

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR PAINTS AND COATINGS INDUSTRY

Contents

1. Introduction and Contacts.....P1
2. Qualifications Pack.....P2
3. Glossary of Key TermsP3
4. OS Units.....P5
5. Nomenclature for QP & OS.....P57
6. Assessment Criteria for each NOS....P59



Introduction

Qualifications Pack: Technical Sales Representative

SECTOR: PAINTS AND COATINGS

SUB-SECTOR: MANUFACTURING

OCCUPATION: Sales and Marketing

REFERENCE ID: PCS/Q0102

ALIGNED TO: NCO-2004/ NIL

The Technical Sales Representative is responsible for providing sales support to industrial paints customers, institutional customers and dealers in terms of paint performance, characteristics and application outcomes as well as quality control methods.

Brief Job Description: The individual at work interacts with customers, understands their paint performance requirements, helps select the most appropriate paint, trains on application process, collects feedback on previously sold paint, and offers the most suitable paint solution for a purpose.

Personal Attributes: The job requires the individual to: have pleasing personality, ability to express technical information in common language and willingness to travel out of town.

What are Occupational Standards(OS)?

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

Contact Us:

Paints and Coatings Skill
Council, 105, Kakad
Chambers, 132, Dr. Anne
Besant Road, Worli,
Mumbai – 400 018
Email:
managerquality@pcsc.in





Job Details

Qualifications Pack Code	PCS/Q0102		
Job Role	Technical Sales Representative		
Credits(NSQF)	TBD	Version number	1.0
Sector	Paints and Coatings	Drafted on	17/03/16
Sub-sector	Manufacturing	Last reviewed on	31/03/16
Occupation	Sales and Marketing	Next review date	31/03/18
NSQC Clearance on	NA		

Job Role	Technical Sales Representative
Role Description	Providing sales support to industrial paints customers, institutional customers and dealers in terms of paint performance, characteristics and application outcomes as well as quality control methods
NSQF level	5
Minimum Educational Qualifications	BSc. Chemistry
Maximum Educational Qualifications	Masters in Marketing & Paint Technology
Training (Suggested but not mandatory)	Not Applicable
Minimum Job Entry Age	18 years
Experience	Minimum preferable 5 years as Sales & Marketing Executive
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> PCS/N0101 Provide technical sales support to industrial paint customers PCS/N0102 Provide technical support to dealers and institutional customers PCS/N9901 Coordinate with colleagues and/or customers PCS/N9902 Maintain standards of product/ service quality PCS/N9903 Maintain OH&S standards and follow environmental norms PCS/N9904 Maintain IPR of organisation and customers <p>Optional:</p> <ol style="list-style-type: none"> NA
Performance Criteria	As described in the relevant OS units

Qualifications Pack For Technical Sales Representative

Definitions

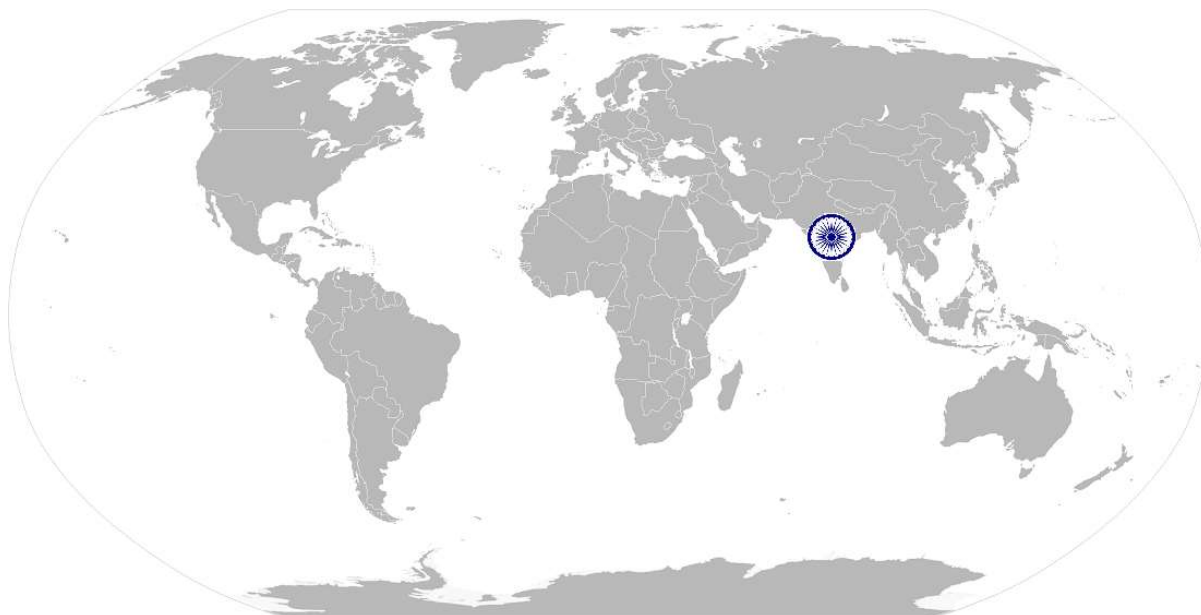
Keywords /Terms	Description
Core Skills/Generic Skills	Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the NOS, these include communication related skills that are applicable to most job roles.
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 organization.
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.
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 organization 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.

Qualifications Pack For Technical Sales Representative

Acronyms

Keywords /Terms	Description
NSQF	National Skills Qualifications Framework
QP	Qualification Pack
OS	Occupational Standards
OH&S	Occupational Health and Safety
PPE	Personal Protective Equipment
HR	Human Resources
TBD	To be done

National Occupational Standard



Overview

This unit is about interacting with existing and potential industrial paint customers to understand their special requirements on paint performance and provide technical support in selecting the most suitable paint for the purpose of application and closing the sale.

PCS/N0101 Provide technical sales support to industrial paint customers

National Occupational Standard

Unit Code	PCS/N0101
Unit Title (Task)	Provide technical sales support to industrial paint customers
Description	This OS unit is about interacting with existing and potential industrial paint customers to understand their special requirements on paint performance and provide technical support in selecting the most suitable paint for the purpose of application and closing the sale
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Address technical queries on paint performance • Provide solution with respect to most suited paint and/or application method • Gather feedback on specific paint or coating product • Document for future reference • Help close the sale <p>Range statement: sander, buffer, brush, roller, spray gun, tinters, tinting machine, moisture meter, pH meter, masking tapes</p>
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Addressing technical queries on paint performance	<p>To be competent, the user/ individual must be able to:</p> <p>PC1. check with customer about their specific and special performance requirement of the industrial paint to be used</p> <p>PC2. understand the regular and new demand of the customer</p> <p>PC3. distinguish whether the query is on paint's chemical characteristics or its application process</p> <p>PC4. address queries with most suitable technical explanation for the performance or application requirement</p> <p>PC5. provide example from previous experiences which required similar outcomes</p> <p>PC6. provide existing customer references for validation by new or potential customer</p> <p>PC7. if necessary, visit customer's site for a thorough understanding of specific requirements for the given surface or substrate or ambient conditions, etc.</p> <p>PC8. involve R&D team for higher level queries that may require more detailed analysis and solution</p> <p>PC9. explain about new products or product combinations in the market or of the company to help resolve specific queries</p>
Providing solution with respect to most suited paint and/or application method	<p>To be competent, the user/ individual must be able to:</p> <p>PC10. provide logical explanation on why the paint or undercoat is most suited for the performance desired by the customer, e.g., chemical properties and reactions of material composition of paint</p> <p>PC11. provide advice or solution in terms of best form of pre-treatment of surface or substrate for the desired result</p> <p>PC12. advice on the types of checks to be undertaken on the surface or substrate</p>



