



Model Curriculum

QP Name: Field Sales Executive

QP Code: TEL/Q0200

Version: 5.0

NSQF Level: 3.0

Model Curriculum Version: 5.0

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Table of Contents

Contents

Training Parameters.....	3
Program Overview	4
Training Outcomes.....	4
Compulsory Modules	4
Module 1: Introduction to the Sector and the job role of Field Sales Executive	6
Module 2: Planning and Executing Field Sales Activities	7
Module 3: Engaging Retailers and Promoting Telecom Products	9
Module 4: Identifying and On-boarding New Retailers	11
Module 5: Compliance and Regulatory Requirements for Retailer Enrollment.....	13
Module 6: Planning and Preparing for Broadband Sales	14
Module 7: Selling Broadband Services and Customer Engagement.....	15
Module 8: Sustainable Practices in Telecom Retail and Customer Service	17
Module 9: Employability Skills (30 Hours)	18
Module 10: On-the-Job Training	20
Annexure.....	21
Trainer Requirements	21
Assessor Requirements.....	22
Assessment Strategy.....	23
Glossary.....	25
Acronyms and Abbreviations.....	26

Training Parameters

Sector	Telecom
Sub-Sector	Service Provider
Occupation	Sales and Distribution – Service Segment
Country	India
NSQF Level	3.0
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5243.0501
Minimum Educational Qualification and Experience	Grade 10 OR 8th grade pass with 3 years of experience in sales and distribution - Service Segment OR Previous relevant qualification of NSQF Level 2.5 with 1.5 years of experience in sales and distribution - Service Segment
Pre-Requisite License or Training	NA
Minimum Job Entry Age	NA
Last Reviewed On	08-05-2025
Next Review Date	30-04-2028
NSQC Approval Date	08-05-2025
QP Version	5.0
Model Curriculum Creation Date	12-03-2025
Model Curriculum Valid Up to Date	30-04-2028
Model Curriculum Version	5.0
Minimum Duration of the Course	420 Hours
Maximum Duration of the Course	420 Hours

Program Overview

This section summarises the end objectives of the program along with its duration.

Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills to:

- Explain the process of planning and executing field sales activities, including identifying sales leads, engaging with retailers, and achieving sales targets.
- Describe the steps involved in enrolling and on-boarding new retailers while ensuring compliance with company policies and regulatory requirements.
- Discuss strategies for selling broadband subscriptions by identifying potential customers and expanding the service reach.
- Explain sustainable practices in telecom retail and customer service operations, including efficient resource usage, e-waste management, and compliance with environmental standards.
- Discuss the Employability and Entrepreneurship Skills.

Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

NOS and Module Details	Theory Duration (Hours)	Practical Duration (Hours)	On-the-Job Training Duration (Mandatory) (Hours)	On-the-Job Training Duration (Recommended) (Hours)	Total Duration (Hours)
TEL/N0216: Plan and execute field sales activities NOS Version No.: 4.0 NSQF Level: 3.0	50:00	30:00	40:00	00:00	120:00
Module 1: Introduction to the Sector and the job role of Field Sales Executive	05:00	00:00	00:00	00:00	05:00
Module 2: Planning and Executing Field Sales Activities	15:00	15:00	10:00	00:00	40:00
Module 3: Engaging Retailers and Promoting Telecom Products	30:00	15:00	30:00	00:00	75:00
TEL/N0217: Enroll and onboard new retailers NOS Version No.: 4.0 NSQF Level: 3.0	30:00	40:00	50:00	00:00	120:00
Module 4: Identifying and On-boarding New Retailers	15:00	20:00	25:00	00:00	60:00
Module 5: Compliance and Regulatory Requirements for Retailer Enrollment	15:00	20:00	25:00	00:00	60:00
TEL/N0218: Sell broadband subscriptions	30:00	60:00	30:00	00:00	120:00

