

# QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR LIFE SCIENCES INDUSTRY



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### 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

## Introduction

### Qualifications Pack-Telesales Executive – Life Sciences

**SECTOR:** LIFE SCIENCES

**SUB-SECTOR:** PHARMACEUTICAL AND BIOPHARMACEUTICAL

**OCCUPATION:** SALES & MARKETING

**REFERENCE ID:** LFS/Q0404

**ALIGNED TO:** : NCO-2004/NIL

**Telesales Executive** responds to stakeholder queries and promotes products amongst the prospective customers over the phone. He/she assists in generating revenue, not only by selling products directly, but also by creating awareness about the products.

**Brief Job Description:** A Telesales Executive is responsible for receiving queries over the company’s advertised phone number, obtaining clarification from the business and responding with the requested information appropriately. Also promotes the company’s products over the phone and manages customer relationships through regular follow-ups.

**Personal Attributes:** The individual should have good knowledge of the Pharmaceutical industry and the products of the organisation. He/she must possess good communication, self-confidence, selling and persuading skills and should be able to plan and prioritize work.

Contact Us:  
New Delhi

E-mail:



Qualifications Pack Code	LFS/Q0404		
Job Role	Telesales Executive – Life Sciences		
Credits(NSQF)	TBD	Version number	1.0
Industry	Life Sciences	Drafted on	15/12/14
Sub-sector	Pharmaceutical and Biopharmaceutical	Last reviewed on	01/08/16
Occupation	Sales & Marketing	Next review date	01/08/19
NSQC Clearance on	20/07/2015		

Job Role	Telesales Executive – Sciences
Role Description	Responsible for receiving queries over the company's advertised phone number, obtaining clarification from the business and responding with the requested information appropriately. Also promotes the company's products over the phone and manages customer relationships through regular follow-ups.
NSQF level	4
Minimum Educational Qualifications	D.Pharma/ITI/Graduate in any science-related field
Maximum Educational Qualifications	B.Sc./B.Tech/B.Pharma
Training (Suggested but not mandatory)	On the job training
Minimum Job Entry Age	17 Years
Experience	0-2 years
Applicable National Occupational Standards (NOS)	<p><b>Compulsory:</b></p> <ol style="list-style-type: none"> <li><a href="#">LFS/N0411: Promote the company's products or services over the phone</a></li> <li><a href="#">LFS/N0412: Manage accounts and maintain client relationships</a></li> <li><a href="#">LFS/N0413: Carry out reporting and documentation to keep a track of sales and stock</a></li> </ol>

Job Details

	4. <a href="#">LFS/N0106: Coordinate with manager and team member</a>
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	<b>Optional:</b> N.A.
<b>Performance Criteria</b>	As described in the relevant NOS units

Keywords /Terms	Description
Core Skills/Generic Skills	Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the NOS, these include communication related skills that are applicable to most job roles.
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 NOS they are looking for.
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 NOS.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
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.
National Occupational Standards (NOS)	NOS are Occupational Standards which apply uniquely in the Indian context.
Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry.
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.
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task.
Qualifications Pack(QP)	Qualifications Pack comprises the set of NOS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
Scope	Scope is the 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 the quality of performance required.
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.
Sub-functions	Sub-functions are sub-activities essential to fulfil the achieving the objectives of the function.
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Unit Code	Unit Code is a unique identifier for an NOS unit, which can be denoted with an 'N'.
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do.
<b>Keywords /Terms</b>	<b>Description</b>
NOS	National Occupational Standard(s)
NSQF	National Skill Qualifications Framework
NCO-2004	National Classification of Occupations-2004
OS	Occupational Standard(s)
QP	Qualifications Pack

LFS/N0411 : Promote company's product or services over the telephone

# National Occupational Standards



## Overview

**This Occupational Standard describes the knowledge, understanding and skills required for a Telesales Executive to promote the company's products or services over the telephone.**

**LFS/N0411 : Promote company’s product or services over the telephone**

National Occupational Standard

<b>Unit Code</b>	<b>LFS/N0411</b>
<b>Unit Title (Task)</b>	<b>Promote the company’s product or service over the telephone</b>
<b>Description</b>	This NOS is about a Telesales Executive selling the company’s products or services over the telephone.
<b>Scope</b>	<p>The unit/task covers the following :</p> <ul style="list-style-type: none"> <li>• Calling to provide product/service support</li> <li>• Closing sales process</li> <li>• Lead generation from current, prospective and potential customers</li> <li>• After sales services</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
Calling	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. call clients based on records and information available through all sources</p> <p>PC2. communicate a professional greeting &amp; introduce the product</p> <p>PC3. set expectations for the call at the beginning</p> <p>PC4. identify needs of the client &amp; provide relevant information</p> <p>PC5. elaborate on the features/attributes of the product/service – existing and being launched shortly</p> <p>PC6. adjust content of sales script by analysing the need and other trade factors</p> <p>PC7. focus on sales efforts by studying existing and potential volume of client</p> <p>PC8. offer logical explanations to client queries in context to the product</p> <p>PC9. persuade customers with effective sales techniques and sound product knowledge</p>
Closing sales process	<p>To be competent the user/individual on the job must be able to :</p> <p>PC10. use schemes or promotional offers on the call to seal the deal</p> <p>PC11. acquainting client with the terms of trade</p> <p>PC12. follow call opening and call closing &amp; comply with quality parameters</p>
Lead generation	<p>To be competent the user/individual on the job must be able to :</p> <p>PC13. identify opportunities, produce leads and book appointments with potential customers for the sales force for high quality leads</p> <p>PC14. proactively follow up on leads generated</p> <p>PC15. use the existing database for communicating effectively to turn a lead from “maybe” to “yes”</p> <p>PC16. validate authenticity of the leads generated</p>