PCS/N0101 Provide technical sales support to industrial paint customers

	<p>before any surface preparation or pre-treatment</p> <p>PC13. advice on the undercoats to be used in combination with top-coat for maximum performance, say, durability, water proofing or fire proofing</p> <p>PC14. advice on the most economical combination of paint and coats available in the market</p> <p>PC15. inform about likely setbacks and precautions to be taken for best outcomes</p> <p>PC16. educate about limitations of the paint, undercoat or application process</p> <p>PC17. educate about elements beyond the control of the company's products or services</p>
Gathering feedback on specific paint or coating product	<p>To be competent, the user/ individual must be able to:</p> <p>PC18. collect comprehensive information on paint or undercoat performance from existing customers, as per company's standard procedure</p> <p>PC19. capture data and information related to unexpected performance related parameters and the ambient conditions for such outcomes</p> <p>PC20. capture any performance related complaints for a given paint or coat</p>
Documenting for future reference	<p>To be competent, the user/ individual must be able to:</p> <p>PC1. document all information and data gathered from customer interaction in a coherent form as per company's standard documentation process</p> <p>PC2. document and share in such a way that it helps sales, manufacturing and R&D teams for future product or process improvements</p> <p>PC3. record changing market trends and customer demands for future product development requirements and corresponding chemistry of paints</p> <p>PC4. document the economics of diverse industrial paint application process for future reference on costing and margins for developing new products</p>
Help in closing the sale	<p>To be competent, the user/ individual must be able to:</p> <p>PC1. convince the customer about the company's paint product that most suits the performance requirement</p> <p>PC2. work with the sales team to offer a winning sale that suits the customer in terms of performance required, delivery requirements and pricing</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The individual on the job needs to know and understand:</p> <p>KA1. customer's or paint company's instructions and acceptable quality standards</p> <p>KA2. company's sales and credit policy</p> <p>KA3. any discounts and scheme offerings</p> <p>KA4. company's personnel management</p> <p>KA5. importance of the individual's role in the workflow</p> <p>KA6. reporting structure, if any</p> <p>KA7. occupational health and safety standards</p>
B. Technical Knowledge	<p>The individual on the job needs to know and understand:</p> <p>KB1. different types of decorative and industrial paints available in the market</p> <p>KB2. company's paints and undercoats products and their chemical and physical properties</p> <p>KB3. varied combinations of base, additives, hardeners, emulsifiers, and their</p>



PCS/N0101 Provide technical sales support to industrial paint customers

	<p>chemical reactions with resins as well as the outcomes possible</p> <p>KB4. possible reactions of the paint and undercoat in different ambient conditions</p> <p>KB5. varied combinations of paints and undercoats for a specific performance</p> <p>KB6. new or special paints demanded by the market and their chemical compositions</p> <p>KB7. process of manufacturing different types of paints, including industrial/specialised and decorative</p> <p>KB8. different types of industrial and decorative paint application methods</p> <p>KB9. details of each application process, dos and donts</p> <p>KB10. types of expertise required and available for industrial and decorative paint application</p> <p>KB11. different types of tools, jigs and machines used for separate application methods</p> <p>KB12. existing and emerging market trends for new products and designs</p> <p>KB13. difference between manual and machine paint application</p> <p>KB14. tour planning and knowledge mangement</p> <p>KB15. management of institutional sales, dealer network, and sales staff</p> <p>KB16. suitability for various paints on different surfaces (exterior or interior, metals or wood) for different weather conditions, durability and pricing</p> <p>KB17. availability of paint with company or dealer and concept of dynamic consummable management</p> <p>KB18. the process of warehousing, dispatch to depot, stocking and distribution</p> <p>KB19. product packaging and labelling</p> <p>KB20. quality checks done on the paint before dispatch</p> <p>KB21. new and upcoming paints, coats, resins, additives, thinners and tinters, etc., available in the market</p> <p>KB22. major ingredients of paints and role of pigment, binder, extender, tinting, etc.</p> <p>KB23. common defects post painting and errors to avoid</p> <p>KB24. colour combinations and different shades available for a colour and their numbering</p> <p>KB25. process of computerised colour matching and tinting</p> <p>KB26. use of moisture meter, ph meter, measuring tapes</p> <p>KB27. dilution ratio and drying time of different types of coats</p> <p>KB28. various techniques for estimating customer service standards in the market and benchmarks</p> <p>KB29. importance of safety at work, especially, from dust inhalation</p> <p>KB30. importance of cleaning post painting for complete customer satisfaction</p> <p>KB31. use of mobile application based paint calculator and quotation generation</p> <p>KB32. use of scaffolding, ladders, covers and slings for painting on exterior and high surfaces</p> <p>KB33. safe disposal of paints and used materials as per standard norms</p>
Skills (S)	
A. Core Skills/	Reading Skills
	<p>The user/individual on the job needs to know and understand how to read:</p> <p>SA1. company's sales policy documents</p>

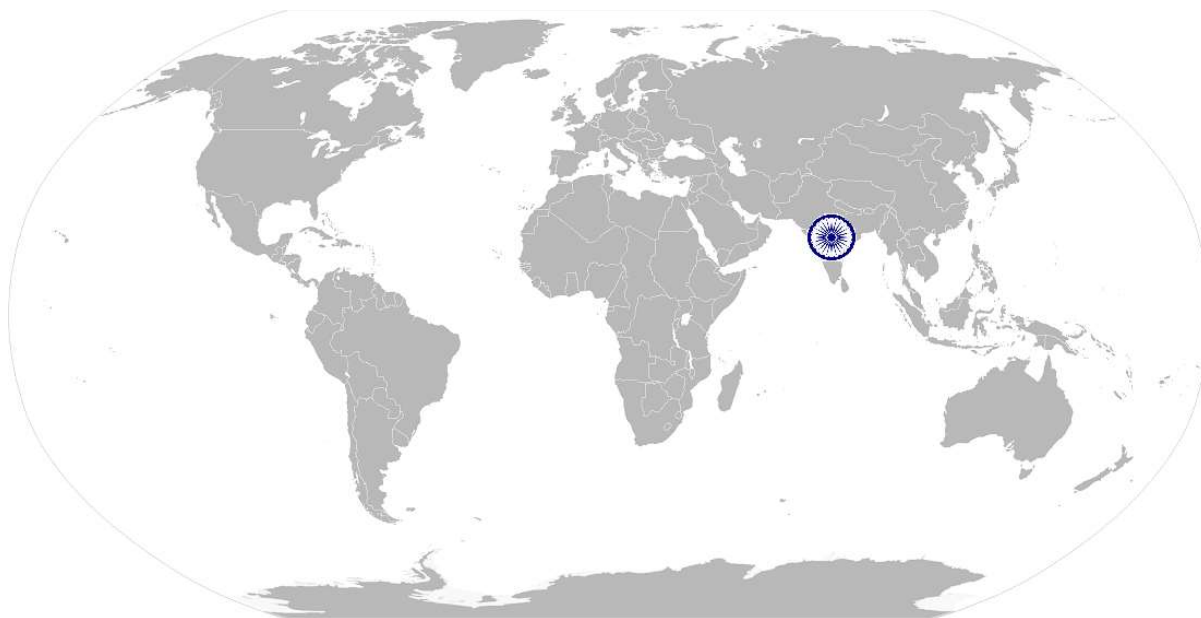
PCS/N0101 Provide technical sales support to industrial paint customers

