

## 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

**Sales Executive (Broadband)** in the telecom industry is also known as Territory Sales Executive/ Territory Sales Representative/ Field Sales Executive/ Field Sales Representative/ Feet on Street (FOS)/ Business Development Executive.

**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	29/04/2015
	Occupation	Sales & Distribution	Next review date	31/05/2017
	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)	<p>(Click to open the below hyperlinks)</p> <p><b>Compulsory:</b></p> <ol style="list-style-type: none"> <li>1. TEL/N0204 (<a href="#">Daily sales planning and preparation</a>)</li> <li>2. TEL/N0205 (<a href="#">New customer enrollment by door knocking</a>)</li> <li>3. TEL/N0206 (<a href="#">Activities for lead generation</a>)</li> <li>4. TEL/N0207 (<a href="#">Process Compliance for broadband subscriptions</a>)</li> </ol> <p><b>Optional:</b> NA</p>	
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.

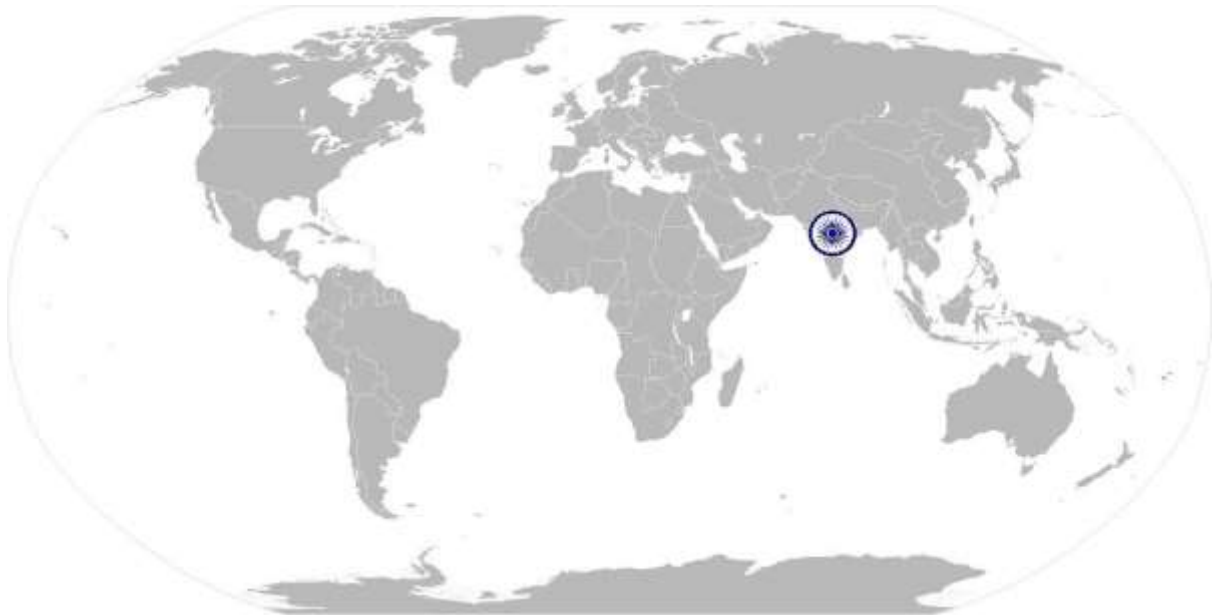
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with, in carrying out the function which has a critical impact on the quality of performance required
Sector	Sector is a conglomeration of different business operations having similar businesses and 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

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# National Occupational Standard



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## 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

National Occupational Standard

<b>Unit Code</b>	TEL/N0204
<b>Unit Title (Task)</b>	Daily sales planning and preparation
<b>Description</b>	This OS unit is about pre-sales planning and preparation of Sales Executive to meet potential buyers
<b>Scope</b>	This unit/task covers following: Key stake holders: <ul style="list-style-type: none"> <li>• sales executive</li> <li>• territory sales manager (TSM)</li> </ul> Pre-sales meeting to prepare and organize self, for achieving daily sales targets
<b>Performance Criteria (PC)</b>	
<b>Element</b>	<b>Performance Criteria</b>
	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> <li>PC1. adhere to organizational grooming standards/guidelines</li> <li>PC2. collect previous day's CEFs pending due to compliance/technical issues</li> <li>PC3. communicate with enrolled customers to resolve their pending issues related to installation</li> <li>PC4. identify churned customers from MTD sales records</li> <li>PC5. seek appointment with potential buyers for sales</li> <li>PC6. commit own daily sales forecast to the TSM</li> <li>PC7. design daily Route plan to visit interested buyers</li> </ul>
<b>Knowledge and Understanding :</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KA1. organizational process and grooming guidelines</li> </ul>
<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KA2. reasons of compliance/technical issues in CEFs</li> <li>KA3. KYC guidelines as per TRAI for broadband/landline subscriptions</li> <li>KA4. significance of reporting formats</li> <li>KA5. importance of Route Plan and funnel management</li> </ul>
<b>Skills (S)</b>	



