

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR ELECTRONICS INDUSTRY

What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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Introduction

Qualifications Pack- Sales Executive

SECTOR: ELECTRONICS

SUB-SECTOR: Solar Electronics

OCCUPATION: Marketing and Sales

REFERENCE ID: ELE/Q5601

ALIGNED TO: NCO-2004/3415.10

Sales Executive: Also called 'Business Development Executive' or 'Marketing Executive', the Sales Executive is responsible for marketing and selling the solar products and services of the organisation.

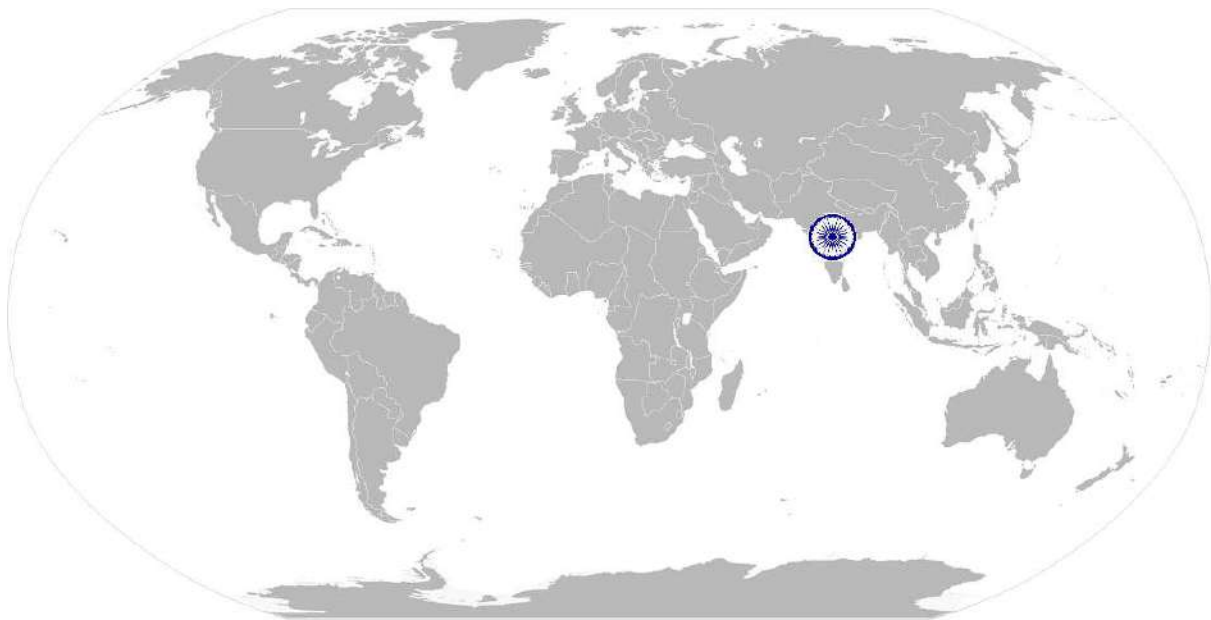
Brief Job Description: The individual at work is responsible for studying the market, understanding the customer requirement and offering products and services to satisfy the customer requirement. The individual coordinates with the channel sales partners and interacts directly with customers for sale of products and services.

Personal Attributes: The job requires the individual to be customer friendly, with good communication skill and target oriented. The individual must have patience and positive attitude towards work to listen to diverse customers.

Job Details	Qualifications Pack Code	ELE/Q5601		
	Job Role	Sales Executive		
	Credits(NVEQF/NVQF/NSQF) [OPTIONAL]	TBD	Version number	1.0
	Sector	Electronics	Drafted on	14/03/14
	Sub-sector	Solar Electronics	Last reviewed on	24/03/14
	Occupation	Marketing & Sales	Next review date	24/03/15

Job Role	Sales Executive Also called 'Marketing Executive', 'Business Development Executive'
Role Description	Studying the market, understanding the market and customer requirement, suggesting solutions to customers, selling the product and services
NVEQF/NVQF level	5
Minimum Educational Qualifications	Graduate / Engineer
Maximum Educational Qualifications	Post Graduate
Training	Not applicable
Experience	1 year in customer handling job
Applicable National Occupational Standards (NOS)	Compulsory: ELE/N5601 Develop product and market understanding ELE/N5602 Sell the products and services ELE/N9952 Coordinate with colleagues at work Optional: Not applicable
Performance Criteria	As described in the relevant OS units

National Occupational Standard



Overview

This unit is about studying market through different types of research, engaging with clients and understanding their requirement. It also includes collecting information about the products and services offered by the company and understanding their specifications for effective customer engagement.

