

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR TELECOM INDUSTRY

What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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Introduction

Qualifications Pack-Sales Executive (Broadband)

SECTOR: TELECOM

SUB-SECTOR: Service Provider

OCCUPATION: Sales & Distribution

REFERENCE ID: TEL/Q0201

ALIGNED TO: NCO-2015/5243.0502

Brief Job Description: This role is outsourced to a channel partner such as a Consultancy/DSA. Individual at this job identifies the prospect (potential buyer) and sells broadband/landline services to them.

Personal Attributes: Individual in this role must possess good communication skills; must be self-confident, proactive and customer centric. Individual must be aware of different selling styles like door to door sales, suspecting and prospecting.

Job Details	Qualifications Pack Code	TEL/Q0201		
	Job Role	Sales Executive (Broadband)		
	Credits NSQF	TBD	Version number	1.0
	Sector	Telecom	Drafted on	22/03/2013
	Sub-sector	Service Provider	Last reviewed on	21/06/2018
	Occupation	Sales & Distribution	Next review date	31/03/2019
	NSQC Clearance on	20/07/2015		

Job Role	Sales Executive (Broadband)
Role Description	Sales executive sells telecom products and services like broadband/landline services to potential users/buyers
NSQF level	4
Minimum Educational Qualifications*	Graduate in any stream
Maximum Educational Qualifications*	MBA in sales
Training (Suggested but not mandatory)	Selling skills Negotiation skills Basics of telecom write
Minimum Job Entry Age	18 Years
Experience	0-1 year in Telecom Industry
Applicable National Occupational Standards (NOS)	Compulsory: 1. TEL/N0204 (Daily sales planning and preparation) 2. TEL/N0205 (New customer enrollment by door knocking) 3. TEL/N0206 (Activities for lead generation) 4. TEL/N0207 (Process Compliance for broadband subscriptions)
Performance Criteria	As described in the relevant OS units

Definitions

Keywords /Terms	Description
Account Card	Account card contains information about an existing customer/organization like types of services subscribed.
Bandwidth	In computer networks, bandwidth is often used as a synonym for data transfer rate - the amount of data that can be carried from one point to another in a given time period (usually a second). This kind of bandwidth is usually expressed in bits (of data) per second (bps).
Beat Plan	A sequential list of outlets from the Route list that will be visited by a Field Sales Person on a particular day of the week.
Brochure	A merchandising material which displays product/service or plan/tariff related information.
Broadband	The term broadband refers to the wide bandwidth characteristics of a transmission medium and its ability to transport multiple signals and traffic types simultaneously. The medium can be coax, optical fiber, twisted pair or wireless. In contrast, baseband describes a communication system in which information is transported across a single channel.
Business etiquette	Expected behaviours and expectations for individual actions within society, group, or class. Within a place of business it involves treating coworkers and employer with respect and courtesy in a way that creates a pleasant work environment for everyone.
Canopy	One of the promotional activities to create brand visibility.
Close ended questions	A closed-ended question is a question format that limits respondents with a list of answer choices from which they must choose to answer the question.
Core Skills/Generic Skills	Core Skills or Generic Skills are a group of skills that are key to learning and working 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
Cross Selling	A practice of selling among or between established clients, markets, traders, etc. or the action or practice of selling an additional product or service to an existing customer.
Customer profiling	It is a process to categorize potential buyer in various categories such as high profile or low profile buyers.
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
Downstream speed/bandwidth	From the user's perspective, downstream network traffic flows from ISP/remote location to the local computer.
DSL	Stands for "Digital Subscriber Line." It is medium for transferring data over regular phone lines and can be used to connect to the Internet. However, like a cable modem, a DSL circuit is much faster than a regular phone connection, even though the wires it uses are copper like a typical phone line.
FAB (Features, Advantage, Benefit)	A selling technique in which a seller ties every feature with an advantage or benefit that the customer wants or thinks is desirable.

