

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR LOGISTICS 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 – Courier Branch Sales Executive

SECTOR: LOGISTICS

SUB-SECTOR: Courier and Mail Services

OCCUPATION: Retail and Institutional Sales

REFERENCE ID: LSC/Q3033

ALIGNED TO: NCO-2004/5220.90

Brief Job Description: Courier Branch Sales Executives are also known as Retail Sales Executives or Branch Sales Representatives. Individuals in this role, who work out of Service Stations, are responsible for addressing enquiries, booking couriers based on walk-ins, categorizing new customers and sourcing new business with regular customers. They are a key customer-facing role in the organization who are responsible for informing the customers regarding different products of the company.

Personal Attributes: This job requires the individual to work well with his/her team and achieve joint goals. The individual must be able to prioritize and execute tasks within scheduled time limits. The individual should be able to maintain high concentration levels throughout his/her shift.

Job Details

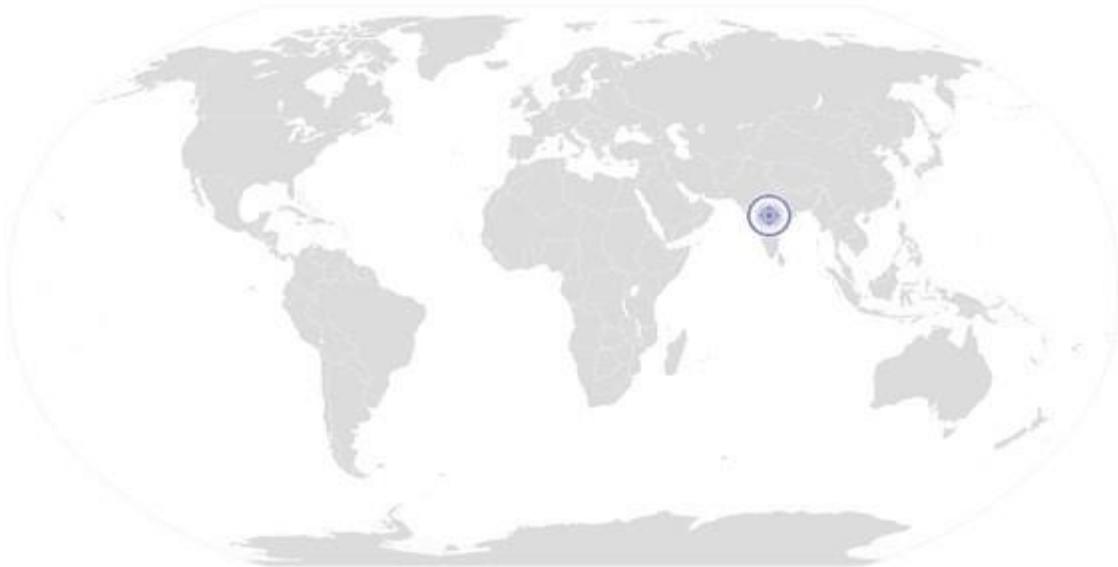
Qualifications Pack Code	LSC/Q3033		
Job Role	Courier Branch Sales Executive		
Credits (NSQF)	TBD	Version number	1.0
Sector	Logistics	Drafted on	10/04/2015
Sub-sector	Courier and Mail Services	Last reviewed on	10/04/2015
Occupation	Retail and Institutional Sales	Next review date	10/10/2016
NSQC Clearance on	TBD		

Job Role	Courier Branch Sales Executive (Retail Sales Executive, Branch Sales Representative)
Role Description	Address enquiries, book couriers based on walk-ins, categorize new customers and source new business with regular customers
NSQF level	4
Minimum Educational Qualifications*	Class X (preferable)
Maximum Educational Qualifications*	Diploma/Graduate (Engineering, Arts, Commerce, Science)
Training (Suggested but not mandatory)	NA
Minimum Job Entry Age	Above 18 years
Experience	No experience necessary
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> LSC/N3030 (Prepare for pre-branch sales activities) LSC/N3031 (Perform branch sales activities) LSC/N3032 (Perform post-branch sales activities) LSC/N3052 (Maintain Health, Safety and Security measures during branch sales activities) <p>Optional: Not Applicable</p>
Performance Criteria	As described in the relevant OS units

Definitions

Keywords /Terms	Description
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 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.
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.
Job Role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization.
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 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 standard of performance required when carrying out a task.
NOS	NOS are Occupational Standards which apply uniquely in the Indian context.
Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
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.
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.
Knowledge and Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standard.
Organizational Context	Organizational Context includes the way the organization 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.

