-	-
<b>PC1.</b> Identify key locations and or retail outlets to set up the promotions	4	4	-	-
<b>PC2.</b> Ensure the promotions of the brand and products are setup at the designated location	4	4	-	-
<b>PC3.</b> Communicate sales promotions objectives to the distribution team and other stakeholders	4	4	-	-
<b>PC4.</b> Explain merchandising themes and plots to the team setting up the displays	2	2	-	-
<b>PC5.</b> Communicate the sales promotion incentive and response mechanisms to the stakeholders	3	3	-	-
<b>PC6.</b> Identify the resources required to implement the agreed sales promotion	3	3	-	-
<b>PC7.</b> Organise to roll-out of the sales promotion and make adjustments within the limits of own authority to make it a success	4	4	-	-
<b>PC8.</b> Monitor the sales promotion activities by tracking the sales performance indicators identified for the promotion	4	4	-	-
<b>PC9.</b> Evaluate and report the results of the promotion to the supervisor	4	4	-	-
<b>PC10.</b> Propagate the company's trade schemes among the retailers	3	3	-	-
<b>PC11.</b> Educate retailers on the portfolio of the products carried by the organisation	3	3	-	-
<b>PC12.</b> Answer customer's / distributor's / retailer's / sales team queries regarding the implemented scheme	2	2	-	-
<i>Manage waste</i>	<b>10</b>	<b>10</b>	-	-
<b>PC13.</b> Follow company procedures in preparing waste for disposal	2	2	-	-



### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<b>PC14.</b> Organise disposal of waste in ways that are safe and hygienic and that meet legal and company requirements for recycling	2	2	-	-
<b>PC15.</b> Follow company procedures for re-usable and recyclable waste materials	2	2	-	-
<b>PC16.</b> Follow company procedures to recycle unwanted packaging materials	2	2	-	-
<b>PC17.</b> Dispose of food waste in line with company and legal food safety requirements	2	2	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0609
<b>NOS Name</b>	Implement sales promotion activities
<b>Sector</b>	Retail
<b>Sub-Sector</b>	FMCG
<b>Occupation</b>	Sales
<b>NSQF Level</b>	4.5
<b>Credits</b>	1
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	30/04/2024
<b>Next Review Date</b>	30/04/2027
<b>NSQC Clearance Date</b>	30/04/2024

## Qualification Pack

### RAS/N0610: Build and retain effective sales relationships with customers

#### Description

This OS describes the skills and knowledge required to build a strong partnership with customers (Viz distributors, retailers and key accounts) to understand their needs and expectations. This standard is also about building and maintaining sales relationships based upon trust, commitment and co-operation designed to achieve long-term loyalty.

#### Scope

The scope covers the following :

- Build and retain sales relationship with customers

#### Elements and Performance Criteria

##### *Build and retain sales relationship with customers*

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

- PC1.** Identify customers with whom to build effective sales relationships and prioritise an outreach
- PC2.** Establish existing and potential customer needs and expectations and balance them with the organisation's sales strategy
- PC3.** Develop a customer relationship plan and Agree with the customer the basis on which the relationship should operate and be maintained
- PC4.** Ensure that the product/service offer is clearly defined in terms of customer needs and expectations
- PC5.** Negotiate with the customers a range of mutually beneficial sales solutions identify opportunities to develop the relationship with the customer
- PC6.** Identify and follow up appropriate opportunities for up-selling, cross-selling and selling add-ons
- PC7.** Seek and collect customer feedback about the organisation's provision of products and/or services
- PC8.** Use feedback to ensure that the quality and consistency of service is being maintained
- PC9.** Deal with customer complaints or problems; provide suitable sales solutions; and ensure regular feedback is given to the sales team on the status of the relationship
- PC10.** Monitor and evaluate the relationship on a regular basis