NOS Version No.: 4.0 NSQF Level: 3.0					
Module 6: Planning and Preparing for Broadband Sales	15:00	30:00	15:00	00:00	60:00
Module 7: Selling Broadband Services and Customer Engagement	15:00	30:00	15:00	00:00	60:00
TEL/N9106: Follow sustainability practices in telecom retail and customer service operations NOS Version No.: 1.0 NSQF Level: 4.0	10:00	20:00	00:00	00:00	30:00
Module 8: Sustainable Practices in Telecom Retail and Customer Service	10:00	20:00	00:00	00:00	30:00
DGT/VSQ/N0101: Employability Skills (30 Hours) NOS Version No.: 1.0 NSQF Level: 2	30:00	00:00	00:00	00:00	30:00
Module 9: Employability Skills (30 Hours)	30:00	00:00	00:00	00:00	30:00
Total Duration	150:00	150:00	120:00	00:00	420:00

Module Details

Module 1: Introduction to the Sector and the job role of Field Sales Executive

Mapped to TEL/N0216, v3.0

Terminal Outcomes:

- Explain the importance of Telecom Sector.
- Discuss the roles and responsibilities of a Field Sales Executive.

Duration (in hours): 05:00	Duration (in hours): 00:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
• Explain the significance of the telecom sector in modern communication and economic development. • Elucidate the key skills and technical expertise required for a Field Sales Executive. • Describe the organisational policies on incentives, delivery standards, personnel management and public relations (PR) pertinent to the job role. • Describe the process workflow in the organization and the role of field sales executive in the process • Describe the various daily, weekly, monthly operations/activities that take place at the site under a field sales executive. • Discuss the roles and responsibilities of a Field Sales Executive.	-
Classroom Aids	
Training Kit - Facilitator's Guide, Participant's Handbook, Presentations and Software, Whiteboard, Marker, Projector, Laptop, Video Films	
Tools, Equipment and Other Requirements	
Nil	

Module 2: Planning and Executing Field Sales Activities

Mapped to TEL/N0216, v3.0

Terminal Outcomes:

- Explain the process of identifying, categorizing, and following up on sales leads to maximize conversions.
- Describe the key steps in planning and executing retailer visits, including preparation, documentation, and compliance.

Duration (in hours): 15:00	Duration (in hours): 15:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
• Explain how to collect, document, and categorize potential sales leads based on customer interest and buying potential. • Discuss how sales data analysis helps refine lead generation and follow-up strategies. • Describe the importance of using multiple communication channels (calls, visits, digital) for effective lead follow-ups. • Elucidate the significance of maintaining an updated database of leads, follow-ups, and conversions for tracking sales performance. • Explain the role of personal grooming and professional appearance in building customer trust. • Describe how to plan and schedule retailer visits based on sales targets and market strategies. • Discuss the importance of staying updated on competitor offers, industry trends, and sales strategies. • Elucidate the process of verifying stock, promotional materials, and merchandising before visiting retailers. • Explain how to handle defective or damaged stock and request replacements efficiently. • Describe the process of assisting customers in completing purchase documentation, including KYC verification. • Explain the standard procedures for issuing receipts and updating sales records in the system.	• Demonstrate how to collect and document customer inquiries, campaign responses, and referrals for sales leads. • Show how to categorize and prioritize leads based on their interest and buying potential for effective follow-up. • Demonstrate how to analyze sales data with supervisors to refine lead generation strategies. • Show how to use different communication channels (calls, visits, digital) to follow up with customers and improve conversion rates. • Demonstrate how to maintain and update a lead database, tracking follow-ups and conversions. • Show how to present oneself professionally, following personal grooming and dress code guidelines. • Demonstrate how to plan and schedule retailer visits based on sales targets and predefined route plans. • Show how to research and stay updated on competitor offers, promotions, and industry trends. • Demonstrate how to verify stock, promotional materials, and merchandising before distribution to retailers. • Show how to handle and document defective or damaged stock, and request replacements.

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| <ul style="list-style-type: none"> • Discuss the importance of maintaining proper documentation of sales, payments, and customer details. • Enlist the key steps for submitting daily sales reports and escalating customer issues to relevant authorities. • Explain how seeking customer referrals and recommendations contributes to business expansion. | <ul style="list-style-type: none"> • Demonstrate the process of assisting customers in completing purchase documentation and KYC verification. • Show how to issue receipts and update sales records accurately in the system. • Demonstrate the correct way to maintain sales documentation, including records of payments and customer interactions. • Show how to submit daily sales reports and escalate unresolved customer issues to the appropriate authority. • Demonstrate how to request customer referrals and recommendations effectively to expand the business network. |
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Classroom Aids

Training Kit - Facilitator's Guide, Participant's Handbook, Presentations and Software, Whiteboard, Marker, Projector, Laptop, Video Films

Tools, Equipment and Other Requirements

Product Plan Feature Brochures, Handouts Etc., Voice/Accent Trainer Tool/Software, Computer with MS Office (Word, Excel etc.)

