



Distributor Salesman

QP Code: RAS/Q0604

Version: 1.0

NSQF Level: 4

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Qualification Pack

Contents

RAS/Q0604: Distributor Salesman	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
RAS/N0601: Be updated on knowledge of products to be sold and merchandising	5
RAS/N0602: Have thorough understanding of business and productivity targets and measures to achieve the same	10
RAS/N0603: Learn steps to make an effective sales call	16
RAS/N0604: Develop capability for handling credit management of an outlet both receivables and payables	23
RAS/N0605: Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution	27
Assessment Guidelines and Weightage	30
<i>Assessment Guidelines</i>	30
<i>Assessment Weightage</i>	31
Acronyms	32
Glossary	33

Qualification Pack

RAS/Q0604: Distributor Salesman

Brief Job Description

Individuals in this position visits retail/wholesale outlets as per daily route plan & makes sales call using relevant selling aids like handhelds to increase productivity and achieve sales targets, demonstrate commanding knowledge of the trade being serviced by him/her and the existing competitors. He/she identifies new outlets to increase sales of the products and provide service facilitating resolution of trade problems related to products and company being represented by the salesman. He/she creates demand at point of sale by creating visibility for products putting POSM (Point of sales material) and merchandising elements like counter top/shelves or racks depending on the category of product he/she sells. Hence, he/she needs to influence & own the execution standards of availability and in store visibility.

Personal Attributes

The individual needs to be physically fit to withstand working in a retail environment whilst being customer responsive. They would need good interpersonal and listening skills.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [RAS/N0601: Be updated on knowledge of products to be sold and merchandising](#)
2. [RAS/N0602: Have thorough understanding of business and productivity targets and measures to achieve the same](#)
3. [RAS/N0603: Learn steps to make an effective sales call](#)
4. [RAS/N0604: Develop capability for handling credit management of an outlet both receivables and payables](#)
5. [RAS/N0605: Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution](#)

Qualification Pack (QP) Parameters

Sector	Retail
Sub-Sector	FMCG
Occupation	Sales
Country	India

Qualification Pack

NSQF Level	4
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5249.0200
Minimum Educational Qualification & Experience	10th Class with 0-6 Months of experience in similar position (not mandatory)
Minimum Level of Education for Training in School	11th Class
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 Years
Last Reviewed On	26/07/2017
Next Review Date	31/03/2022
NSQC Approval Date	19/05/2015
Version	1.0
Reference code on NQR	2015/RET/RASCI/00057
NQR Version	1.0

Qualification Pack

RAS/N0601: Be updated on knowledge of products to be sold and merchandising

Description

This OS unit describes the skills and knowledge required to make effective sales calls by having up-to-date knowledge on product details, schemes, merchandising, POP material, product samples, new/focus SKU.

Scope

This unit applies to individuals who represent distributors in their field sales operations to retail/wholesale outlets.

- Product details, Scheme information and Product detailer
- Merchandising / POP material/ Product samples
- New / Focus SKU
- Brand Availability Norms & Competition Benchmarking
- The role may be performed across the below formats
- Retail outlet
- Wholesale outlets
- Department stores
- Bakery Outlets
- Chemist / cosmetic outlets
- Convenience Outlets
- Self service outlets
- Eatery and Drinking - Dhaba/Restaurants /Hotels etc.
- New channels like at works/railways stalls/ airport stalls

Elements and Performance Criteria

Product details, Scheme information and Product detailer

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

- PC1.** update self about current product portfolio and product details grammages, price points and variants of own and competition products and update details periodically
- PC2.** acquire up-to-date knowledge on channel wise, category wise, outlet type wise schemes
- PC3.** give relevant information to supervisors to plan relevant schemes/ slabs by outlets and learn to utilise correctly

Merchandising / POP material/ Product samples

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

- PC4.** identify hotspots in an outlet and try to convince the retailer to provide these for displays and achieve high order visibility by correct deployment of merchandising material
- PC5.** put branding materials on the area surrounding the rack and inside the rack
- PC6.** stock products to maximise number of facings
- PC7.** obtain natural visibility by clearing cluttered space and stocking companys products
- PC8.** identify the nature of the complaint from information obtained from customers.

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PC9. place products next to the competitor brand and maintain category and competition adjacency

Brand Availability Norms & competition benchmarking

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

PC10. benchmark own product with that of competitors as per the norms and accordingly make own products available at an outlet

New/ Focus SKU

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

PC11. articulate USP of New products Features and benefits to the retailer

PC12. make an effective sales call to convince the outlets to place order for focus SKUs

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. category wise, product wise placement norms

KU2. merchandising & Planogram norms

KU3. knowledge of products, USPs, benefits in relation to needs of the customers in comparison to competitive offerings

KU4. availability norms of products

KU5. competition benchmark product details

KU6. how to check the condition of product samples

KU7. how to identify hotspots in the outlet & convince retailers for the spot

KU8. how to identify benchmark competitor products and decide on product availability

Generic Skills (GS)

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

GS1. complete documentation accurately

GS2. collate simple data when required

GS3. read information accurately

GS4. read and interpret data sheets

GS5. follow instructions accurately

GS6. use gestures or simple words to communicate where language barriers exist

GS7. use questioning to minimise misunderstandings

GS8. display courteous and helpful behaviour at all times

GS9. make appropriate decisions regarding the responsibilities of the job role

GS10. plan and schedule routines

GS11. build relationships with customers and communicate the product attributes clearly

GS12. identify product samples that are not in good condition or expired

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Product details, Scheme information and Product detailer</i>	15	15	-	-
PC1. update self about current product portfolio and product details grammages, price points and variants of own and competition products and update details periodically	5	5	-	-
PC2. acquire up-to-date knowledge on channel wise, category wise, outlet type wise schemes	5	5	-	-
PC3. give relevant information to supervisors to plan relevant schemes/ slabs by outlets and learn to utilise correctly	5	5	-	-
<i>Merchandising / POP material/ Product samples</i>	20	20	-	-
PC4. identify hotspots in an outlet and try to convince the retailer to provide these for displays and achieve high order visibility by correct deployment of merchandising material	5	5	-	-
PC5. put branding materials on the area surrounding the rack and inside the rack	2.5	2.5	-	-
PC6. stock products to maximise number of facings	2.5	2.5	-	-
PC7. obtain natural visibility by clearing cluttered space and stocking companys products	5	5	-	-
PC8. identify the nature of the complaint from information obtained from customers.	2.5	2.5	-	-
PC9. place products next to the competitor brand and maintain category and competition adjacency	2.5	2.5	-	-
<i>Brand Availability Norms & competition benchmarking</i>	5	5	-	-
PC10. benchmark own product with that of competitors as per the norms and accordingly make own products available at an outlet	5	5	-	-
<i>New/ Focus SKU</i>	10	10	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. articulate USP of New products Features and benefits to the retailer	5	5	-	-
PC12. make an effective sales call to convince the outlets to place order for focus SKUs	5	5	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0601
NOS Name	Be updated on knowledge of products to be sold and merchandising
Sector	Retail
Sub-Sector	FMCG
Occupation	Sales
NSQF Level	4
Credits	NA
Version	1.0
Last Reviewed Date	26/07/2017
Next Review Date	31/03/2022
NSQC Clearance Date	19/05/2015