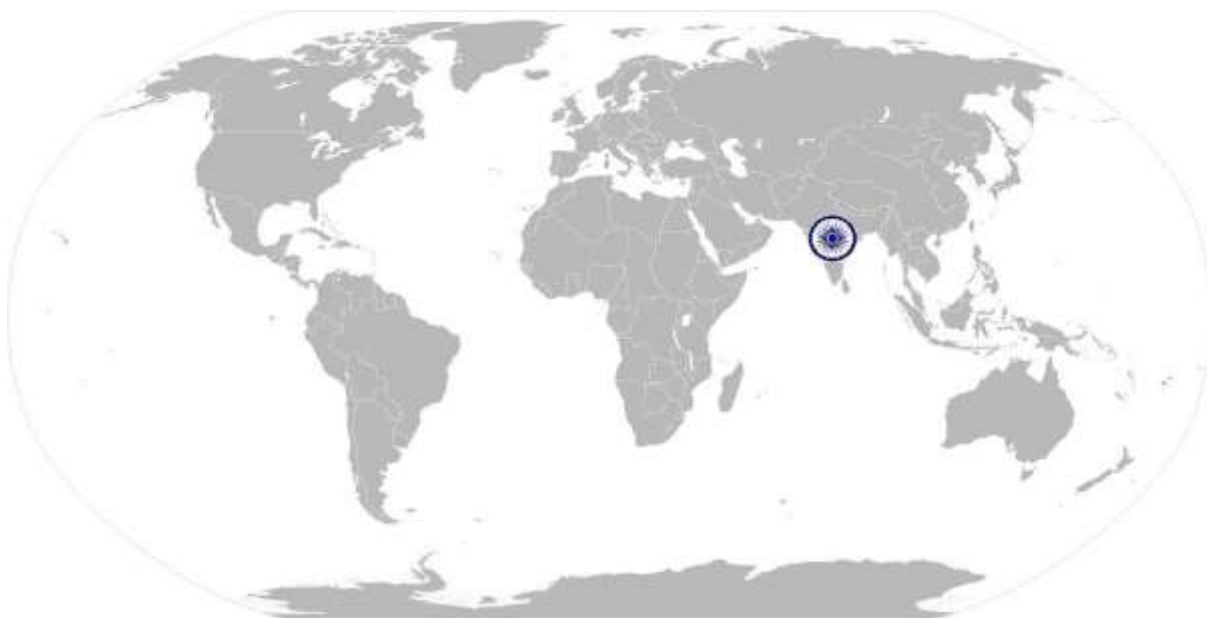
Follow-Up	Follow up is a potential buyer/user/customer who shows interest in products or services.
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS
High Profile customers/buyers	A customer with high monthly income and expenditure on telecommunication services.
Industry Standards	This term denotes business etiquette such as clean shaved, a light colour full sleeve shirt & a dark color trouser with black belt, black polished shoes & matching socks, trimmed hair and clipped nails etc.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization
Knowledge and Understanding	Knowledge and Understanding statements which together specify the technical, generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standards
KYC Standards	KYC refers to know your customer guidelines set by TRAI to establish customer's identity and address.
National Occupational Standards	NOS are Occupational Standards which apply uniquely in the Indian context
Occupation	Occupation is a set of job roles under which role-holders perform similar/related set of functions in an industry
Open ended questions	An open-ended question is designed to encourage a full, meaningful answer using the subject's own knowledge and feelings.
OS (Occupational Standards)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts
Performance Criteria	Performance criteria are statements that together specify the standards of performance required when carrying out a task
Potential Buyer	Potential buyer refers to a client/organization or an end user who could be broadband subscriber.
Prospect	A/a person/entity who qualify to use respective product or service.
Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
QP (Qualifications Pack)	Qualifications Pack comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
Route Plan	Route is a geographical location or an area defined for a channel or mapped to a sales executive. It may consist one or more beats depending on the population in respective geographic location.

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 has a critical impact on the quality of performance required
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the components sharing similar characteristics and interests.
Service Provider	Is an entity which provides all kinds of internet and landline services to potential subscribers or users.
Sub Functions	Sub-functions are sub-activities essential to fulfill the achieving the objectives of the function.
Sub Sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Suspect	Suspect is a person/entity that meets a certain predetermined criteria to make it worthy of further attention.
Suspecting and Prospecting	Asking a resident/entity about buying habits, psychographic characteristics, and getting him/her interested enough towards product/service.
TAG	It is a port or twisted pair of wires through which an end user connects to internet service provider's network.
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Telecom Sector	This is a conglomeration of different telecom services such as a mobile connection, landline connection and broadband connections.
Unit Code	Unit Code is a unique identifiers for an 'OS' unit, which can be denoted with either an 'O' or an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do
Upselling	A sales strategy where the seller provide opportunities to purchase related products or services, often for the sole purpose of making a larger sale.
USP	The factor or consideration presented by a seller as the reason that one product or service is different from and better than that of the competition
Upstream bandwidth	From the user's perspective, upstream network traffic flows away from the local computer toward the remote destination.
Vertical	Vertical may exist because of subsector representing different domain areas or client industries served by the industry.