**LFS/N0411 : Promote company's product or services over the telephone**

	PC17. inform field sales representatives to track leads & convert them to clients to achieve sales targets
After sales services	To be competent the user/individual on the job must be :  PC18. follow up with the customer after the transaction PC19. use e-mails, mails, calls for correspondence after the transaction PC20. cater to clients need on the after sales interaction and customize script and behaviour appropriately PC21. solicit opinions on provide information about new products and services on regularly basis to customers PC22. ensure that feedback is taken from the customer and communicated timely and effectively to the company PC23. respond to customer queries post the transaction
<b>Knowledge and Understanding (K)</b>	
<b>A. Organisational Context</b> (Knowledge of the Company/ Organisation and its processes)	The user/individual on the job needs to know and understand:  KA1. knowledge of process management and sales procedure KA2. knowledge of company's legal guidelines while selling products and providing after-sales service KA3. medical and ethical compliance needs related to the product KA4. implications (impact on internal/external customers) of defective products, materials or components KA5. knowledge of company values, ethics and culture KA6. organisational vision and mission statement KA7. risk and impact of not following defined procedures/work instructions KA8. organization's product / services portfolio and usage, including benefits of the product with respect to similar products from other companies
<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand:  KB1. use of Computer/application software (including MS Office) KB2. understanding of software or tools being used for data entries and upkeep of records KB3. basic understanding of the indian life sciences industry KB4. commercial awareness of pharmaceutical products and overall healthcare sector KB5. basic selling techniques
<b>Skills (S)</b>	
	<b>Writing skills</b>

**LFS/N0411 : Promote company's product or services over the telephone**

<b>A. Core Skills/ Generic Skills</b>	The user/ individual on the job needs to know and understand how to:  SA1. record and communicate details of work done to appropriate higher authority using written/typed report or computer based record/electronic mail SA2. maintain proper and concise records as per format
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to:  SA3. read and interpret reports, images, graphs, typical product specifications, , procedure maps etc.
	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to:  SA4. clearly pronounce the names of brands/products/services SA5. communicate effectively with potential customers SA6. answer questions, especially product-related queries, effectively SA7. be persuasive and convincing when conversing SA8. listen to the customer and mould response accordingly
<b>B. Professional Skills</b>	<b>Critical thinking</b>
	The user/individual on the job needs to know and understand how to:  SB1. evaluate the information gathered from the customer SB2. use customer information to make promotion/calling process more effective
	<b>Analytical thinking</b>
	The user/individual on the job needs to know and understand how to:  SB3. analyse the situation and adapt communication/behaviour SB4. evaluate the information gathered from the customer and report to the company
	<b>Plan and Organize</b>
	The user/individual on the job needs to know and understand how to:  SB5. plan calls most effectively SB6. prioritize activities and multi-task
	<b>Customer Centricity</b>
The user/individual on the job needs to know and understand how to:  SB7. provide customer-customized services/responses SB8. ensure that customer needs are assessed and satisfactory service is provided SB9. nurture relationships with customers by being responsive and attentive SB10. address customer's questions and concerns completely and effectively (including identifying appropriate teams to reach out for the details)	

**LFS/N0411 : Promote company's product or services over the telephone**

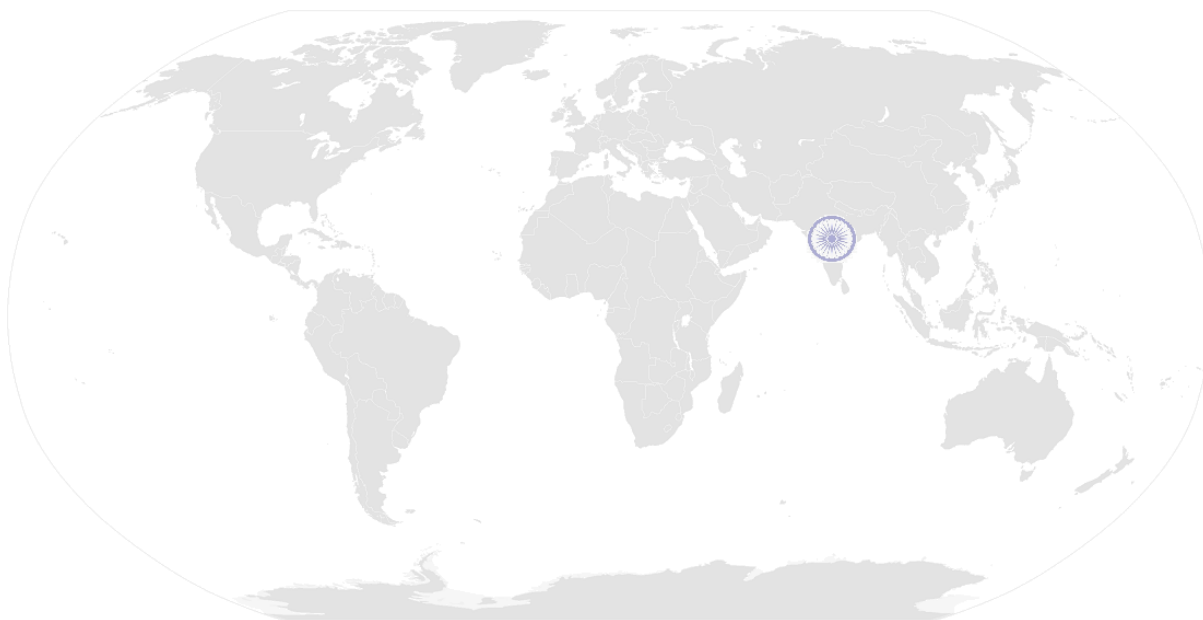
	<b>Problem Solving</b>
	NA
	<b>Decision Making</b>
	NA

**NOS Version Control**

<b>NOS Code</b>	LFS/N0411		
<b>Credits(NSQF)</b>	TBD	<b>Version number</b>	1.0
<b>Industry</b>	Life Sciences	<b>Drafted on</b>	15/12/14
<b>Industry Sub-sector</b>	Pharmaceutical and Biopharmaceutical	<b>Last reviewed on</b>	01/08/16
<b>Occupation</b>	Sales & Marketing	<b>Next review date</b>	01/08/19

LFS/N0412 : Manage accounts and maintain client relationship

# National Occupational Standards



## Overview

This Occupational Standard describes the knowledge, understanding and skills required for a Telesales Executive to manage accounts, clients relationships and to negotiate commercial terms.

