

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 – Key Consignor Executive

SECTOR: LOGISTICS

SUB-SECTOR: Courier and Mail Services

OCCUPATION: Retail and Institutional Sales

REFERENCE ID: LSC/Q3035

ALIGNED TO: NCO-2004/3415.85

Brief Job Description: Key Consignor Executives are also known as Key Account Executives or Key Account Managers. Individuals in this role, who work closely with key clients, are responsible for maintaining relationships with existing key clients, identifying prospective key clients and develop business opportunities with them. They are an integral part of the sales team who are responsible for managing the relationship with several key 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/Q3035		
Job Role	Key Consignor 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	Key Consignor Executive (Key Accounts Executive, Key Account Manager)
Role Description	Maintain relationships with existing key clients, identify prospective clients and business development activities.
NSQF level	5
Minimum Educational Qualifications*	Graduate (Engineering, Arts, Commerce, Science)
Maximum Educational Qualifications*	
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/N3036 (Plan for key consignor sales activities) LSC/N3037 (Perform key consignor sales activities) LSC/N3038 (Perform Post key consignor sales activities) LSC/N3054 (Maintain Health, Safety and Security measures during key consignor 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 planning for key consignor sales activities

National Occupational Standard	Unit Code	LSC/N3036
	Unit Title (Task)	Plan for key consignor sales activities
	Description	This unit is about planning for key consignor sales activities
	Scope	<p>This OS unit/task covers the following:</p> <ul style="list-style-type: none"> • Generate sales plan and business development opportunities • Prepare for the meetings
	Performance Criteria (PC) w.r.t. the Scope	
	Element	Performance Criteria
	Generate sales plan and business development opportunities	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Obtain relevant data/information from the organization's internal knowledge base to identify market trends.</p> <p>PC2. Consolidate and review the data relevant to developing a sales plan and other business development initiatives.</p> <p>PC3. Obtain relevant information from the CRM database or other sources to compile a list of leads.</p>
	Prepare for the meetings	<p>PC4. Assess daily/weekly sales targets.</p> <p>PC5. Devise sales and relationship development strategies</p> <p>PC6. Analyze the time required to allocate for both relationship building and/or business development activities for the day.</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. Knowledge of various clients and their requirements.</p> <p>KA8. Extensive knowledge of prospective clients and possible business opportunities.</p> <p>KA9. Implications of poor performance such as improper documentation and high error rate</p> <p>KA10. An end to end understanding of all activities that will be done.</p>

Plan for key consignee sales activities

	<p>KA11. Nature of the marketing/sales products carried along for sales and promotional activities.</p> <p>KA12. 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. Knowledge of advanced sales processes</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>SA3. 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>SA4. Good reading skills, ability to comprehend written instructions.</p> <p>SA5. 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>SA6. Communicate well with people of all levels.</p> <p>SA7. Communicate clearly and politely with customers.</p> <p>SA8. 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>

Plan for key consignor sales activities

	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. SB11. Have a well-mannered/pleasant personality
	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/N3036		
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
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National Occupational Standard



Overview

This unit is about performing key consignor sales activities.

National Occupational Standard	Unit Code	LSC/N3037
	Unit Title (Task)	Perform key consignors sales activities
	Description	This unit is about performing key consignors sales activities.
	Scope	<p>This OS unit/task covers the following:</p> <ul style="list-style-type: none"> • Build existing client relationship • Generate sales through business development
	Performance Criteria (PC) w.r.t. the Scope	
	Element	Performance Criteria
	Build existing client relationship	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Obtain a list of existing clients from the company's sales database.</p> <p>PC2. Prioritize the clients for contact, based on the previous relationship building calls made to each of them.</p> <p>PC3. Call the client's office and enquire if they are available for a personal discussion (if applicable).</p> <p>PC4. If the client is open for a face-to-face discussion, travel to client's office (check address in sales database).</p> <p>PC5. Meet client in person to explain new service offerings, explain the benefits of the same and also request feedback for current services offered.</p> <p>PC6. Convince client to opt for additional services.</p> <p>PC7. Irrespective of the outcome, take note of client's feedback before leaving.</p>
	Generate sales through business development	<p>PC8. Obtain a list of prospective clients from the company's sales database.</p> <p>PC9. Prioritize the customers for contact, based on possibility of lead conversion.</p> <p>PC10. Call the customer's office and enquire if they are available for a personal discussion (if applicable).</p> <p>PC11. If the customer is open for a face-to-face discussion, travel to their office (check address in sales database).</p> <p>PC12. If the customer is unavailable for a face-to-face discussion, request for another day and time to call again.</p> <p>PC13. Give a brief explanation of the company and its offerings to the customer</p> <p>PC14. Enquire customer's requirements and analyze the best choice of courier service offering possible.</p> <p>PC15. Based on conclusions arrived upon, recommend services as per customer requirement and explain the benefits of the various services.</p> <p>PC16. Describe the service features and benefits to the customer</p> <p>PC17. Listen to customer queries and answer the questions they ask.</p>