Acronyms

Keywords /Terms	Description
CEF	Customer Enrollment Form
DCR	Daily Call Report
DP	Distribution Point
DSA	Direct Sales Associate
DSL	Digital Subscriber Line
DSR	Daily Sales Report
FAB	Features Advantage Benefits
KYC	Know Your Customer
MTD	Month Till Date
POA	Proof Of Address
POI	Proof Of Identity
TRAI	Telecom Regulatory Authority of India
USP	Unique Selling Proposition

National Occupational Standard



Overview

This unit is about Sales Executive's daily sales planning and preparation to meet a potential buyer, to sell broadband/landline subscriptions.



TEL/N0204

Daily sales planning and preparation

Unit Code	TEL/N0204
Unit Title (Task)	Daily sales planning and preparation
Description	This OS unit is about pre-sales planning and preparation of Sales Executive to meet potential buyers
Scope	This unit/task covers following: Key stake holders: • sales executive • territory sales manager (TSM) Pre-sales meeting to prepare and organize self, for achieving daily sales targets
Performance Criteria (PC)	
Element	Performance Criteria
	To be competent, the user/individual on the job must be able to: - PC1. adhere to organizational grooming standards/guidelines - PC2. collect previous day's CEFs pending due to compliance/technical issues - PC3. communicate with enrolled customers to resolve their pending issues related to installation - PC4. identify churned customers from MTD sales records - PC5. seek appointment with potential buyers for sales - PC6. commit own daily sales forecast to the TSM - PC7. design daily Route plan to visit interested buyers
Knowledge and Understanding :	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. organizational process and grooming guidelines
B. Technical Knowledge	The user/individual on the job needs to know and understand: - KA2. reasons of compliance/technical issues in CEFs - KA3. KYC guidelines as per TRAI for broadband/landline subscriptions - KA4. significance of reporting formats - KA5. importance of Route Plan and funnel management
Skills (S)	

TEL/N0204

Daily sales planning and preparation

A. Core Skills/ Generic Skills	Reading Skills
	The user/individual on the job needs to know and understand how to: SA1. comprehend reports to analyze and plan daily sales activities
	Writing Skills
	The user/individual on the job needs to know and understand how to: SA2. prepare reporting formats without error
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA3. understand and speak fluently, English and the regional language SA4. discuss funnel, customer's feedback, customer grievances and sales related issues with TSM
Professional Skills	Grooming Skills
	The user/ individual on the job needs to know and understand how to: SA5. look presentable according to organizational grooming guidelines/industry grooming standards
	Plan and Organizing Skills:
	The user/ individual on the job needs to know and understand how to: SA6. plan daily activities to meet business commitments like reaching on/before time for meeting