LFS/N0412 : Manage accounts and maintain client relationship

National Occupational Standard

<b>Unit Code</b>	<b>LFS/N0412</b>
<b>Unit Title (Task)</b>	<b>Manage accounts and maintain client relationships</b>
<b>Description</b>	This NOS unit is about a Telesales Executive whose main responsibility is to manage accounts, clients relationships, including responding to client queries and to negotiate commercial terms.
<b>Scope</b>	The unit/task covers the following : <ul style="list-style-type: none"> <li>• Query resolution</li> <li>• Customer satisfaction</li> <li>• Client record management</li> <li>• Negotiate commercial terms</li> </ul>
<b>Performance Criteria (PC) w.r.t the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
Query resolution	<p>PC1. correspond with existing and potential customers as well as other related stakeholders via telephone to respond to queries and complaints</p> <p>PC2. coordinate with various businesses/teams to obtain necessary details for responding to customer query/complaint, if details not already available</p> <p>PC3. direct non-customer stakeholders reaching out, to respective teams within the organization</p> <p>PC4. share feedback with various businesses/teams on typical customer queries and complaints</p>
Customer satisfaction	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC5. personalize the approach towards responding to client request</p> <p>PC6. make the client feel important &amp; induce rapport building</p> <p>PC7. manage and overcome customer objections</p> <p>PC8. create and manage a customer value plan for existing customers</p>
Client record management	<p>To be competent, the user/individual on the job must be able to</p> <p>PC9. keep detailed records of all previous transactions &amp; prescriptions</p> <p>PC10. take references of other prospective clients and expand links</p>
Negotiate commercial terms	<p>To be competent, the user/individual on the job must be able to do :</p> <p>PC11. provide competitive information such as bid situations and pricing data</p> <p>PC12. to give complete information on terms of trade, mode of payment and after sales services</p> <p>PC13. establish negotiated pricing contracts for assigned products</p> <p>PC14. suggest alternatives in case of payment limitations</p> <p>PC15. implementation of product promotion strategy</p> <p>PC16. estimate time and date of delivery</p>

**LFS/N0412 : Manage accounts and maintain client relationship**

Knowledge and Understanding (K)	
<p><b>A. Organisational Context</b> (Knowledge of the Company/ Organisation and its processes)</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. knowledge of process management and sales procedure</p> <p>KA2. knowledge of company's legal guidelines while selling products and providing after-sales service</p> <p>KA3. medical and ethical compliance needs related to the product</p> <p>KA4. knowledge of company values, ethics and culture</p> <p>KA5. risk and impact of not following defined procedures/work instructions</p> <p>KA6. organization's product / services portfolio and usage, including benefits of the product with respect to similar products from other companies</p>
<p><b>B Technical Knowledge</b></p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. understanding of basic client relationship management software</p> <p>KB2. use of professional computer/application software (including ms office)</p> <p>KB3. basic understanding of the indian life sciences industry</p> <p>KB4. commercial awareness of pharmaceutical products and overall healthcare sector</p> <p>KB5. basic selling techniques</p>
Skills (S)	
<p><b>A. Core Skills/ Generic Skills</b></p>	<p><b>Writing skills</b></p>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. record and communicate details using written/typed report or computer based record/electronic mail</p> <p>SA2. maintain proper and concise records of calls/queries/complaints etc. as per online or offline format specified by the company</p>
	<p><b>Reading Skills</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. read and interpret reports, images, graphs, typical product specifications, , procedure maps etc.</p>
	<p><b>Oral Communication (Listening and Speaking skills)</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. pay attention and listen to the customer</p> <p>SA5. communicate effectively with current and potential customers</p> <p>SA6. answer questions, especially product-related queries, effectively</p> <p>SA7. be persuasive and convincing when conversing</p>



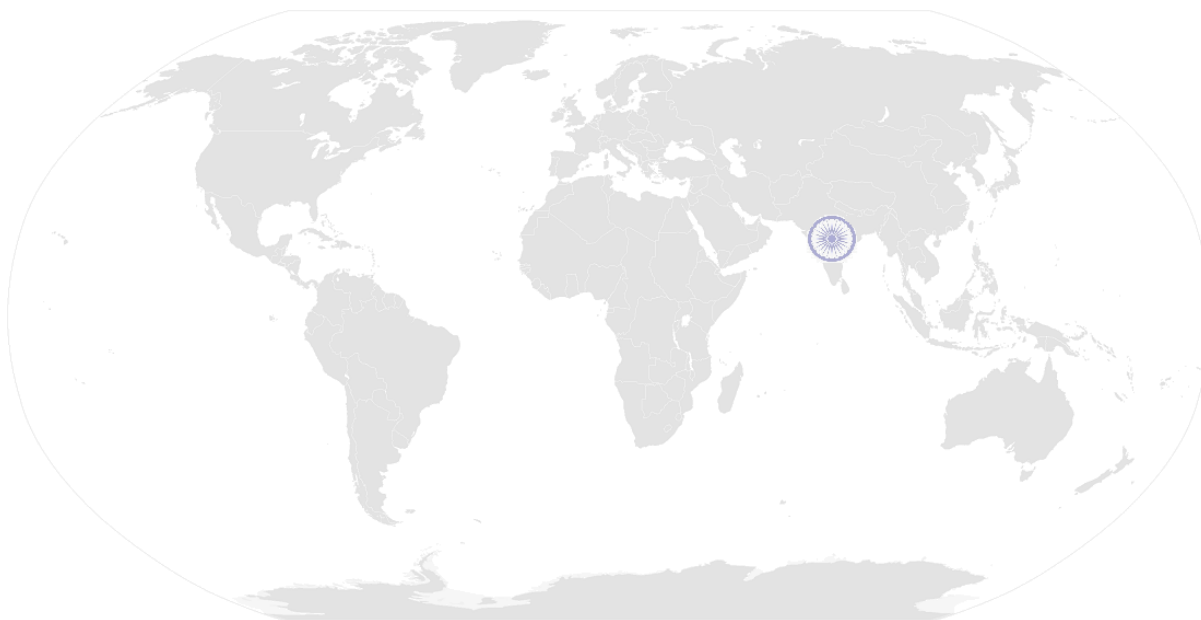
**LFS/N0412 : Manage accounts and maintain client relationship**