Generic Skills	SA2. technical journals related to paint manufacturing SA3. customer queries and other correspondence
	Writing Skills
	The user/individual on the job needs to know and understand how to: SA4. document customer feedback and queries SA5. prepare technical notes and documents for dissemination to industry SA6. maintain correspondence and records as per company's policy SA7. draw up technical terms of contract
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA8. listen to customers to capture their requirements SA9. answer the queries of customers in language they understand SA10. communicate with customers in pleasant, polite, calm and clear way SA11. provide a list of equipment, materials and aids that would be used as consumables as per company's standards SA12. educate customer on the surface treatment requirements and application process SA13. negotiate terms of contract
B. Professional Skills	Decision Making
	The user/individual on the job needs to know and understand how to: SB1. select the right product and service matching customer's specific requirement SB2. educate the customer on relevant paint performance related technical issues
	Plan and Organize
	The user/individual on the job needs to know and understand how: SB3. to schedule the sequence of work and meeting SB4. to check for relevant journals and technical documents as relevant to the customer SB5. to carry documents as per company's standards
	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB6. ensure that the customer's queries are resolved, solutions found to the best possible extent and sale closed
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB7. resolve technical issues arising from a product or application process by advising customer as per the best solutions available under the given circumstances SB8. working with R&D team to improve process or product for better performance



PCS/N0101 Provide technical sales support to industrial paint customers

	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB9. analyse customer data and information in order to arrive at solution related to performamnce of specific paint and/or application in question SB10. assess the economics of specific paint manufacturing and/or application
	Critical Thinking
	The user/individual on the job needs to know and understand how to: SB11. map the critical performance requirements of the customer to the paint properties and combinations in relation with the environmental elements

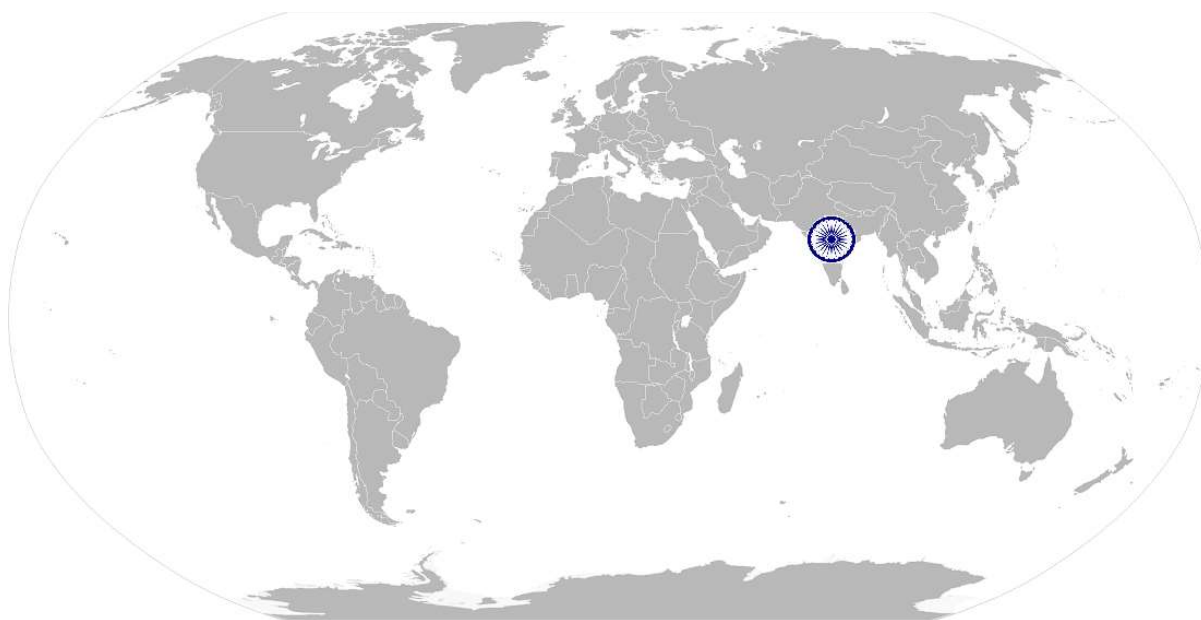




PCS/N0101 Provide technical sales support to industrial paint customers

NOS Version Control

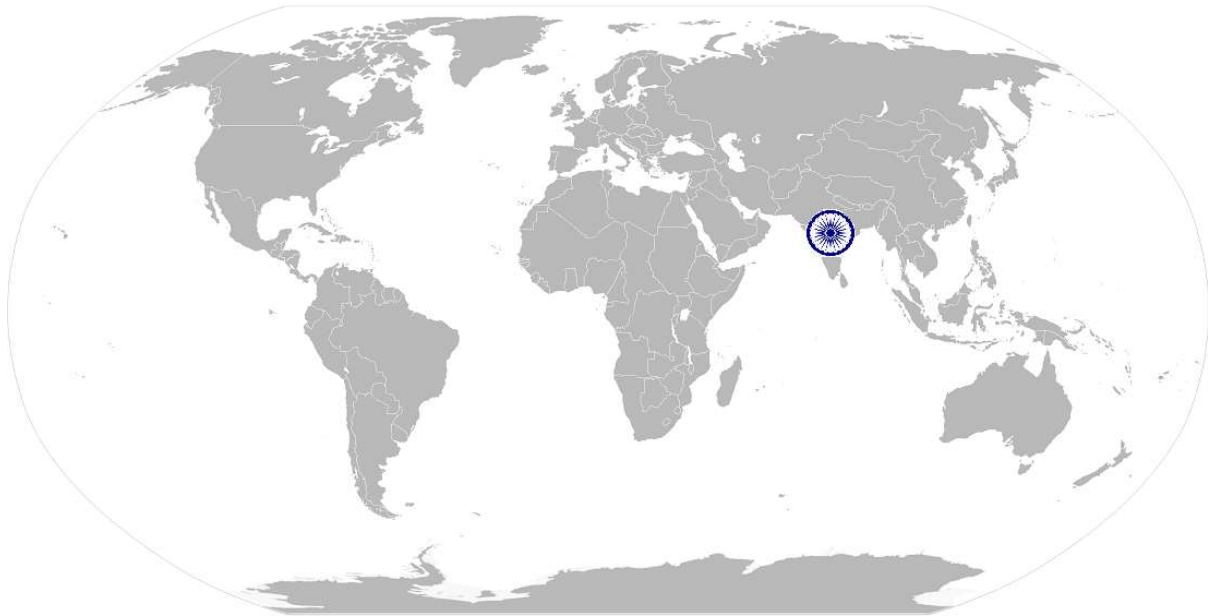
NOS Code	PCS/N0101		
Credits(NSQF)	TBD	Version number	1.0
Industry	Paints and Coatings	Drafted on	17/03/16
Industry Sub-sector	Manufacturing	Last reviewed on	31/03/16
Occupation	Sales and Marketing	Next review date	31/03/18





PCS/N0102 Provide technical support to dealers and institutional customers

National Occupational Standard



Overview

This unit is about advising and/or providing training to dealers and educating insitutional customers of decorative paints on new paint products launched and their distinguishing features.