ELE/N5601

Develop product and market understanding

Unit Code	ELE/N5601
Unit Title (Task)	Collect details about the product and understand the market requirement
Description	This unit is about studying market through different types of research, engaging with clients and understanding their requirement. It also includes collecting information about the products and services offered by the company and understanding their specifications for effective customer engagement.
Scope	This unit/ task covers the following: - Understand the work requirement - Understand about the product - Study and research about the market - Coordinate with channel partners - Initiate meeting with the prospective client - Interact and understand the client requirement - Record the client details and document the visit - Achieve productivity targets set by the company
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Understanding work requirement	To be competent, the user/ individual must be able to: PC1. receive work instructions from superior PC2. receive the monthly, quarterly and yearly sales target PC3. receive instructions on location and area of operation PC4. understand the responsibility of marketing and sales w.r.t to product and service coverage PC5. collect information about suppliers, contractors and existing customers PC6. attend training and understand about latest versions of products / technology and services
Understanding about the product	To be competent, the user/ individual must be able to: PC7. understand the functionalities and purpose of solar power system PC8. understand the different components of solar power system such as panels, inverters, etc. PC9. understand the different types of solar module and inverter products and offerings available in the market PC10. understand the specification, cost and functional aspects of the solar module and services offered PC11. understand the specification and other details of the competition brands and products PC12. calculate the power output based on the solar cell array (number of cells in the module) as per standard specification PC13. handle technical queries on the specific solar cells and modules and should resolve the queries PC14. explain about assortment of product offering by the company with the

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Develop product and market understanding

	power output details PC15. understand the distinctive characteristics of the solar module offered by the company and inform them to customer PC16. understand other product related details such as price, discount, installation assistance, post sales coverage, maintenance activity, warranty
Understanding the market	To be competent, the user/ individual must be able to: PC17. collect information on the demographics of the location to know about the market PC18. understand the market share of different products in the region PC19. study the key growth drivers of the product in the region by analysing past sales pattern PC20. analyse and arrive about the peak and off sales season in the market PC21. understand the major prospective users of the product in the region PC22. conduct a market survey to understand the customer expectation on product and post sale services PC23. understand the customer expectation from the product by conducting a market survey
Coordinating with channel partners	To be competent, the user/ individual must be able to: PC24. understand the market requirement by analysing sales data from channel sales partners PC25. interact with sales channel partner executive to understand the customer preference and expectation PC26. understand the model and brand preference of customers from the channel partners PC27. negotiate with channel partners on price, discounts and credit period PC28. assist with sales partners to promote and display the best products
Initiating meeting with prospective customer	To be competent, the user/ individual must be able to: PC29. prepare a list of potential clients in the region and shortlist them for marketing the product PC30. make telephone calls to prospective customers and convince them for a meeting PC31. reach customer place on time and maintain punctuality for all meetings PC32. interact periodically with existing customers to understand any new requirement and initiate meeting PC33. interact with organisations such as colleges, schools, factory, shopping complex for institutional sales PC34. maintain behavioural etiquette while interacting with client on telephone / directly
Interacting and Understanding the customer requirement	To be competent, the user/ individual must be able to: PC35. greet the client while meeting them and develop a rapport with them PC36. understand the broad level customer requirement PC37. understand the power requirement and expectation of customer PC38. ask both open and close ended questions to understand in depth about the customer requirement PC39. understand the specification (power output expectation, space for installation, budget) and other technical detail requirement of solar power system from customer

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Develop product and market understanding

