

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

Contact Us:

LOGISTICS SKILLS COUNCIL
IIT Madras Research Park
Unit "E", 10th floor
Kanagam road
Taramani
Chennai- 600113

Email:

headnos@lsc-india.com



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Introduction

Qualifications Pack – Courier Institutional Sales Executive

SECTOR: LOGISTICS

SUB-SECTOR: Courier and Mail Services

OCCUPATION: Retail and Institutional Sales

REFERENCE ID: LSC/Q3034

ALIGNED TO: NCO-2004/9113.90

Brief Job Description: Courier Institutional Sales Executives are also known as Field Sales Executives. Individuals in this role are sales staff who are out on the field and responsible for development of new business, retention of existing clients and realization of payments. They are an integral part of the sales team who are responsible for managing the relationship with several institutional clients of an organization.

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/Q3034		
Job Role	Courier Institutional 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 Institutional Sales Executive (Field Sales Executive)
Role Description	Development of new business, retention of existing clients and realization of payments
NSQF level	4
Minimum Educational Qualifications* Maximum Educational Qualifications*	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/N3033 (Carry out pre-sales activities) LSC/N3034 (Perform Sales activities) LSC/N3035 (Perform Post Sales activities) LSC/N3053 (Maintain Health, Safety and Security measures during institutional 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 carrying out pre-sales activities.

Unit Code	LSC/N3033
Unit Title (Task)	Carry out pre-sales activities
Description	This unit is about carrying out pre-sales activities
Scope	<p>This OS unit/task covers the following:</p> <ul style="list-style-type: none"> Plan pre-sales activities Carry out pre-sales preparation
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Plan pre-sales 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 devise methods to achieve target.</p> <p>PC4. Split monthly sales target into weekly and daily sales target</p>
Carry out pre-sales preparation	<p>PC5. Understand standard operating procedures of the company</p> <p>PC6. Understand products and services offered by the company thoroughly</p> <p>PC7. Enter all information pertaining to the calls into the Customer Relationship Management (CRM).</p> <p>PC8. Follow-up with potential leads to develop customer leads database</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. Escalation matrix for reporting identified problems</p> <p>KA5. Chain of command for reporting problems</p> <p>KA6. Knowledge of various clients and their requirements.</p> <p>KA7. Extensive knowledge of prospective clients and possible business opportunities.</p> <p>KA8. Nature of the marketing/sales products carried along for sales and promotional activities.</p> <p>KA9. A clear understanding and extensive knowledge of the company and all services offered.</p>

Carry out pre-sales activities

<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. 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. Knowledge of relevant statutory and legal aspects</p> <p>KB6. 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 develop promotional material and create documents for internal understanding/use.</p> <p>Reading Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Good reading skills, ability to comprehend written instructions.</p> <p>SA4. Read and understand documents required for all sales activities.</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>SA5. Communicate well with people of all levels.</p> <p>SA6. Communicate clearly and politely with customers.</p> <p>SA7. 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>SB3. Ability to write effective e-mails</p> <p>SB4. Prepare and submit invoices/bills/quotations</p> <p>SB5. Ability to draft invoices/bills/quotations</p> <p>Plan and Organize</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. Prioritize and execute tasks within the scheduled time limits</p> <p>SB7. Maintain schedules and punctuality. Avoid absenteeism.</p> <p>SB8. Be a team player and achieve joint goals</p> <p>SB9. Manage a log of all sales activities and update them whenever required.</p>

Carry out pre-sales activities

	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB10. Posses good customer service orientation. SB11. Handle customers with patience, adaptability and persuasiveness.
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB12. Identify trends/common causes for errors and suggest possible solutions to the sales manager. SB13. 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: SB14. Assess client business needs and priorities to build apt solutions. SB15. Suggest methods to maximize sales.
Critical Thinking Skills	
The user/individual on the job needs to know and understand how to: SB16. Ability to concentrate on task at hand and complete it without errors	