Qualification Pack

RAS/N0602: Have thorough understanding of business and productivity targets and measures to achieve the same

Description

This OS describes the skills and knowledge required to have in-depth understanding of overall sales and productivity targets as specified by an organization (to include Outlet wise, category and SKU wise day and route targets) and specific focus on new launch products.

Scope

This unit applies to individuals who represent in their field sales operations.

- Overall sales target and productivity targets
- Category wise outlet billing targets
- Evaluating achievement of targets
- Correct route knowledge to ensure complete coverage of all target
- Outlets
- first call to last call, updation of outlets listing
- Day and route objectives
- New Launch products
- Check stock availability at the distributor point
- Check stock availability at the outlet level
- Retail outlet
- Wholesale outlets
- Department stores
- Bakery Outlets
- Chemist / cosmetic outlets
- Convenience Outlets
- Self service outlets

Elements and Performance Criteria

Overall target / Productivity targets & achievement till date.

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

- PC1.** understand all sales objectives and targets for Bills cut, Lines cut, Average bill value and Unique Outlets Billed
- PC2.** understand target vs. achievement till date and strive towards 100% target achievement
- PC3.** carry market planner and outlet wise plans made prior to the market visit and be aware of focus categories and plans for sale of specific category/SKUs by outlet

Category wise outlet billing as per plan

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

- PC4.** ensure category and outlet wise billing targets are met

Day or route objective samples

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

- PC5.** ensure category wise and outlet wise billing targets are met on the route

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PC6. cover all target outlets/entire route and take note of new outlets/closed outlets in the beat

PC7. update info on the type of outlet and its respective trade channel

New Launch products

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

PC8. ensure availability of new launch products as per availability norms

PC9. set beat and outlet wise targets to achieve launch targets

Check stock availability at the distributor point

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

PC10. check stock position of each SKU everyday at the distributor point.

PC11. estimate sales from the beat and optimize order as per stock available on hand

PC12. coordinate with supervisor and discuss on action plan for out-of-stock SKUs

PC13. check the stock available in the selling area/shelves

PC14. check stocks available in the backroom for reserves

PC15. check stocks for all brand and capture order as per SOQ

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. productivity parameters and targets

KU2. product availability/benchmarking norms and launch plan

KU3. route knowledge with details of outlets in a route

KU4. classification of outlets by type and profile

KU5. stock replenishment cycle of the organization

KU6. organizations guidelines in case of stock out

KU7. how to analyse overall / productivity targets to set effective objectives

KU8. how to break down objectives into actionable tasks to achieve goals

KU9. how to maintain routes and help the supervisors in maintaining the same

KU10. how to do stock count and capture order as per SOQ in outlets speedily

KU11. how to estimate sales from the beat and analyse stock in hand at the distributors point to forecast demand

Generic Skills (GS)

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

GS1. compile route list accurately

GS2. note simple data when required

GS3. fill forms when required Outlet addition/ deletion / modification

GS4. check achievement against targets

GS5. read information accurately

GS6. read and interpret data

Qualification Pack

- GS7.** follow instructions accurately
- GS8.** use gestures or simple words to communicate where language barriers exist
- GS9.** use questioning to minimise misunderstandings
- GS10.** display courteous and helpful behaviour at all times
- GS11.** make appropriate decisions regarding the responsibilities of the job role
- GS12.** plan and schedule routines
- GS13.** build relationships with internal and external customers
- GS14.** respond to stock outs at the distribution point
- GS15.** respond to queries of customers on margins, schemes, promotions and visibility inputs
- GS16.** identify overall / productivity targets and breaking it down to outlet level targets
- GS17.** respond to customers regarding margins and schemes in relation to the competition

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Overall target / Productivity targets & achievement till date.</i>	15	15	-	-
PC1. understand all sales objectives and targets for Bills cut, Lines cut, Average bill value and Unique Outlets Billed	5	5	-	-
PC2. understand target vs. achievement till date and strive towards 100% target achievement	5	5	-	-
PC3. carry market planner and outlet wise plans made prior to the market visit and be aware of focus categories and plans for sale of specific category/SKUs by outlet	5	5	-	-
<i>Category wise outlet billing as per plan</i>	2.5	2.5	-	-
PC4. ensure category and outlet wise billing targets are met	2.5	2.5	-	-
<i>Day or route objective samples</i>	10	10	-	-
PC5. ensure category wise and outlet wise billing targets are met on the route	2.5	2.5	-	-
PC6. cover all target outlets/entire route and take note of new outlets/closed outlets in the beat	5	5	-	-
PC7. update info on the type of outlet and its respective trade channel	2.5	2.5	-	-
<i>New Launch products</i>	5	5	-	-
PC8. ensure availability of new launch products as per availability norms	2.5	2.5	-	-
PC9. set beat and outlet wise targets to achieve launch targets	2.5	2.5	-	-
<i>Check stock availability at the distributor point</i>	17.5	17.5	-	-
PC10. check stock position of each SKU everyday at the distributor point.	2.5	2.5	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. estimate sales from the beat and optimize order as per stock available on hand	2.5	2.5	-	-
PC12. coordinate with supervisor and discuss on action plan for out-of-stock SKUs	2.5	2.5	-	-
PC13. check the stock available in the selling area/shelves	2.5	2.5	-	-
PC14. check stocks available in the backroom for reserves	2.5	2.5	-	-
PC15. check stocks for all brand and capture order as per SOQ	5	5	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0602
NOS Name	Have thorough understanding of business and productivity targets and measures to achieve the same
Sector	Retail
Sub-Sector	FMCG
Occupation	Sales
NSQF Level	4
Credits	NA
Version	1.0
Last Reviewed Date	26/07/2017
Next Review Date	31/03/2022
NSQC Clearance Date	19/05/2015

Qualification Pack

RAS/N0603: Learn steps to make an effective sales call

Description

This OS describes the skills and knowledge required to make an effective sales call.