	PC40. understand the customer purchase criteria such as price, discount, installation, after sales service expectation PC41. listen to customer without interrupting them and summarise the customer requirement for mutual understanding
Recording and Documenting the client details	To be competent, the user/ individual must be able to: PC42. record the customer and call details as per company policy PC43. document the client details in the company's ERP software for future tracking and reference PC44. make no mistakes in capturing customer's details PC45. rectify incorrect details in existing database to extent allowed by company policy PC46. accurately record customer query for future references
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The individual on the job needs to understand: KA1. company's code of conduct KA2. organisation culture and typical customer profile KA3. company's reporting structure KA4. company's documentation policy KA5. company's line of business and product offerings KA6. company's sales policy KA7. company's Human Resource and performance evaluation policy KA8. internal process system such as ERP followed in the organisation KA9. product pricing policy KA10. terms and conditions associated with the sale of company products
B. Technical Knowledge	The individual on the job needs to know and understand: KB1. solar power products, functionalities and specifications KB2. company's products KB3. how to communicate with customers in order to put them at ease KB4. basics on power electronics and requirements KB5. behavioural aspects and etiquette to be followed at customer's interaction KB6. solar power industry details, competition, major players KB7. specification of solar cells, panels and inverter with their functionality and cost details KB8. in depth product knowledge on the product handled KB9. different type of selling and promotional methods KB10. relevant reference sheets, manuals and documents to be used at work KB11. internal process system and their usage KB12. computer operation and analyse data in Microsoft Excel tool KB13. different models of after sales support provided by the company KB14. different types of customer and the after sales support provided to them
Skills (S)	
A. Core Skills/ Generic Skills	Reading and writing The individual on the job needs to know and understand how to: SA1. read the client information from the database SA2. read text manuals regarding the power equipment and their specification

ELE/N5601

Develop product and market understanding

	SA3. to record the client details in the query log
B. Professional Skills	Interpersonal skills
	The individual on the job needs to know and understand how to: SB1. develop a rapport with customers SB2. listen carefully and interpret their requirement SB3. suggest customer on possible solutions
	Communication skills
	The individual on the job needs to know and understand how to: SB4. seek inputs to assess the queries SB5. put the customer at ease and suggest solutions SB6. communicate in English and local language
	Telephone etiquette
	The individual on the job needs to know and understand: SB7. significance of following telephone etiquettes while interacting with customers SB8. importance of being patient and courteous with all types of customers SB9. being polite and courteous under all circumstances
	System operation skills
	The individual on the job needs to know and understand how to: SB10. operate computer and internet SB11. use and understand Microsoft package SB12. operate company's internal process software such as ERP for recording and documenting the customer call

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Develop product and market understanding