TEL/N0204

**Daily sales planning and preparation**

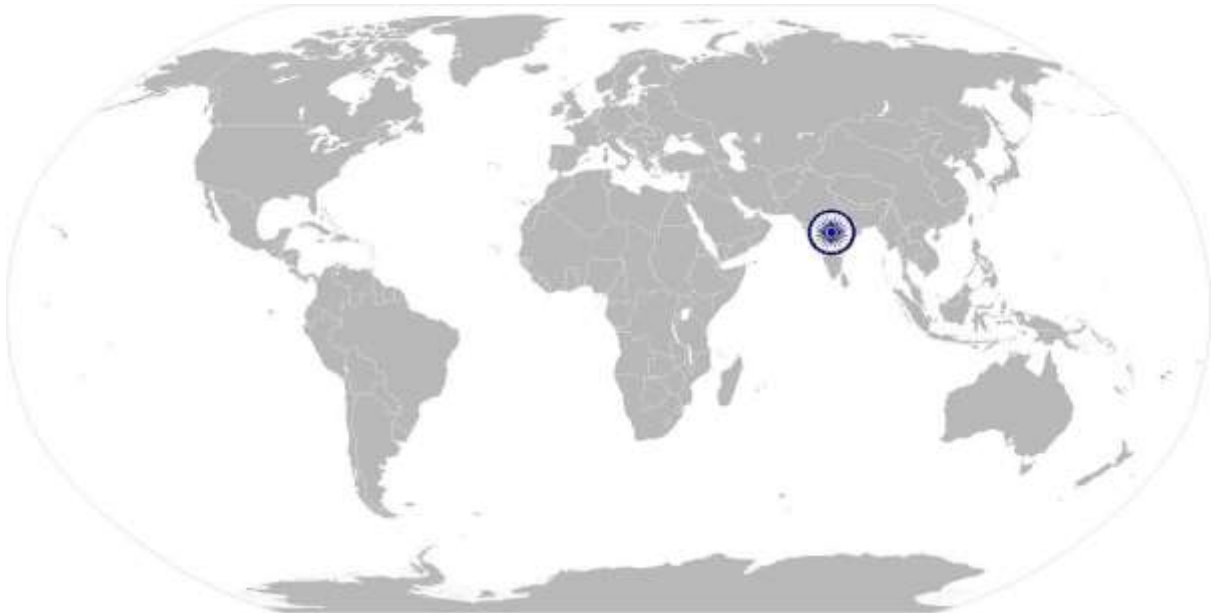
<b>A. Core Skills/ Generic Skills</b>	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to:  SA1. comprehend reports to analyze and plan daily sales activities
	<b>Writing Skills</b>
	The user/individual on the job needs to know and understand how to:  SA2. prepare reporting formats without error
<b>Professional Skills</b>	<b>Oral Communication (Listening and Speaking skills)</b>
	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
	<b>Grooming Skills</b>
	The user/ individual on the job needs to know and understand how to:  SA5. look presentable according to organizational grooming guidelines/industry grooming standards
<b>Plan and Organizing Skills:</b>	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