Scope

This unit applies to individuals who represent distributors in their field sales operations.

- Estimate outlet sales accurately to avoid OOS or over stocking
- Ensure accurate order capture
- Use tools for sell in correctly Product presenter, Schemes, Market Planner,
- Enter order details correctly in the handheld
- Range Sell in and scheme communication
- Maintain good personal relations and handle objections
- Freshness norms check and maintain FMFO and stock rotation
- Stock return & D&D replacements
- The role may be performed across the below formats
- Retail outlet
- Wholesale outlets
- Department stores
- Bakery Outlets
- Chemist / cosmetic outlets
- Convenience Outlets
- Self service outlets

Elements and Performance Criteria

Estimate sales accurately to avoid OOS or Overstocking

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

- PC1.** analyze current stock on hand and sales of the outlets.
- PC2.** advise retailers for optimum order depending on the need and projected sell out and need for reserve stocks that needs to be maintained to avoid stockouts.
- PC3.** explain how the recommendation will boost retailers sales.
- PC4.** communicate all benefits which would accrue to the retailer in short and concise manner.
- PC5.** ask open ended questions considering the retailers needs leading to the retailer accepting advice on purchase.
- PC6.** ensure that the relevant schemes/ slabs are discussed with the retailer after gauging the potential of the outlet.

Scheme communication

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

- PC7.** analyse competition schemes and leverage on companys schemes to increase sales vis-a-vis that of competition

Range selling for all categories

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

Qualification Pack

- PC8.** ensure range selling by leveraging on own brand already available in the retail outlet and strengthen portfolio presence in the outlet

Functionality of Palmtop/Handheld device and its features

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

- PC9.** route list & outlet list in the palmtop/handheld device and its usage
PC10. ensure product list & scheme details are available in the palmtop
PC11. Implement order capture process in palmtop/handheld
PC12. ensure summary reports / productivity reports are available in the palmtop/hand held
PC13. ensure retail survey features available in the palmtop
PC14. ensure correct syncing process is followed.

Freshness norms, FMFO, stock rotation

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

- PC15.** check stock physical condition and freshness
PC16. arrange stock as per FMFO and even educate retailer on FMFO.
PC17. do stock rotation in those outlet where the movement of stocks is very low.
PC18. carryout stock rotation in case stock movement is very low

Stock return & D&D replacements

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

- PC19.** replace damaged or expired goods with fresh stocks and enter information about damaged goods in the handheld device.
PC20. maintain a pleasing personality for an effective sale call (clean and ironed clothes, smile on face)

Follow guidelines that pleases the retailer

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

- PC21.** maintain appropriate distance from the retailer /outlet owner
PC22. maintain proper posture while talking with the retailer and not to lean or place hands in pockets or bend shoulders
PC23. refrain from indulging in any act that may irritate the retailer
PC24. speak clearly in a soft tone without stammering or hesitation
PC25. maintain proper eye contact with the retailer
PC26. enter ordered quantity against each sku ordered

Enter order details correctly in the palmtop

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

- PC27.** submit the orders and check summary of the order
PC28. communicate the order value to the retailer

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** sales call process & procedures as defined by the organization.
KU2. schemes and promotions own as well as competition.

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- KU3.** freshness norms, stock rotation & stock return norms of the organization
- KU4.** schemes that are active for the current month for each category and channel
- KU5.** availability norms of the organization
- KU6.** how to estimate sales of the outlet
- KU7.** how to estimate stock requirement for the outlet
- KU8.** how to use handheld order taking device given by the organization
- KU9.** how to check the physical condition and shelf life of the stock
- KU10.** how to identify stock movement at an outlet level and perform stock rotation if needed
- KU11.** negotiation and convincing skills for range selling

Generic Skills (GS)

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

- GS1.** complete documentation accurately
- GS2.** collate simple data when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to any objection from the retailer
- GS13.** estimate sales & order requirement of the outlet

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Estimate sales accurately to avoid OOS or Overstocking</i>	10	10	-	-
PC1. analyze current stock on hand and sales of the outlets.	1	1	-	-
PC2. advise retailers for optimum order depending on the need and projected sell out and need for reserve stocks that needs to be maintained to avoid stockouts.	1	1	-	-
PC3. explain how the recommendation will boost retailers sales.	2	2	-	-
PC4. communicate all benefits which would accrue to the retailer in short and concise manner.	2	2	-	-
PC5. ask open ended questions considering the retailers needs leading to the retailer accepting advice on purchase.	2	2	-	-
PC6. ensure that the relevant schemes/ slabs are discussed with the retailer after gauging the potential of the outlet.	2	2	-	-
<i>Scheme communication</i>	2	2	-	-
PC7. analyse competition schemes and leverage on companys schemes to increase sales vis-a-vis that of competition	2	2	-	-
<i>Range selling for all categories</i>	2	2	-	-
PC8. ensure range selling by leveraging on own brand already available in the retail outlet and strengthen portfolio presence in the outlet	2	2	-	-
<i>Functionality of Palmtop/Handheld device and its features</i>	12	12	-	-
PC9. route list & outlet list in the palmtop/handheld device and its usage	2	2	-	-
PC10. ensure product list & scheme details are available in the palmtop	2	2	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. Implement order capture process in palmtop/handheld	2	2	-	-
PC12. ensure summary reports / productivity reports are available in the palmtop/hand held	2	2	-	-
PC13. ensure retail survey features available in the palmtop	2	2	-	-
PC14. ensure correct syncing process is followed.	2	2	-	-
<i>Freshness norms, FMFO, stock rotation</i>	8	8	-	-
PC15. check stock physical condition and freshness	2	2	-	-
PC16. arrange stock as per FMFO and even educate retailer on FMFO.	2	2	-	-
PC17. do stock rotation in those outlet where the movement of stocks is very low.	2	2	-	-
PC18. carryout stock rotation in case stock movement is very low	2	2	-	-
<i>Stock return & D&D replacements</i>	3	3	-	-
PC19. replace damaged or expired goods with fresh stocks and enter information about damaged goods in the handheld device.	1	1	-	-
PC20. maintain a pleasing personality for an effective sale call (clean and ironed clothes, smile on face)	2	2	-	-
<i>Follow guidelines that pleases the retailer</i>	9	9	-	-
PC21. maintain appropriate distance from the retailer /outlet owner	2	2	-	-
PC22. maintain proper posture while talking with the retailer and not to lean or place hands in pockets or bend shoulders	1	1	-	-
PC23. refrain from indulging in any act that may irritate the retailer	1	1	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC24. speak clearly in a soft tone without stammering or hesitation	2	2	-	-
PC25. maintain proper eye contact with the retailer	1	1	-	-
PC26. enter ordered quantity against each sku ordered	2	2	-	-
<i>Enter order details correctly in the palmtop</i>	4	4	-	-
PC27. submit the orders and check summary of the order	2	2	-	-
PC28. communicate the order value to the retailer	2	2	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0603
NOS Name	Learn steps to make an effective sales call
Sector	Retail
Sub-Sector	FMCG
Occupation	Sales
NSQF Level	4
Credits	NA
Version	1.0
Last Reviewed Date	26/07/2017
Next Review Date	31/03/2022
NSQC Clearance Date	19/05/2015