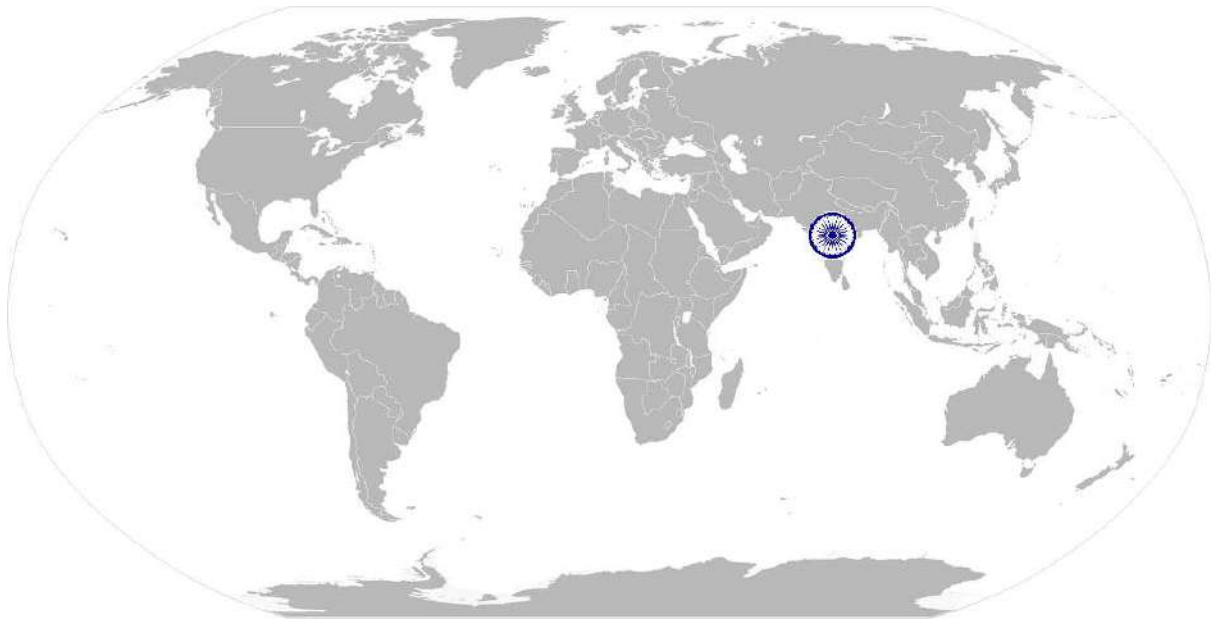
NOS Version Control

NOS Code	ELE/N5601		
Credits(NVEQF/NVQF/NSQF) [OPTIONAL]	TBD	Version number	1.0
Industry	Electronics	Drafted on	14/03/14
Industry Sub-sector	Solar Electronics	Last reviewed on	24/03/14
		Next review date	24/03/15

ELE/N5602

Sell the products and services

National Occupational Standard



This unit is about offering product solutions to client. It includes closing the sales transaction and maintaining a good post-sale relationship with the client and achieving customer satisfaction.

ELE/N5602

Sell the products and services

National Occupational Standard

Unit Code	ELE /N5602
Unit Title (Task)	Sell the product, assist the customer with post sales services and maintain relationship with client
Description	This unit is about offering product solutions to customers after understanding their requirement. This includes closing the sales transaction and maintaining a good relationship with the client and achieving customer satisfaction.
Scope	This unit/ task covers the following: • Offer possible solutions to customers • Close the sales • Coordinate with channel partners and offer suggestions to improve sales • Offer proper documentation and understand post purchase requirements • Assist client with installation service • Maintain relationship with client • Achieve productivity targets set by the company
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Suggesting possible solution	To be competent, the user/ individual must be able to: PC1. decide whether the customer requirement could be met by company's product or services PC2. suggest possible multiple product and service offered by the company which could meet client requirement PC3. assist customer in finalising the product which could best suit the power requirement PC4. suggest some product options in the market which could fit the customer requirement if the product is not offered by the own company PC5. inform the customers about unique characteristics of the product which could help in buying decision PC6. suggest a tailor made product to suit customer requirement
Closing the sales	To be competent, the user/ individual must be able to: PC7. assist the client in taking a buying decision PC8. detail the customer about the buying decision on how it could fulfil their power requirement and make them feel happy about the purchase PC9. take the details of the purchase once the buying decision is made PC10. negotiate the pricing decision with customer appropriately PC11. ensure that the sale transaction results in profit for the organisation PC12. understand the details such as power output requirement, inverter and other requirements from the client PC13. inform the customers about final price after deducting discounts, preferred mode of payment
Coordinating with channel partners	To be competent, the user/ individual must be able to: PC14. inform channel partners about new product offerings, power output, compatibility with other equipment in the system, their functionality and