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Quality and compliance issues
- KU2.** Methods and tools for customer relationship management
- KU3.** Organisational criteria for establishing customer relationships
- KU4.** The focus of the sales strategy, sales activity plans, sales targets and sales objectives

## Qualification Pack

- KU5.** Methods to identify and prioritise customers with whom the organisation should be building long term and profitable relationships
- KU6.** The nature and scope of the relationship and its potential long term value to the organisation
- KU7.** The value, context, and content of a customer relationship plan
- KU8.** The interpersonal skills required to establish relationships and build rapport with customers
- KU9.** Methods to assess the risk and potential benefits of the relationship
- KU10.** Importance of communicating with key customers effectively in order to develop trust, commitment and co-operation
- KU11.** Value of establishing a mutually beneficial financial outcome with customers to from the relationship
- KU12.** The concepts of up-selling, cross-selling and selling add-ons and when it is appropriate to do this
- KU13.** Methods for monitoring and evaluating customer relationships
- KU14.** Methods to aggregate resources required to manage a customer relationship effectively
- KU15.** Ways to identify and grasp sales opportunities when maintaining a customer relationship

## Generic Skills (GS)

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

- GS1.** Speak local / vernacular language of the region
- GS2.** Complete documentation accurately, Write simple reports and complete written workplace forms when required, Read and interpret workplace documents and instructions
- GS3.** Use questioning and active listening to determine and respond to customer needs to ensure customers enjoy a positive retail experience that reflects store values
- GS4.** Share work-related information with other team members
- GS5.** Build rapport with the customers
- GS6.** Make appropriate decisions regarding the responsibilities of the job role
- GS7.** Follow organisation policies regarding work availability, rosters and work duties
- GS8.** Work within the organisation's culture by practicing inclusive behaviour
- GS9.** Manage personal presentation, hygiene and time
- GS10.** Prioritise and complete delegated tasks under instruction
- GS11.** Adapt to new situations, including changing workplace procedures
- GS12.** Demonstrate sensitivity to customer needs and concerns
- GS13.** Anticipate problems and act to avoid them where possible
- GS14.** Respond to breakdowns and malfunction of equipment
- GS15.** Respond to unsafe and hazardous working conditions
- GS16.** Respond to security breaches
- GS17.** Recognize and report faulty equipment and follow workplace health and safety procedures
- GS18.** Identify personal strengths and weaknesses in the context of the job role and recognize how to personally learn best

## Qualification Pack

- GS19.** Accept opportunities to learn new ways of doing things and implement changes under instruction in the context of organisational procedures

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Build and retain sales relationship with customers</i>	<b>50</b>	<b>50</b>	-	-
<b>PC1.</b> Identify customers with whom to build effective sales relationships and prioritise an outreach	5	5	-	-
<b>PC2.</b> Establish existing and potential customer needs and expectations and balance them with the organisation's sales strategy	5	5	-	-
<b>PC3.</b> Develop a customer relationship plan and Agree with the customer the basis on which the relationship should operate and be maintained	5	5	-	-
<b>PC4.</b> Ensure that the product/service offer is clearly defined in terms of customer needs and expectations	5	5	-	-
<b>PC5.</b> Negotiate with the customers a range of mutually beneficial sales solutions identify opportunities to develop the relationship with the customer	5	5	-	-
<b>PC6.</b> Identify and follow up appropriate opportunities for up-selling, cross-selling and selling add-ons	5	5	-	-
<b>PC7.</b> Seek and collect customer feedback about the organisation's provision of products and/or services	5	5	-	-
<b>PC8.</b> Use feedback to ensure that the quality and consistency of service is being maintained	5	5	-	-
<b>PC9.</b> Deal with customer complaints or problems; provide suitable sales solutions; and ensure regular feedback is given to the sales team on the status of the relationship	5	5	-	-
<b>PC10.</b> Monitor and evaluate the relationship on a regular basis	5	5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0610
<b>NOS Name</b>	Build and retain effective sales relationships with customers
<b>Sector</b>	Retail
<b>Sub-Sector</b>	FMCG
<b>Occupation</b>	Sales
<b>NSQF Level</b>	4.5
<b>Credits</b>	2
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	30/04/2024
<b>Next Review Date</b>	30/04/2027
<b>NSQC Clearance Date</b>	30/04/2024

## Qualification Pack

### RAS/N0611: Expand market coverage

#### Description

This OS describes the skills and knowledge required to plan the infrastructure and resources, to retain and/or expand the existing market in the assigned territory, to achieve the organisation's business objectives.