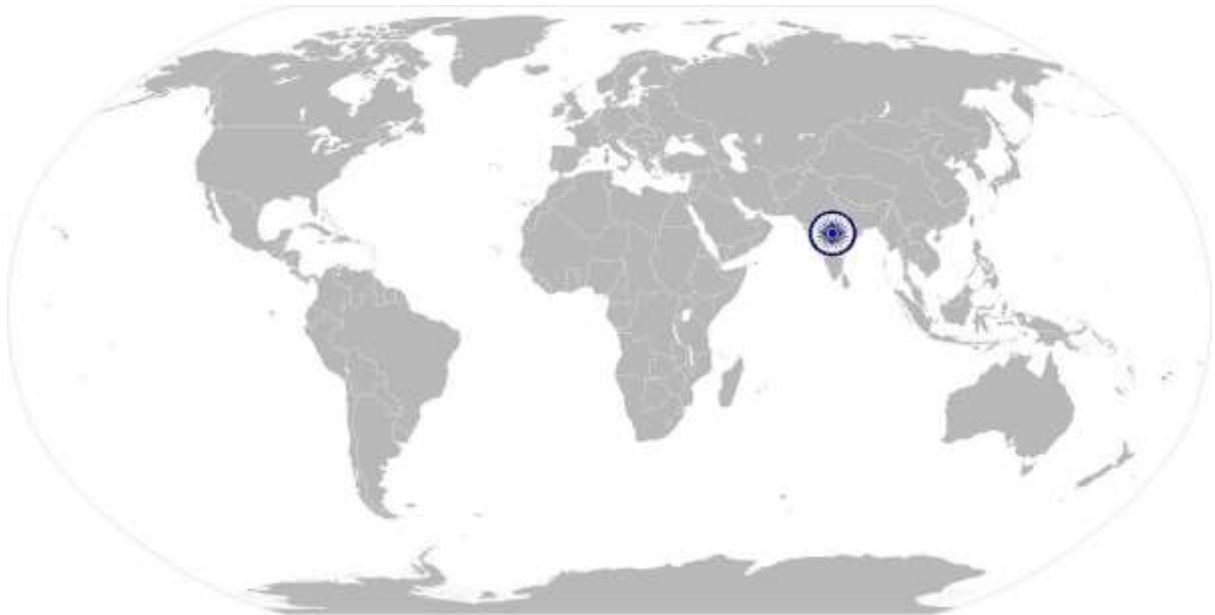
**NOS Version Control:**

<b>NOS Code</b>	<b>TEL/N0204</b>		
<b>Credits NSQF</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Telecom</b>	<b>Drafted on</b>	<b>22/03/2013</b>
<b>Industry Sub-sector</b>	<b>Service Provider</b>	<b>Last reviewed on</b>	<b>29/04/2015</b>
		<b>Next review date</b>	<b>31/05/2017</b>



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# National Occupational Standard



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## 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

<b>Unit Code</b>	<b>TEL/N0205</b>
<b>Unit Title (Task)</b>	<b>New customer enrollment by door knocking</b>
<b>Description</b>	This OS unit is about door-to-door selling of broadband and landline subscriptions, to potential buyers
<b>Scope</b>	<p>This unit/task covers following:</p> <p>Key stakeholders:</p> <ul style="list-style-type: none"> <li>• sales executive</li> <li>• potential buyers</li> </ul> <p>Methodology:</p> <ul style="list-style-type: none"> <li>• door knocking (cold calling)</li> </ul> <p>Range of products offered:</p> <ul style="list-style-type: none"> <li>• landline/fixed line</li> <li>• broadband</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. introduce self to a potential buyer with a visiting card</p> <p>PC2. perform suspecting and prospecting activities to profile customers</p> <p>PC3. identify and seek permission to offer value proposition to decision maker/ high profile buyer</p> <p>PC4. seek appointment for future in case decision maker is not available</p> <p>PC5. draw potential buyer's attention and ask questions to identify product need</p> <p>PC6. FAB to offer range of broadband plans as per buyer's usage and assist in selecting the best plan</p> <p>PC7. acknowledge and clarify objections raised by customer</p> <p>PC8. assure and affirm potential buyers to build a long term relationship</p> <p>PC9. comply with KYC guidelines as per TRAI and collect customer's attested documents</p> <p>PC10. collect payment for opted service from customer</p> <p>PC11. provide customer with CEF counterfoil and payment receipt for future reference</p> <p>PC12. up-sell and cross-sell associated products/services</p> <p>PC13. attempt closing the sale</p> <p>PC14. obtain sales referrals from customer after closing sales call</p>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. organizational standards/values to interact with potential buyers in a sales call</p>