PCS/N0102 Provide technical support to dealers and institutional customers

National Occupational Standard

Unit Code	PCS/N0102
Unit Title (Task)	Provide technical support to dealers and institutional customers
Description	This OS unit is about advising and/or providing training to dealers and educating institutional customers of decorative paints on new paint products launched and their distinguishing features
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> Advise and/or train dealers and their associates Educate institutional customers Provide technical support to customers of existing paint products and services <p>Range statement: sander, buffer, brush, roller, spray gun, tinters, tinting machine, moisture meter, pH meter, masking tapes</p>
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Advising and/or training dealers and their associates	<p>To be competent, the user/ individual must be able to:</p> <p>PC1. coordinate with paint dealer for technical support training</p> <p>PC2. document and resolve queries of dealers and their associated with respect to paint performance</p> <p>PC3. educate dealer or associate on paint application process, coats and tools/ equipment to be used</p> <p>PC4. coordinate with painters or painting contractors for conducting their training on new products and application process</p> <p>PC5. make the dealer and/or associate aware of best practices and emerging trends</p>
Educating institutional customers	<p>To be competent, the user/ individual must be able to:</p> <p>PC6. interact with professionals and bulk customers such as architects, builders, and large painting contractors</p> <p>PC7. advise on best possible paint to be used for the required purpose</p> <p>PC8. answer technical queries of customers</p> <p>PC9. educate customer on most appropriate application process and undercoat to be applied for new or existing paint products</p> <p>PC10. educate on the combination of tools and machines to be used at different stages of preparation and painting for the desired finish</p>
Providing technical support to existing customers of paint products and services	<p>To be competent, the user/ individual must be able to:</p> <p>PC11. provide logical explanation on why the paint or undercoat is most suited for the performance desired by the customer, e.g., chemical properties and reactions of material composition of paint</p> <p>PC12. provide advice or solution in terms of best form of pre-treatment of surface for the desired result</p> <p>PC13. advice on the types of checks to be undertaken on the surface before any surface preparation</p>



PCS/N0102 Provide technical support to dealers and institutional customers

	<p>PC14. inform about likely setbacks and precautions to be taken for best outcomes</p> <p>PC15. educate about limitations of the paint, undercoat or application process</p> <p>PC16. educate about elements beyond the control of the company's products or services</p> <p>PC17. educate dealer/ institutional customer on compliance of display, documentation and reporting procedure of the company as per agreed terms</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The individual on the job needs to know and understand:</p> <p>KA1. customer's or paint company's instructions and acceptable quality standards</p> <p>KA2. company's sales policy</p> <p>KA3. any discounts and scheme offerings</p> <p>KA4. company's personnel management policy</p> <p>KA5. incentives rules for dealers and/or associates and institutional customers</p> <p>KA6. importance of the individual's role in the workflow</p> <p>KA7. reporting structure, if any</p> <p>KA8. occupational health and safety standards</p>
B. Technical Knowledge	<p>The individual on the job needs to know and understand:</p> <p>KB1. management of dealer network and sales staff</p> <p>KB2. suitability for various paints on different surfaces (exterior or interior, metals or wood) for different weather conditions, durability and pricing</p> <p>KB3. availability of paint with company or dealer and concept of dynamic consummable management</p> <p>KB4. the process of warehousing, dispatch to depot, stocking and distribution</p> <p>KB5. product packaging and labelling</p> <p>KB6. quality checks done on the paint before dispatch</p> <p>KB7. new and upcoming paints, coats, resins, additives, thinners and tinters, etc., available in the market and their chemical properties</p> <p>KB8. people management, especially, job workers</p> <p>KB9. tour planning and knowledge management</p> <p>KB10. different types of decorative paint finishes e.g., matt, glossy, satin, textured</p> <p>KB11. difference between stencil and hand tool textures</p> <p>KB12. new texture designs creation and stencils or hand tools</p> <p>KB13. difference between manual and machine painting</p> <p>KB14. use of related tools or machines such as brush, roller, spray or for sanding</p> <p>KB15. types of brushes and rollers used for different types of paints</p> <p>KB16. suitability for various paints on different surfaces (exterior or interior) and weather conditions, durability and pricing</p> <p>KB17. process of wall and window painting such as sanding, sealing and cleaning, putty/ primer application, top coat application</p> <p>KB18. the types of sand paper and their use for coarse to fine sanding while avoiding wastage beyond accepted levels</p> <p>KB19. common defects post painting and errors to avoid</p> <p>KB20. process of computerised colour tinting and matching</p> <p>KB21. impact of lighting on finish and final outcome against the proposed design</p>

PCS/N0102 Provide technical support to dealers and institutional customers

	<p>KB22. new types of paints products available in the market</p> <p>KB23. use of moisture meter, ph meter, measuring tapes</p> <p>KB24. dilution ratio and drying time</p> <p>KB25. various techniques for estimating customer service standards in the market and benchmarks</p> <p>KB26. importance of safety at work, especially, from dust inhalation</p> <p>KB27. importance of cleaning post painting for complete customer satisfaction</p> <p>KB28. use of mobile application based paint calculator and quotation generation</p> <p>KB29. significance of use of scaffolding, ladders, covers and slings for painting on exterior and high surfaces</p> <p>KB30. safe disposal of paints and materials used, as per standard norms</p>
Skills (S)	
A. Core Skills/ Generic Skills	Reading Skills
	The user/individual on the job needs to know and understand how to read:
	SA1. company's dealer and /or institutional customer management policy
	SA2. technical journals related to paint manufacturing
	SA3. customer/ dealer queries and other correspondence
	Writing Skills
	The user/individual on the job needs to know and understand how:
	SA4. document customer feedback and queries
	SA5. prepare technical notes and documents for dissemination to industry
	SA6. maintain correspondence and records as per company's policy
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to:
	SA7. listen to customers to capture their requirements
	SA8. answer the queries of customers in language they understand
	SA9. communicate with customers in pleasant, polite, calm and clear way
	SA10. provide a list of equipment, materials and aids that would be used as consumables as per company's standards
	SA11. educate customer / dealer
B. Professional Skills	Decision Making
	The user/individual on the job needs to know and understand how to:
	SB1. advise on appropriate solutions to technical concerns related to paint product or application
	Plan and Organize
	The user/individual on the job needs to know and understand how:
	SB2. to plan meetings and prioritise customers based on critical nature of concerns raised
	SB3. work in coordination with co-workers to do resolve customer queries in time



PCS/N0102 Provide technical support to dealers and institutional customers

	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB4. ensure that the customer's queries are resolved, solutions found to the best possible extent
	Problem Solving
	The user/individual on the job needs to know and understand how: SB5. to resolve any concerns related to customer's requirement by communicating politely and effectively
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB6. analyse customer data and information in order to arrive at solution related to performance of specific paint and/or application in question SB7. assess the economics of specific paint manufacturing and/or application
	Critical Thinking
	The user/individual on the job needs to know and understand how to: SB8. map the critical performance requirements of the customer to the paint properties and combinations in relation with the environmental elements