National Occupational Standard



Overview

This unit is about preparing for pre-branch sales activities.

Unit Code	LSC/N3030
Unit Title (Task)	Prepare for pre-branch sales activities
Description	This unit is about preparing for pre-branch sales activities
Scope	<p>This OS unit/task covers the following:</p> <ul style="list-style-type: none"> • Carry out business development activities • Perform telephonic sales activities
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Carry out business development activities	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Ensure all sales related documents and files are on the desk and in the computer.</p> <p>PC2. Assess monthly / quarterly revenue sales targets.</p> <p>PC3. Determine sales gap and valuate methods to achieve target.</p> <p>PC4. Hand-over the gathered list of prospective clients to the Institutional sales team.</p>
Perform telephonic sales activities	<p>PC5. Follow guidelines for sales calls.</p> <p>PC6. Make sales calls to follow-up on target accounts, prospects and retention.</p> <p>PC7. Enter all information pertaining to the calls into the CRM.</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. Types of documentation used in organization and importance of the same</p> <p>KA2. Risk and impact of not following defined work, safety and security procedures</p> <p>KA3. Records to be maintained and the importance of the same</p> <p>KA4. Security procedures to be followed</p> <p>KA5. Escalation matrix for reporting identified problems</p> <p>KA6. Chain of command for reporting problems</p> <p>KA7. A clear understanding and extensive knowledge of the company and all services offered.</p>

<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. Understanding of common problems and solutions for the same</p> <p>KB2. Knowledge to use the computer for electronic documentation of information.</p> <p>KB3. Customer Relationship Management (CRM) software knowledge to capture customer feedback and draw analysis.</p> <p>KB4. Knowledge of processes and differences in processes across clients/products</p> <p>KB5. Excellent local and global geographical knowledge</p> <p>KB6. Knowledge on state taxes and routing</p> <p>KB7. Knowledge of relevant statutory and legal aspects</p> <p>KB8. Ability to anticipate and resolve problems.</p>
<p>Skills (S)</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p> <p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. Prepare detailed reports for management.</p> <p>SA2. Ability to write effective e-mails</p> <p>Reading Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Ability to read and comprehend standard operating procedures and product brochures.</p> <p>Oral Communication (Listening and Speaking skills)</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. Communicate well with people of all levels in the organization.</p> <p>SA5. Communicate clearly and politely with customers.</p> <p>SA6. Share experiences and provide guidance to juniors and peers.</p>
<p>B. Professional Skills</p>	<p>Decision Making</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Act objectively, rather than impulsively or emotionally when faced with difficult/stressful or emotional situations.</p> <p>SB2. Ability to make a judgment as to whether an issue is crucial, and escalate it if necessary.</p> <p>Plan and Organize</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. Flexibility to re-assess schedule in case of delays/additional orders</p> <p>SB4. Prioritize and execute tasks within the scheduled time limits</p> <p>SB5. Maintain schedules and punctuality. Avoid absenteeism.</p> <p>SB6. Be a team player and achieve joint goals</p> <p>SB7. Manage a log of all sales activities and update them whenever required.</p>

	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB8. Posses good customer service orientation. SB9. Groom oneself in a presentable manner. SB10. Handle customers with patience, adaptability and persuasiveness.
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB11. Identify trends/common causes for errors and suggest possible solutions to the sales manager. SB12. Handle day to day problems like delays, staffing shortage, etc.
	Analytical Skills
	The user/individual on the job needs to know and understand how to: SB13. Assess client business needs and priorities to build apt solutions. SB14. Suggest methods to increase cross-sell.
Critical Thinking Skills	
The user/individual on the job needs to know and understand how to: SB15. Ability to concentrate on task at hand and complete it without errors	