<b>B. Professional Skills</b>	<b>Critical thinking</b>
	The user/individual on the job needs to know and understand how to:
	SB1. evaluate the information gathered from the customer and link with company/product information
	SB2. use customer and products information to interact with customers more effectively
	<b>Analytical thinking</b>
	The user/individual on the job needs to know and understand how to:
	SB3. analyse the situation and adapt communication/behaviour
	SB4. evaluate the information gathered from the customer and report to the company
<b>Problem solving</b>	
The user/individual on the job needs to know and understand how to:	
SB5. identify immediate or temporary solutions to resolve customer queries/complaints	
SB6. comprehend the problem, identify the solution(s) and suggest the best possible solution to the customer	
<b>Customer Centricity</b>	
The user/individual on the job needs to know and understand how to:	
SB7. cope with criticism from customers and constructively mould the same into a positive impression about the product and company	
SB8. address customer's questions and concerns completely and effectively	
<b>Plan and Organize</b>	
NA	
<b>Decision Making</b>	
NA	

LFS/N0412 : Manage accounts and maintain client relationship

**NOS Version Control**

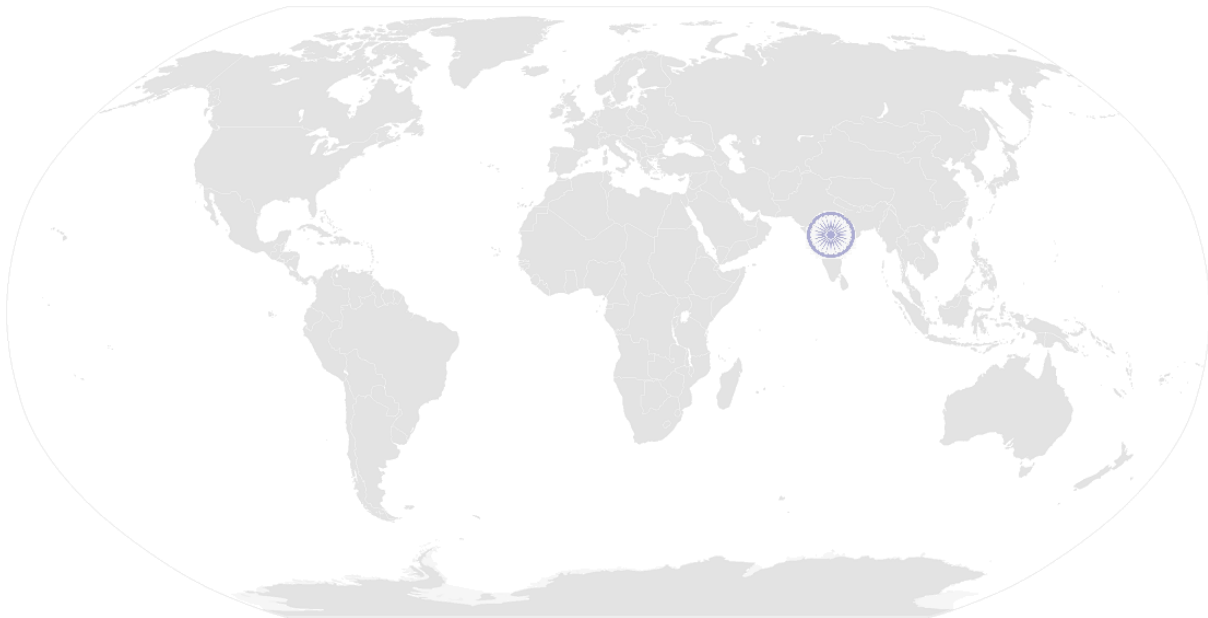
NOS Code	LFS/N0412		
Credits(NSQF)	TBD	Version number	1.0
Industry	Life Sciences	Drafted on	15/12/14
Industry Sub-sector	Pharmaceutical and Biopharmaceutical	Last reviewed on	01/08/16
Occupation	Sales & Marketing	Next review date	01/08/19





LFS/N0413 : Carry out reporting and documentation to keep a track of sales and stock

# National Occupational Standards



## Overview

This Occupational Standard describes the knowledge, understanding and skills required for a Telesales Executive to report, record and document various trade transactions and information security for efficient tracking of sales and stock.