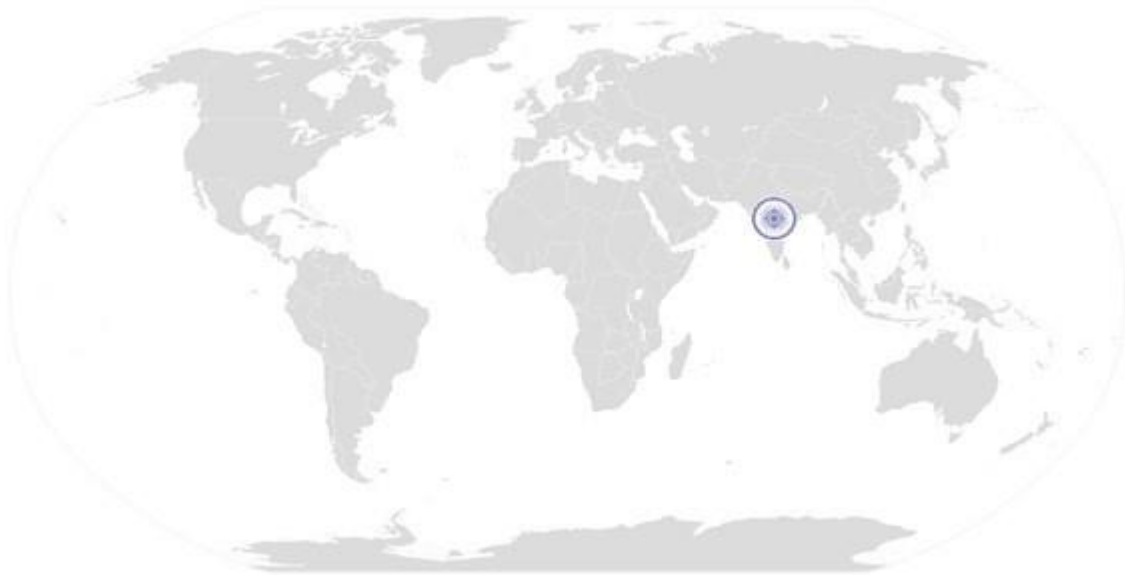
NOS Version Control

NOS Code	LSC/N3033		
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 key sales activities.

National Occupational Standard	Unit Code	LSC/N3034
	Unit Title (Task)	Perform key sales activities
	Description	This unit is about performing key sales activities
	Scope	<p>This OS unit/task covers the following:</p> <ul style="list-style-type: none"> • Perform Retention and Management of existing clients • Carry out New Business Development activities • Collect payments from customers
	Performance Criteria (PC) w.r.t. the Scope	
	Element	Performance Criteria
	Perform Retention and Management of existing clients	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Contact customers regularly to ensure that they are satisfied with the levels of service provided</p> <p>PC2. Act as the customer's main point of contact by handling their queries and appropriately dealing with their issues</p> <p>PC3. Understand the latest development in the customer's organization</p> <p>PC4. Pitch additional products/services to the customer based on their requirements</p>
	Carry out New Business Development activities	<p>PC5. Source new leads</p> <p>PC6. Make initial contacts with the leads to introduce the firm and self</p> <p>PC7. Meet the leads and provide information regarding products and services offered</p> <p>PC8. Negotiate with the leads on service offerings and price</p> <p>PC9. Follow-up with the leads to close the sales</p>
	Collect payments from customers	<p>PC10. Compile a list of customers whose payments are due.</p> <p>PC11. Create invoices with correct customer information, date and amount</p> <p>PC12. Call customers using the to inform of due accounts</p> <p>PC13. Follow-up with the customer to remind them of the overdue accounts</p> <p>PC14. If the payment is not made despite several follow-ups, escalate the issue to the manager.</p>

Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. Types of documentation used in organization and importance of the same KA2. Risk and impact of not following defined work, safety and security procedures KA3. Records to be maintained and the importance of the same KA4. Escalation matrix for reporting identified problems KA5. Chain of command for reporting problems KA6. Knowledge of various clients and their requirements. KA7. Extensive knowledge of prospective clients and possible business opportunities. KA8. Nature of the marketing/sales products carried along for sales and promotional activities. KA9. A clear understanding and extensive knowledge of the company and all services offered.
B. Technical Knowledge	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KB1. Understanding of common problems and solutions for the same KB2. Knowledge to use the computer for electronic documentation of information. KB3. CRM software knowledge to capture customer feedback and draw analysis. KB4. Knowledge of processes and differences in processes across clients/products KB5. Knowledge of relevant statutory and legal aspects KB6. Ability to anticipate and resolve problems.
Skills (S)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/ individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SA1. Prepare detailed reports for management. SA2. Ability to develop promotional material and create documents for internal understanding/use. SA3. Ability to write effective e-mails SA4. Prepare and submit invoices/bills/quotations SA5. Ability to draft invoices/bills/quotations
	Reading Skills
	The user/individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SA6. Good reading skills, ability to comprehend written instructions. SA7. Read and understand documents required for all sales activities.