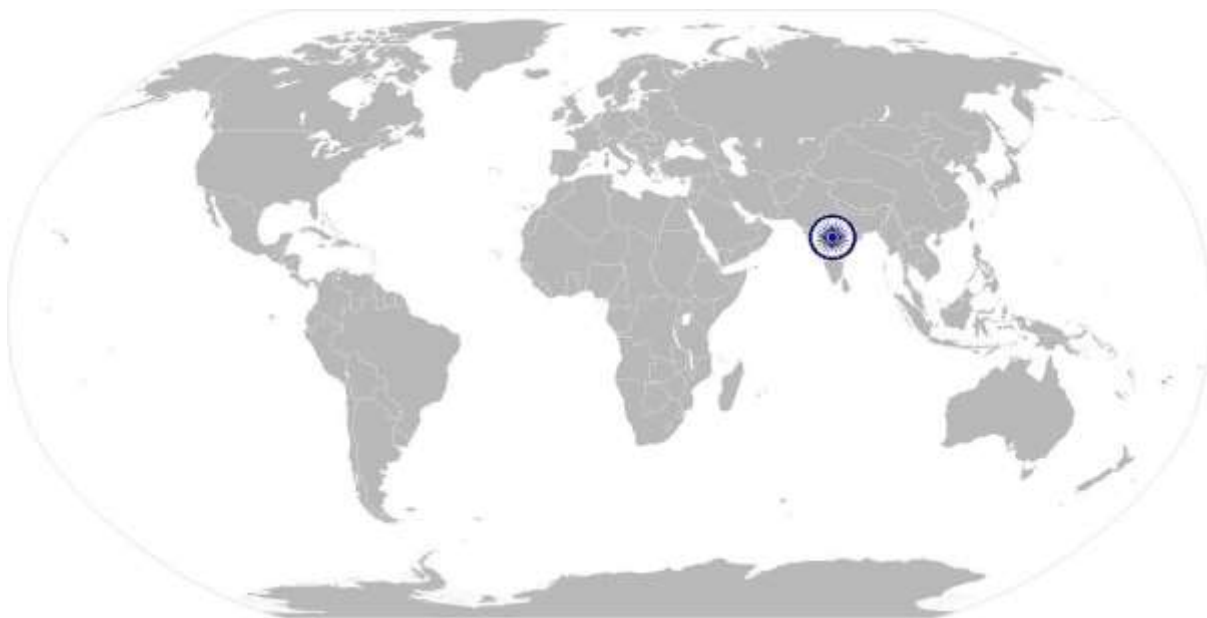


TEL/N0204

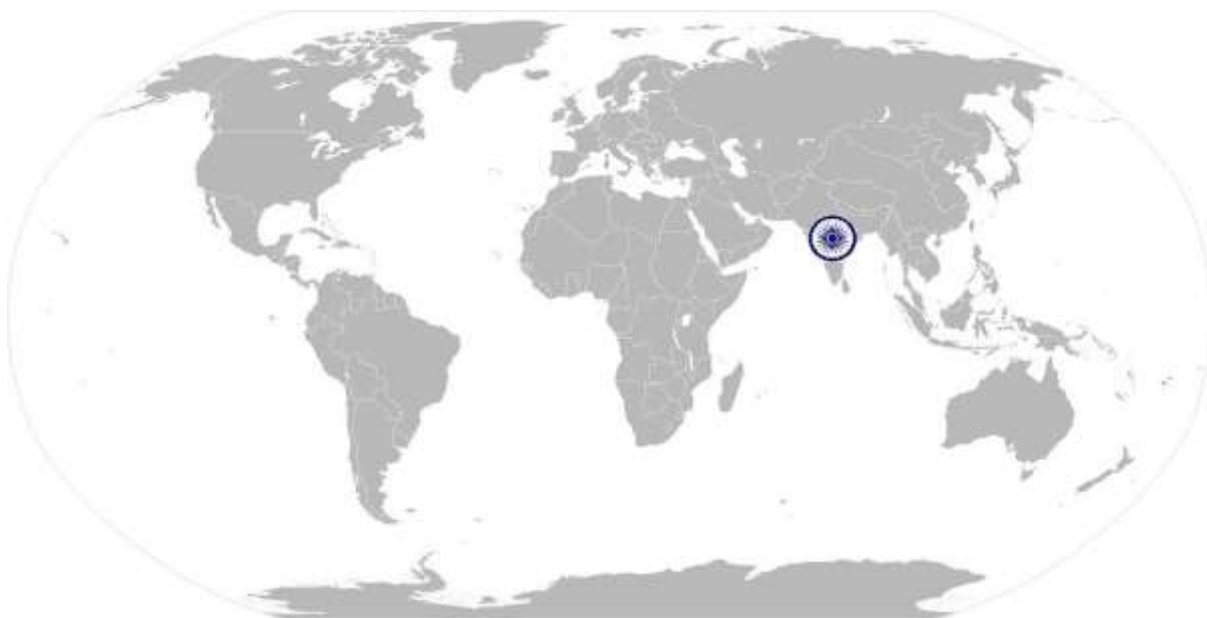
Daily sales planning and preparation

NOS Version Control:

NOS Code	TEL/N0204		
Credits NSQF	TBD	Version number	1.0
Industry	Telecom	Drafted on	22/03/2013
Industry Sub-sector	Service Provider	Last reviewed on	21/06/2018
Occupation	Sales & Distribution	Next review date	31/03/2019



National Occupational Standard



Overview

This unit is about door-to-door selling of broadband and landline subscriptions.

TEL/N0205

New customer enrollment by door knocking

National Occupational Standard

Unit Code TEL/N0205

Unit Title
(Task) New customer enrollment by door knocking

Description This OS unit is about door-to-door selling of broadband and landline subscriptions, to potential buyers

Scope This unit/task covers following:
 Key stakeholders:

- sales executive
- potential buyers

 Methodology:

- door knocking (cold calling)

 Range of products offered:

- landline/fixed line
- broadband

Performance Criteria (PC) w.r.t. the Scope

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

- PC1. introduce self to a potential buyer with a visiting card
- PC2. perform suspecting and prospecting activities to profile customers
- PC3. identify and seek permission to offer value proposition to decision maker/ high profile buyer
- PC4. seek appointment for future in case decision maker is not available
- PC5. draw potential buyer's attention and ask questions to identify product need
- PC6. FAB to offer range of broadband plans as per buyer's usage and assist in selecting the best plan
- PC7. acknowledge and clarify objections raised by customer
- PC8. assure and affirm potential buyers to build a long term relationship
- PC9. comply with KYC guidelines as per TRAI and collect customer's attested documents
- PC10. collect payment for opted service from customer
- PC11. provide customer with CEF counterfoil and payment receipt for future reference
- PC12. up-sell and cross-sell associated products/services
- PC13. attempt closing the sale
- PC14. obtain sales referrals from customer after closing sales call

Knowledge and Understanding (K)