Qualification Pack

RAS/N0604: Develop capability for handling credit management of an outlet both receivables and payables

Description

This OS describes the skills and knowledge required to have correct information on Pending bills, Display payments & Delivery status to outlets.

Scope

This unit applies to individuals who represent Distributors in their field sales operations.

Elements and Performance Criteria

Information pending bills, pending display payment and pending delivery

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

- PC1.** collect details of pending invoices from the distribution point everyday before starting the beat
- PC2.** gather credit ageing information of retailer bills and set beat objectives accordingly
- PC3.** keep track of pending display payments and keep the distributor and organizations representative aware of the status.
- PC4.** resolve issues due to pending delivery and keep distributor and organizations representative aware of the status.
- PC5.** reconcile both receivables and payables to outlets and settle all queries by customers on these issues

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** credit & collection norms of the distributor and the organization
- KU2.** how to display payment norms of the organization and outlet wise status
- KU3.** delivery norms of the organization
- KU4.** how to assess pending payments and consumer credit status
- KU5.** how to ensure on time and in full delivery of all his/her orders, store items securely

Generic Skills (GS)

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

- GS1.** complete documentation accurately
- GS2.** write simple data when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately

Qualification Pack

- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** reconcile receivables and payables with all outlets for all invoices every month

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Information pending bills, pending display payment and pending delivery</i>	50	50	-	-
PC1. collect details of pending invoices from the distribution point everyday before starting the beat	10	10	-	-
PC2. gather credit ageing information of retailer bills and set beat objectives accordingly	10	10	-	-
PC3. keep track of pending display payments and keep the distributor and organizations representative aware of the status.	10	10	-	-
PC4. resolve issues due to pending delivery and keep distributor and organizations representative aware of the status.	10	10	-	-
PC5. reconcile both receivables and payables to outlets and settle all queries by customers on these issues	10	10	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0604
NOS Name	Develop capability for handling credit management of an outlet both receivables and payables
Sector	Retail
Sub-Sector	FMCG
Occupation	Sales
NSQF Level	4
Credits	NA
Version	1.0
Last Reviewed Date	26/07/2017
Next Review Date	31/03/2022
NSQC Clearance Date	19/05/2015

Qualification Pack

RAS/N0605: Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution

Description

This OS describes the skills and knowledge required to be able to build good personal relationship with traders and handle objections & thereby issue resolution.

Scope

This unit applies to individuals who represent Distributors in their field sales operations.

- Building good & personal relations with traders
- Objections handling and issue resolution
- The role may be performed across the below formats
- Retail outlet
- Wholesale outlets
- Department stores
- Bakery Outlets
- Chemist / cosmetic outlets
- Convenience Outlets
- Self service outlets

Elements and Performance Criteria

Building Good & Personal relation

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

- PC1.** build rapport with the traders based on punctuality, regularity, courtesy, mannerism and interest in increasing retailers business and uplifting the outlets appearance
- PC2.** listen to retailers patiently and understand their needs and problems
- PC3.** use open-ended questions to seek clarification on retailers problems and grievances
- PC4.** explain the benefits that the retailer will have from the sale

Objection handling / Issue resolution

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

- PC5.** handle objection and resolve issues by himself/herself or escalate to the supervisor that are beyond his/her purview

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** customer relationship management norms of the organization
- KU2.** negotiation and objection handling skills
- KU3.** how to ensure on time and in full delivery of all his/her orders, store items securely

Qualification Pack

Generic Skills (GS)

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

- GS1.** complete documentation accurately
- GS2.** write simple data when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to changes in competition strategy

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Building Good & Personal relation</i>	40	40	-	-
PC1. build rapport with the traders based on punctuality, regularity, courtesy, mannerism and interest in increasing retailers business and uplifting the outlets appearance	10	10	-	-
PC2. listen to retailers patiently and understand their needs and problems	10	10	-	-
PC3. use open-ended questions to seek clarification on retailers problems and grievances	10	10	-	-
PC4. explain the benefits that the retailer will have from the sale	10	10	-	-
<i>Objection handling / Issue resolution</i>	10	10	-	-
PC5. handle objection and resolve issues by himself/herself or escalate to the supervisor that are beyond his/her purview	10	10	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0605
NOS Name	Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution
Sector	Retail
Sub-Sector	FMCG
Occupation	Sales
NSQF Level	4
Credits	NA
Version	1.0
Last Reviewed Date	26/07/2017
Next Review Date	31/03/2022
NSQC Clearance Date	19/05/2015

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.

Qualification Pack

7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Minimum Aggregate Passing % at QP Level : 70

(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
RAS/N0601.Be updated on knowledge of products to be sold and merchandising	50	50	-	-	100	20
RAS/N0602.Have thorough understanding of business and productivity targets and measures to achieve the same	50	50	-	-	100	20
RAS/N0603.Learn steps to make an effective sales call	50	50	-	-	100	20
RAS/N0604.Develop capability for handling credit management of an outlet both receivables and payables	50	50	-	-	100	20
RAS/N0605. Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution	50	50	-	-	100	20
Total	250	250	-	-	500	100

Qualification Pack

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training

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.