#### Scope

The scope covers the following :

- Plan and acquire infrastructure

#### Elements and Performance Criteria

##### *Plan and acquire infrastructure*

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

- PC1.** Map the current market coverage with the universe of the market
- PC2.** Assess gap versus opportunity for current brands/SKUs by benchmarking with competition/comparable brands
- PC3.** Enhance the coverage of outlets by increasing the number of category wise outlets
- PC4.** Identify if the current distributor & infrastructure can cover the additional outlets
- PC5.** Evaluate distributors based on the criteria defined by the organisation
- PC6.** Facilitate the appointment of distributors for the territory as per the opportunity
- PC7.** Facilitate procurement of resources and infrastructure for the distributor to function
- PC8.** Facilitate distributors with guidelines and specifications to appoint eligible distributor salespeople
- PC9.** Facilitate Induction training to the distributor salespeople
- PC10.** Supervise the deployment of distributor sales force into the market in line with expansion plans

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Geographical structure of the market and the region
- KU2.** Areas and outlet universe that is not covered under the current market coverage
- KU3.** Methods to analyze the capability of current distributor to cover the additional outlets
- KU4.** Distributor selection and appointment process of the organisation
- KU5.** Infrastructure that is required to be possessed by the distributor
- KU6.** Selection and appointment process of the distributor salespeople
- KU7.** Importance of inducing distributor and distribution sales team into the organisation



## Qualification Pack

### Generic Skills (GS)

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

- GS1.** Speak local / vernacular language of the region
- GS2.** Complete documentation accurately, Write simple reports and complete written workplace forms when required, Read and interpret workplace documents and instructions
- GS3.** Use questioning and active listening to determine and respond to customer needs to ensure customers enjoy a positive retail experience that reflects store values
- GS4.** Carry out verbal instructions from other team members and supervisors
- GS5.** Make appropriate decisions regarding the responsibilities of the job role
- GS6.** Follow organisation policies regarding work availability, rosters and work duties
- GS7.** Work within the organisation's culture by practicing inclusive behaviour
- GS8.** Manage personal presentation, hygiene and time
- GS9.** Prioritise and complete delegated tasks under instruction
- GS10.** Adapt to new situations, including changing workplace procedures
- GS11.** Demonstrate sensitivity to customer needs and concerns
- GS12.** Anticipate problems and act to avoid them where possible
- GS13.** Respond to breakdowns and malfunction of equipment
- GS14.** Respond to unsafe and hazardous working conditions
- GS15.** Respond to security breaches
- GS16.** Recognize and report faulty equipment and follow workplace health and safety procedures
- GS17.** Identify personal strengths and weaknesses in the context of the job role and recognize how to personally learn best
- GS18.** Accept opportunities to learn new ways of doing things and implement changes under instruction in the context of organisational procedures