Module 3: Engaging Retailers and Promoting Telecom Products

Mapped to TEL/N0216, v3.0

Terminal Outcomes:

- Explain effective strategies for engaging retailers, promoting telecom products, and increasing brand visibility.
- Describe techniques for managing stock, handling transactions, and maintaining strong retailer relationships to drive sales growth.

Duration (in hours): 30:00	Duration (in hours): 15:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
• Explain the importance of scheduling and planning retailer visits for effective sales engagement. • Describe how to arrange and display promotional materials to enhance brand visibility. • Elucidate the role of monitoring retailer stock levels and sales records in accurate demand assessment. • Discuss how to identify retailer needs and effectively address concerns to strengthen partnerships. • Explain the process of presenting the product range and highlighting competitive advantages to retailer. • Describe how motivating retailers through success stories and market insights can boost sales. • Elucidate the steps involved in delivering stock as per retailer requirements and ensuring proper documentation. • Discuss the procedures for collecting payments, issuing receipts, and recording transactions as per company policy. • Explain the significance of assisting in organizing promotional events to enhance brand awareness and sales. • Discuss the importance of accurate secondary sales tracking and reporting for business growth. • Describe key techniques for handling customer objections and applying upselling and cross-selling strategies.	• Demonstrate how to plan and execute retailer visits as per scheduled appointments and planned routes. • Show how to arrange and display promotional materials effectively to enhance product visibility. • Demonstrate how to monitor retailer stock levels and maintain sales records for accurate demand assessment. • Show how to identify retailer needs and address concerns professionally to improve sales relationships. • Demonstrate the process of presenting telecom products, emphasizing competitive advantages to retailers. • Show how to use success stories and market insights to motivate retailers and encourage product sales. • Demonstrate how to deliver stock accurately as per retailer requirements while maintaining documentation. • Show how to collect payments, issue receipts, and record transactions in compliance with company policies. • Demonstrate how to assist in organizing and executing promotional events to boost brand awareness. • Show how to track and report secondary sales accurately using standard documentation procedures. • Demonstrate effective techniques for handling customer objections and applying upselling and cross-selling strategies.

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| <ul style="list-style-type: none"> • Elucidate how data-driven insights contribute to improved sales performance and customer engagement. • Explain the role of maintaining strong retailer relationships in ensuring long-term sales success. | <ul style="list-style-type: none"> • Show how to analyze sales data to gain insights and improve sales performance. • Demonstrate how to build and maintain strong retailer relationships to ensure long-term sales success. |
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Classroom Aids

Training Kit - Facilitator's Guide, Participant's Handbook, Presentations and Software, Whiteboard, Marker, Projector, Laptop, Video Films

Tools, Equipment and Other Requirements

Product Plan Feature Brochures, Handouts Etc., Voice/Accent Trainer Tool/Software, Computer with MS Office (Word, Excel etc.)

Module 4: Identifying and On-boarding New Retailers

Mapped to TEL/N0217, v3.0

Terminal Outcomes:

- Explain the process of identifying, approaching, and on-boarding potential retailers to expand the distribution network.
- Describe methods for positioning telecom products effectively, using branding, merchandising, and financial feasibility analysis to engage retailers.