TEL/N0205

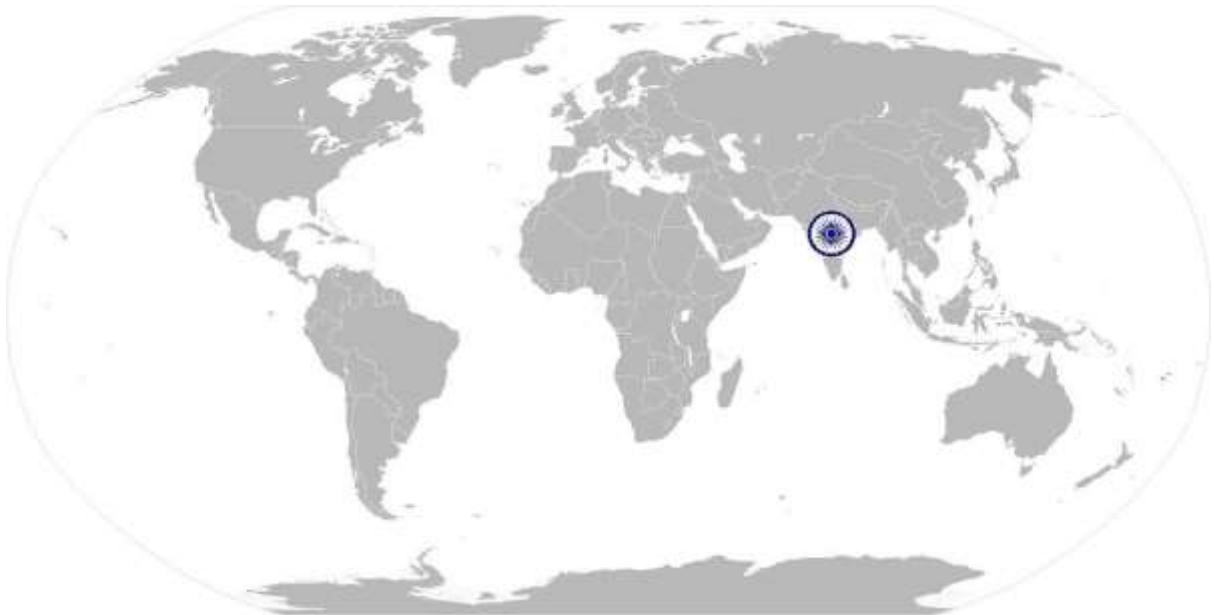
**New customer enrollment by door knocking**

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

TEL/N0205

### New customer enrollment by door knocking

	<p>The user/ individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"><li>SA8. display courtesy and professionalism while interacting with potential buyers</li><li>SA9. be patient and attentively listen</li><li>SA10. build rapport to secure pleasant and positive experience</li></ul>
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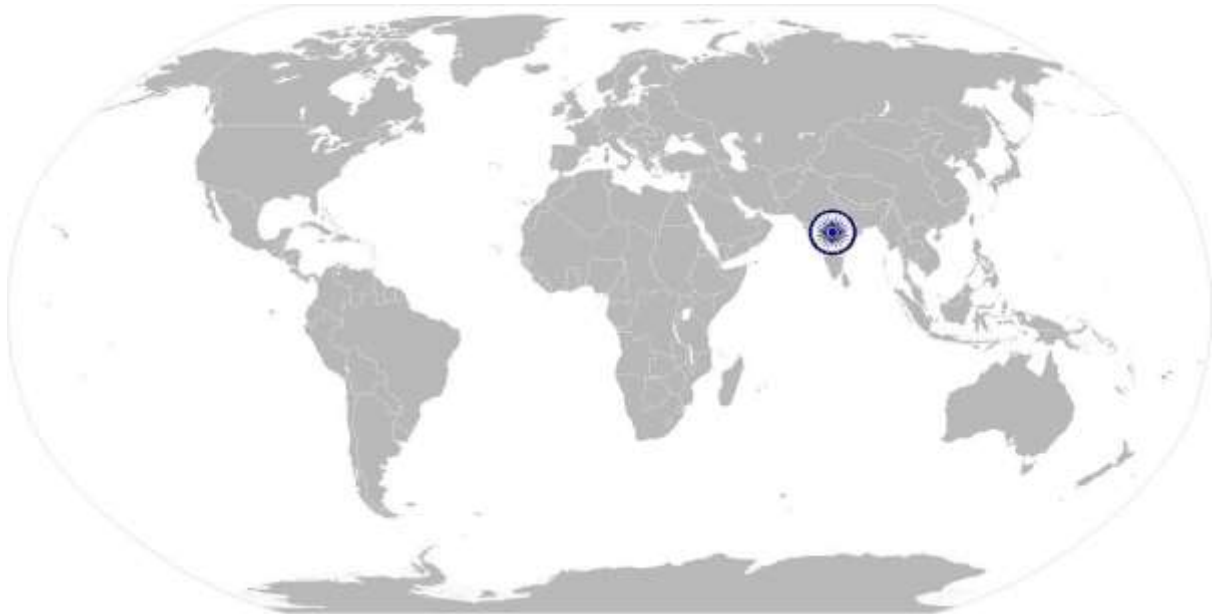