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Plan and acquire infrastructure</i>	<b>50</b>	<b>50</b>	-	-
<b>PC1.</b> Map the current market coverage with the universe of the market	3	3	-	-
<b>PC2.</b> Assess gap versus opportunity for current brands/SKUs by benchmarking with competition/comparable brands	6	6	-	-
<b>PC3.</b> Enhance the coverage of outlets by increasing the number of category wise outlets	3	3	-	-
<b>PC4.</b> Identify if the current distributor & infrastructure can cover the additional outlets	6	6	-	-
<b>PC5.</b> Evaluate distributors based on the criteria defined by the organisation	6	6	-	-
<b>PC6.</b> Facilitate the appointment of distributors for the territory as per the opportunity	5	5	-	-
<b>PC7.</b> Facilitate procurement of resources and infrastructure for the distributor to function	5	5	-	-
<b>PC8.</b> Facilitate distributors with guidelines and specifications to appoint eligible distributor salespeople	6	6	-	-
<b>PC9.</b> Facilitate Induction training to the distributor salespeople	5	5	-	-
<b>PC10.</b> Supervise the deployment of distributor sales force into the market in line with expansion plans	5	5	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0611
<b>NOS Name</b>	Expand market coverage
<b>Sector</b>	Retail
<b>Sub-Sector</b>	FMCG
<b>Occupation</b>	Sales
<b>NSQF Level</b>	4.5
<b>Credits</b>	2
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	30/04/2024
<b>Next Review Date</b>	30/04/2027
<b>NSQC Clearance Date</b>	30/04/2024

## Qualification Pack

### RAS/N0612: Furnish reports

#### Description

This OS describes the skills and knowledge deals with the competencies that are necessary to analyze data, prepare reports to provide insights on the current performance and draw action plans for the future

#### Scope

The scope covers the following :

- Prepare reports and review performance

#### Elements and Performance Criteria

##### *Prepare reports and review performance*

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

- PC1.** Fill up the sales data in the handheld provided or in the Daily Sales Report (DSR) template
- PC2.** Furnish daily, weekly and monthly reports to the supervisor
- PC3.** Review modern trade outlet wise, store promoter wise monthly performance
- PC4.** Review distributor wise outlet wise monthly performance
- PC5.** Report performance to the supervisor with action plans for improvements
- PC6.** Collate information on the performance of competitor products and schemes
- PC7.** Report the performance of competition products and schemes to the supervisor in comparison to the organisation's
- PC8.** Review own performance with the supervisor and agree on improvement measures

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Organisation structure and reporting hierarchy
- KU2.** Reporting process and formats
- KU3.** Process to conduct review meetings with the distributors and their sales teams
- KU4.** Processes to review the performance of the teams and prepare reports
- KU5.** Ways to collect information on strategies and performance pertaining to competitors from the market
- KU6.** Process for review of self-performance with the supervisor

#### Generic Skills (GS)

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

- GS1.** Speak local / vernacular language of the region

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- GS2.** Complete documentation accurately, Write simple reports and complete written workplace forms when required, Read and interpret workplace documents and instructions
- GS3.** Use questioning and active listening to determine and respond to customer needs to ensure customers enjoy a positive retail experience that reflects store values
- GS4.** Share work-related information with other team members
- GS5.** Make appropriate decisions regarding the responsibilities of the job role
- GS6.** Follow organisation policies regarding work availability, rosters and work duties
- GS7.** Work within the organisation's culture by practicing inclusive behaviour
- GS8.** Manage personal presentation, hygiene and time
- GS9.** Prioritise and complete delegated tasks under instruction
- GS10.** Adapt to new situations, including changing workplace procedures
- GS11.** Demonstrate sensitivity to customer needs and concerns
- GS12.** Anticipate problems and act to avoid them where possible
- GS13.** Respond to breakdowns and malfunction of equipment
- GS14.** Respond to unsafe and hazardous working conditions
- GS15.** Respond to security breaches
- GS16.** Recognize and report faulty equipment and follow workplace health and safety procedures
- GS17.** Identify personal strengths and weaknesses in the context of the job role and recognize how to personally learn best
- GS18.** Accept opportunities to learn new ways of doing things and implement changes under instruction in the context of organisational procedures