ELE/N5602

Sell the products and services

	other technical specification PC15. train the channel partner executive on product and sales technique PC16. coordinate with channel partner to run promotional campaign and any seasonal sale
Offering documents and understanding post purchase requirement	To be competent, the user/ individual must be able to: PC17. provide documents such as invoice, warranty certificate and other relevant documents to customer PC18. inform client on terms and conditions, warranty coverage as per component in the equipment and other related detail PC19. arrange for transport and delivery of products to the customer location PC20. inform the details such as expected date of delivery, transportation mode used, delivery address PC21. understand post purchase requirement of client such as installation requirement
Assisting customer with installation service	To be competent, the user/ individual must be able to: PC22. coordinate with installation engineer for installation of power system in the customer premises PC23. assist for site visit and other installation prerequisites PC24. ensure installation service meets the customer expectation PC25. understand any integrated system maintenance technician allocation requirement for institutional sales and arrange accordingly PC26. coordinate with after sales support team and ensure proper service delivery for client
Maintaining relationship with customers	To be competent, the user/ individual must be able to: PC27. interact periodically with existing customers and understand for any requirement PC28. seek new business opportunity with existing customers PC29. get new reference for sales from existing customers PC30. gauge customer on satisfaction
Achieving Productivity	To be competent, the user/ individual must be able to: PC31. achieve the target set for number of calls / visits to attend in a period of time PC32. achieve the target set on number of calls to be closed successfully PC33. achieve the monthly, quarterly and yearly sales target PC34. satisfy the customer with the service and maintain continuous relationship
Knowledge and Understanding (K)	
B. Organizational Context (Knowledge of the company / organization and its processes)	The individual on the job needs to understand: KA1. company's code of conduct KA2. organisation culture and typical customer profile KA3. company's reporting structure KA4. company's documentation policy KA5. company's line of business and product offerings KA6. company's sales policy KA7. company's Human Resource and performance evaluation policy KA8. internal process system such as ERP followed in the organisation KA9. product pricing policy

ELE/N5602

Sell the products and services

	KA10. terms and conditions associated with the sale of company products
B. Technical Knowledge	The individual on the job needs to know and understand: KB1. solar power products, functionalities and specifications KB2. company's products KB3. how to communicate with customers in order to put them at ease KB4. basics on power electronics and requirements KB5. behavioural aspects and etiquette to be followed at customer's interaction KB6. solar power industry details, competition, major players KB7. specification of solar cells, panels and inverter with their functionality and cost details KB8. installation requirement of solar power system KB9. after sales support offering of the company KB10. maintenance procedures of solar panels and system KB11. in depth product knowledge on the product handled KB12. different type of selling and promotional methods KB13. relevant reference sheets, manuals and documents to be used at work KB14. internal process system and their usage KB15. computer operation and analyse data in Microsoft Excel tool KB16. different models of after sales support provided by the company KB17. different types of customer and the after sales support provided to them
Skills (S) [Optional]	
A. Core Skills/ Generic Skills	Reading and writing skills
	The individual on the job needs to know and understand how to: SA1. read the customer information from the database SA2. read text manuals regarding the hardware equipment issues SA3. record the customer query details in the query log
	Teamwork and multitasking
	The user/individual on the job needs to know and understand how: SA1. to share work load as required SA2. to achieve the targets given on number of calls and closure
B. Professional Skills	Interpersonal skills
	The individual on the job needs to know and understand how to: SB1. develop a rapport with customers SB2. listen carefully and interpret their requirement SB3. suggest customer on possible solutions
	Communication skills
	The individual on the job needs to know and understand how to: SB4. seek inputs at assess the problems SB5. put the customer at ease and suggest solutions SB6. communicate in English and local language

ELE/N5602

Sell the products and services

	Telephone conversation skills
	The individual on the job needs to know and understand:
	SB7. significance of following telephone etiquette while interacting with customers
	SB8. importance of being patient and courteous with all types of customers
	SB9. being polite and courteous under all circumstances
	Selling skills
	The user/individual on the job needs to know and understand how:
	SB10. to negotiate with client and ensure profit on each transaction
	SB11. to satisfy the customer on their purchase decision
	Interpreting skills
	The user/individual on the job needs to know and understand how:
	SB12. to ask relevant questions to understand client requirement on hardware equipment
	SB13. interpret the concerns and provide possible solutions to the customer