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Perform key consignor sales activities

	<p>PC18. Propose courier services packages.</p> <p>PC19. Negotiate cost of courier services.</p> <p>PC20. If negotiation fails, request customer for adequate time to enquire with sales manager for a revised service cost and payment terms.</p> <p>PC21. Collect payment details of customer/organization.</p>
Knowledge and Understanding (K)	
<p>A. Organizational Context (Knowledge of the company / organization and its processes)</p>	<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. Knowledge of various clients and their requirements.</p> <p>KA8. Extensive knowledge of prospective clients and possible business opportunities.</p> <p>KA9. Implications of poor performance such as improper documentation and high error rate</p> <p>KA10. An end to end understanding of all activities that will be done.</p> <p>KA11. Nature of the marketing/sales products carried along for sales and promotional activities.</p> <p>KA12. 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. Knowledge of advanced sales processes</p> <p>KB6. 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.</p> <p>SA2. Ability to develop promotional material and create documents for internal understanding/use.</p>

LSC/N3037

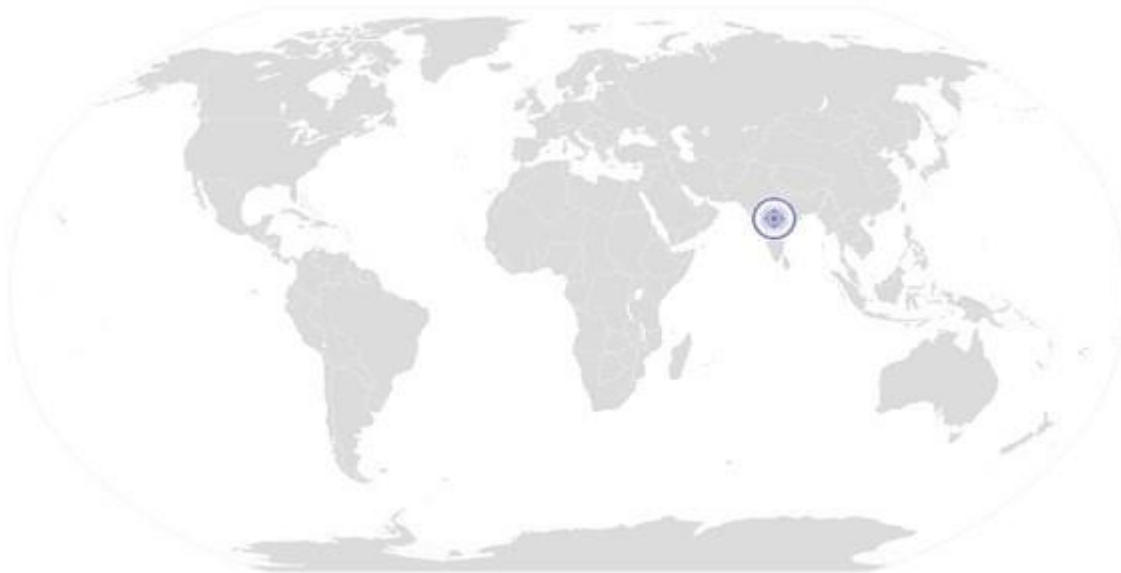
Perform key consignor sales activities

	SA3. Ability to write effective e-mails
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA4. Good reading skills, ability to comprehend written instructions. SA5. Read and understand documents required for all sales activities.
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA6. Communicate well with people of all levels. SA7. Communicate clearly and politely with customers. SA8. Share experiences and provide guidance to juniors and peers.
B. Professional Skills	Decision Making
	The user/individual on the job needs to know and understand how to: 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.
	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. SB11. Have a well-mannered/pleasant personality
	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.	