TEL/N0205

New customer enrollment by door knocking

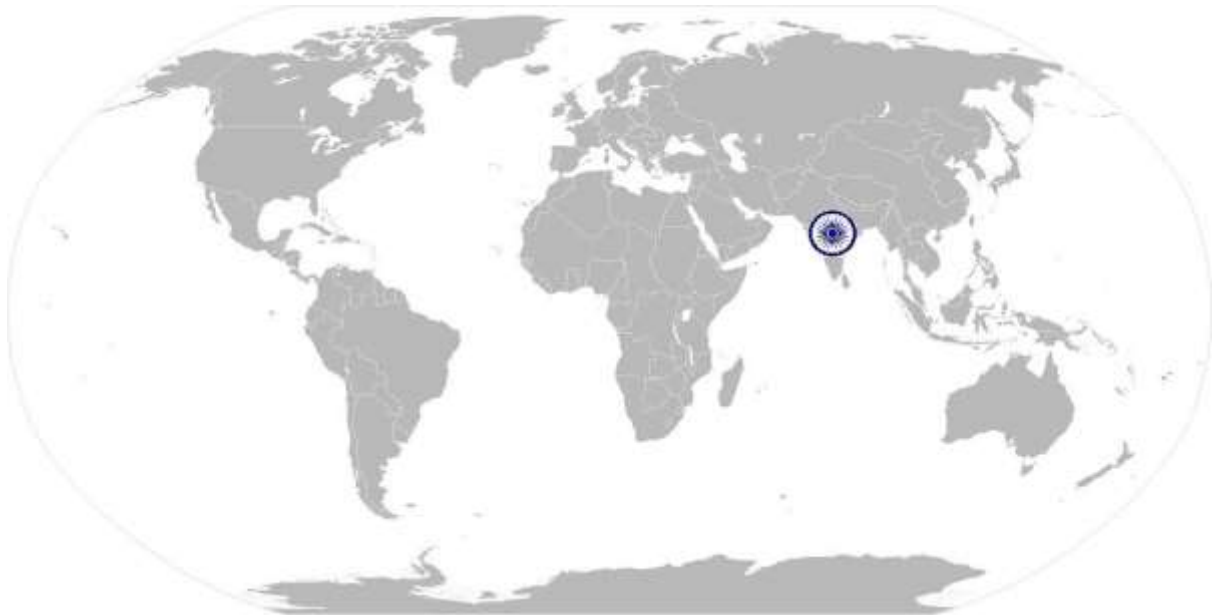
### NOS Version Control:

<b>NOS Code</b>	TEL/N0205		
<b>Credits NSQF</b>	TBD	<b>Version number</b>	1.0
<b>Industry</b>	Telecom	<b>Drafted on</b>	22/03/2013
<b>Industry Sub-sector</b>	Service Provider	<b>Last reviewed on</b>	29/04/2015
		<b>Next review date</b>	31/05/2017



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# National Occupational Standard



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## Overview

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



TEL/N0206

Activities for lead generation

National Occupational Standard

<b>Unit Code</b>	TEL/N0206
<b>Unit Title (Task)</b>	Activities for lead generation
<b>Description</b>	This OS unit is about lead generation activities to reach potential buyers
<b>Scope</b>	<p>The unit/task covers the following:</p> <p>Key stakeholders:</p> <ul style="list-style-type: none"> <li>• sales executive</li> <li>• potential buyers</li> </ul> <p>Range of Products:</p> <ul style="list-style-type: none"> <li>• DSL broadband connection</li> <li>• landline/fixed line telephone connection</li> </ul> <p>Lead generation activities</p>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. select a prominent place to display merchandize for better brand visibility</p> <p>PC2. distribute brochures to educate on broadband plans and services</p> <p>PC3. increase product/service awareness by a canopy/umbrella</p>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. policies, standards and procedures to conduct lead generation activities</p>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KA2. assigned territory to identify prime locations</p> <p>KA3. importance of brochures to create product awareness</p> <p>KA4. various media tools to promote products/services</p>