PCS/N0102 Provide technical support to dealers and institutional customers

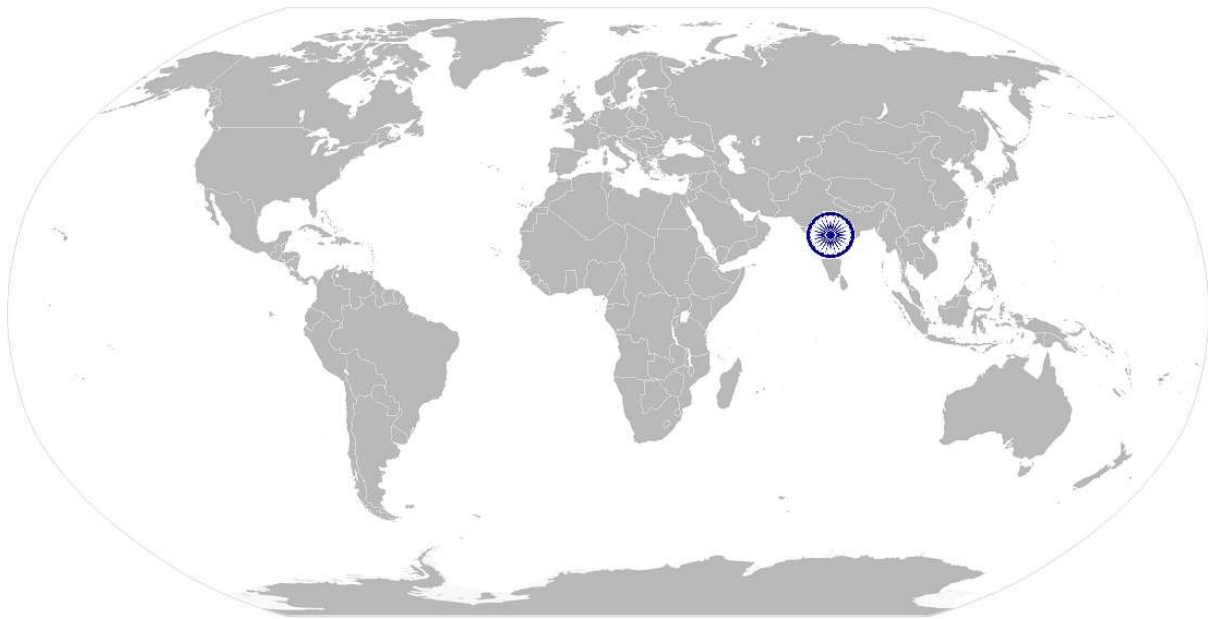
NOS Version Control

NOS Code	PCS/N0102		
Credits(NSQF)	TBD	Version number	1.0
Industry	Paints and Coatings	Drafted on	17/03/16
Industry Sub-sector	Manufacturing	Last reviewed on	31/03/16
Occupation	Sales and Marketing	Next review date	31/03/18





National Occupational Standard



Overview

This unit is about communicating effectively with superiors, colleagues and/or customers to achieve a smooth workflow.

Coordinate with colleagues and/or customers

National Occupational Standard

Unit Code	PCS/N9901
Unit Title (Task)	Coordinate with colleagues and/or customers
Description	This OS unit is about communicating effectively with superiors, colleagues and customer to achieve a smooth workflow
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Interact with superior • Communicate with colleagues • Communicate effectively with customers, if required
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Interacting with superior	<p>To be competent, the user/ individual must be able to:</p> <p>PC1. receive job order and instructions from reporting superior</p> <p>PC2. understand the work output requirements, targets, performance indicators and incentives</p> <p>PC3. deliver quality work on time and report any anticipated reasons for delays</p> <p>PC4. escalate unresolved problems or complaints to the relevant senior</p> <p>PC5. communicate maintenance and repair schedule proactively to the superior</p> <p>PC6. receive feedback on work standards</p> <p>PC7. document the completed work schedule and handover to the superior</p>
Communicating with colleagues	<p>To be competent, the user/ individual must be able to:</p> <p>PC8. exhibit trust, support and respect to all the colleagues in the workplace</p> <p>PC9. aim to achieve smooth workflow</p> <p>PC10. help and assist colleagues with information and knowledge</p> <p>PC11. seek assistance from the colleagues when required</p> <p>PC12. identify the potential and existing conflicts with the colleagues and resolve</p> <p>PC13. pass on essential information to other colleagues on timely basis</p> <p>PC14. maintain the etiquette, use polite language, demonstrate responsible and disciplined behaviors to the colleagues</p> <p>PC15. interact with colleagues from different functions clearly and effectively on all aspects to carry out the work among the team and understand the nature of their work</p> <p>PC16. put team over individual goals and multi task or share work where necessary supporting the colleagues</p> <p>PC17. highlight any errors of colleagues, help to rectify and ensure quality output</p> <p>PC18. work with cooperation, coordination, communication and collaboration, with shared goals and supporting each others performance</p>
Communicating effectively with customers, if required	<p>To be competent, the user/ individual must be able to:</p> <p>PC19. ask more questions to the customers and identify their needs</p> <p>PC20. possess strong knowledge on the product, services and market</p> <p>PC21. brief the customers clearly on potential costs and hazards</p> <p>PC22. communicate with the customers in a polite, professional and friendly manner</p> <p>PC23. build effective but impersonal relationship with the customers</p>



PCS/N9901

Coordinate with colleagues and/or customers

	<p>PC24. ensure the appropriate language and tone are used with customers</p> <p>PC25. listen actively and have a two way communication</p> <p>PC26. be sensitive to the gender, cultural and social differences such as modes of greeting, formality, etc.</p> <p>PC27. understand the customer expectations correctly and provide the appropriate products and services</p> <p>PC28. understand the customer dissatisfaction and address or escalate their complaints effectively</p> <p>PC29. maintain a positive, sensible and cooperative manner all time</p> <p>PC30. ensure to maintain a proper body language, dress code, gestures and etiquettes towards the customers</p> <p>PC31. avoid interrupting the customers while they talk</p> <p>PC32. ensure to avoid negative questions and statements to the customers</p> <p>PC33. inform the customers on any issues or problems before hand and also on the developments involving them</p> <p>PC34. ensure to respond back to the customer immediately for their voice messages, e-mails, apps, etc.</p> <p>PC35. develop good rapport with the customers and promote other products and services</p> <p>PC36. seek feedback from the customers on their understanding to what was discussed</p> <p>PC37. explain the terms and conditions clearly</p>
Knowledge and Understanding (K)	
<p>A. Organizational</p> <p>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. company's policies on personnel management, effective team work at workplace</p> <p>KA2. company's HR policies</p> <p>KA3. company's reporting structure</p> <p>KA4. company's documentation policy</p> <p>KA5. company's customer profile</p> <p>KA6. occupational health and safety standards</p>
<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KA7. methods for effective communication with various categories of people and the different departments in the organization</p> <p>KA8. significance of team coordination and productivity targets of the organisation</p> <p>KA9. how to record the job activity as required on various types of documents?</p> <p>KA10. how to use computer or smartphone to communicate effectively and productively?</p> <p>KA11. significance of helping colleagues with specific issues and problems</p> <p>KA12. importance of meeting quality and time standards as a team</p> <p>KA13. how to practice effective listening and talking</p> <p>KA14. effective use of voice tone and pitch for communication</p>