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Perform key consignor sales activities

	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/N3037		
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 post key consignor sales activities.

Unit Code	LSC/N3038
Unit Title (Task)	Perform Post key consignor sales activities
Description	This unit is about perform post key consignor sales activities
Scope	<p>This OS unit/task covers the following:</p> <ul style="list-style-type: none"> Follow-up with prospective clients Build market intelligence and track sales processes
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Follow-up with prospective clients	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Contact leads using appropriate modes of communication, and at frequencies specified in sales plan.</p> <p>PC2. Analyze lead characteristics and devise customized strategies for lead conversion.</p> <p>PC3. Implement lead conversion strategy on a timed manner.</p> <p>PC4. Record new business development activities and lead responses on the CRM database</p>
Build market intelligence and track sales processes	<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> <p>PC8. Keep track of daily sales development and relationship building activities.</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. Knowledge of various clients and their requirements.</p> <p>KA8. Extensive knowledge of prospective clients and possible business opportunities.</p> <p>KA9. Implications of poor performance such as improper documentation and high error rate</p> <p>KA10. An end to end understanding of all activities that will be done.</p> <p>KA11. Nature of the marketing/sales products carried along for sales and promotional activities.</p> <p>KA12. 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. Knowledge of advanced sales processes</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>

B. Professional Skills	Decision Making
	The user/individual on the job needs to know and understand how to: 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. SB3. Ability to write effective e-mails
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB4. Flexibility to re-assess schedule in case of delays/additional orders SB5. Prioritize and execute tasks within the scheduled time limits SB6. Maintain schedules and punctuality. Avoid absenteeism. SB7. Be a team player and achieve joint goals SB8. 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: SB9. Posses good customer service orientation. SB10. Groom oneself in a presentable manner. SB11. Handle customers with patience, adaptability and persuasiveness. SB12. Have a well-mannered/pleasant personality
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB13. Identify trends/common causes for errors and suggest possible solutions to the sales manager. SB14. 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: SB15. Assess client business needs and priorities to build apt solutions. SB16. Suggest methods to maximize sales.
Critical Thinking Skills	
The user/individual on the job needs to know and understand how to: SB17. Ability to concentrate on task at hand and complete it without errors	