TEL/N0206

Activities for lead generation

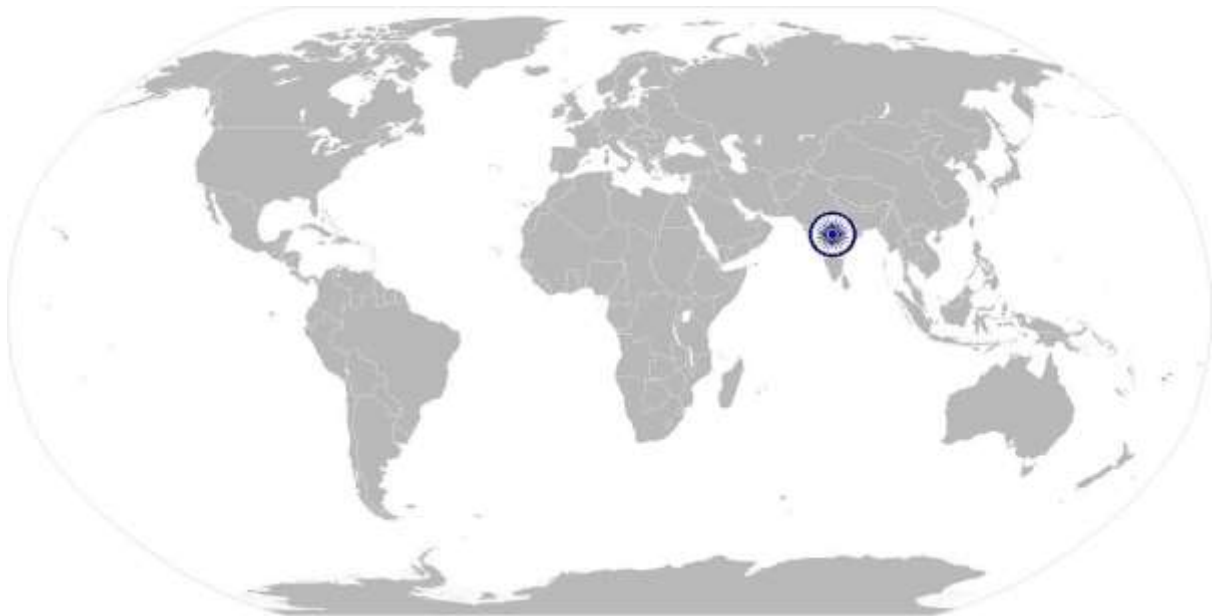
Skills (S)	
A. Core Skills/ Generic Skills	<b>Oral communication</b> The user/individual on the job needs to know and understand how to:  SA1. converse in local dialect to interact with potential buyers SA2. unravel needs through articulation and communication
	<b>Reading Skills</b> The user/individual on the job needs to know and understand how to:  SA3. comprehend brochures to clarify visitor's doubts/objections
	<b>Business etiquette</b> 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
Professional Skills	<b>Customer centricity skills</b> 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