**LFS/N0413 : Carry out reporting and documentation to keep a track of sales and stock**

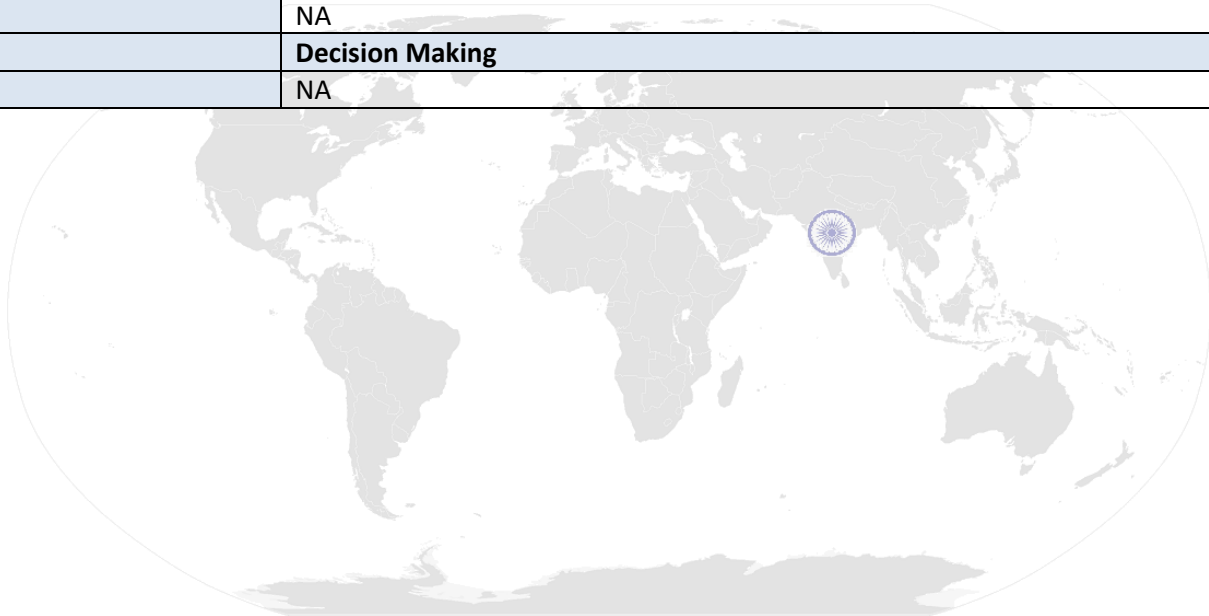
National Occupational Standard	<b>Unit Code</b>	<b>LFS/N0413</b>
	<b>Unit Title (Task)</b>	<b>Carry out reporting and documentation to keep a track of sales and stock</b>
	<b>Description</b>	This NOS unit is about Telesales Executive who reports and record documents for various trade transactions and ensure information security for efficient tracking of sales and stock.
	<b>Scope</b>	The unit/task covers the following : <ul style="list-style-type: none"> <li>• Reporting, recording and documentation</li> <li>• Information security</li> </ul>
	<b>Performance Criteria (PC) w.r.t. the Scope</b>	
	<b>Element</b>	<b>Performance Criteria</b>
	Reporting, recording and documentation	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> <li>PC1. document call details &amp; client information accurately according to the format</li> <li>PC2. update daily and monthly reports through company portals as per reporting norms</li> <li>PC3. monitor stock in trade and offer products accordingly</li> <li>PC4. arrange orders in reservation of ordered products</li> <li>PC5. monitor sales returns (saleable and non-saleable) to within prescribed limits</li> <li>PC6. discuss future targets with the area tele-sales manager</li> <li>PC7. anticipate potential negative and positive impacts on the business and adapt strategy accordingly</li> <li>PC8. provide information to senior management about competitive activities, and potential for new products and services</li> <li>PC9. obtain the latest clinical data supplied by the company</li> <li>PC10. understand advertising and promotional &amp; selling techniques to improve the process</li> <li>PC11. consult with marketing and technical service areas</li> <li>PC12. provide historical records by maintaining records on area and customer sales</li> </ul>
	Information security	<ul style="list-style-type: none"> <li>PC13. respond to requests for information following protocol</li> <li>PC14. inform the appropriate authority of requests for information received</li> </ul>
	<b>Knowledge and Understanding (K)</b>	

**LFS/N0413 : Carry out reporting and documentation to keep a track of sales and stock**

<p><b>A. Organisational Context</b> (Knowledge of the Company/ Organisation and its processes)</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. types of documentation in organisation, importance of maintaining the same and different methods of recording information KA2. risk and impact of not following defined procedures/work instructions KA3. the correct method for carrying out corrective actions outlined for each problem KA4. escalation matrix for reporting identified issues KA5. implications of not adhering to quality control procedures(pertaining to call audits by Quality Analysts for the executives)</p>
<p><b>B. Technical Knowledge</b></p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. methods and techniques involved in evaluating information KB2. use of computer/application software KB3. understanding of software or tools being used for data entries and upkeep of records. KB4. sound knowledge of basic IT . KB5. domain knowledge pertaining to life sciences industry. KB6. use data analytic tools for retrieving information for quick analysis</p>
<p><b>Skills (S)</b></p>	
<p><b>A. Core Skills/ Generic Skills</b></p>	<p><b>Writing skills</b></p> <p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1 record and communicate details of work done to appropriate higher authority using written/typed report or computer based record/electronic mail SA2. maintain proper and concise records as per format</p> <p><b>Reading Skills</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. read and interpret images, graphs, diagrams for typical product specifications, job sheets, procedure</p> <p><b>Oral Communication (Listening and Speaking skills)</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. communicate with other teams such as marketing SA5. communicate with customers SA5. communicate confidential and sensitive information discretely to authorized person as per SOP</p>
<p><b>B. Professional Skills</b></p>	<p><b>Analytical Thinking</b></p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. analyse data and information to prepare reports and documents SB2. pay attention to detail</p>

