

Qualification Pack



Distributor Sales Representative

QP Code: TEL/Q2100

Version: 5.0

NSQF Level: 3

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Qualification Pack

Contents

TEL/Q2100: Distributor Sales Representative	3
<i>Brief Job Description</i>	3
Applicable National Occupational Standards (NOS)	3
<i>Compulsory NOS</i>	3
<i>Qualification Pack (QP) Parameters</i>	3
TEL/N2112: Guide Retailers to Achieve Sales Targets	5
TEL/N2113: Conduct pre-planning for product distribution	11
DGT/VSQ/N0101: Employability Skills (30 Hours)	16
Assessment Guidelines and Weightage	21
<i>Assessment Guidelines</i>	21
<i>Assessment Weightage</i>	22
Acronyms	23
Glossary	24

Qualification Pack

TEL/Q2100: Distributor Sales Representative

Brief Job Description

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

Personal Attributes

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

Applicable National Occupational Standards (NOS)

Compulsory NOS:

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

Qualification Pack (QP) Parameters

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

Qualification Pack

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

Qualification Pack

TEL/N2112: Guide Retailers to Achieve Sales Targets

Description

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

Scope

The scope covers the following :

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

Elements and Performance Criteria

Plan tasks to achieve sales targets

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

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

Close sales

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

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

Qualification Pack

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

Improve personal skills

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

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

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

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

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

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

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

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

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

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

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

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

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

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

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

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

KU9. common retailer complaints, their typical resolutions

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

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

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

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

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

KU15. the importance of continuous learning for improving sales performance

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

Qualification Pack

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

Generic Skills (GS)

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

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

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Assessment Criteria

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

Qualification Pack

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

Qualification Pack

National Occupational Standards (NOS) Parameters

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

Qualification Pack

TEL/N2113: Conduct pre-planning for product distribution

Description

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

Scope

The scope covers the following :

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

Elements and Performance Criteria

Prepare to achieve sales targets

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

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

Upsell or cross-sell products as per plan

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

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

Qualification Pack

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

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

Generic Skills (GS)

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

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

Qualification Pack

Assessment Criteria

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

Qualification Pack

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

Qualification Pack

National Occupational Standards (NOS) Parameters

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

Qualification Pack

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

Description

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

Scope

The scope covers the following :

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

Elements and Performance Criteria

Introduction to Employability Skills

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

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

Constitutional values – Citizenship

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

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

Becoming a Professional in the 21st Century

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

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

Basic English Skills

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

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

Communication Skills

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

PC5. follow good manners while communicating with others

PC6. work with others in a team

Qualification Pack

Diversity & Inclusion

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

PC7. communicate and behave appropriately with all genders and PwD

PC8. report any issues related to sexual harassment

Financial and Legal Literacy

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

PC9. use various financial products and services safely and securely

PC10. calculate income, expenses, savings etc.

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

Essential Digital Skills

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

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

PC13. use internet and social media platforms securely and safely

Entrepreneurship

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

PC14. identify and assess opportunities for potential business

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

Customer Service

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

PC16. identify different types of customers

PC17. identify customer needs and address them appropriately

PC18. follow appropriate hygiene and grooming standards

Getting ready for apprenticeship & Jobs

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

PC19. create a basic biodata

PC20. search for suitable jobs and apply

PC21. identify and register apprenticeship opportunities as per requirement

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. need for employability skills

KU2. various constitutional and personal values

KU3. different environmentally sustainable practices and their importance

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

KU5. how to use basic spoken English language

KU6. Do and dont of effective communication

KU7. inclusivity and its importance

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

KU9. different types of financial products and services

Qualification Pack

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

Generic Skills (GS)

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

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

Qualification Pack

Assessment Criteria

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

Qualification Pack

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

Qualification Pack

National Occupational Standards (NOS) Parameters

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

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each Element/ PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.
6. To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.
7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Qualification Pack

Minimum Aggregate Passing % at QP Level : 50

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

Assessment Weightage

Compulsory NOS

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

Qualification Pack

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
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
CRM	Customer Relationship Management
FAB	Feature-Advantage-Benefit
ROI	Return On Investment
MTD	Month-to-Date
TSM	Territory Sales Manager
KPIs	Key Performance Indicators

Qualification Pack

Glossary

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

Qualification Pack

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