A. Organizational Context
 (Knowledge of the company / organization and

The user/individual on the job needs to know and understand:

- KA1. organizational standards/values to interact with potential buyers in a sales call

TEL/N0205

New customer enrollment by door knocking

its processes)	
B. Technical Knowledge	The user/individual on the job needs to know and understand: KA2. USP's and strengths over competition products/services KA3. suspecting and prospecting process to identify high profile customer KA4. probing techniques to identify usage pattern and needs KA5. concept of FAB to offer best plan as per customer needs KA6. product and process to clarify objections KA7. KYC norms as per TRAI guidelines KA8. importance of customer referrals
Skills (S)	
A. Core Skills/ Generic Skills	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA1. converse in local dialect to interact with potential buyers SA2. unravel needs through articulation and communication
	Non-Verbal Communication (Body Language)
	The user/individual on the job needs to know and understand how to: SA3. observe & respond according to the non verbal gestures/postures of potential buyers
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA4. read name plate before entering in the house to identify decision maker
B. Professional Skills	Business etiquette
	The user/ individual on the job needs to know and understand how to: SA5. look presentable as per industry standards SA6. present a visiting card to potential buyers
	Selling Skills
	The user/ individual on the job needs to know and understand how to: SA7. persuade retailer effectively for choosing the company product
	Customer centricity skills

TEL/N0205

New customer enrollment by door knocking

	The user/ individual on the job needs to know and understand how to: - SA8. display courtesy and professionalism while interacting with potential buyers - SA9. be patient and attentively listen - SA10. build rapport to secure pleasant and positive experience
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TEL/N0205

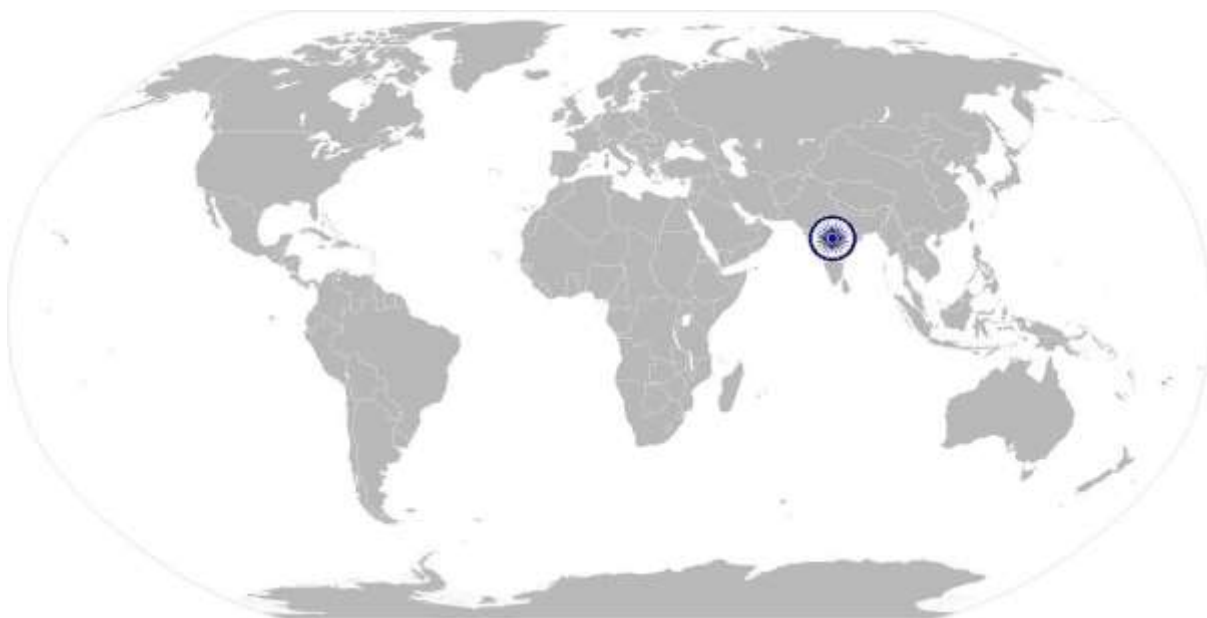
New customer enrollment by door knocking

NOS Version Control:

NOS Code	TEL/N0205		
Credits NSQF	TBD	Version number	1.0
Industry	Telecom	Drafted on	22/03/2013
Industry Sub-sector	Service Provider	Last reviewed on	21/06/2018
Occupation	Sales & Distribution	Next review date	31/03/2019



National Occupational Standard



Overview

This unit is about performing lead generation activities to reach potential buyers.