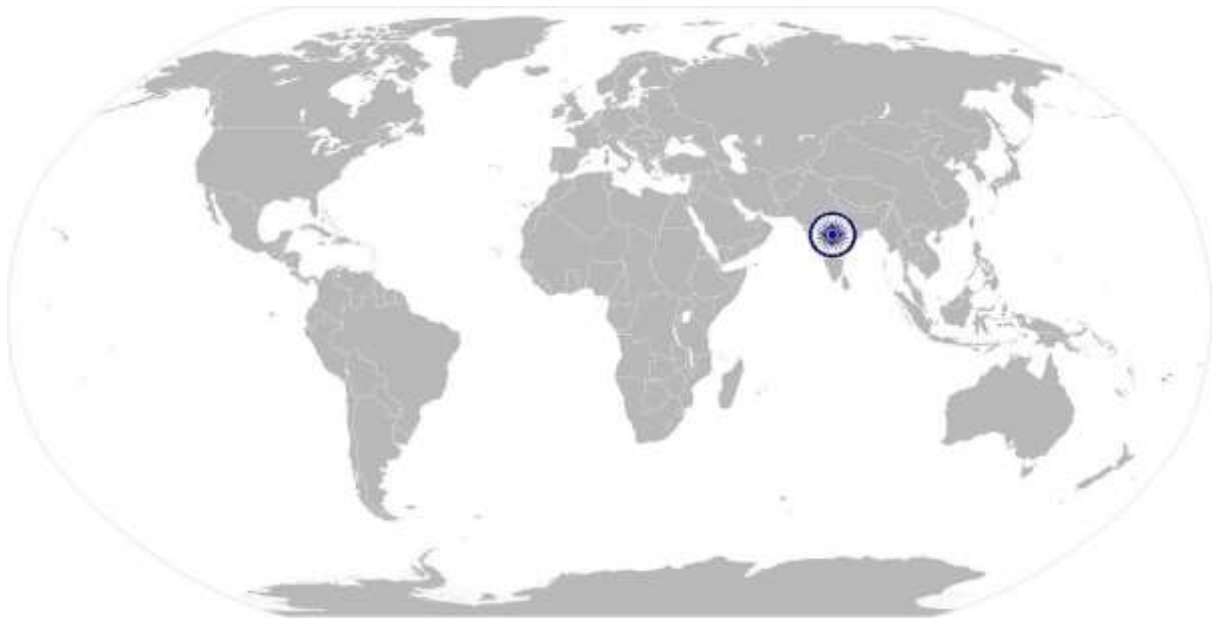
## NOS Version Control

<b>NOS Code</b>	TEL/N0206		
<b>Credits NSQF</b>	TBD	<b>Version number</b>	1.0
<b>Industry</b>	Telecom	<b>Drafted on</b>	22/03/2013
<b>Industry Sub-sector</b>	Service Provider	<b>Last reviewed on</b>	29/04/2015
		<b>Next review date</b>	31/05/2017



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# National Occupational Standard



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## 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