Distributor Salesman

QP Code: RAS/Q0604

Version: 2.0

NSQF Level: 3

Retailers Association's Skill Council of India || 703-704 Sagar Tech Plaza - A, Andheri-Kurla Road,
Sakinaka Junction, Andheri (E)
Mumbai-400072

Qualification Pack

Contents

RAS/Q0604: Distributor Salesman	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
RAS/N0601: Be updated on knowledge of products to be sold and merchandising	5
RAS/N0602: Have thorough understanding of business and productivity targets and measures to achieve the same	10
RAS/N0603: Learn steps to make an effective sales call	16
RAS/N0604: Develop capability for handling credit management of an outlet both receivables and payables	23
RAS/N0605: Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution	27
Assessment Guidelines and Weightage	30
<i>Assessment Guidelines</i>	30
<i>Assessment Weightage</i>	31
Acronyms	32
Glossary	33

Qualification Pack

RAS/Q0604: Distributor Salesman

Brief Job Description

Individuals in this position visits retail/wholesale outlets as per daily route plan & makes sales call using relevant selling aids like handhelds to increase productivity and achieve sales targets, demonstrate commanding knowledge of the trade being serviced by him/her and the existing competitors. He/she identifies new outlets to increase sales of the products and provide service facilitating resolution of trade problems related to products and company being represented by the salesman. He/she creates demand at point of sale by creating visibility for products putting POSM (Point of sales material) and merchandising elements like counter top/shelves or racks depending on the category of product he/she sells. Hence, he/she needs to influence & own the execution standards of availability and in store visibility.

Personal Attributes

The individual needs to be physically fit to withstand working in a retail environment whilst being customer responsive. They would need good interpersonal and listening skills.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [RAS/N0601: Be updated on knowledge of products to be sold and merchandising](#)
2. [RAS/N0602: Have thorough understanding of business and productivity targets and measures to achieve the same](#)
3. [RAS/N0603: Learn steps to make an effective sales call](#)
4. [RAS/N0604: Develop capability for handling credit management of an outlet both receivables and payables](#)
5. [RAS/N0605: Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution](#)

Qualification Pack (QP) Parameters

Sector	Retail
Sub-Sector	FMCG
Occupation	Sales
Country	India

Qualification Pack

NSQF Level	3
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5249.0200
Minimum Educational Qualification & Experience	10th Class/I.T.I (after 8th standard)
Minimum Level of Education for Training in School	8th Class
Pre-Requisite License or Training	NA
Minimum Job Entry Age	14 Years
Last Reviewed On	25/11/2021
Next Review Date	24/11/2024
NSQC Approval Date	25/11/2021
Version	2.0
Reference code on NQR	2021/RET/RASCI/04923
NQR Version	1

Qualification Pack

RAS/N0601: Be updated on knowledge of products to be sold and merchandising

Description

This OS unit describes the skills and knowledge required to make effective sales calls by having up-to-date knowledge on product details, schemes, merchandising, POP material, product samples, new/focus SKU.

Scope

The scope covers the following :

- This unit applies to individuals who represent distributors in their field sales operations to retail/wholesale
- outlets.
- Product details, Scheme information and Product detailer
- Merchandising / POP material/ Product samples
- New / Focus SKU
- Brand Availability Norms & Competition Benchmarking
- The role may be performed across the below formats
- Retail outlet
- Wholesale outlets
- Department stores
- Bakery Outlets
- Chemist / cosmetic outlets
- Convenience Outlets
- Self service outlets
- Eatery and Drinking - Dhaba/Restaurants /Hotels etc.
- New channels like at works/railways stalls/ airport stalls

Elements and Performance Criteria

Product details, Scheme information and Product detailer

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

- PC1.** update self about current product portfolio and product details grammages, price points and variants of own and competition products and update details periodically
- PC2.** acquire up-to-date knowledge on channel wise, category wise, outlet type wise schemes
- PC3.** give relevant information to supervisors to plan relevant schemes/ slabs by outlets and learn to utilise correctly

Merchandising / POP material/ Product samples

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

- PC4.** identify hotspots in an outlet and try to convince the retailer to provide these for displays and achieve high order visibility by correct deployment of merchandising material
- PC5.** put branding materials on the area surrounding the rack and inside the rack
- PC6.** stock products to maximise number of facings
- PC7.** obtain natural visibility by clearing cluttered space and stocking companys products

Qualification Pack

- PC8.** identify the nature of the complaint from information obtained from customers.
- PC9.** place products next to the competitor brand and maintain category and competition adjacency

Brand Availability Norms & competition benchmarking

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

- PC10.** benchmark own product with that of competitors as per the norms and accordingly make own products available at an outlet

New/ Focus SKU

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

- PC11.** articulate USP of New products Features and benefits to the retailer
- PC12.** make an effective sales call to convince the outlets to place order for focus SKUs

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** category wise, product wise placement norms
- KU2.** merchandising & Planogram norms
- KU3.** knowledge of products, USPs, benefits in relation to needs of the customers in comparison to competitive offerings
- KU4.** availability norms of products
- KU5.** competition benchmark product details
- KU6.** how to check the condition of product samples
- KU7.** how to identify hotspots in the outlet & convince retailers for the spot
- KU8.** how to identify benchmark competitor products and decide on product availability

Generic Skills (GS)

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

- GS1.** complete documentation accurately
- GS2.** collate simple data when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with customers and communicate the product attributes clearly
- GS12.** identify product samples that are not in good condition or expired

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Product details, Scheme information and Product detailer</i>	15	15	-	-
PC1. update self about current product portfolio and product details grammages, price points and variants of own and competition products and update details periodically	5	5	-	-
PC2. acquire up-to-date knowledge on channel wise, category wise, outlet type wise schemes	5	5	-	-
PC3. give relevant information to supervisors to plan relevant schemes/ slabs by outlets and learn to utilise correctly	5	5	-	-
<i>Merchandising / POP material/ Product samples</i>	20	20	-	-
PC4. identify hotspots in an outlet and try to convince the retailer to provide these for displays and achieve high order visibility by correct deployment of merchandising material	5	5	-	-
PC5. put branding materials on the area surrounding the rack and inside the rack	2.5	2.5	-	-
PC6. stock products to maximise number of facings	2.5	2.5	-	-
PC7. obtain natural visibility by clearing cluttered space and stocking companys products	5	5	-	-
PC8. identify the nature of the complaint from information obtained from customers.	2.5	2.5	-	-
PC9. place products next to the competitor brand and maintain category and competition adjacency	2.5	2.5	-	-
<i>Brand Availability Norms & competition benchmarking</i>	5	5	-	-
PC10. benchmark own product with that of competitors as per the norms and accordingly make own products available at an outlet	5	5	-	-
<i>New/ Focus SKU</i>	10	10	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. articulate USP of New products Features and benefits to the retailer	5	5	-	-
PC12. make an effective sales call to convince the outlets to place order for focus SKUs	5	5	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0601
NOS Name	Be updated on knowledge of products to be sold and merchandising
Sector	Retail
Sub-Sector	FMCG
Occupation	Sales
NSQF Level	3
Credits	TBD
Version	2.0
Last Reviewed Date	25/11/2021
Next Review Date	24/11/2024
NSQC Clearance Date	25/11/2021

Qualification Pack

RAS/N0602: Have thorough understanding of business and productivity targets and measures to achieve the same

Description

This OS describes the skills and knowledge required to have in-depth understanding of overall sales and productivity targets as specified by an organization (to include Outlet wise, category and SKU wise day and route targets) and specific focus on new launch products.