TEL/N0206

Activities for lead generation

Unit Code	TEL/N0206
Unit Title (Task)	Activities for lead generation
Description	This OS unit is about lead generation activities to reach potential buyers
Scope	The unit/task covers the following: Key stakeholders: - sales executive - potential buyers Range of Products: - DSL broadband connection - landline/fixed line telephone connection Lead generation activities
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
	To be competent, the user/individual on the job must be able to: PC1. select a prominent place to display merchandize for better brand visibility PC2. distribute brochures to educate on broadband plans and services PC3. increase product/service awareness by a canopy/umbrella
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. policies, standards and procedures to conduct lead generation activities
B. Technical Knowledge	The user/individual on the job needs to know and understand: KA2. assigned territory to identify prime locations KA3. importance of brochures to create product awareness KA4. various media tools to promote products/services

TEL/N0206

Activities for lead generation

Skills (S)	
A. Core Skills/ Generic Skills	Oral communication
	The user/individual on the job needs to know and understand how to: SA1. converse in local dialect to interact with potential buyers SA2. unravel needs through articulation and communication
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA3. comprehend brochures to clarify visitor's doubts/objections
Professional Skills	Business etiquette
	The user/ individual on the job needs to know and understand how to: SB1. look presentable as per industry standards SB2. present a visiting card to potential buyers
	Customer centricity skills
	The user/ individual on the job needs to know and understand how to: SB3. display courtesy and professionalism while interacting with potential buyers SB4. be patient and listen attentively SB5. build rapport to elicit pleasant and positive experience