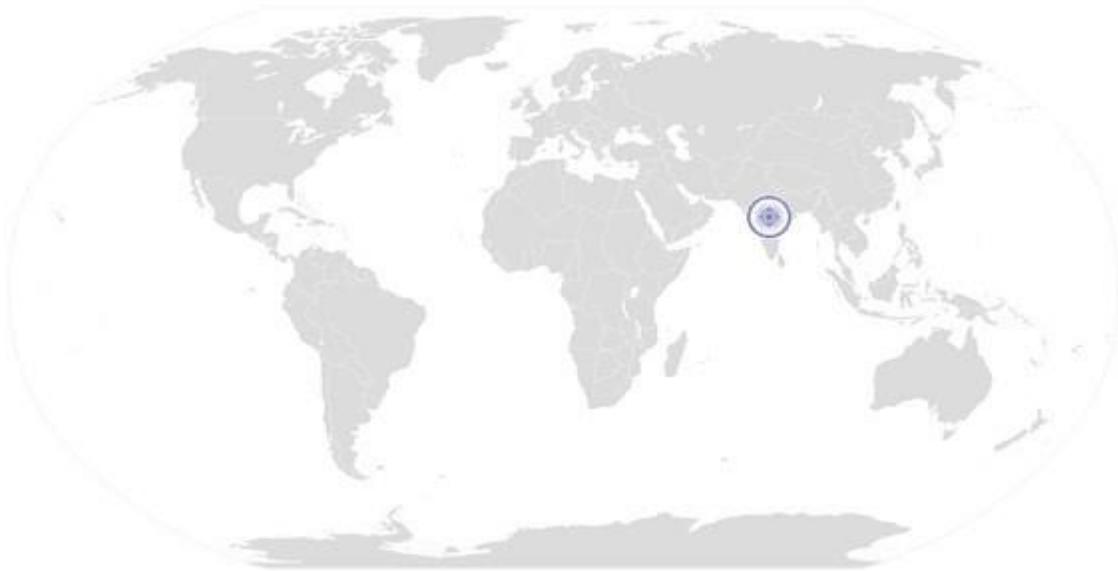
NOS Version Control

NOS Code	LSC/N3030		
Credits(NSQF)	TBD	Version number	1.0
Industry	Logistics	Drafted on	10/04/2015
Industry Sub-sector	Courier and Mail Services	Last reviewed on	10/04/2015
Occupation	Retail and Institutional Sales	Next review date	10/10/2016



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National Occupational Standard



Overview

This unit is about performing branch sales activities.

National Occupational Standard	Unit Code	LSC/N3031
	Unit Title (Task)	Perform branch sales activities
	Description	This unit is about performing branch sales activities.
	Scope	<p>This OS unit/task covers the following:</p> <ul style="list-style-type: none"> Assess customer needs Perform sales closure activities
	Performance Criteria (PC) w.r.t. the Scope	
	Element	Performance Criteria
	Assess customer needs	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Greet walk-ins politely.</p> <p>PC2. If the walk-in is an existing customer, try to source new business.</p> <p>PC3. In case of a prospective customer, give a brief on the company.</p> <p>PC4. Enquire customer's requirements and analyze the best choice of courier service offering possible.</p> <p>PC5. Based on conclusions arrived upon, recommend services as per customer requirement.</p> <p>PC6. Describe the service features and benefits to the customer</p> <p>PC7. Listen to customer queries and answer the questions they ask.</p>
	Perform sales closure activities	<p>PC8. Make suggestions and customization to encourage purchase of service.</p> <p>PC9. Provide information on process flow, specifications, after-sales service and customer care.</p> <p>PC10. Provide information about price and financing options.</p> <p>PC11. Propose courier services packages.</p> <p>PC12. Negotiate cost of courier services.</p> <p>PC13. Collect details of customer/organization.</p> <p>PC14. Receive and process cash, cheque and charge/credit payments (if customer is willing to purchase).</p> <p>PC15. Provide receipt for the transaction</p>
	Knowledge and Understanding (K)	
	A. Organizational Context (Knowledge of the company /	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. Types of documentation used in organization and importance of the same</p> <p>KA2. Risk and impact of not following defined work, safety and security procedures</p>