**LFS/N0413 : Carry out reporting and documentation to keep a track of sales and stock**

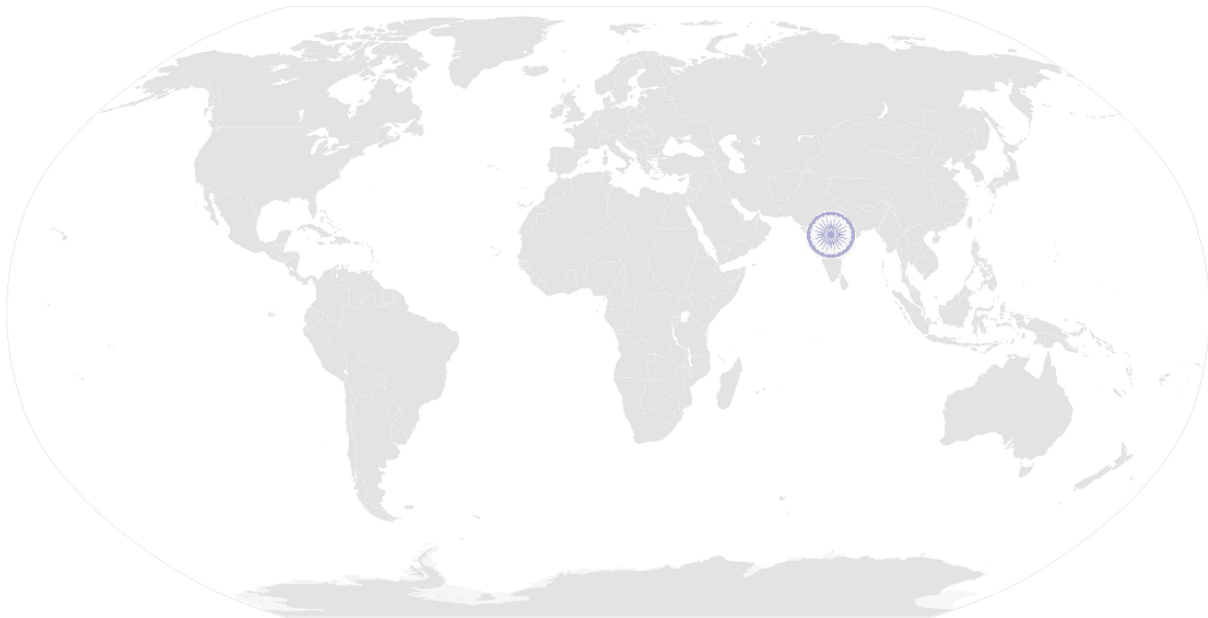
	SB3. identify anomalies in data
	<b>Plan and Organize</b>
	The user/individual on the job needs to know and understand how to:
	SB4. plan and organize assigned work in order to achieve specified targets and deadlines
	SB5. multi-task and adapt to meet work timelines
	<b>Customer Centricity</b>
	The user/individual on the job needs to know and understand how to:
	SB6. align work objectives and outcomes to address organization's customer needs
	<b>Critical Thinking</b>
	NA
	<b>Problem Solving</b>
	NA
	<b>Decision Making</b>
	NA



LFS/N0413 : Carry out reporting and documentation to keep a track of sales and stock

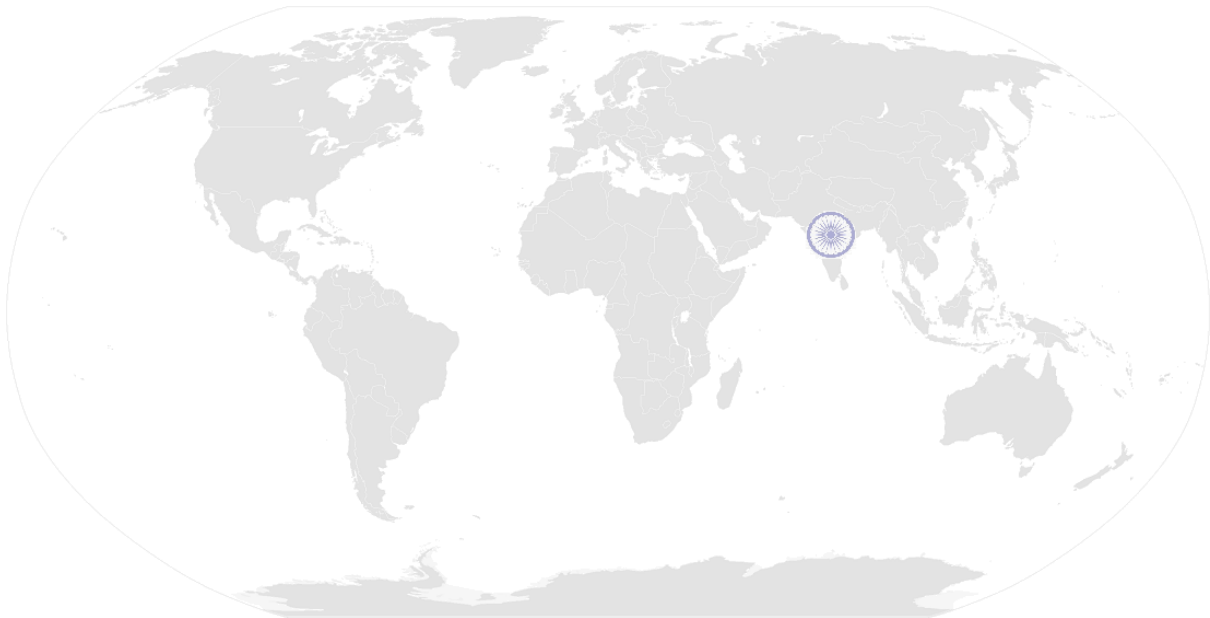
## NOS Version Control

NOS Code	LFS/N0413		
Credits(NSQF)	TBD	Version number	1.0
Industry	Life Sciences	Drafted on	15/12/14
Industry Sub-sector	Pharmaceutical and Biopharmaceutical	Last reviewed on	01/08/16
Occupation	Sales & Marketing	Next review date	01/08/19



LFS/N0106 : Coordinate with manager and team members

# National Occupational Standards



## Overview

This Occupational Standard describes the knowledge, understanding and skills required of a Telesales Executive to coordinate with manager and team members.

### LFS/N0106 : Coordinate with manager and team members

National Occupational Standard

<b>Unit Code</b>	<b>LFS/N0106</b>
<b>Unit Title (Task)</b>	<b>Coordinate with manager and team members</b>
<b>Description</b>	This NOS unit is about the Telesales Executive coordinating with manager and team members in order to undertake assigned activities
<b>Scope</b>	The unit/ task covers the following: <ul style="list-style-type: none"> <li>• Coordinating with manager</li> <li>• Coordinating with team members</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
Coordination with manager	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> <li>PC1. receive work instructions from reporting manager and understand work output requirements</li> <li>PC2. seek advice and opinion from supervisor on approach taken for carrying out work as well as output</li> <li>PC3. report any challenges, obstacles to completing the work as per specifications and timelines</li> </ul>
Coordination with team members	<ul style="list-style-type: none"> <li>PC4. work as a team with colleagues and share work as per their or own work load and skills</li> <li>PC5. put team over individual goals</li> <li>PC6. work to resolve conflicts within the team</li> <li>PC7. communicate with team members in an open, respectful manner</li> </ul>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organisational Context</b> (Knowledge of the Company/ Organisation and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KA1. reporting structure in the company</li> <li>KA2. company's policies on: preferred communication medium, reporting and escalation policy, quality delivery standards, and personnel management.</li> </ul>
<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KB1. importance of effective interpersonal communication</li> <li>KB2. conflict-resolution techniques</li> <li>KB3. importance of collaborative working</li> </ul>
<b>Skills (S)</b>	
	<b>Writing skills</b>