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Prepare reports and review performance</i>	<b>50</b>	<b>50</b>	-	-
<b>PC1.</b> Fill up the sales data in the handheld provided or in the Daily Sales Report (DSR) template	6	6	-	-
<b>PC2.</b> Furnish daily, weekly and monthly reports to the supervisor	6	6	-	-
<b>PC3.</b> Review modern trade outlet wise, store promoter wise monthly performance	6	6	-	-
<b>PC4.</b> Review distributor wise outlet wise monthly performance	6	6	-	-
<b>PC5.</b> Report performance to the supervisor with action plans for improvements	8	8	-	-
<b>PC6.</b> Collate information on the performance of competitor products and schemes	6	6	-	-
<b>PC7.</b> Report the performance of competition products and schemes to the supervisor in comparison to the organisation's	6	6	-	-
<b>PC8.</b> Review own performance with the supervisor and agree on improvement measures	6	6	-	-
<b>NOS Total</b>	<b>50</b>	<b>50</b>	-	-

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	RAS/N0612
<b>NOS Name</b>	Furnish reports
<b>Sector</b>	Retail
<b>Sub-Sector</b>	FMCG
<b>Occupation</b>	Sales
<b>NSQF Level</b>	4.5
<b>Credits</b>	2
<b>Version</b>	2.0
<b>Last Reviewed Date</b>	30/04/2024
<b>Next Review Date</b>	30/04/2027
<b>NSQC Clearance Date</b>	30/04/2024

## 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:



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- 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.

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**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

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- 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>	<b>1</b>	<b>1</b>	-	-
<b>PC1.</b> identify employability skills required for jobs in various industries	-	-	-	-
<b>PC2.</b> identify and explore learning and employability portals	-	-	-	-
<i>Constitutional values – Citizenship</i>	<b>1</b>	<b>1</b>	-	-
<b>PC3.</b> 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.	-	-	-	-
<b>PC4.</b> follow environmentally sustainable practices	-	-	-	-
<i>Becoming a Professional in the 21st Century</i>	<b>2</b>	<b>4</b>	-	-
<b>PC5.</b> recognize the significance of 21st Century Skills for employment	-	-	-	-
<b>PC6.</b> 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>	<b>2</b>	<b>3</b>	-	-
<b>PC7.</b> use basic English for everyday conversation in different contexts, in person and over the telephone	-	-	-	-
<b>PC8.</b> read and understand routine information, notes, instructions, mails, letters etc. written in English	-	-	-	-
<b>PC9.</b> write short messages, notes, letters, e-mails etc. in English	-	-	-	-
<i>Career Development &amp; Goal Setting</i>	<b>1</b>	<b>2</b>	-	-

### Qualification Pack

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

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

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	DGT/VSQ/N0102
<b>NOS Name</b>	Employability Skills (60 Hours)
<b>Sector</b>	Cross Sectoral
<b>Sub-Sector</b>	Professional Skills
<b>Occupation</b>	Employability
<b>NSQF Level</b>	4
<b>Credits</b>	2
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	07/10/2025
<b>Next Review Date</b>	07/10/2028
<b>NSQC Clearance Date</b>	07/10/2025

## 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 70% 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 : 70

**(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/N0606.Facilitate acquisition of secondary sales orders	50	50	-	-	100	10
RAS/N0607.Manage operations at distributor point	50	50	-	-	100	15
RAS/N0608.Manage modern trade	50	50	-	-	100	10
RAS/N0609.Implement sales promotion activities	50	50	-	-	100	15
RAS/N0610.Build and retain effective sales relationships with customers	50	50	-	-	100	15
RAS/N0611.Expand market coverage	50	50	-	-	100	10
RAS/N0612.Furnish reports	50	50	-	-	100	10
RAS/N0138.To work effectively in an organisation	50	50	-	-	100	10
DGT/VSQ/N0102.Employability Skills (60 Hours)	20	30	-	-	50	5
<b>Total</b>	<b>420</b>	<b>430</b>	<b>-</b>	<b>-</b>	<b>850</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

## 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.