Scope

The scope covers the following :

- This unit applies to individuals who represent in their field sales operations.
- Overall sales target and productivity targets
- Category wise outlet billing targets
- Evaluating achievement of targets
- Correct route knowledge to ensure complete coverage of all target
- Outlets
- first call to last call, updation of outlets listing
- Day and route objectives
- New Launch products
- Check stock availability at the distributor point
- Check stock availability at the outlet level
- Retail outlet
- Wholesale outlets
- Department stores
- Bakery Outlets
- Chemist / cosmetic outlets
- Convenience Outlets
- Self service outlets

Elements and Performance Criteria

Overall target / Productivity targets & achievement till date.

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

- PC1.** understand all sales objectives and targets for Bills cut, Lines cut, Average bill value and Unique Outlets Billed
- PC2.** understand target vs. achievement till date and strive towards 100% target achievement
- PC3.** carry market planner and outlet wise plans made prior to the market visit and be aware of focus categories and plans for sale of specific category/SKUs by outlet

Category wise outlet billing as per plan

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

- PC4.** ensure category and outlet wise billing targets are met

Day or route objective samples

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

Qualification Pack

- PC5.** ensure category wise and outlet wise billing targets are met on the route
- PC6.** cover all target outlets/entire route and take note of new outlets/closed outlets in the beat
- PC7.** update info on the type of outlet and its respective trade channel

New Launch products

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

- PC8.** ensure availability of new launch products as per availability norms
- PC9.** set beat and outlet wise targets to achieve launch targets

Check stock availability at the distributor point

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

- PC10.** check stock position of each SKU everyday at the distributor point.
- PC11.** estimate sales from the beat and optimize order as per stock available on hand
- PC12.** coordinate with supervisor and discuss on action plan for out-of-stock SKUs
- PC13.** check the stock available in the selling area/shelves
- PC14.** check stocks available in the backroom for reserves
- PC15.** check stocks for all brand and capture order as per SOQ

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** productivity parameters and targets
- KU2.** product availability/benchmarking norms and launch plan
- KU3.** route knowledge with details of outlets in a route
- KU4.** classification of outlets by type and profile
- KU5.** stock replenishment cycle of the organization
- KU6.** organizations guidelines in case of stock out
- KU7.** how to analyse overall / productivity targets to set effective objectives
- KU8.** how to break down objectives into actionable tasks to achieve goals
- KU9.** how to maintain routes and help the supervisors in maintaining the same
- KU10.** how to do stock count and capture order as per SOQ in outlets speedily
- KU11.** how to estimate sales from the beat and analyse stock in hand at the distributors point to forecast demand

Generic Skills (GS)

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

- GS1.** compile route list accurately
- GS2.** note simple data when required
- GS3.** fill forms when required Outlet addition/ deletion / modification
- GS4.** check achievement against targets
- GS5.** read information accurately

Qualification Pack

- GS6.** read and interpret data
- GS7.** follow instructions accurately
- GS8.** use gestures or simple words to communicate where language barriers exist
- GS9.** use questioning to minimise misunderstandings
- GS10.** display courteous and helpful behaviour at all times
- GS11.** make appropriate decisions regarding the responsibilities of the job role
- GS12.** plan and schedule routines
- GS13.** build relationships with internal and external customers
- GS14.** respond to stock outs at the distribution point
- GS15.** respond to queries of customers on margins, schemes, promotions and visibility inputs
- GS16.** identify overall / productivity targets and breaking it down to outlet level targets
- GS17.** respond to customers regarding margins and schemes in relation to the competition

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Overall target / Productivity targets & achievement till date.</i>	15	15	-	-
PC1. understand all sales objectives and targets for Bills cut, Lines cut, Average bill value and Unique Outlets Billed	5	5	-	-
PC2. understand target vs. achievement till date and strive towards 100% target achievement	5	5	-	-
PC3. carry market planner and outlet wise plans made prior to the market visit and be aware of focus categories and plans for sale of specific category/SKUs by outlet	5	5	-	-
<i>Category wise outlet billing as per plan</i>	2.5	2.5	-	-
PC4. ensure category and outlet wise billing targets are met	2.5	2.5	-	-
<i>Day or route objective samples</i>	10	10	-	-
PC5. ensure category wise and outlet wise billing targets are met on the route	2.5	2.5	-	-
PC6. cover all target outlets/entire route and take note of new outlets/closed outlets in the beat	5	5	-	-
PC7. update info on the type of outlet and its respective trade channel	2.5	2.5	-	-
<i>New Launch products</i>	5	5	-	-
PC8. ensure availability of new launch products as per availability norms	2.5	2.5	-	-
PC9. set beat and outlet wise targets to achieve launch targets	2.5	2.5	-	-
<i>Check stock availability at the distributor point</i>	17.5	17.5	-	-
PC10. check stock position of each SKU everyday at the distributor point.	2.5	2.5	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. estimate sales from the beat and optimize order as per stock available on hand	2.5	2.5	-	-
PC12. coordinate with supervisor and discuss on action plan for out-of-stock SKUs	2.5	2.5	-	-
PC13. check the stock available in the selling area/shelves	2.5	2.5	-	-
PC14. check stocks available in the backroom for reserves	2.5	2.5	-	-
PC15. check stocks for all brand and capture order as per SOQ	5	5	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0602
NOS Name	Have thorough understanding of business and productivity targets and measures to achieve the same
Sector	Retail
Sub-Sector	FMCG
Occupation	Sales
NSQF Level	3
Credits	TBD
Version	2.0
Last Reviewed Date	25/11/2021
Next Review Date	24/11/2024
NSQC Clearance Date	25/11/2021

Qualification Pack

RAS/N0603: Learn steps to make an effective sales call

Description

This OS describes the skills and knowledge required to make an effective sales call.