Perform key sales activities

	<p>Oral Communication (Listening and Speaking skills)</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA8. Communicate well with people of all levels. SA9. Communicate clearly and politely with customers. SA10. 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. Prioritize and execute tasks within the scheduled time limits SB4. Maintain schedules and punctuality. Avoid absenteeism. SB5. Be a team player and achieve joint goals SB6. 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>SB7. Posses good customer service orientation. SB8. 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>SB9. Identify trends/common causes for errors and suggest possible solutions to the sales manager. SB10. 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>SB11. Assess client business needs and priorities to build apt solutions. SB12. Suggest methods to maximize sales.</p>
	<p>Critical Thinking Skills</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB13. Ability to concentrate on task at hand and complete it without errors</p>

NOS Version Control

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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 post sales activities.

Unit Code	LSC/N3035
Unit Title (Task)	Perform Post sales activities
Description	This unit is about performing post sales activities
Scope	<p>This OS unit/task covers the following:</p> <ul style="list-style-type: none"> • Carry out documentation and issue resolution • Validate data and devise sales strategies
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Carry out documentation and issue resolution	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Update sales records and documentation logs of daily sales activities in accordance with company policy.</p> <p>PC2. Resolve pending issues and answer unattended customer queries.</p>
Validate data and devise sales strategies	<p>PC3. Stay current with sales activities of competitors.</p> <p>PC4. Maintain constant familiarization of service offerings and developments in both the organization and the industry.</p> <p>PC5. 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. Escalation matrix for reporting identified problems</p> <p>KA5. Chain of command for reporting problems</p> <p>KA6. Knowledge of various clients and their requirements.</p> <p>KA7. Extensive knowledge of prospective clients and possible business opportunities.</p> <p>KA8. Nature of the marketing/sales products carried along for sales and promotional activities.</p>

	KA9. A clear understanding and extensive knowledge of the company and all services offered.
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. 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. Knowledge of relevant statutory and legal aspects</p> <p>KB6. Ability to anticipate and resolve problems.</p>
Skills (S)	
A. Core Skills/ Generic Skills	Writing Skills
	<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 develop promotional material and create documents for internal understanding/use.</p> <p>SA3. Ability to write effective e-mails</p> <p>SA4. Prepare and submit invoices/bills/quotations</p> <p>SA5. Ability to draft invoices/bills/quotations</p>
	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA6. Good reading skills, ability to comprehend written instructions.</p> <p>SA7. Read and understand documents required for all sales activities.</p>
	Oral Communication (Listening and Speaking skills)
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA8. Communicate well with people of all levels.</p> <p>SA9. Communicate clearly and politely with customers.</p> <p>SA10. Share experiences and provide guidance to juniors and peers.</p>
B. Professional Skills	Decision Making
	<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. Prioritize and execute tasks within the scheduled time limits</p> <p>SB4. Maintain schedules and punctuality. Avoid absenteeism.</p> <p>SB5. Be a team player and achieve joint goals</p> <p>SB6. 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>SB7. Posses good customer service orientation.</p> <p>SB8. 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>SB9. Identify trends/common causes for errors and suggest possible solutions to the sales manager.</p> <p>SB10. 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>SB11. Assess client business needs and priorities to build apt solutions.</p> <p>SB12. Suggest methods to maximize sales.</p>
	<p>Critical Thinking Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB13. Ability to concentrate on task at hand and complete it without errors</p>