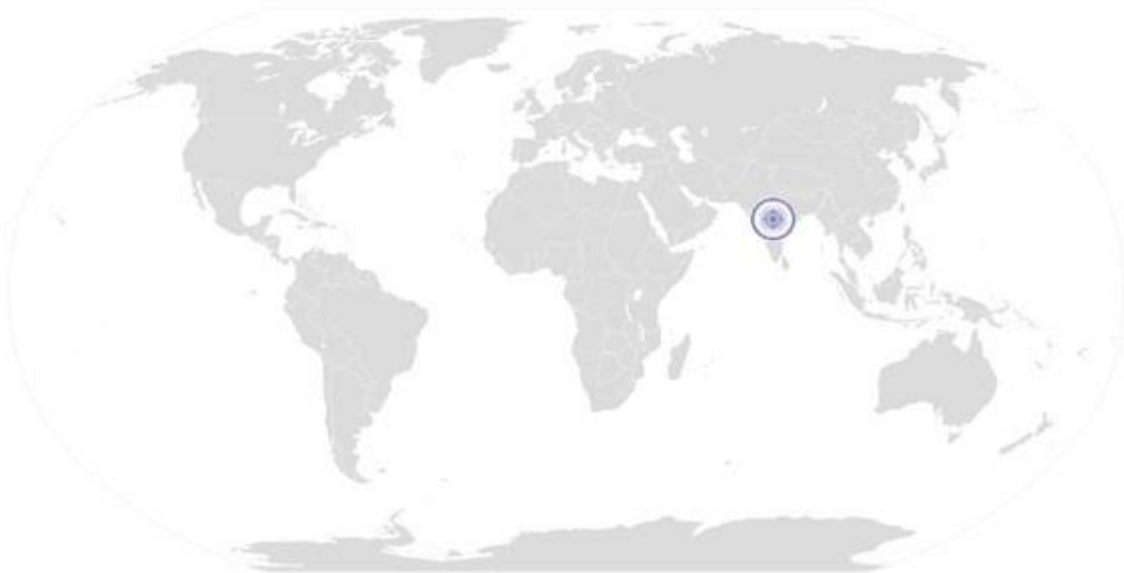
NOS Version Control

NOS Code	LSC/N3038		
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Industry	Logistics	Drafted on	10/04/2015
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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 key consignor sales activities

National Occupational Standard	Unit Code	LSC/N3054
	Unit Title (Task)	Maintain Health, Safety and Security measures during key consignor sales activities
	Description	This unit is about maintaining Health, Safety and Security measures during key consignor 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 key consignor sales activities
	Performance Criteria (PC) w.r.t. the Scope	
	Element	Performance Criteria
	Maintain Health, Safety and Security measures during key consignor 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. 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. Knowledge of various clients and their requirements.</p> <p>KA8. Extensive knowledge of prospective clients and possible business opportunities.</p> <p>KA9. Implications of poor performance such as improper documentation and high error rate</p> <p>KA10. An end to end understanding of all activities that will be done.</p> <p>KA11. Nature of the marketing/sales products carried along for sales and promotional activities.</p> <p>KA12. 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. Knowledge of advanced sales processes</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>SA3. 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>SA4. Good reading skills, ability to comprehend written instructions.</p> <p>SA5. 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>SA6. Communicate well with people of all levels.</p> <p>SA7. Communicate clearly and politely with customers.</p> <p>SA8. 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. SB11. Have a well-mannered/pleasant personality
	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	



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Industry Sub-sector	Courier and Mail Services	Last reviewed on	10/04/2015
Occupation	Retail and Institutional Sales	Next review date	10/10/2016

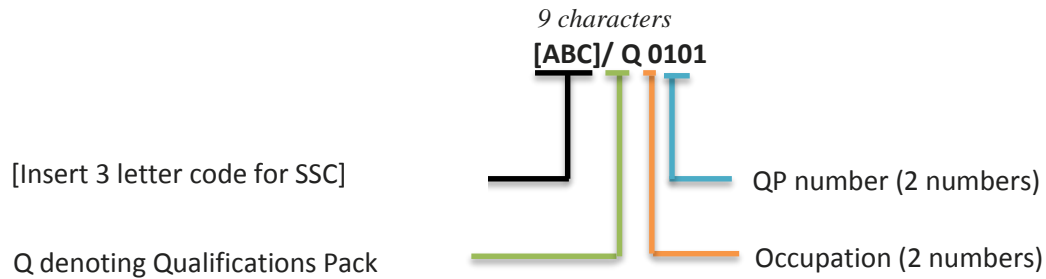


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Annexure

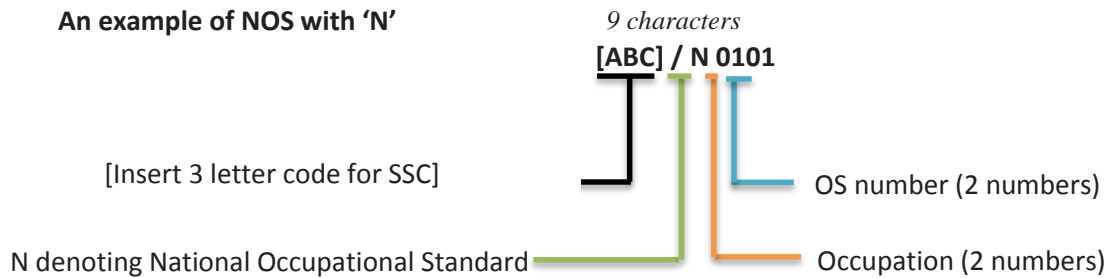
Nomenclature for QP and NOS

Qualifications Pack



Occupational Standard

An example of NOS with 'N'