**LFS/N0106 : Coordinate with manager and team members**

<b>A. Core Skills/ Generic Skills</b>	The user/ individual on the job needs to know and understand how to:  SA1. record and communicate details of work done to appropriate people using written/typed report SA2. communicate with supervisor and team members data/ information/ support/ advice needed
	<b>Reading skills</b>
	The user/individual on the job needs to know and understand how to:  SA3. read the work instructions provided
	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to:  SA4. interact effectively with team members SA5. communicate with supervisor and team members for data/ information/ support/ advice needed SA6. communicate with people in a form and manner and using language that is open and respectful
<b>B. Professional Skills</b>	<b>Critical Thinking</b>
	The user/individual on the job needs to know and understand how to: SB1. apply balanced judgement to different situations
	<b>Plan and Organize</b>
	The user/individual on the job needs to know and understand how to:  SB2. plan and organize assigned work in order to drive collaboration with team members SB3. multi-task and adapt to meet work timelines SB4. effectively interact with the various stakeholders to complete assigned tasks
	<b>Problem Solving</b>
	The user/individual on the job needs to know and understand how to: SB5. apply problem solving approaches to different situations SB6. resolve any difficulties in relationships with colleagues , or get help from an appropriate person, in a way that preserves goodwill and trust
	<b>Analytical Thinking</b>
	NA
	<b>Decision Making</b>
	NA

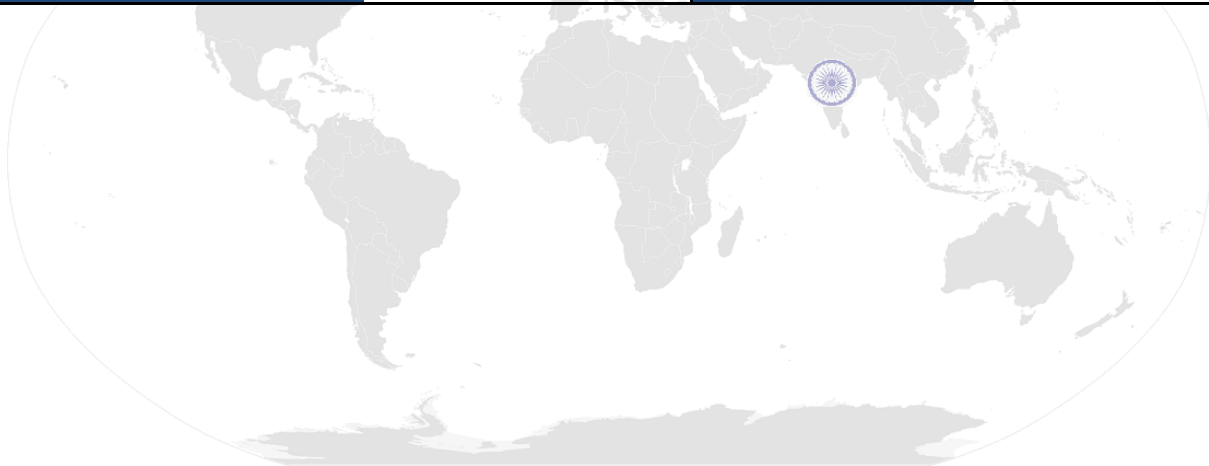


**LFS/N0106 : Coordinate with manager and team members**

	<b>Customer Centricity</b>
	NA

**NOS Version Control**

NOS Code	LFS/N0106		
Credits(NSQF)	TBD	Version number	1.0
Industry	Life Sciences	Drafted on	15/12/14
Industry Sub-sector	Pharmaceutical and Biopharmaceutical	Last reviewed on	01/08/16
Occupation	Manufacturing, Quality, Supply Chain, Sales & Marketing, R&D	Next review date	01/08/19



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Annexure

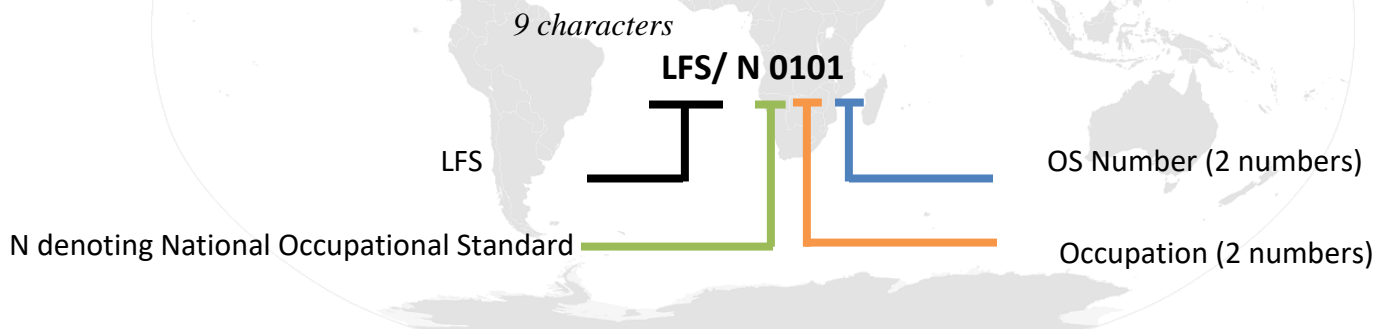
**Nomenclature for QP and NOS**

**Qualification Pack**



**Occupational Standard**

An example of NOS with 'N'