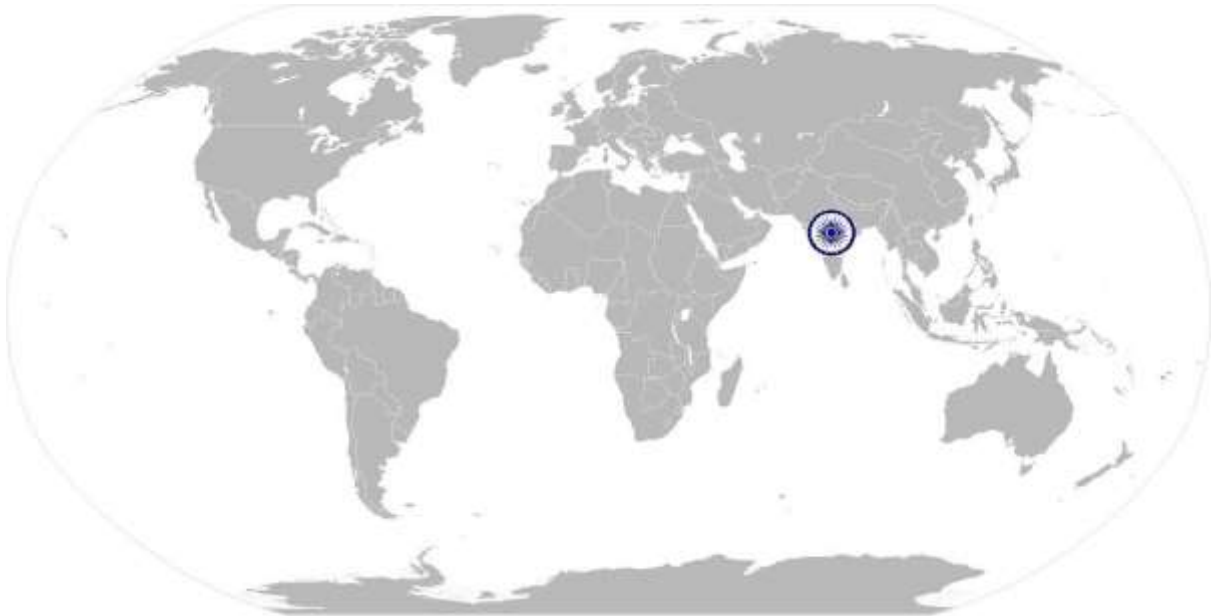
National Occupational Standard

<b>Unit Code</b>	<b>TEL/N0207</b>
<b>Unit Title (Task)</b>	<b>Process compliance for broadband subscriptions</b>
<b>Description</b>	This OS unit is about process compliance as per TRAI guidelines for landline/broadband subscriptions
<b>Scope</b>	This unit/task covers the following: Key stakeholders: <ul style="list-style-type: none"> <li>• sales executive</li> <li>• TSM</li> </ul> Compliance to: <ul style="list-style-type: none"> <li>• standard documentation process</li> <li>• standard reporting process</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> <li>PC1. verify customer documents and check TAG availability</li> <li>PC2. process all verified documents for installation</li> <li>PC3. fill up daily reports and get them validated with TSM</li> <li>PC4. escalate potential buyer/existing customer's feedback, unresolved concerns/issues to TSM</li> <li>PC5. identify interested buyers from daily report and approach them accordingly</li> </ul>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KB1. code of conduct pertaining to process compliance</li> </ul>
<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KB2. KYC norms according as per TRAI</li> <li>KB3. documentation process and sales review along with TAT</li> </ul>
<b>Skills (S)</b>	
<b>A. Core Skills/</b>	<b>Reading Skills</b>

TEL/N0207

**Process Compliance for broadband subscriptions**

<b>Generic Skills</b>	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
	<b>Oral Communication (Listening and Speaking skills)</b>
	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:

<b>NOS Code</b>	TEL/N0207		
<b>Credits NSQF</b>	TBD	<b>Version number</b>	1.0
<b>Industry</b>	Telecom	<b>Drafted on</b>	22/03/2013
<b>Industry Sub-sector</b>	Service Provider	<b>Last reviewed on</b>	29/04/2015
		<b>Next review date</b>	31/05/2017



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# Qualification Pack for Sales Executive (Broad Band)

## CRITERIA FOR ASSESSMENT OF TRAINEES

**Job Role** Sales Executive (Broadband/Landline)

**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. Individual assessment agencies will create *unique question papers for theory part for each candidate at each examination/training center* (as per assessment criteria below)
4. To pass the Qualification Pack, every trainee should score a minimum of 40% in every NOS and overall of 50%
5. 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	Marks Allocation						
		Total Mark (400)	Out Of	Theory	Skills Practical			
1. TEL/N0204 (Daily sales planning and preparation)	PC1. adhere to organizational grooming standards/guidelines	<b>100</b>	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			
	<b>Total</b>		<b>100</b>	<b>65</b>	<b>35</b>			
2. TEL/N0205 (New customer enrollment by door knocking)	PC1. introduce self to a potential buyer with a visiting card	<b>100</b>	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							
	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					10	10	0
	PC7. acknowledge and clarify objections raised by customer					15	5	10
	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					20	20	0
	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					25	10	15
	PC14. obtain sales referrals from customer after closing sales call							
<b>Total</b>		<b>100</b>	<b>55</b>	<b>45</b>				
3. TEL/N0206 (Activities for lead generation)	PC1. select a prominent place to display merchandize for better brand visibility	<b>100</b>	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			
<b>Total</b>		<b>100</b>	<b>65</b>	<b>35</b>				
4. TEL/N0207 (Process compliance for broadband subscriptions)	PC1. verify customer documents and check TAG availability	<b>100</b>	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			
<b>Total</b>		<b>100</b>	<b>90</b>	<b>10</b>				



SSC	QPCode	Name of the QP	NSQF Level	Equipment Name	Min. no. of Equipment required (per batch of 30 trainees)	Unit Type	Is this a mandatory Equipment at the Training Center (Yes/No)	Dimension/Specification/ ANY OTHER REMARK
Telecom	TEL/Q0201	Sales Executive (Broadb&)	4	Computers	6	pieces	Yes	XP and above
Telecom	TEL/Q0201	Sales Executive (Broadb&)	4	Word, Excel	6	units	Yes	Office 2001 and above
Telecom	TEL/Q0201	Sales Executive (Broadb&)	4	Voice/Accent Trainer Tool/Software	1	pieces	Yes	
Telecom	TEL/Q0201	Sales Executive (Broadb&)	4	Product Plan Feature Brochures, Handouts Etc	30	pieces	Yes	
Telecom	TEL/Q0201	Sales Executive (Broadb&)	4	Black/White Board	1	pieces	Yes	
Telecom	TEL/Q0201	Sales Executive (Broadb&)	4	Projection System With Pc/Laptop	1	pieces	No	