Duration (in hours): 15:00	Duration (in hours): 20:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
• Explain the criteria for selecting retail outlets based on footfall, location, and business hours. • Describe the steps to approach potential retailers and present the business opportunity, emphasizing revenue potential and business benefits. • Elucidate the methods for calculating investment, profit margins, and inventory turnover to explain Return on Investment (ROI) to retailers. • Discuss how to align the product portfolio with retailer needs and market demand to maximize sales. • Explain the organizational procedures and compliance requirements for on-boarding new retailers, including document submission and approval. • Describe branding and merchandising techniques for positioning telecom products effectively at retail outlets. • Elucidate the importance of providing demo SIM cards or trial packs to help retailers understand product offerings. • Discuss local market dynamics, cultural factors, and retailer expectations that influence business success.	• Demonstrate how to identify and shortlist potential retail outlets in high-footfall areas. • Show how to professionally approach retailers and present the business opportunity, highlighting revenue potential and benefits. • Demonstrate how to calculate and explain Return on Investment (ROI) to retailers using sales potential and inventory turnover analysis. • Show how to select and offer a relevant product portfolio that meets retailer needs and market demand. • Demonstrate how to guide retailers through the on-boarding process, including document submission and approval procedures. • Show how to arrange and position branding materials such as posters, standees, and signage at retail outlets to enhance product visibility. • Demonstrate how to provide demo SIM cards or trial packs as per company guidelines to familiarize retailers with telecom products.
Classroom Aids	
Training Kit - Facilitator's Guide, Participant's Handbook, Presentations and Software, Whiteboard, Marker, Projector, Laptop, Video Films	
Tools, Equipment and Other Requirements	

Product Plan Feature Brochures, Handouts Etc., Voice/Accent Trainer Tool/Software, Computer with MS Office (Word, Excel etc.)

Module 5: Compliance and Regulatory Requirements for Retailer Enrollment

Mapped to TEL/N0217, v3.0

Terminal Outcomes:

- Explain the key regulatory requirements, including Mobile Number Portability (MNP), Know Your Customer (KYC) norms, and Telecom Regulatory Authority of India (TRAI) guidelines for retailer enrolment.
- Describe the process of verifying, collecting, and securely processing retailer documents to ensure compliance with regulatory and company policies.

Duration (in hours): 15:00	Duration (in hours): 20:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
• Explain the regulatory framework governing retailer enrollment, including TRAI guidelines and compliance obligations. • Describe the Know Your Customer (KYC) documentation process, covering local, outstation, and foreign customers. • Elucidate the importance of Mobile Number Portability (MNP) regulations and their role in retailer operations. • Discuss company policies for securely collecting and processing retailer documents to meet compliance requirements. • Explain common challenges retailers face during on-boarding and strategies to address their concerns effectively.	• Demonstrate how to verify retailer documents for authenticity and compliance with KYC norms. • Show how to collect and securely process retailer documents for activation and enrollment as per company policies. • Demonstrate the process of ensuring regulatory compliance while handling MNP requests and document verification. • Show how to guide retailers through the on-boarding process, addressing their concerns regarding compliance and regulatory requirements.
Classroom Aids	
Training Kit - Facilitator's Guide, Participant's Handbook, Presentations and Software, Whiteboard, Marker, Projector, Laptop, Video Films	
Tools, Equipment and Other Requirements	
Product Plan Feature Brochures, Handouts Etc., Voice/Accent Trainer Tool/Software, Computer with MS Office (Word, Excel etc.)	

Module 6: Planning and Preparing for Broadband Sales

Mapped to TEL/N0218, v3.0

Terminal Outcomes:

- Explain the process of reviewing Customer Enrollment Forms (CEFs), analyzing sales reports, and identifying target areas for broadband sales efforts.
- Describe strategies for implementing effective sales and promotional techniques to achieve daily targets and address customer needs.

Duration (in hours): 15:00	Duration (in hours): 30:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
• Explain company policies and regulatory requirements related to broadband subscriptions and CEF compliance. • Describe the process of verifying and reviewing previous day's CEFs for completeness and accuracy. • Elucidate the role of daily sales reports in identifying potential customers and planning targeted sales efforts. • Discuss methods for evaluating market demand, geographical segmentation, and sales opportunities. • Describe various sales strategies for achieving daily targets and addressing sales backlogs. • Enlist effective promotional and customer engagement strategies, including digital marketing and social media outreach. • Explain ethical sales practices and professional standards for customer interactions. • Analyze competitor offerings and describe ways to leverage company data to highlight key selling points.	• Demonstrate how to verify and review CEFs for completeness and compliance before processing. • Show how to analyze sales reports to identify potential customers and high-demand areas. • Demonstrate techniques for evaluating geographical areas to assess broadband sales opportunities. • Show how to implement sales strategies to achieve daily sales targets and address pending sales backlogs. • Demonstrate the selection and application of promotional strategies to engage different customer segments. • Show how to conduct a competitive analysis and use company data to highlight key broadband selling points.
Classroom Aids	
Training Kit - Facilitator's Guide, Participant's Handbook, Presentations and Software, Whiteboard, Marker, Projector, Laptop, Video Films	
Tools, Equipment and Other Requirements	
Product Plan Feature Brochures, Handouts Etc., Voice/Accent Trainer Tool/Software, Computer with MS Office (Word, Excel etc.)	