PCS/N9901

Coordinate with colleagues and/or customers

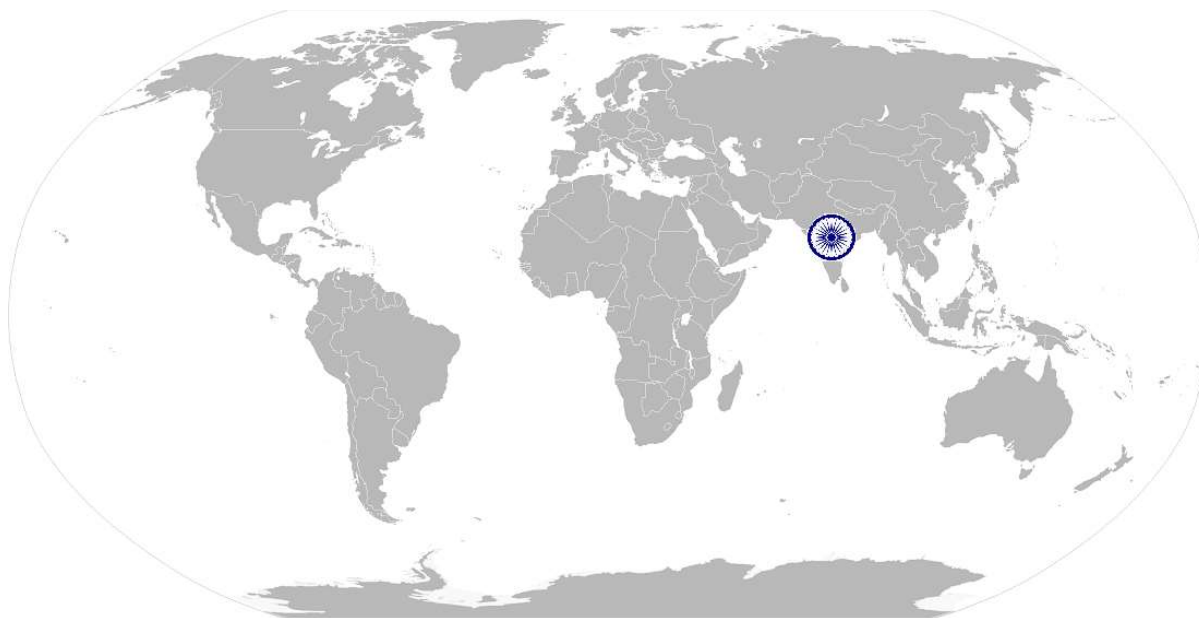
	<p>KA15. how to demonstrate ethics and convey discipline to the customers?</p> <p>KA16. how to build effective working relationship with mutual trust and respect within the team</p> <p>KA17. importance of dealing with grievances effectively and in time</p>
Skills (S)	
A. Core Skills/ Generic Skills	Reading Skills
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. read job sheets, company policy documents and information displayed at the workplace</p> <p>SA2. read notes/comments from the supervisor</p>
	Writing Skills
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA3. fill up documentation pertaining to job requirement</p>
	Oral Communication (Listening and Speaking skills)
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA4. interact with team members to work efficiently</p> <p>SA5. communicate effectively with superior to achieve smooth workflow</p> <p>SA6. communicate effectively with the customers to build a good rapport with them</p> <p>SA7. use language that the customer or colleague understands</p> <p>SA8. use the communications systems of the company, e.g., telephone, fax, public announcement systems</p> <p>SA9. E-mail and use Internet for communicating</p> <p>SA10. use of audio-visual aids to communicate complex issues</p>
B. Professional Skills	Decision Making
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SB1. spot and communicate potential areas of disruptions to work process and report the same</p> <p>SB2. report to supervisor and deal with a colleague individually, depending on the type of concern</p>
	Plan and Organize
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SB3. plan communication strategy in order to avoid conflicts and work disruption</p>
	Customer Centricity
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SB4. practice patient listening, careful talking and paraphrasing in order to avoid misunderstanding</p>
	Problem Solving
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SB5. coordinate with different departments and multi-task as necessary</p>



PCS/N9901

Coordinate with colleagues and/or customers

	SB6. contribute to quality of team work and achieve smooth workflow
	SB7. share work load as required
	SB8. delegate work in consultation with superior or as necessary instead of allowing work to pile up
	Analytical Thinking
	The user/ individual on the job needs to know and understand how to:
	SB9. resolve recurring inter-personal conflicts by clear and two-way dialogue
	Critical Thinking
	The user/ individual on the job needs to know and understand how to:
	SB10. improve work processes by interacting with others and adopting best practices





PCS/N9901

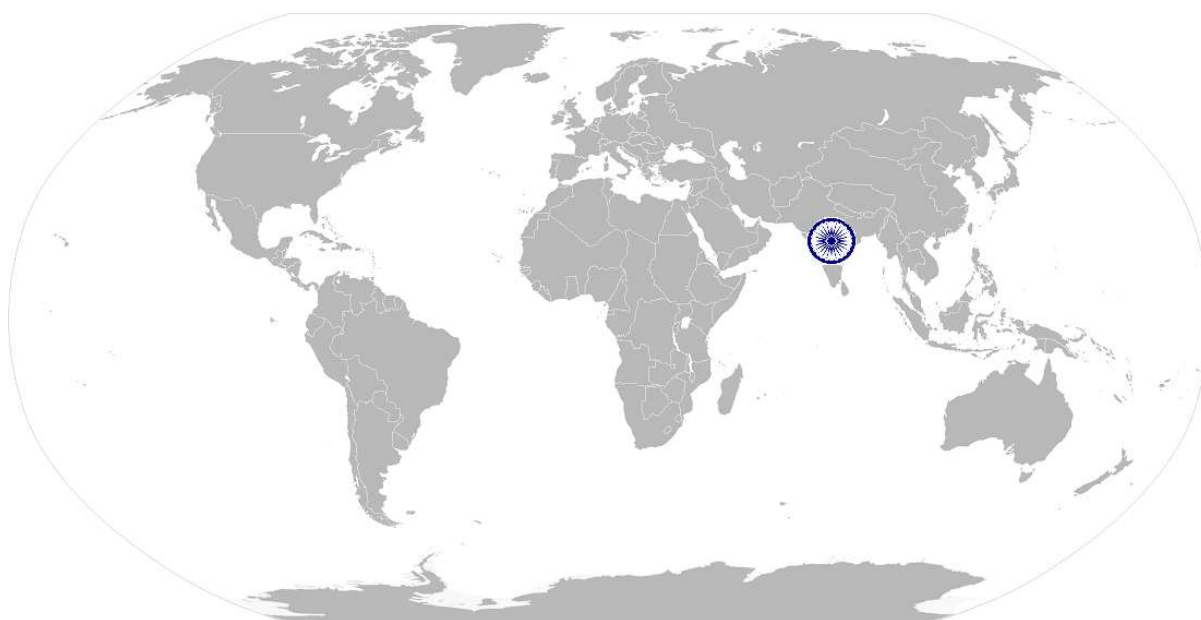
Coordinate with colleagues and/or customers

NOS Version Control

NOS Code	PCS/N9901		
Credits(NSQF)	TBD	Version number	1.0
Industry	Paints and Coatings	Drafted on	17/03/16
Industry Sub-sector	Manufacturing	Last reviewed on	31/03/16
Occupation	Sales and Marketing	Next review date	31/03/18



National Occupational Standard



Overview

This unit is about understanding accepted levels of standards of product quality or customer service and executing the designated work in a manner that results in 100% satisfaction.