Scope

The scope covers the following :

- This unit applies to individuals who represent distributors in their field sales operations.
- Estimate outlet sales accurately to avoid OOS or over stocking
- Ensure accurate order capture
- Use tools for sell in correctly Product presenter, Schemes, Market Planner,
- Enter order details correctly in the handheld
- Range Sell in and scheme communication
- Maintain good personal relations and handle objections
- Freshness norms check and maintain FMFO and stock rotation
- Stock return & D&D replacements
- The role may be performed across the below formats
- Retail outlet
- Wholesale outlets
- Department stores
- Bakery Outlets
- Chemist / cosmetic outlets
- Convenience Outlets
- Self service outlets

Elements and Performance Criteria

Estimate sales accurately to avoid OOS or Overstocking

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

- PC1.** analyze current stock on hand and sales of the outlets.
- PC2.** advise retailers for optimum order depending on the need and projected sell out and need for reserve stocks that needs to be maintained to avoid stockouts.
- PC3.** explain how the recommendation will boost retailers sales.
- PC4.** communicate all benefits which would accrue to the retailer in short and concise manner.
- PC5.** ask open ended questions considering the retailers needs leading to the retailer accepting advice on purchase.
- PC6.** ensure that the relevant schemes/ slabs are discussed with the retailer after gauging the potential of the outlet.

Scheme communication

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

- PC7.** analyse competition schemes and leverage on companys schemes to increase sales vis-a-vis that of competition

Range selling for all categories

Qualification Pack

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

- PC8.** ensure range selling by leveraging on own brand already available in the retail outlet and strengthen portfolio presence in the outlet

Functionality of Palmtop/Handheld device and its features

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

- PC9.** route list & outlet list in the palmtop/handheld device and its usage
PC10. ensure product list & scheme details are available in the palmtop
PC11. Implement order capture process in palmtop/handheld
PC12. ensure summary reports / productivity reports are available in the palmtop/hand held
PC13. ensure retail survey features available in the palmtop
PC14. ensure correct syncing process is followed.

Freshness norms, FMFO, stock rotation

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

- PC15.** check stock physical condition and freshness
PC16. arrange stock as per FMFO and even educate retailer on FMFO.
PC17. do stock rotation in those outlet where the movement of stocks is very low.
PC18. carryout stock rotation in case stock movement is very low

Stock return & D&D replacements

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

- PC19.** replace damaged or expired goods with fresh stocks and enter information about damaged goods in the handheld device.
PC20. maintain a pleasing personality for an effective sale call (clean and ironed clothes, smile on face)

Follow guidelines that pleases the retailer

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

- PC21.** maintain appropriate distance from the retailer /outlet owner
PC22. maintain proper posture while talking with the retailer and not to lean or place hands in pockets or bend shoulders
PC23. refrain from indulging in any act that may irritate the retailer
PC24. speak clearly in a soft tone without stammering or hesitation
PC25. maintain proper eye contact with the retailer
PC26. enter ordered quantity against each sku ordered

Enter order details correctly in the palmtop

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

- PC27.** submit the orders and check summary of the order
PC28. communicate the order value to the retailer

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** sales call process & procedures as defined by the organization.

Qualification Pack

- KU2.** schemes and promotions own as well as competition.
- KU3.** freshness norms, stock rotation & stock return norms of the organization
- KU4.** schemes that are active for the current month for each category and channel
- KU5.** availability norms of the organization
- KU6.** how to estimate sales of the outlet
- KU7.** how to estimate stock requirement for the outlet
- KU8.** how to use handheld order taking device given by the organization
- KU9.** how to check the physical condition and shelf life of the stock
- KU10.** how to identify stock movement at an outlet level and perform stock rotation if needed
- KU11.** negotiation and convincing skills for range selling

Generic Skills (GS)

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

- GS1.** complete documentation accurately
- GS2.** collate simple data when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to any objection from the retailer
- GS13.** estimate sales & order requirement of the outlet

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Estimate sales accurately to avoid OOS or Overstocking</i>	10	10	-	-
PC1. analyze current stock on hand and sales of the outlets.	1	1	-	-
PC2. advise retailers for optimum order depending on the need and projected sell out and need for reserve stocks that needs to be maintained to avoid stockouts.	1	1	-	-
PC3. explain how the recommendation will boost retailers sales.	2	2	-	-
PC4. communicate all benefits which would accrue to the retailer in short and concise manner.	2	2	-	-
PC5. ask open ended questions considering the retailers needs leading to the retailer accepting advice on purchase.	2	2	-	-
PC6. ensure that the relevant schemes/ slabs are discussed with the retailer after gauging the potential of the outlet.	2	2	-	-
<i>Scheme communication</i>	2	2	-	-
PC7. analyse competition schemes and leverage on companys schemes to increase sales vis-a-vis that of competition	2	2	-	-
<i>Range selling for all categories</i>	2	2	-	-
PC8. ensure range selling by leveraging on own brand already available in the retail outlet and strengthen portfolio presence in the outlet	2	2	-	-
<i>Functionality of Palmtop/Handheld device and its features</i>	12	12	-	-
PC9. route list & outlet list in the palmtop/handheld device and its usage	2	2	-	-
PC10. ensure product list & scheme details are available in the palmtop	2	2	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. Implement order capture process in palmtop/handheld	2	2	-	-
PC12. ensure summary reports / productivity reports are available in the palmtop/hand held	2	2	-	-
PC13. ensure retail survey features available in the palmtop	2	2	-	-
PC14. ensure correct syncing process is followed.	2	2	-	-
<i>Freshness norms, FMFO, stock rotation</i>	8	8	-	-
PC15. check stock physical condition and freshness	2	2	-	-
PC16. arrange stock as per FMFO and even educate retailer on FMFO.	2	2	-	-
PC17. do stock rotation in those outlet where the movement of stocks is very low.	2	2	-	-
PC18. carryout stock rotation in case stock movement is very low	2	2	-	-
<i>Stock return & D&D replacements</i>	3	3	-	-
PC19. replace damaged or expired goods with fresh stocks and enter information about damaged goods in the handheld device.	1	1	-	-
PC20. maintain a pleasing personality for an effective sale call (clean and ironed clothes, smile on face)	2	2	-	-
<i>Follow guidelines that pleases the retailer</i>	9	9	-	-
PC21. maintain appropriate distance from the retailer /outlet owner	2	2	-	-
PC22. maintain proper posture while talking with the retailer and not to lean or place hands in pockets or bend shoulders	1	1	-	-
PC23. refrain from indulging in any act that may irritate the retailer	1	1	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC24. speak clearly in a soft tone without stammering or hesitation	2	2	-	-
PC25. maintain proper eye contact with the retailer	1	1	-	-
PC26. enter ordered quantity against each sku ordered	2	2	-	-
<i>Enter order details correctly in the palmtop</i>	4	4	-	-
PC27. submit the orders and check summary of the order	2	2	-	-
PC28. communicate the order value to the retailer	2	2	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0603
NOS Name	Learn steps to make an effective sales call
Sector	Retail
Sub-Sector	FMCG
Occupation	Sales
NSQF Level	3
Credits	TBD
Version	2.0
Last Reviewed Date	25/11/2021
Next Review Date	24/11/2024
NSQC Clearance Date	25/11/2021

Qualification Pack

RAS/N0604: Develop capability for handling credit management of an outlet both receivables and payables

Description

This OS describes the skills and knowledge required to have correct information on Pending bills, Display payments & Delivery status to outlets.