Module 7: Selling Broadband Services and Customer Engagement

Mapped to TEL/N0218, v3.0

Terminal Outcomes:

- Explain effective customer engagement strategies for identifying, approaching, and converting potential broadband customers.
- Describe the process of addressing customer queries, highlighting service differentiators, and facilitating the broadband subscription process.

Duration (in hours): 15:00	Duration (in hours): 30:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
• Explain techniques to identify high-potential customers using profiling and engagement strategies. • Describe standard engagement protocols for introducing broadband services to customers. • Elucidate questioning and active listening techniques to assess customer needs effectively. • Discuss methods to recommend suitable broadband plans based on customer preferences, usage needs, and budget. • Explain value-added services, promotional offers, and benefits of broadband services. • Describe strategies for handling customer queries and objections using persuasive communication. • Analyze key differentiators of broadband services compared to competitors and their impact on customer decision-making. • Enlist steps to facilitate the broadband subscription process and ensure seamless customer on-boarding. • Explain financial documentation and payment processing methods, including online, card, and cash transactions.	• Demonstrate how to visit target locations and interact with potential customers as per the planned schedule. • Show how to introduce broadband services following standard engagement protocols. • Demonstrate questioning and active listening techniques to assess customer needs effectively. • Show how to recommend broadband plans based on customer preferences and budget. • Demonstrate the process of explaining value-added services, promotional offers, and customer benefits. • Show how to address customer objections and queries with accurate, persuasive information. • Demonstrate techniques for highlighting key differentiators of broadband plans compared to competitor offerings. • Show how to assist customers in completing necessary documentation and subscription processes. • Demonstrate how to inform customers about various payment options and guide them through online, card, and cash transactions.
Classroom Aids	
Training Kit - Facilitator's Guide, Participant's Handbook, Presentations and Software, Whiteboard, Marker, Projector, Laptop, Video Films	
Tools, Equipment and Other Requirements	

Product Plan Feature Brochures, Handouts Etc., Voice/Accent Trainer Tool/Software, Computer with MS Office (Word, Excel etc.)

Module 8: Sustainable Practices in Telecom Retail and Customer Service

Mapped to TEL/N9106, v1.0

Terminal Outcomes:

- Discuss sustainable practices to optimize resource usage.
- Show how to manage e-waste and promote eco-friendly telecom solutions.

Duration (in hours): 10:00	Duration (in hours): 20:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
• Explain the significance of adopting sustainable practices in telecom retail and customer service. • Describe energy-saving techniques, including using energy-efficient equipment and switching off unused devices. • Discuss water conservation practices and their implementation in daily operations. • Explain the process of reducing paper usage by implementing digital documentation and billing systems. • Describe proper procedures for collecting, segregating, and disposing of e-waste in compliance with regulations. • Discuss the importance of offering eco-friendly telecom products and minimizing plastic usage in packaging. • Explain methods for engaging customers in sustainability initiatives and promoting responsible product usage. • Describe the process of maintaining records of sustainability efforts for audits and regulatory compliance. • Discuss adherence to government and company-specific environmental policies.	• Show the use of energy-efficient devices and demonstrate power management practices. • Demonstrate water conservation measures applied in telecom retail operations. • Show the process of implementing paperless operations through digital documentation and billing. • Demonstrate the proper collection, segregation, and disposal of e-waste. • Show how to encourage customers to return used telecom products for recycling. • Demonstrate the offering of eco-friendly products and sustainable packaging practices. • Show compliance with environmental standards while handling telecom products and waste. • Demonstrate the process of maintaining sustainability records for audits and regulatory purposes.
Classroom Aids	
Training Kit - Facilitator's Guide, Participant's Handbook, Presentations and Software, Whiteboard, Marker, Projector, Laptop, Video Films	
Tools, Equipment and Other Requirements	
LED lights, smart power strips, digital billing systems, e-waste collection bins, waste segregation containers.	