PCS/N9902

Maintain standards of product/ service quality

National Occupational Standard

Unit Code	PCS/N9902
Unit Title (Task)	Maintain standards of product/ service quality
Description	This OS unit is about understanding accepted levels of standards of product quality or customer service and executing the designated work in a manner that results in 100% satisfaction.
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> Engage with superior or customers to understand their product/service quality requirements Achieve 100% satisfaction for given quality Work to fulfil end-customers's expectations
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Engaging with superior or customers to understand product/ service quality requirements	<p>To be competent, the user/ individual must be able to:</p> <p>PC1. keep in mind the profiles of expected customers</p> <p>PC2. understand the target customers and their product/ service quality requirements as defined by the company</p> <p>PC3. receive superior's/ customer feedback from regularly</p> <p>PC4. aim to build a good connect with the customers through quality product/ service</p> <p>PC5. keep tab on frequent discussions with regular customers on general likes and dislikes in the market, latest trends, customer expectations, etc.</p> <p>PC6. receive updates on regular feedbacks from the clients on current service, complaints, and improvements to be made, etc.</p> <p>PC7. if necessary, compulsively seek customer rating of product/ service in order to help develop a set of regularly improved procedures</p> <p>PC8. demonstrate quality orientation at all level</p> <p>PC9. aim to gain their long lasting loyalty through satisfaction</p>
Achieving 100% customer satisfaction for given quality	<p>To be competent, the user/ individual must be able to:</p> <p>PC10. ensure 100% customer satisfaction via product/ service quality</p> <p>PC11. treat the customers fairly and with due respect</p> <p>PC12. focus on executing company's marketing strategies and product development needs</p> <p>PC13. focus on enhancing brand value of company by maintaining or enhancing quality standards</p>
Fulfilling customer requirement	<p>To be competent, the user/ individual must be able to:</p> <p>PC14. ensure that customer expectations are met</p> <p>PC15. learn to read customers' needs and wants</p> <p>PC16. willingly accept and implement new and innovative products and services that help improve customer satisfaction</p> <p>PC17. communicate feedback of customer to senior, especially, the negative feedback</p> <p>PC18. maintain close contact with the customers and focus groups</p>



PCS/N9902

Maintain standards of product/ service quality

	<p>PC19. offer promotions to improve product satisfaction level to the customers periodically</p> <p>PC20. weigh the cost of fulfilling unscheduled customer requests, consult with senior and advise the customer on alternatives</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. company's quality standards policy</p> <p>KA2. company's HR policies</p> <p>KA3. company's reporting structure</p> <p>KA4. company's documentation policy for quality compliance</p> <p>KA5. company's end-customer profile</p>
<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KA6. significance of maintaining or enhancing company's quality standards</p> <p>KA7. significance of treating the customers with respect and professional way</p> <p>KA8. different types of parameters tested for quality</p> <p>KA9. test pass/ fail criteria and acceptable tolerance levels</p> <p>KA10. equipment used for quality tests</p> <p>KA11. importance of gaining customer loyalty</p> <p>KA12. methods of engaging with the customers effectively and professionally, for customer facing activities</p> <p>KA13. ways to improve company's customer satisfaction rating</p> <p>KA14. prevailing market standards of customer satisfaction</p> <p>KA15. standard operating procedure (SOP)</p> <p>KA16. the variety of common and unscheduled requests to expect in customer facing activities</p> <p>KA17. significance of being transparent and courteous under all circumstances involving customer interaction without losing composure</p>
Skills (S)	
<p>A. Core Skills/ Generic Skills</p>	<p>Reading Skills</p> <p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. read job sheets, company policy documents and information displayed at the workplace about quality standards</p> <p>SA2. read notes/comments from the supervisor</p> <p>Writing Skills</p> <p>The user/ individual on the job needs to know and understand how to:</p> <p>SA3. fill up documentation pertaining to one's role in customer satisfaction</p> <p>Oral Communication (Listening and Speaking skills)</p>



PCS/N9902

Maintain standards of product/ service quality

	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA4. interact with team members to achieve quality standards</p> <p>SA5. communicate effectively with customers in field jobs</p> <p>SA6. engage with customer to understand their expectations in field jobs</p> <p>SA7. company standards and effectiveness improvements pattern</p> <p>SA8. resolve customer's concerns satisfactorily within timeframe stipulated by the company or as agreed with customer or colleague</p> <p>SA9. use Internet for updating on current quality related practices</p> <p>SA10. use of audio-visual aids to communicate recurring quality concerns</p>
B. Professional Skills	Decision Making
	<p>The user/ individual on the job needs to know and understand:</p> <p>SB1. how to spot and when to report potential areas of recurring quality concerns</p> <p>SB2. how to address the complaints and handle the dissatisfied the customers</p>
	Plan and Organize
	<p>The user/ individual on the job needs to know and understand:</p> <p>SB3. how to plan workflow to achieve/ deliver 100% quality in the given time and with given equipment</p>
	Customer Centricity
	<p>The user/ individual on the job needs to know and understand:</p> <p>SB4. how to earn full customer loyalty</p>
	Problem Solving
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SB5. coordinate with different departments in order to service the customer better</p> <p>SB6. contribute to quality of team work and achieve smooth workflow</p> <p>SB7. share work load as required</p>
	Analytical Thinking
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SB8. communicate new product quality standards to different stakeholders in the market and train colleagues for quality, if required</p>
	Critical Thinking
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SB9. improve work processes by interacting with customers and adopting best practices</p> <p>SB10. resolve recurring inter-personal or system related conflicts with colleagues that hinder customer service</p> <p>SB11. act upon constructively on any problems as pointed by customers</p> <p>SB12. handle personality clashes effectively</p>