LSC/N3031

Perform branch sales activities

<p>organization and its processes)</p>	<p>KA3. Records to be maintained and the importance of the same KA4. Security procedures to be followed KA5. Escalation matrix for reporting identified problems KA6. Chain of command for reporting problems KA7. A clear understanding and extensive knowledge of the company and all services offered.</p>
<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. Understanding of common problems and solutions for the same KB2. Knowledge to use the computer for electronic documentation of information. KB3. Customer Relationship Management (CRM) software knowledge to capture customer feedback and draw analysis. KB4. Knowledge of processes and differences in processes across clients/products KB5. Excellent local and global geographical knowledge KB6. Knowledge on state taxes and routing KB7. Knowledge of relevant statutory and legal aspects KB8. Ability to anticipate and resolve problems.</p>
<p>Skills (S)</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p> <p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. Prepare detailed reports for management. SA2. Ability to write effective e-mails</p> <p>Reading Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Ability to read and comprehend standard operating procedures and product brochures.</p> <p>Oral Communication (Listening and Speaking skills)</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. Communicate well with people of all levels in the organization. SA5. Communicate clearly and politely with customers. SA6. Share experiences and provide guidance to juniors and peers.</p>
<p>B. Professional Skills</p>	<p>Decision Making</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Act objectively, rather than impulsively or emotionally when faced with difficult/stressful or emotional situations. SB2. Ability to make a judgment as to whether an issue is crucial, and escalate it if necessary.</p>

Perform branch sales activities

	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB3. Flexibility to re-assess schedule in case of delays/additional orders SB4. Prioritize and execute tasks within the scheduled time limits SB5. Maintain schedules and punctuality. Avoid absenteeism. SB6. Be a team player and achieve joint goals SB7. Manage a log of all sales activities and update them whenever required.
	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB8. Posses good customer service orientation. SB9. Groom oneself in a presentable manner. SB10. Handle customers with patience, adaptability and persuasiveness.
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB11. Identify trends/common causes for errors and suggest possible solutions to the sales manager. SB12. Handle day to day problems like delays, staffing shortage, etc.
	Analytical Skills
	The user/individual on the job needs to know and understand how to: SB13. Assess client business needs and priorities to build apt solutions. SB14. Suggest methods to increase cross-sell.
Critical Thinking Skills	
The user/individual on the job needs to know and understand how to: SB15. Ability to concentrate on task at hand and complete it without errors	

NOS Version Control

NOS Code	LSC/N3031		
Credits(NSQF)	TBD	Version number	1.0
Industry	Logistics	Drafted on	10/04/2015
Industry Sub-sector	Courier and Mail Services	Last reviewed on	10/04/2015
Occupation	Retail and Institutional Sales	Next review date	10/10/2016



National Occupational Standard



Overview

This unit is about performing post-branch sales activities.

Unit Code	LSC/N3032
Unit Title (Task)	Perform Post-branch sales activities
Description	This unit is about performing post-branch sales activities
Scope	<p>This OS unit/task covers the following:</p> <ul style="list-style-type: none"> • Manage accounts • Validate data and devise sales strategies
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Manage accounts	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Resolve pending issues and answer unattended customer queries.</p> <p>PC2. Update sales records and documentation logs of daily sales activities in accordance with company policy.</p> <p>PC3. Handover the collected cash from the customers to the manager at the end of the shift</p> <p>PC4. Recognize and monitor security issues</p>
Validate data and devise sales strategies	<p>PC5. Stay current with sales activities of competitors.</p> <p>PC6. Maintain constant familiarization of service offerings and developments in both the organization and the industry.</p> <p>PC7. Contribute strategic information to the regional/national sales team including key results from previous calls, updates on current target accounts and a review of the following week's key upcoming calls.</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. Types of documentation used in organization and importance of the same</p> <p>KA2. Risk and impact of not following defined work, safety and security procedures</p> <p>KA3. Records to be maintained and the importance of the same</p> <p>KA4. Security procedures to be followed</p> <p>KA5. Escalation matrix for reporting identified problems</p> <p>KA6. Chain of command for reporting problems</p> <p>KA7. A clear understanding and extensive knowledge of the company and all services offered.</p>