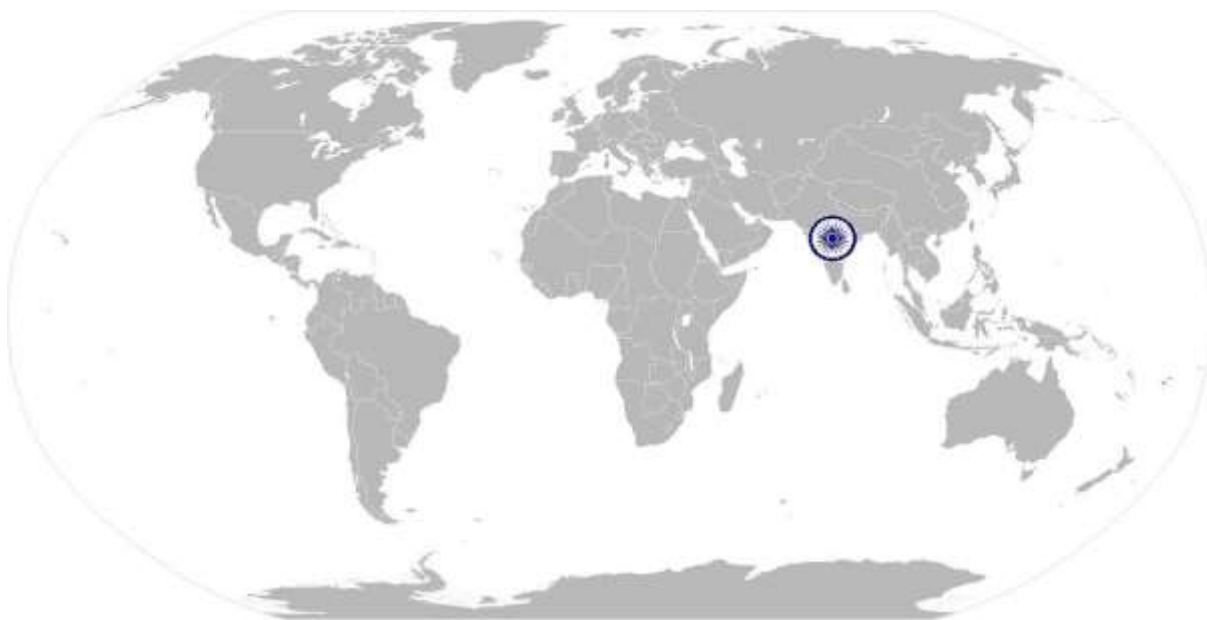


TEL/N0206

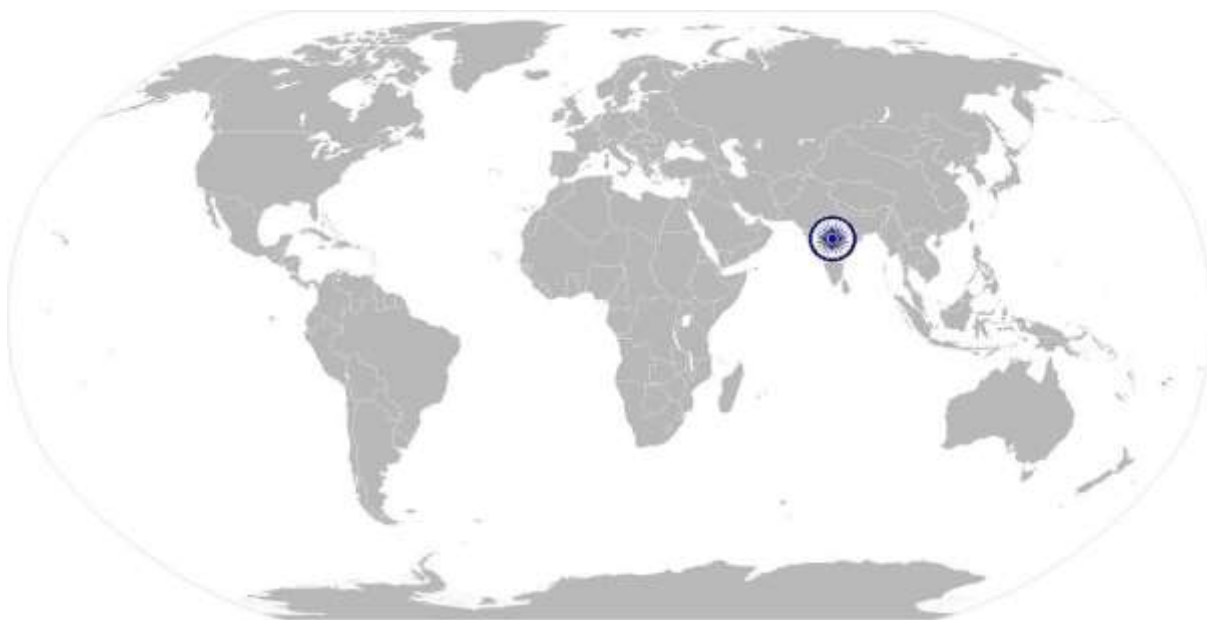
Activities for lead generation

NOS Version Control

NOS Code	TEL/N0206		
Credits NSQF	TBD	Version number	1.0
Industry	Telecom	Drafted on	22/03/2013
Industry Sub-sector	Service Provider	Last reviewed on	21/06/2018
Occupation	Sales & Distribution	Next review date	31/03/2019



National Occupational Standard



Overview

This unit is about know your customer (KYC) norms/guidelines to establish customer's identity and after sales review.



TEL/N0207

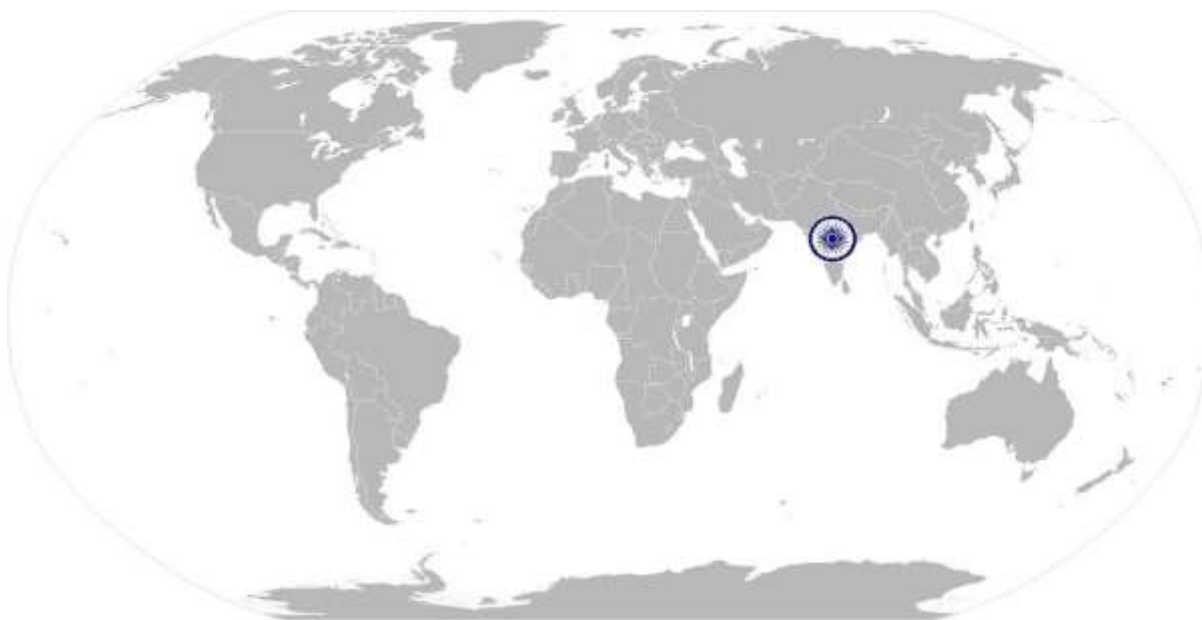
Process Compliance for broadband subscriptions