ELE/N5602

Sell the products and services

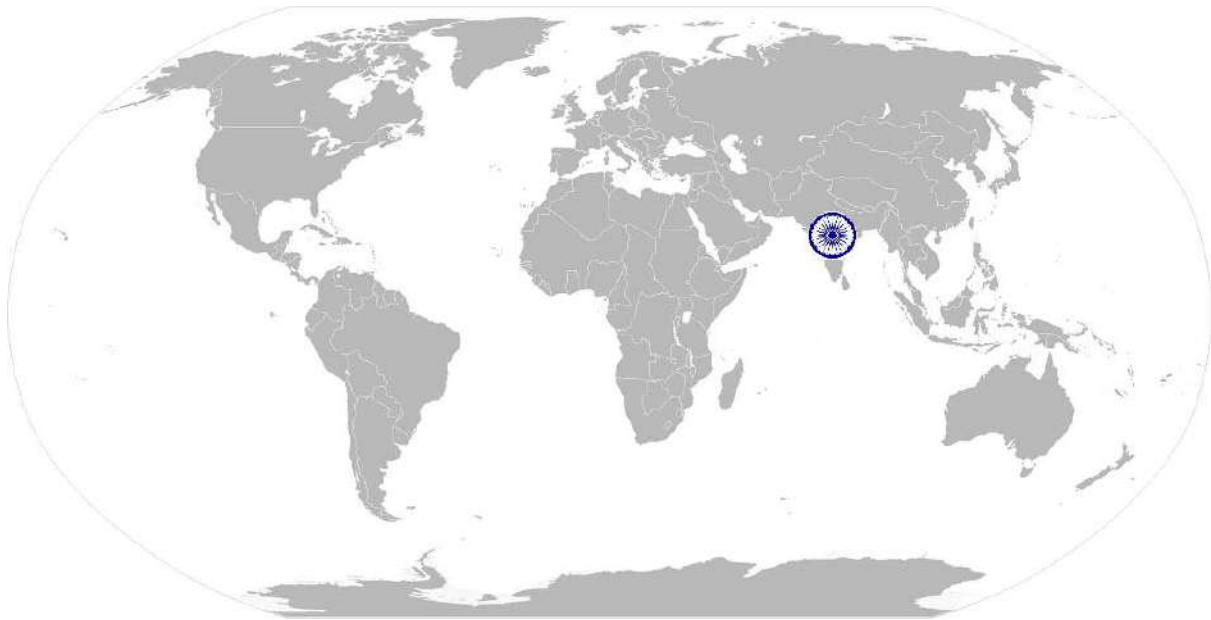
NOS Version Control

NOS Code	ELE/N5602		
Credits(NVEQF/NVQF/NSQF) [OPTIONAL]	TBD	Version number	1.0
Industry	Electronics	Drafted on	14/03/14
Industry Sub-sector	Solar Electronics	Last reviewed on	24/03/14
		Next review date	24/03/15

ELE/N9952

Coordinate with colleagues at work

National Occupational Standard



Overview

This unit is about the individual's level of communication and coordination with colleagues and other departments within the organisation. It also describes about how an individual interact with the team to achieve desired workflow.

Coordinate with colleagues at work

Unit Code	ELE/N9952
Unit Title (Task)	Coordinate with members at work
Description	This OS unit is about communicating with the co-workers during work to achieve the desired output in the workflow.
Scope	This unit/ task covers the following: - Interact with supervisor or superior - Coordinate with colleagues
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Interacting with supervisor	To be competent, the user/ individual must be able to: PC1. understand and assess work requirements PC2. understand the targets and incentives PC3. understand new operating procedures and constraints PC4. report problems in the field PC5. resolve personnel issues PC6. receive feedback on work standards and customer satisfaction PC7. communicate any potential hazards at a particular location PC8. meet given targets PC9. deliver work of expected quality despite constraints PC10. get trained on latest technologies and updates PC11. receive positive feedback on behaviour and attitude shown during interaction
Coordinating with colleagues	To be competent, the user/ individual must be able to: PC12. interact with colleagues from different functions and understand the nature of their work PC13. receive materials from tool room or stores; deposit faulty modules and tools to stores PC14. pass on work allocation to colleagues in a respective geographical area PC15. share work according to competency and capability PC16. assist colleagues with resolving field problems resolve conflicts and achieve smooth workflow PC17. follow the company policy during cross functional interaction
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and	The individual on the job needs to know and understand: KA1. company's policies on: incentives, delivery standards, and personnel management KA2. importance of the individual's role in the workflow KA3. reporting structure