Scope

The scope covers the following :

- This unit applies to individuals who represent Distributors in their field sales operations.
- Information on pending bills, pending display payment and pending delivery
- The role may be performed across the below formats:
- Retail outlet
- Wholesale outlets
- Department stores
- Bakery Outlets
- Chemist / cosmetic outlets
- Convenience Outlets
- Self service outlets

Elements and Performance Criteria

Information pending bills, pending display payment and pending delivery

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

- PC1.** collect details of pending invoices from the distribution point everyday before starting the beat
- PC2.** gather credit ageing information of retailer bills and set beat objectives accordingly
- PC3.** keep track of pending display payments and keep the distributor and organizations representative aware of the status.
- PC4.** resolve issues due to pending delivery and keep distributor and organizations representative aware of the status.
- PC5.** reconcile both receivables and payables to outlets and settle all queries by customers on these issues

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** credit & collection norms of the distributor and the organization
- KU2.** how to display payment norms of the organization and outlet wise status
- KU3.** delivery norms of the organization
- KU4.** how to assess pending payments and consumer credit status
- KU5.** how to ensure on time and in full delivery of all his/her orders, store items securely

Qualification Pack

Generic Skills (GS)

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

- GS1.** complete documentation accurately
- GS2.** write simple data when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** reconcile receivables and payables with all outlets for all invoices every month

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Information pending bills, pending display payment and pending delivery</i>	50	50	-	-
PC1. collect details of pending invoices from the distribution point everyday before starting the beat	10	10	-	-
PC2. gather credit ageing information of retailer bills and set beat objectives accordingly	10	10	-	-
PC3. keep track of pending display payments and keep the distributor and organizations representative aware of the status.	10	10	-	-
PC4. resolve issues due to pending delivery and keep distributor and organizations representative aware of the status.	10	10	-	-
PC5. reconcile both receivables and payables to outlets and settle all queries by customers on these issues	10	10	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0604
NOS Name	Develop capability for handling credit management of an outlet both receivables and payables
Sector	Retail
Sub-Sector	FMCG
Occupation	Sales
NSQF Level	3
Credits	TBD
Version	2.0
Last Reviewed Date	25/11/2021
Next Review Date	24/11/2024
NSQC Clearance Date	25/11/2021

Qualification Pack

RAS/N0605: Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution

Description

This OS describes the skills and knowledge required to be able to build good personal relationship with traders and handle objections & thereby issue resolution.

Scope

The scope covers the following :

- This unit applies to individuals who represent Distributors in their field sales operations.
- Building good & personal relations with traders
- Objections handling and issue resolution
- The role may be performed across the below formats
- Retail outlet
- Wholesale outlets
- Department stores
- Bakery Outlets
- Chemist / cosmetic outlets
- Convenience Outlets
- Self service outlets

Elements and Performance Criteria

Building Good & Personal relation

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

- PC1.** build rapport with the traders based on punctuality, regularity, courtesy, mannerism and interest in increasing retailers business and uplifting the outlets appearance
- PC2.** listen to retailers patiently and understand their needs and problems
- PC3.** use open-ended questions to seek clarification on retailers problems and grievances
- PC4.** explain the benefits that the retailer will have from the sale

Objection handling / Issue resolution

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

- PC5.** handle objection and resolve issues by himself/herself or escalate to the supervisor that are beyond his/her purview

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** customer relationship management norms of the organization
- KU2.** negotiation and objection handling skills

Qualification Pack

KU3. how to ensure on time and in full delivery of all his/her orders, store items securely

Generic Skills (GS)

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

- GS1.** complete documentation accurately
- GS2.** write simple data when required
- GS3.** read information accurately
- GS4.** read and interpret data sheets
- GS5.** follow instructions accurately
- GS6.** use gestures or simple words to communicate where language barriers exist
- GS7.** use questioning to minimise misunderstandings
- GS8.** display courteous and helpful behaviour at all times
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** plan and schedule routines
- GS11.** build relationships with internal and external customers
- GS12.** respond to changes in competition strategy

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Building Good & Personal relation</i>	40	40	-	-
PC1. build rapport with the traders based on punctuality, regularity, courtesy, mannerism and interest in increasing retailers business and uplifting the outlets appearance	10	10	-	-
PC2. listen to retailers patiently and understand their needs and problems	10	10	-	-
PC3. use open-ended questions to seek clarification on retailers problems and grievances	10	10	-	-
PC4. explain the benefits that the retailer will have from the sale	10	10	-	-
<i>Objection handling / Issue resolution</i>	10	10	-	-
PC5. handle objection and resolve issues by himself/herself or escalate to the supervisor that are beyond his/her purview	10	10	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0605
NOS Name	Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution
Sector	Retail
Sub-Sector	FMCG
Occupation	Sales
NSQF Level	3
Credits	TBD
Version	2.0
Last Reviewed Date	25/11/2021
Next Review Date	24/11/2024
NSQC Clearance Date	25/11/2021

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 assessments will be conducted as per the assessment blueprint and centralised question bank of the SSC released from time to time
3. The assessment for the theory and practicals will be conducted online on a digital assessment platform with comprehensive auditable trails
4. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
5. To pass the Qualification Pack assessment, every trainee should score a minimum 50% aggregate marks for the QP.

Qualification Pack

6. In case of unsuccessful completion, the trainee may seek reassessment on the 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
RAS/N0601.Be updated on knowledge of products to be sold and merchandising	50	50	-	-	100	20
RAS/N0602.Have thorough understanding of business and productivity targets and measures to achieve the same	50	50	-	-	100	20
RAS/N0603.Learn steps to make an effective sales call	50	50	-	-	100	20
RAS/N0604.Develop capability for handling credit management of an outlet both receivables and payables	50	50	-	-	100	20
RAS/N0605.Learn to appreciate the benefits of building good personal relationship with trade and means to handle objections & thereby issue resolution	50	50	-	-	100	20
Total	250	250	-	-	500	100

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training

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.