<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. Understanding of common problems and solutions for the same</p> <p>KB2. Knowledge to use the computer for electronic documentation of information.</p> <p>KB3. Customer Relationship Management (CRM) software knowledge to capture customer feedback and draw analysis.</p> <p>KB4. Knowledge of processes and differences in processes across clients/products</p> <p>KB5. Excellent local and global geographical knowledge</p> <p>KB6. Knowledge on state taxes and routing</p> <p>KB7. Knowledge of relevant statutory and legal aspects</p> <p>KB8. Ability to anticipate and resolve problems.</p>
<p>Skills (S)</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p> <p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. Prepare detailed reports for management.</p> <p>SA2. Ability to write effective e-mails</p> <p>Reading Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Ability to read and comprehend standard operating procedures and product brochures.</p> <p>Oral Communication (Listening and Speaking skills)</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. Communicate well with people of all levels in the organization.</p> <p>SA5. Communicate clearly and politely with customers.</p> <p>SA6. Share experiences and provide guidance to juniors and peers.</p>
<p>B. Professional Skills</p>	<p>Decision Making</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Act objectively, rather than impulsively or emotionally when faced with difficult/stressful or emotional situations.</p> <p>SB2. Ability to make a judgment as to whether an issue is crucial, and escalate it if necessary.</p>

	<p>Plan and Organize</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. Flexibility to re-assess schedule in case of delays/additional orders</p> <p>SB4. Prioritize and execute tasks within the scheduled time limits</p> <p>SB5. Maintain schedules and punctuality. Avoid absenteeism.</p> <p>SB6. Be a team player and achieve joint goals</p> <p>SB7. Manage a log of all sales activities and update them whenever required.</p>
	<p>Customer Centricity</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB8. Posses good customer service orientation.</p> <p>SB9. Groom oneself in a presentable manner.</p> <p>SB10. Handle customers with patience, adaptability and persuasiveness.</p>
	<p>Problem Solving</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB11. Identify trends/common causes for errors and suggest possible solutions to the sales manager.</p> <p>SB12. Handle day to day problems like delays, staffing shortage, etc.</p>
	<p>Analytical Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB13. Assess client business needs and priorities to build apt solutions.</p> <p>SB14. Suggest methods to increase cross-sell.</p>
	<p>Critical Thinking Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB15. Ability to concentrate on task at hand and complete it without errors</p>

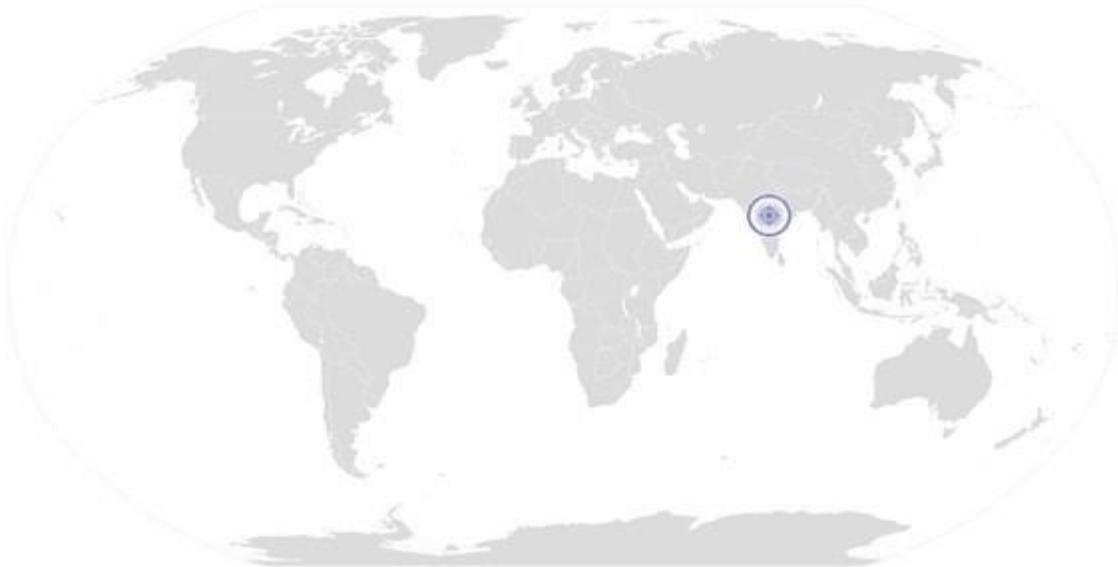
NOS Version Control

NOS Code	LSC/N3032		
Credits(NSQF)	TBD	Version number	1.0
Industry	Logistics	Drafted on	10/04/2015
Industry Sub-sector	Courier and Mail Services	Last reviewed on	10/04/2015
Occupation	Retail and Institutional Sales	Next review date	10/10/2016