Module 9: Employability Skills (30 Hours)

Mapped to DGT/VSQ/N0101, v1.0

Duration: 30:00 Hours

Key Learning Outcomes

Introduction to Employability Skills Duration: 1 Hour

After completing this programme, participants will be able to:

1. Discuss the importance of Employability Skills in meeting the job requirements

Constitutional values - Citizenship Duration: 1 Hour

2. Explain constitutional values, civic rights, duties, citizenship, responsibility towards society etc. that are required to be followed to become a responsible citizen.
3. Show how to practice different environmentally sustainable practices

Becoming a Professional in the 21st Century Duration: 1 Hour

4. Discuss 21st-century skills.
5. Display a positive attitude, self-motivation, problem-solving, time management skills and continuous learning mindset in different situations.

Basic English Skills Duration: 2 Hours

6. Use appropriate basic English sentences/phrases while speaking

Communication Skills Duration: 4 Hours

7. Demonstrate how to communicate in a well-mannered way with others.
8. Demonstrate working with others in a team

Diversity & Inclusion Duration: 1 Hour

9. Show how to conduct oneself appropriately with all genders and PwD
10. Discuss the significance of reporting sexual harassment issues in time

Financial and Legal Literacy Duration: 4 Hours

11. Discuss the significance of using financial products and services safely and securely.
12. Explain the importance of managing expenses, income, and savings.
13. Explain the significance of approaching the concerned authorities in time for any exploitation as per legal rights and laws

Essential Digital Skills Duration: 3 Hours

14. Show how to operate digital devices and use the associated applications and features, safely and securely
15. Discuss the significance of using the internet for browsing, and accessing social media platforms, safely and securely

Entrepreneurship Duration: 7 Hours

16. Discuss the need for identifying opportunities for potential business, sources for arranging money and potential legal and financial challenges

Customer Service Duration: 4 Hours

17. Differentiate between types of customers

18. Explain the significance of identifying customer needs and addressing them

19. Discuss the significance of maintaining hygiene and dressing appropriately

Getting ready for Apprenticeship & Jobs Duration: 2 Hours

20. Create a biodata

21. Use various sources to search and apply for jobs

22. Discuss the significance of dressing up neatly and maintaining hygiene for an interview

23. Discuss how to search and register for apprenticeship opportunities

Module 10: On-the-Job Training

Mapped to Field Sales Executive

Mandatory Duration: 120:00	Recommended Duration: 00:00
Location: On-Site	
Terminal Outcomes • Demonstrate how to identify and follow up on sales leads to expand the customer base. • Show how to prepare for retailer visits, including product presentation and sales pitch preparation. • Demonstrate effective engagement with retailers to promote prepaid telecom products and services. • Show how to comply with sales documentation processes, including order placement and reporting. • Demonstrate the process of identifying potential retailers and assessing their suitability for onboarding. • Show how to onboard new retailers while ensuring compliance with company policies and regulatory requirements. • Demonstrate the steps to educate retailers on sales targets, product offerings, and incentive structures. • Show how to identify potential customers for broadband services and assess their needs. • Demonstrate effective selling techniques for broadband services, including presenting value-added benefits. • Show how to guide customers through the subscription process, including documentation and payment options. • Demonstrate how to use resources efficiently, such as minimizing electricity and water consumption. • Show how to handle e-waste and segregate telecom-related waste for responsible disposal. • Demonstrate the promotion of sustainable products, such as eco-friendly telecom devices and digital transactions. • Show how to follow company and regulatory environmental standards in telecom retail operations. • Demonstrate effective communication and interpersonal skills while engaging with customers and retailers.	

Annexure

Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialisation	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	Any Stream	5	Telecom/ Retail			

Trainer Certification	
Domain Certification	Platform Certification
Certified for Job Role: “Field Sales Executive” mapped to QP: “TEL/Q0200, v5.0”. Minimum accepted score is 80%.	Recommended that the Trainer is certified for the Job Role: “Trainer (VET and Skills)”, mapped to the Qualification Pack: “MEP/Q2601, v3.0”. The minimum accepted score as per MEPSC guidelines is 80%.

Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training/Assessment Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	Any Stream	5	Telecom/ Retail			

Assessor Certification	
Domain Certification	Platform Certification
Certified for Job Role: “Field Sales Executive” mapped to QP: “TEL/Q0200, v5.0”. Minimum accepted score is 80%.	Certified for the Job Role: “Assessor (VET and Skills)”, mapped to the Qualification Pack: “MEP/Q2701, v3.0”, with a minimum score of 80%.

Assessment Strategy

1. Assessment System Overview:

- Batches assigned to the assessment agencies for conducting the assessment on SDSM/SIP or email
- Assessment agencies send the assessment confirmation to VTP/TC looping SSC
- Assessment agency deploys the ToA certified Assessor for executing the assessment
- SSC monitors the assessment process & records

2. Testing Environment:

- Confirm that the centre is available at the same address as mentioned on SDMS or SIP
- Check the duration of the training.
- Check the Assessment Start and End time to be as 10 a.m. and 5 p.m.
- If the batch size is more than 30, then there should be 2 Assessors.
- Check that the allotted time to the candidates to complete Theory & Practical Assessment is correct.
- Check the mode of assessment—Online (TAB/Computer) or Offline (OMR/PP).
- Confirm the number of TABs on the ground are correct to execute the Assessment smoothly.
- Check the availability of the Lab Equipment for the particular Job Role.

3. Assessment Quality Assurance levels / Framework:

- Question papers created by the Subject Matter Experts (SME)
- Question papers created by the SME verified by the other subject Matter Experts
- Questions are mapped with NOS and PC
- Question papers are prepared considering that levels 1 to 3 are for the unskilled & semi-skilled individuals, and level 4 and above are for the skilled, supervisor & higher management
- Assessor must be ToA certified & trainer must be ToT Certified
- Assessment agency must follow the assessment guidelines to conduct the assessment

4. Types of evidence or evidence-gathering protocol:

- Time-stamped & geotagged reporting of the assessor from assessment location
- Center photographs with signboards and scheme specific branding
- Biometric or manual attendance sheet (stamped by TP) of the trainees during the training period
- Time-stamped & geotagged assessment (Theory + Viva + Practical) photographs & videos

5. Method of verification or validation:

- Surprise visit to the assessment location
- Random audit of the batch
- Random audit of any candidate

6. Method for assessment documentation, archiving, and access

- Hard copies of the documents are stored

- Soft copies of the documents & photographs of the assessment are uploaded / accessed from Cloud Storage
- Soft copies of the documents & photographs of the assessment are stored in the Hard Drives

The trainee will be tested for the acquired skill, knowledge and attitude through formative/summative assessment at the end of the course and as this NOS and MC is adopted across sectors and qualifications, the respective AB can conduct the assessments as per their requirements.

References

Glossary

Term	Description
Declarative Knowledge	Declarative knowledge refers to facts, concepts and principles that need to be known and/or understood in order to accomplish a task or to solve a problem.
Key Learning Outcome	Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
OJT (M)	On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on site
OJT (R)	On-the-job training (Recommended); trainees are recommended the specified hours of training on site
Procedural Knowledge	Procedural knowledge addresses how to do something, or how to perform a task. It is the ability to work, or produce a tangible work output by applying cognitive, affective, or psychomotor skills.
Training Outcome	Training outcome is a statement of what a learner will know, understand and be able to do it upon the completion of the training.
Terminal Outcome	Terminal outcome is a statement of what a learner will know, understand and be able to do upon the completion of a module. A set of terminal outcomes help to achieve the training outcome.

Acronyms and Abbreviations

Term	Description
NCVET	National Council for Vocational Education and Training
QP	Qualification Pack
MC	Model Curriculum
NSQF	National Skills Qualification Framework
NSQC	National Skills Qualification Committee
NOS	National Occupational Standards
NCO	National Classification of Occupations
ES	Employability Skills
TSSC	Telecom Sector Skill Council
TRAI	Telecom Regulatory Authority of India
FSE	Field Sales Executive
KYC	Know Your Customer
POS	Point of Sale
CRM	Customer Relationship Management
SIM	Subscriber Identity Module
ARPU	Average Revenue Per User
ROI	Return on Investment
B2B	Business-to-Business
B2C	Business-to-Consumer
OJT	On-the-Job Training
LTV	Lifetime Value (Customer)
SLA	Service Level Agreement
DMS	Dealer Management System
VAS	Value-Added Services
ESG	Environmental, Social, and Governance