



सत्यमेव जयते  
MINISTRY OF SKILL DEVELOPMENT  
& ENTREPRENEURSHIP  
GOVERNMENT OF INDIA



**Skill India**  
कौशल भारत - कुशल भारत

**PMKVY**  
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## PLACEMENT OPPORTUNITIES





## JOB ROLE OVERVIEW

### In Store Promoter (TEL/Q2101)

|                                           |                                                                                            |
|-------------------------------------------|--------------------------------------------------------------------------------------------|
| Role Description                          | Demonstrate features and benefits of the product and create interest in buying the product |
| Version                                   | 1.0                                                                                        |
| NSQF Level                                | 4                                                                                          |
| Minimum Educational Qualifications        | 12th                                                                                       |
| Maximum Educational Qualifications        | Graduate in any stream                                                                     |
| Training<br>(Suggested but not mandatory) | NA                                                                                         |
| Minimum Job Entry Age                     | 18 years                                                                                   |
| Experience                                | 0-1 years of experience is desired                                                         |

#### Applicable National Occupational Standards (NOS)

1. **TEL/N2104:** Managing the counter
2. **TEL/N2105:** Sale and promotion of handsets
3. **TEL/N2106:** Daily reporting

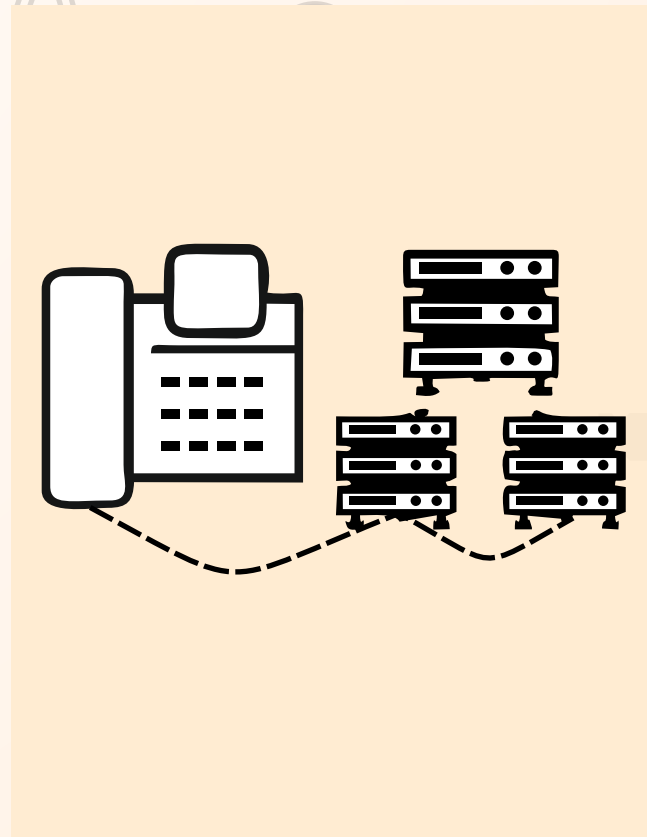
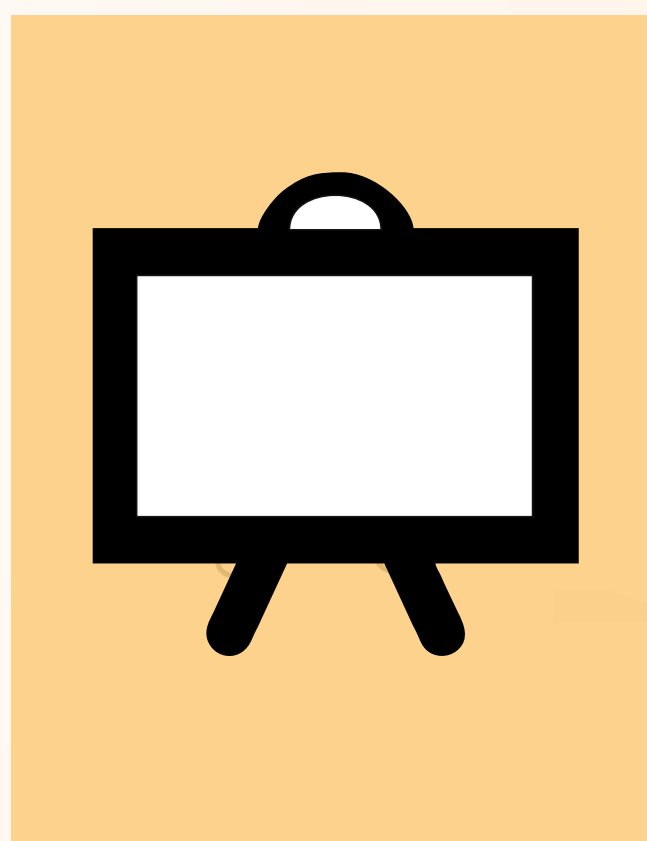
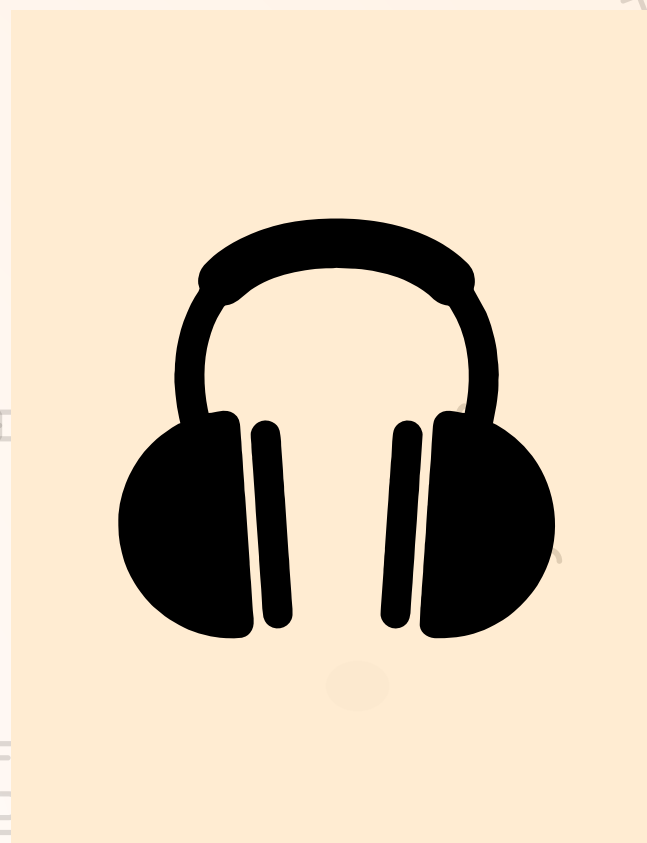
#### Assessment Guidelines