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National Occupational Standard



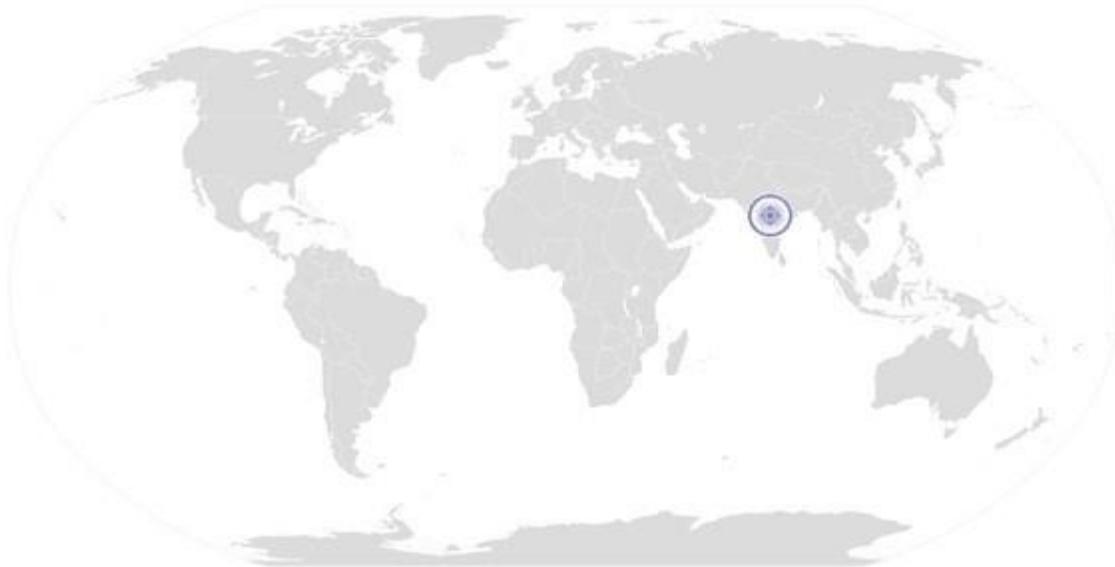
Overview

This unit is about maintaining health, safety and security standards during branch sales activities

National Occupational Standard	Unit Code	LSC/N3052
	Unit Title (Task)	Maintain health, safety and security standards during branch sales activities
	Description	This unit is about maintaining health, safety and security standards during branch sales activities
	Scope	<p>This OS unit/task covers the following:</p> <ul style="list-style-type: none"> Maintain health, safety and security standards during branch sales activities
	Performance Criteria (PC) w.r.t. the Scope	
	Element	Performance Criteria
	Maintain health, safety and security standards during branch sales activities	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Look out for suspicious looking packages</p> <p>PC2. Follow organization procedures with respect to documentation.</p> <p>PC3. Adhere to security and privacy regulations of the company and the customer.</p> <p>PC4. Recognize and report unsafe conditions and practices.</p> <p>PC5. Comply with organization safety regulations and procedures in case of fire hazards, bio-hazards, etc.</p>
	Knowledge and Understanding (K)	
	A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. Types of documentation used in organization and importance of the same</p> <p>KA2. Risk and impact of not following defined work, safety and security procedures</p> <p>KA3. Records to be maintained and the importance of the same</p> <p>KA4. Security procedures to be followed</p> <p>KA5. Escalation matrix for reporting identified problems</p> <p>KA6. Chain of command for reporting problems</p> <p>KA7. A clear understanding and extensive knowledge of the company and all services offered.</p>
	B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. Understanding of common problems and solutions for the same</p> <p>KB2. Knowledge to use the computer for electronic documentation of information.</p> <p>KB3. Customer Relationship Management (CRM) software knowledge to capture customer feedback and draw analysis.</p> <p>KB4. Knowledge of processes and differences in processes across clients/products</p> <p>KB5. Excellent local and global geographical knowledge</p>