ELE/N9952

Coordinate with colleagues at work

its processes)	
B. Technical Knowledge	The individual on the job needs to know and understand: KB1. how to communicate effectively KB2. how to build team coordination
Skills (S) [Optional]	
A. Core Skills/ Generic Skills	Teamwork and multitasking The individual on the job needs to know and understand how: SA1. to deliver product to next work process on time
B. Professional Skills	Decision making The individual on the job needs to know and understand: SB1. how to report potential areas of disruptions to work process SB2. when to report to supervisor and when to deal with a colleague depending on the type of concern Reflective thinking The individual on the job needs to know and understand: SB3. how to improve work process Critical thinking The individual on the job needs to know and understand: SB4. how to spot process disruptions and delays

Coordinate with colleagues at work

NOS Version Control

NOS Code	ELE/N9952		
Credits(NVEQF/NVQF/NSQF) [OPTIONAL]	TBD	Version number	1.0
Industry	Electronics	Drafted on	14/03/14
Industry Sub-sector	Solar Electronics	Last reviewed on	24/03/14
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Definitions

Keywords /Terms	Description
Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or an 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.
Sub-function	Sub-functions are sub-activities essential to fulfil the achieving the objectives of the function.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding 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.
National Occupational Standards (OS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.
Knowledge and Understanding	Knowledge and understanding are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.

Qualifications Pack For Sales Executive

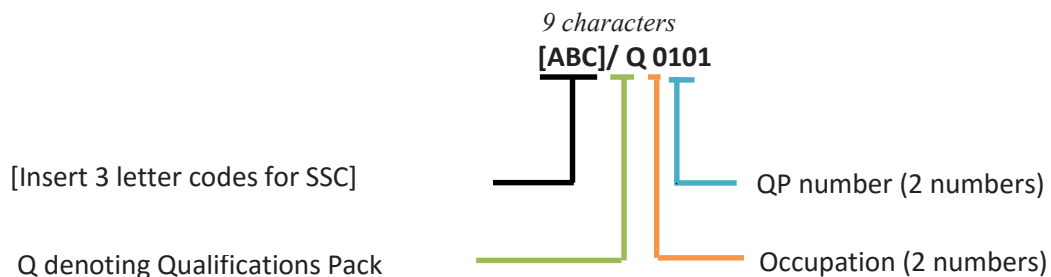
Core Skills/ Generic Skills	Core skills or generic skills are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Keywords /Terms	Description
NOS	National Occupational Standard(s)
NVQF	National Vocational Qualifications Framework
NSQF	National Qualifications Framework
NVEQF	National Vocational Education Qualifications Framework
QP	Qualifications Pack

Acronyms

Annexure

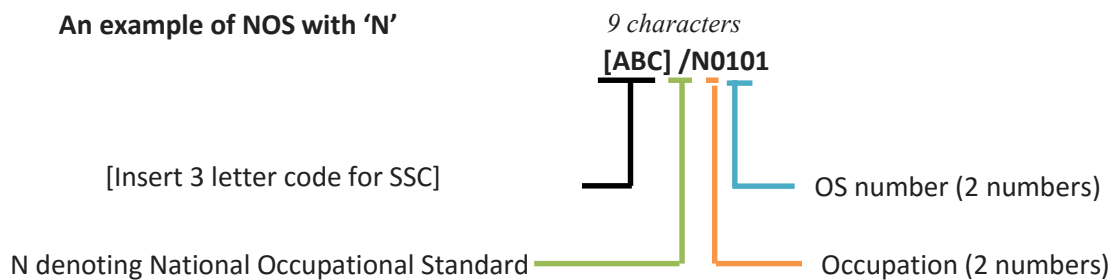
Nomenclature for QP and NOS

Qualifications Pack



Occupational Standard

An example of NOS with 'N'



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

Sub-sector	Range of Occupation numbers
Passive Components	01 - 10
Semiconductors	11 - 20
PCB Manufacturing	21 - 30
Consumer Electronics	31 - 40
IT Hardware	41 - 50
PCB Assembly	51 - 55
Solar Electronics	56 - 60
Strategic Electronics	61 - 65
Automotive Electronics	66 - 70
Industrial Electronics	71 - 75
Medical Electronics	76 - 80
Communication Electronics	81 - 85
PCB Design	86 - 90
LED	91 - 95

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