1. Each performance criteria (PC) will be assigned Theory and Skill/Practical marks proportional to its importance in NOS.
2. The Assessment for the theory part will be based on Knowledge bank of questions created by SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable on the selected option NOS/ set of NOS.
4. Individual assessment agencies will create unique question papers for theory and skill practical part for each candidate at each examination/ training centre.
5. To pass the Qualification Pack, every trainee should score minimum 70% of aggregate marks to successfully clear the assessment.
6. In case of unsuccessful completion, the trainee may seek re-assessment on the Qualification pack.

## EQUIPMENT LIST

### In Store Promoter (TEL/Q2101)

|    |                                                      |     |
|----|------------------------------------------------------|-----|
| 1. | Various Type Of Handsets (for Demonstration Purpose) | x6  |
| 2. | Various Types Of Mobile Accessories                  | x10 |
| 3. | Product Feature Phamplets                            | x10 |
| 4. | Product Specification Pamphlets                      | x10 |
| 5. | Computers                                            | x5  |
| 6. | Word, Excel                                          | x5  |
| 7. | Black/White Board                                    | x1  |
| 8. | Projection System With Pc/Laptop                     | x1  |







## CAREER MAP FOR IN STORE PROMOTER

### Channel Partner

This role requires People and client management , escalation handling and excellent in trouble shooting skills

### In- Store Promoter - Team Leader

This role requires managerial skills in managing team, guiding and monitoring the performance.

NSQF - 7



### Territory Sales Manager

This role requires managing projects, tracking service metrics and managing budget. Developing strategy for the business development with the channel partner and team lead.

NSQF - 6



NSQF - 5



NSQF - 4



### In- Store Promoter

This role requires selling of product and services produced by the company, to the customer and clearing the doubt. Maintaining the track record.