	<p>KB6. Knowledge on state taxes and routing KB7. Knowledge of relevant statutory and legal aspects KB8. Ability to anticipate and resolve problems.</p>
Skills (S)	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. Prepare detailed reports for management. SA2. Ability to write effective e-mails</p>
	<p>Reading Skills</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Ability to read and comprehend standard operating procedures and product brochures.</p>
	<p>Oral Communication (Listening and Speaking skills)</p>
<p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. Communicate well with people of all levels in the organization. SA5. Communicate clearly and politely with customers. SA6. Share experiences and provide guidance to juniors and peers.</p>	
<p>B. Professional Skills</p>	<p>Decision Making</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. Act objectively, rather than impulsively or emotionally when faced with difficult/stressful or emotional situations. SB2. Ability to make a judgment as to whether an issue is crucial, and escalate it if necessary.</p>
	<p>Plan and Organize</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. Flexibility to re-assess schedule in case of delays/additional orders SB4. Prioritize and execute tasks within the scheduled time limits SB5. Maintain schedules and punctuality. Avoid absenteeism. SB6. Be a team player and achieve joint goals SB7. Manage a log of all sales activities and update them whenever required.</p>
<p>Customer Centricity</p>	
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB8. Posses good customer service orientation. SB9. Groom oneself in a presentable manner. SB10. Handle customers with patience, adaptability and persuasiveness.</p>	

	Problem Solving
	The user/individual on the job needs to know and understand how to: SB11. Identify trends/common causes for errors and suggest possible solutions to the sales manager. SB12. Handle day to day problems like delays, staffing shortage, etc.
	Analytical Skills
	The user/individual on the job needs to know and understand how to: SB13. Assess client business needs and priorities to build apt solutions. SB14. Suggest methods to increase cross-sell.
	Critical Thinking Skills
	The user/individual on the job needs to know and understand how to: SB15. Ability to concentrate on task at hand and complete it without errors



NOS Version Control

NOS Code	LSC/N3052		
Credits(NSQF)	TBD	Version number	1.0
Industry	Logistics	Drafted on	10/04/2015
Industry Sub-sector	Courier and Mail Services	Last reviewed on	10/04/2015
Occupation	Retail and Institutional Sales	Next review date	10/10/2016

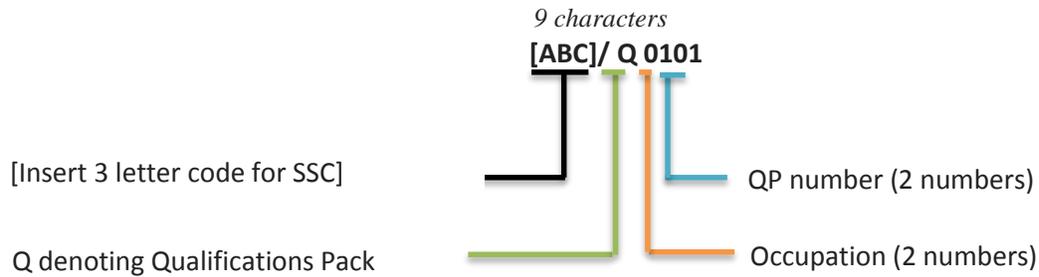


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Annexure

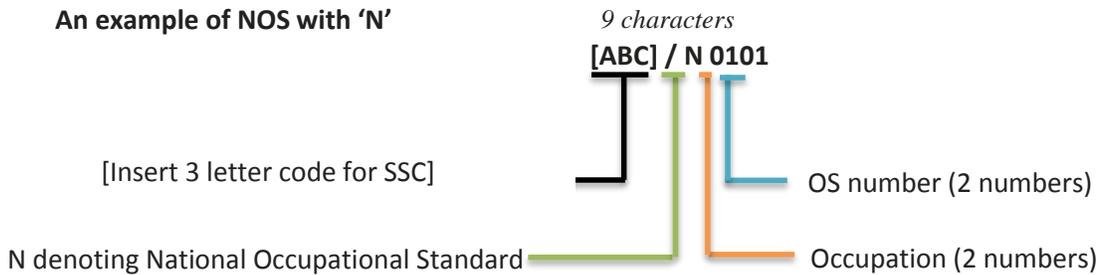
Nomenclature for QP and NOS

Qualifications Pack



Occupational Standard

An example of NOS with 'N'



Qualifications Pack for Courier Branch Sales Executive

The following acronyms/codes have been used in the nomenclature above:

Sub-sector	Range of Occupation numbers
Warehousing Storage	21,23
Warehouse Packaging	22,23
Land Transportation	11,14
Shipping Transportation	12,14
Air Transportation	13
Courier and Mail Services	30

Sequence	Description	Example
Three letters	Industry name	LSC
Slash	/	/
Next letter	Whether QP or NOS	N
Next two numbers	Occupation code	01
Next two numbers	OS number	01

Qualifications Pack for Courier Branch Sales Executive

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role: Courier Branch Sales Executive

Qualification Pack: LSC/Q3033

Sector Skill Council: LSC

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 and skill practical part for each candidate at each examination/training center.
4. To pass the Qualification Pack, every trainee should score a minimum of 40% in every NOS overall 50% pass percentage.
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 outcomes	Assessment Criteria for outcomes	Marks Allocation			
		Total Marks	Out of	Theory	Skills Practical
1. LSC/N3030 (Prepare for pre-branch sales activities)	PC1. Ensure all sales related documents and files are on the desk and in the computer.	100	10	2	8
	PC2. Assess monthly / quarterly revenue sales targets.		15	5	10
	PC3. Determine sales gap and valuate methods to achieve target.		15	5	10
	PC4. Hand-over the gathered list of prospective clients to the Institutional sales team.		15	2	13
	PC5. Follow guidelines for sales calls.		15	2	13
	PC6. Make sales calls to follow-up on target accounts, prospects and retention.		15	2	13
	PC7. Enter all information pertaining to the calls into the CRM.		15	2	13
		Total	100	20	80

Qualifications Pack for Courier Branch Sales Executive

Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out of	Marks Allocation	
				Theory	Skills Practical
2. LSC/N3031 (Perform branch sales activities)	PC1. Greet walk-ins politely.	100	5	2	3
	PC2. If the walk-in is an existing customer, try to source new business.		5	2	3
	PC3. In case of a prospective customer, give a brief on the company.		5	2	3
	PC4. Enquire customer's requirements and analyze the best choice of courier service offering possible.		8	2	6
	PC5. Based on conclusions arrived upon, recommend services as per customer requirement.		8	2	6
	PC6. Describe the service features and benefits to the customer		8	2	6
	PC7. Listen to customer queries and answer the questions they ask.		8	2	6
	PC8. Make suggestions and customization to encourage purchase of service.		8	2	6
	PC9. Provide information on process flow, specifications, after-sales service and customer care.		8	2	6
	PC10. Provide information about price and financing options.		8	2	6
	PC11. Propose courier services packages.		6	2	4
	PC12. Negotiate cost of courier services.		6	2	4
	PC13. Collect details of customer/organization.		6	2	4
	PC14. Receive and process cash, cheque and charge/credit payments (if customer is willing to purchase).		6	2	4
	PC15. Provide receipt for the transaction			5	2

Qualifications Pack for Courier Branch Sales Executive

Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out of	Marks Allocation	
				Theory	Skills Practical
		Total	100	30	70
3. LSC/N3032 (Perform Post-branch sales activities)	PC1. Resolve pending issues and answer unattended customer queries.	100	10	2	8
	PC2. Update sales records and documentation logs of daily sales activities in accordance with company policy.		15	5	10
	PC3. Handover the collected cash from the customers to the manager at the end of the shift		15	3	12
	PC4. Recognize and monitor security issues		15	5	10
	PC5. Stay current with sales activities of competitors.		15	5	10
	PC6. Maintain constant familiarization of service offerings and developments in both the organization and the industry.		15	5	10
	PC7. Contribute strategic information to the regional/national sales team including key results from previous calls, updates on current target accounts and a review of the following week's key upcoming calls.		15	5	10
		Total	100	30	70
4. LSC/N3052 (Maintain health, safety and security standards during branch sales activities)	PC1. Look out for suspicious looking packages	100	20	5	15
	PC2. Follow organization procedures with respect to documentation.		20	5	15
	PC3. Adhere to security and privacy regulations of the company and the customer.		20	5	15
	PC4. Recognize and report unsafe conditions and practices.		20	5	15

Qualifications Pack for Courier Branch Sales Executive

Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out of	Marks Allocation	
				Theory	Skills Practical
	PC5. Comply with organization safety regulations and procedures in case of fire hazards, bio-hazards, etc.		20	5	15
		Total	100	25	75

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