Unit Code	TEL/N0207
Unit Title (Task)	Process compliance for broadband subscriptions
Description	This OS unit is about process compliance as per TRAI guidelines for landline/broadband subscriptions
Scope	This unit/task covers the following: Key stakeholders: - sales executive - TSM Compliance to: - standard documentation process - standard reporting process
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
	To be competent, the user/individual on the job must be able to: PC1. verify customer documents and check TAG availability PC2. process all verified documents for installation PC3. fill up daily reports and get them validated with TSM PC4. escalate potential buyer/existing customer's feedback, unresolved concerns/issues to TSM PC5. identify interested buyers from daily report and approach them accordingly
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KB1. code of conduct pertaining to process compliance
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB2. KYC norms according as per TRAI KB3. documentation process and sales review along with TAT
Skills (S)	
A. Core Skills/	Reading Skills

TEL/N0207

Process Compliance for broadband subscriptions

Generic Skills	The user/individual on the job needs to know and understand how to:
	SA1. check the customer enrollment forms to avoid rejections SA2. comprehend reporting formats
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to:
	SA3. converse in regional language to provide potential buyer's feedback and grievances





TEL/N0207

Process Compliance for broadband subscriptions

NOS Version Control:

NOS Code	TEL/N0207		
Credits NSQF	TBD	Version number	1.0
Industry	Telecom	Drafted on	22/03/2013
Industry Sub-sector	Service Provider	Last reviewed on	21/06/2018
Occupation	Sales & Distribution	Next review date	31/03/2019



CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role	Sales Executive (Broadband)
Qualification Pack	TEL/Q0201
Sector Skill Council	Telecom

Guidelines for Assessment:

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
- 4a. Individual assessment agencies will create *unique question papers for theory part for each candidate at each examination/training center* (as per assessment criteria below).
- 4b. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criterion.
5. To pass the Qualification Pack, every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment.
6. In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack.

Assessment Outcome	Assessment Criteria	Total Mark (400)	Out Of	Marks Allocation	
				Theory	Skills Practical
1. TEL/N0204 (Daily sales planning and preparation)	PC1. adhere to organizational grooming standards/guidelines	100	10	0	10
	PC2. collect previous day's CEFs pending due to compliance/technical issues		15	15	0
	PC3. communicate with enrolled customers to resolve their pending issues related to installation		20	5	15
	PC4. identify churned customers from MTD sales records		10	10	0
	PC5. seek appointment with potential buyers for sales		20	10	10
	PC6. commit own daily sales forecast to the TSM		10	10	0
	PC7. design daily Route plan to visit interested buyers		15	15	0
	Total		100	65	35
2. TEL/N0205 (New customer enrollment by door knocking)	PC1. introduce self to a potential buyer with a visiting card	100	30	10	20
	PC2. perform suspecting and prospecting activities to profile customers				
	PC3. identify and seek permission to offer value proposition to decision maker/ high profile buyer				
	PC4. seek appointment for future in case decision maker is not available		10	10	0
	PC5. draw potential buyer's attention and ask questions to identify product need				
	PC6. FAB to offer range of broadband plans as per buyer's usage and assist in selecting the best plan		15	5	10
	PC7. acknowledge and clarify objections raised by customer				
	PC8. assure and affirm potential buyers to build a long term relationship		20	20	0
	PC9. comply with KYC guidelines as per TRAI and collect customer's attested documents				
	PC10. collect payment for opted service from customer				
	PC11. provide customer with CEF counterfoil and payment receipt for future reference		25	10	15
	PC12. up-sell and cross-sell associated products/services				
	PC13. attempt closing the sale				
	PC14. obtain sales referrals from customer after closing sales call				
	Total		100	55	45
3. TEL/N0206 (Activities for lead generation)	PC1. select a prominent place to display merchandize for better brand visibility	100	30	15	15
	PC2. distribute brochures to educate on broadband plans and services		30	30	0
	PC3. increase product/service awareness by a canopy/umbrella		40	20	20
	Total		100	65	35
4. TEL/N0207 (Process compliance for broadband subscriptions)	PC1. verify customer documents and check TAG availability	100	20	20	0
	PC2. process all verified documents for installation		20	20	0
	PC3. fill up daily reports and get them validated with TSM		20	20	0
	PC4. escalate potential buyer/existing customer's feedback, unresolved concerns/issues to TSM		20	20	0
	PC5. identify interested buyers from daily report and approach them accordingly		20	10	10
	Total		100	90	10