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

Sub-Sector	Range of Occupation Numbers
Pharmaceutical and Biopharmaceutical and Contract Research	01-10
Pharmaceutical	11-20
Biopharmaceutical	21-30
Contract Research	31-40

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

Qualifications Pack for Telesales Executive – Life Sciences

**CRITERIA FOR ASSESSMENT OF TRAINEES**

**Job Role** Telesales Executive –Life Sciences  
**Qualification Pack** LFS/Q0404  
**Sector Skill Council** Life Sciences Sector Skill Development Council

**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 part for each candidate at each examination/training center* (as per assessment criteria below)
4. Individual assessment agencies will create *unique evaluations for skill practical for every student at each examination/training center* based on this criteria
5. To pass the Qualification Pack , every trainee should score a minimum of 70% in every NOS
6. 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 Outcome	Assessment Criteria of Outcomes	Total Marks (400)	Out Of	Marks Allocation	
				Theory	Skills Practical
LFS/N0411 (Promote company's product or services over the telephone)	PC1. call clients based on records and information available through all sources	100	6	2	4
	PC2. communicate a professional greeting & introduce the product		2	1	1
	PC3. set expectations for the call at the beginning		2	1	1
	PC4. identify needs of the client & provide relevant information		6	2	4
	PC5. elaborate on the features/attributes of the product/services		8	4	4
	PC6. adjust content of sales script by analysing the need and other trade factors		6	2	4
	PC7. focus on sales efforts by studying existing and potential volume of client		3	2	1
	PC8. offer logical explanations to client queries in context to the product		4	2	2

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	PC9. persuade customers with effective sales techniques and sound product knowledge		8	4	4
	PC10. use schemes or promotional offers on the call to seal the deal		6	2	4
	PC11. acquainting client with the terms of trade		6	2	4
	PC12. follow call opening and call closing & comply with quality parameters		6	2	4
	PC13. identify opportunities, produce leads and book appointments with potential customers for the sales force for high quality leads		3	2	1
	PC14. proactively follow up on leads generated		2	1	1
	PC15. use the existing database for communicating effectively to turn a lead from “Maybe” to “Yes”		2	1	1
	PC16. validate authenticity of the leads generated		2	1	1
	PC17. inform field sales representatives to track leads & convert them to clients to achieve sales targets		2	1	1
	PC18. follow up with the customer after the transaction		3	1	2
	PC19. use e-mails, mails, calls for correspondence after the transaction		3	1	2
	PC20. cater to clients need on the after sales interaction and customize script and behavior appropriately		4	2	2
	PC21. solicit opinions on provide information about new products and services on regularly basis to customers		4	2	2
	PC22. ensure that feedback is taken from the customer and communicated timely and effectively to the company		6	2	4
	PC23. respond to customer queries post the transaction		6	2	4
	Total		100	42	58
LFS/N0412 (Manage	PC1. correspond with existing and potential customers as well as other	100	10	4	6

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accounts and maintain client relationship)	related stakeholders via telephone to respond to queries and complaints			
	PC2. coordinate with various businesses/teams to obtain necessary details for responding to customer query/complaint, if details not already available	10	4	6
	PC3. direct non-customer stakeholders reaching out, to respective teams within the organization	4	2	2
	PC4. share feedback with various businesses/teams on typical customer queries and complaints	6	3	3
	PC5. personalize the approach towards responding to client request	10	4	6
	PC6. make the client feel important & induce rapport building	6	2	4
	PC7. manage and overcome customer objections	6	2	4
	PC8. create and manage a customer value plan for existing customers	10	4	6
	PC9. keep detailed records of all previous transactions & prescriptions	6	2	4
	PC10. take references of other prospective clients and expand links	2	1	1
	PC11. provide competitive information such as bid situations and pricing data	6	2	4
	PC12. to give complete information on terms of trade, mode of payment and after sales services	8	4	4
	PC13. establish negotiated pricing contracts for assigned products	4	2	2
	PC14. suggest alternatives in case of payment limitations	4	2	2
	PC15. implementation of product promotion strategy	4	2	2
	PC16. estimate time and date of delivery	4	2	2
	<b>Total</b>	<b>100</b>	<b>42</b>	<b>58</b>

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LFS/N0413 (Carry out reporting and documentation to keep a track of sales and stock)	PC1. document call details & client information accurately according to the format	100	10	4	6
	PC2. update daily and monthly reports through company portals as per reporting norms		10	4	6
	PC3. monitor stock in trade and offer products accordingly		6	3	3
	PC4. arrange orders in reservation of ordered products		6	3	3
	PC5. monitor sales returns (saleable and non-saleable) to within prescribed limits		6	4	2
	PC6. discuss future targets with the area Tele-sales manager		6	4	2
	PC7. anticipate potential negative and positive impacts on the business and adapt strategy accordingly		10	4	6
	PC8. provide information to senior management about competitive activities, and potential for new products and services		6	3	3
	PC9. obtain the latest clinical data supplied by the company		6	3	3
	PC10. understand advertising and promotional & selling techniques to improve the process		6	3	3
	PC11. consult with marketing and technical service areas		6	3	3
	PC12. provide historical records by maintaining records on area and customer sales		10	4	6
	PC13. respond to requests for information following protocol		6	3	3
	PC14. inform the appropriate authority of requests for information received		6	3	3
	Total		100	48	52
LFS/N0106 (Coordinate with manager and team members)	PC1. receive work instructions from reporting manager and understand work output requirements	100	16	6	10
	PC2. seek advice and opinion from Supervisor on approach taken for carrying out work as well as output		16	6	10

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	PC3. report any challenges, obstacles to completing the work as per specifications and timelines		16	6	10
	PC4. work as a team with colleagues and share work as per their or own work load and skills		16	6	10
	PC5. put team over individual goals		6	2	4
	PC6. work to resolve conflicts within the team		16	6	10
	PC7. communicate with team members in an open, respectful manner		14	4	10
	<b>Total</b>		<b>100</b>	<b>36</b>	<b>64</b>