Qualifications Pack for Key Consignor 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 Key Consignor Executive

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role: Key Consignor Executive

Qualification Pack: LSC/Q3035

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/N3036 (Plan for key consignor sales activities)	PC1. Obtain relevant data/information from the organization's internal knowledge base to identify market trends.	100	15	5	10
	PC2. Consolidate and review the data relevant to developing a sales plan and other business development initiatives.		15	5	10
	PC3. Obtain relevant information from the CRM database or other sources to compile a list of leads.		15	5	10
	PC4. Assess daily/weekly sales targets.		20	5	15
	PC5. Devise sales and relationship development strategies		15	5	10
	PC6. Analyze the time required to allocate for both relationship building and/or business development activities for the day.		20	5	15
		Total	100	30	70

Qualifications Pack for Key Consignor Executive

Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out of	Marks Allocation	
				Theory	Skills Practical
2. LSC/N3037 (Perform key consignor sales activities)	PC1. Obtain a list of existing clients from the company's sales database.	100	3	1	2
	PC2. Prioritize the clients for contact, based on the previous relationship building calls made to each of them.		3	1	2
	PC3. Call the client's office and enquire if they are available for a personal discussion (if applicable).		5	2	3
	PC4. If the client is open for a face-to-face discussion, travel to client's office (check address in sales database).		4	1	3
	PC5. Meet client in person to explain new service offerings, explain the benefits of the same and also request feedback for current services offered.		5	2	3
	PC6. Convince client to opt for additional services.		5	2	3
	PC7. Irrespective of the outcome, take note of client's feedback before leaving.		5	2	3
	PC8. Obtain a list of prospective clients from the company's sales database.		5	2	3
	PC9. Prioritize the customers for contact, based on possibility of lead conversion.		5	2	3
	PC10. Call the customer's office and enquire if they are available for a personal discussion (if applicable).		5	2	3
	PC11. If the customer is open for a face-to-face discussion, travel to their office (check address in sales database).		5	1	4
	PC12. If the customer is unavailable for a face-to-face discussion, request for another day and time to call again.		5	1	4

Qualifications Pack for Key Consignor Executive

Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out of	Marks Allocation	
				Theory	Skills Practical
	PC13. Give a brief explanation of the company and its offerings to the customer		5	1	4
	PC14. Enquire customer's requirements and analyze the best choice of courier service offering possible.		5	2	3
	PC15. Based on conclusions arrived upon, recommend services as per customer requirement and explain the benefits of the various services.		5	2	3
	PC16. Describe the service features and benefits to the customer		5	1	4
	PC17. Listen to customer queries and answer the questions they ask.		5	1	4
	PC18. Propose courier services packages.		5	1	4
	PC19. Negotiate cost of courier services.		5	1	4
	PC20. If negotiation fails, request customer for adequate time to enquire with sales manager for a revised service cost and payment terms.		5	1	4
	PC21. Collect payment details of customer/organization.		5	1	4
			Total	100	30
3. LSC/N3038 (Perform Post key consignor sales activities)	PC1. Contact leads using appropriate modes of communication, and at frequencies specified in sales plan.	100	10	4	6
	PC2. Analyze lead characteristics and devise customized strategies for lead conversion.		10	2	8
	PC3. Implement lead conversion strategy on a timed manner.		15	5	10
	PC4. Record new business development activities and lead responses on the CRM database		15	5	10

Qualifications Pack for Key Consignor Executive

Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out of	Marks Allocation	
				Theory	Skills Practical
	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.		10	2	8
	PC8. Keep track of daily sales development and relationship building activities.		10	2	8
		Total	100	30	70
4. LSC/N3054 (Maintain Health, Safety and Security measures during key consignor 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
		Total	100	25	75

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