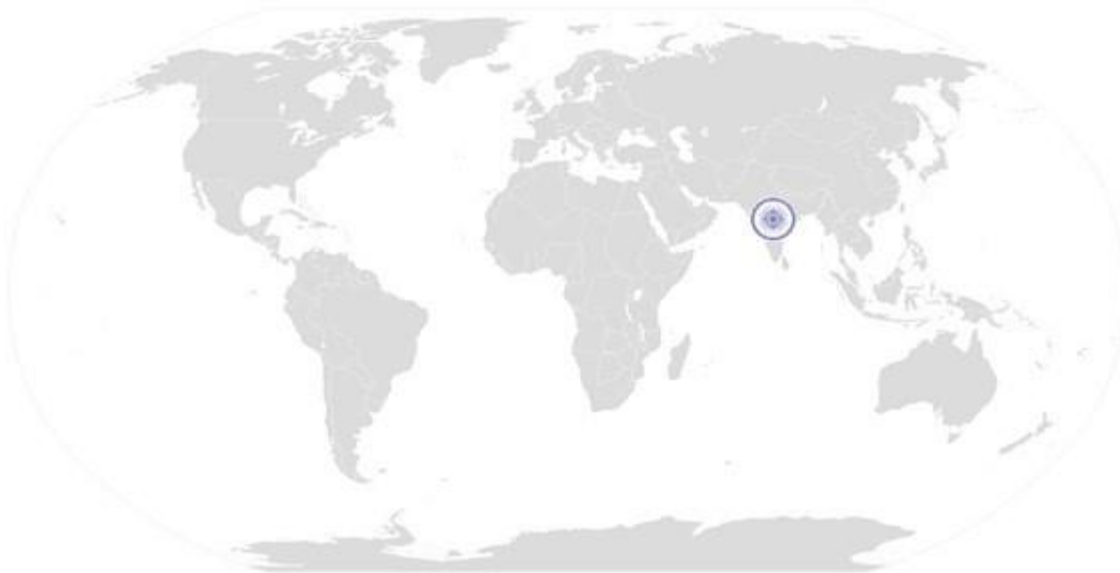
NOS Version Control

NOS Code	LSC/N3035		
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 measures during institutional sales activities

National Occupational Standard	Unit Code	LSC/N3053
	Unit Title (Task)	Maintain Health, Safety and Security measures during institutional sales activities
	Description	This unit is about maintaining Health, Safety and Security measures during institutional sales activities
	Scope	<p>This OS unit/task covers the following:</p> <ul style="list-style-type: none"> Maintain Health, Safety and Security measures during institutional sales activities
	Performance Criteria (PC) w.r.t. the Scope	
	Element	Performance Criteria
	Maintain Health, Safety and Security measures during institutional sales activities	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Follow organization procedures with respect to documentation.</p> <p>PC2. Adhere to security and privacy regulations of the company and the customer.</p> <p>PC3. Recognize and report unsafe conditions and practices.</p> <p>PC4. Comply with organization safety regulations and procedures in case of fire hazards, bio-hazards, etc.</p> <p>PC5. Comply with local road safety regulations and procedures.</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. Escalation matrix for reporting identified problems</p> <p>KA5. Chain of command for reporting problems</p> <p>KA6. Knowledge of various clients and their requirements.</p> <p>KA7. Extensive knowledge of prospective clients and possible business opportunities.</p> <p>KA8. Nature of the marketing/sales products carried along for sales and promotional activities.</p> <p>KA9. 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. 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. Knowledge of relevant statutory and legal aspects</p> <p>KB6. 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 develop promotional material and create documents for internal understanding/use.</p> <p>Reading Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. Good reading skills, ability to comprehend written instructions.</p> <p>SA4. Read and understand documents required for all sales activities.</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>SA5. Communicate well with people of all levels.</p> <p>SA6. Communicate clearly and politely with customers.</p> <p>SA7. 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>SB3. Ability to write effective e-mails</p> <p>SB4. Prepare and submit invoices/bills/quotations</p> <p>SB5. Ability to draft invoices/bills/quotations</p> <p>Plan and Organize</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. Prioritize and execute tasks within the scheduled time limits</p> <p>SB7. Maintain schedules and punctuality. Avoid absenteeism.</p> <p>SB8. Be a team player and achieve joint goals</p> <p>SB9. 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: SB10. Posses good customer service orientation. SB11. Handle customers with patience, adaptability and persuasiveness.
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB12. Identify trends/common causes for errors and suggest possible solutions to the sales manager. SB13. 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: SB14. Assess client business needs and priorities to build apt solutions. SB15. Suggest methods to maximize sales.
Critical Thinking Skills	
The user/individual on the job needs to know and understand how to: SB16. Ability to concentrate on task at hand and complete it without errors	



NOS Version Control

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Credits(NSQF)	TBD	Version number	1.0
Industry	Logistics	Drafted on	10/04/2015
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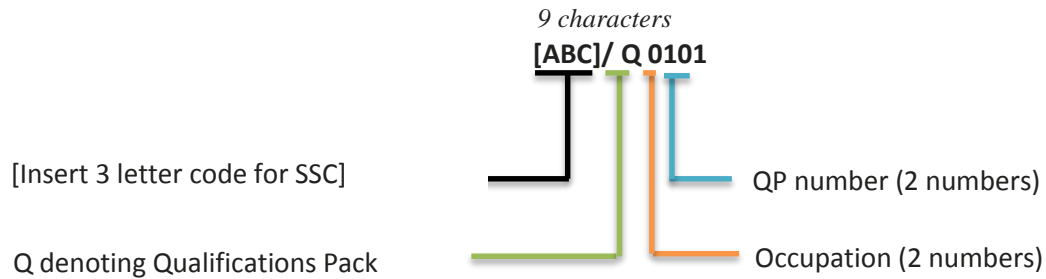


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Annexure

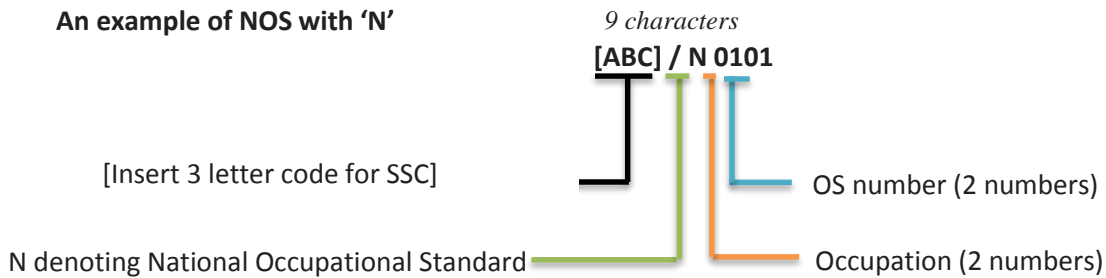
Nomenclature for QP and NOS

Qualifications Pack



Occupational Standard

An example of NOS with 'N'



Qualifications Pack for Courier Institutional 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 Institutional Sales Executive

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role: Courier Institutional Sales Executive

Qualification Pack: LSC/Q3034

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/N3033 (Carry out pre-sales activities)	PC1. Ensure all sales related documents and files are on the desk and in the computer.	100	10	4	6
	PC2. Assess monthly / quarterly revenue sales targets.		10	2	8
	PC3. Determine sales gap and devise methods to achieve target.		15	5	10
	PC4. Split monthly sales target into weekly and daily sales target		15	5	10
	PC5. Understand standard operating procedures of the company		15	5	10
	PC6. Understand products and services offered by the company thoroughly		15	5	10
	PC7. Enter all information pertaining to the calls into the Customer Relationship Management (CRM).		10	2	8

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Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out of	Marks Allocation	
				Theory	Skills Practical
	PC8. Follow-up with potential leads to develop customer leads database		10	2	8
		Total	100	30	70
2. LSC/N3034 (Perform Sales activities)	PC1. Contact customers regularly to ensure that they are satisfied with the levels of service provided	100	5	2	3
	PC2. Act as the customer's main point of contact by handling their queries and appropriately dealing with their issues		5	2	3
	PC3. Understand the latest development in the customer's organization		5	2	3
	PC4. Pitch additional products/services to the customer based on their requirements		5	2	3
	PC5. Source new leads		5	2	3
	PC6. Make initial contacts with the leads to introduce the firm and self		10	2	8
	PC7. Meet the leads and provide information regarding products and services offered		10	3	7
	PC8. Negotiate with the leads on service offerings and price		10	2	8
	PC9. Follow-up with the leads to close the sales		10	2	8
	PC10. Compile a list of customers whose payments are due.		10	2	8
	PC11. Create invoices with correct customer information, date and amount		10	3	7
	PC12. Call customers using the to inform of due accounts		5	2	3
	PC13. Follow-up with the customer to remind them of the overdue accounts		5	2	3

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Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out of	Marks Allocation	
				Theory	Skills Practical
	PC14. If the payment is not made despite several follow-ups, escalate the issue to the manager.		5	2	3
		Total	100	30	70
3. LSC/N3035 (Perform Post Sales activities)	PC1. Update sales records and documentation logs of daily sales activities in accordance with company policy.	100	20	6	14
	PC2. Resolve pending issues and answer unattended customer queries.		20	6	14
	PC3. Stay current with sales activities of competitors.		20	6	14
	PC4. Maintain constant familiarization of service offerings and developments in both the organization and the industry.		20	6	14
	PC5. 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.		20	6	14
		Total	100	30	70
4. LSC/N3053 (Maintain Health, Safety and Security measures during institutional sales activities)	PC1. Follow organization procedures with respect to documentation.	100	20	5	15
	PC2. Adhere to security and privacy regulations of the company and the customer.		20	5	15
	PC3. Recognize and report unsafe conditions and practices.		20	5	15
	PC4. Comply with organization safety regulations and procedures in case of fire hazards, bio-hazards, etc.		20	5	15
	PC5. Comply with local road safety regulations and procedures.		20	5	15

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Assessment outcomes	Assessment Criteria for outcomes	Marks Allocation			
		Total Marks	Out of	Theory	Skills Practical
		Total	100	25	75

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