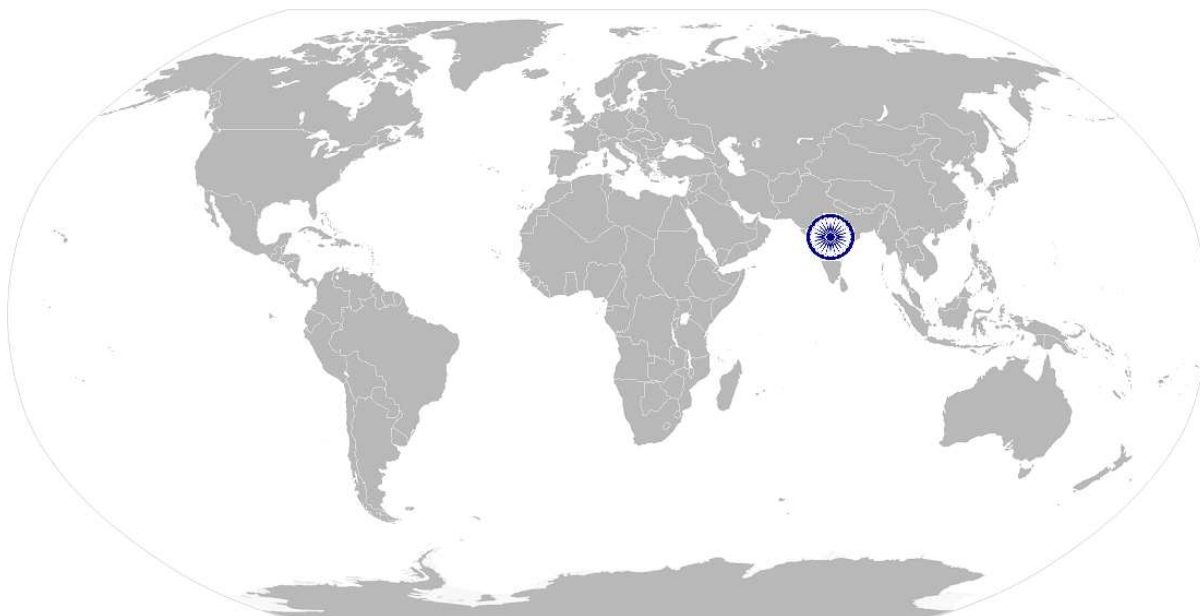


PCS/N9902

Maintain standards of product/ service quality

NOS Version Control

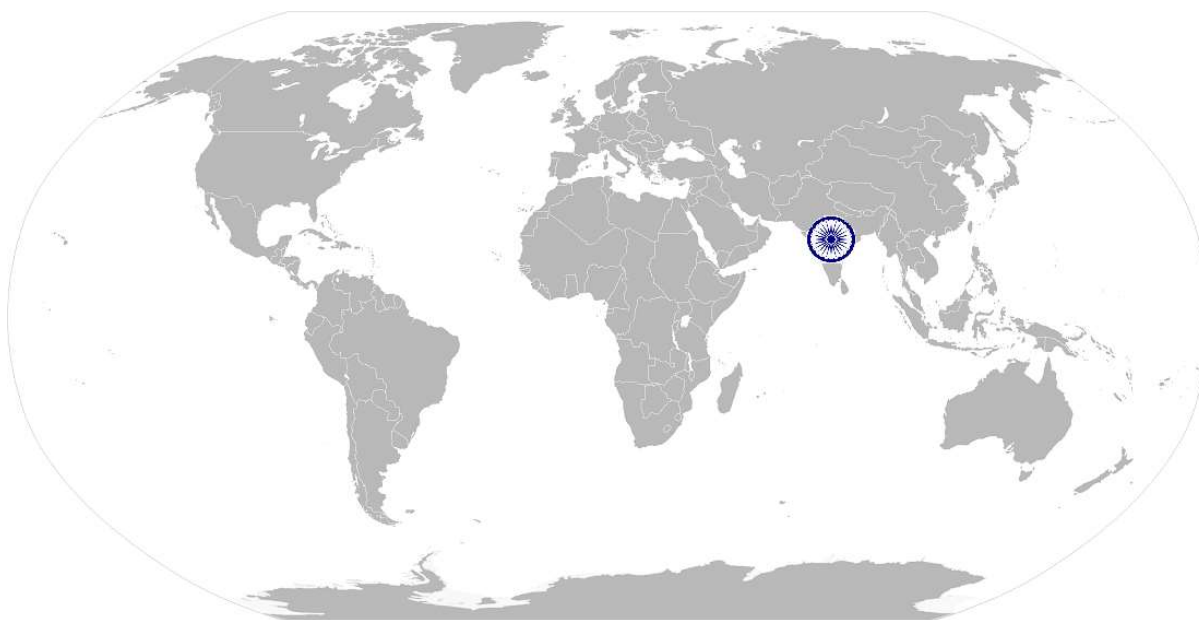
NOS Code	PCS/N9902		
Credits(NSQF)	TBD	Version number	1.0
Industry	Paints and Coatings	Drafted on	17/03/16
Industry Sub-sector	Manufacturing	Last reviewed on	31/03/16
Occupation	Sales and Marketing	Next review date	31/03/18





PCS/N9903 Maintain OH&S standards and follow environmental norms

National Occupational Standard



Overview

This unit is about complying with workplace health, hygiene, safety and environmental standards to have a hazard-free environment and avoid downtime. It is also about following government laid norms for waste treatment and disposal.

PCS/N9903

Maintain OH&S standards and follow environmental norms

National Occupational Standard

Unit Code	PCS/N9903
Unit Title (Task)	Maintain OH&S standards and follow environmental norms
Description	This OS unit is about complying with workplace health, hygiene, safety and environmental standards to have a hazard-free environment and avoid downtime. It is also about following government laid norms for waste treatment and disposal
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Take precautionary measures to avoid work hazards and environmental damage • Follow standard health, safety and environmental policies and procedures • Use safety tools and/ or personal protective equipment • Achieve health, safety and environmental standards
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Taking precautionary measures to avoid health, safety and environmental hazards	<p>To be competent, the user/ individual must be able to:</p> <p>PC1. assess the various health, safety and environmental hazards in the work areas</p> <p>PC2. take necessary steps to eliminate or minimize the hazards</p> <p>PC3. analyze the causes of accidents at the workplace</p> <p>PC4. suggest measures to prevent such accidents from taking place</p> <p>PC5. take preventive measures to avoid risk of burns and other injury due to contact with hot surfaces, gas, fire, hot fluids/ liquids, etc.</p> <p>PC6. suggest methods to improve the existing safety procedures at the workplace</p> <p>PC7. dispose waste in the designated areas safely as per company's policies and rules</p> <p>PC8. maintain appropriate ventilation in the rooms while there is more exposure to paint vapours</p> <p>PC9. avoid dumping unused cans to safeguard the environment</p>
Following standard health, safety and environmental policies and procedure	<p>To be competent, the user/individual must be able to:</p> <p>PC10. be aware of the locations of fire extinguishers, emergency exits, etc.</p> <p>PC11. practice correct emergency procedures</p> <p>PC12. check and review the storage areas frequently</p> <p>PC13. stack items in an organized way and use safe lifting techniques to reduce risk of injuries from handling procedures at the storage areas</p> <p>PC14. ensure to be safe while handling materials, tools, acids, chemicals, equipment, etc.</p> <p>PC15. store the chemicals and acids in a well-ventilated and locked areas with warning signs displayed</p> <p>PC16. ensure safe techniques while moving furniture and fixtures</p> <p>PC17. ensure to reduce risk of injury from use of electrical tools</p> <p>PC18. read the manufacturer's manual carefully before use of any equipment</p> <p>PC19. unplug the electrical equipment before performing maintenance</p> <p>PC20. keep the floors free from oil, water and grease to avoid slippery surface</p> <p>PC21. use rubber mats in the places where floors are constantly wet</p> <p>PC22. ensure safety from injuries of cuts to loss of fingers, while handling sharp</p>

PCS/N9903

Maintain OH&S standards and follow environmental norms

	<p>hazardous tools and equipment</p> <p>PC23. use flat surfaces, secure holding and protective wear while using such sharp tools</p> <p>PC24. use health, safety and environmental protection practices for storing, cleaning, and maintaining tools, equipment, and supplies</p> <p>PC25. practice ergonomic lifting, bending, or moving equipment and supplies</p> <p>PC26. identify the requirement for maintaining environmental norms</p> <p>PC27. comply with the environmental safety norms while on work to prevent accidents and health hazards</p> <p>PC28. follow company policies and rules regarding use of hazardous materials to avoid health, safety and environmental impacts caused by them</p>
Using safety tools or Personal Protective Equipment	<p>To be competent, the user/individual must be able to:</p> <p>PC29. ensure the employees have access to first aid kit when needed</p> <p>PC30. ensure all equipment and tools are stored and maintained properly and safe to use</p> <p>PC31. ensure to use personal protective equipment and safety gear such as gloves, mask, headwear, footwear, glasses, goggles, etc. for specific tasks and work conditions where required</p> <p>PC32. ensure to display safety signs at places where necessary for people to be cautious</p> <p>PC33. ensure electrical precautions such as insulated clothing, adequate equipment insulation, dry work area, switch off the power supply when not required, etc.</p> <p>PC34. ensure availability of general health and safety equipment such as fire extinguishers, first aid equipment, safety equipment, clothing, safety installations such as fire exits, exhaust fans, etc.</p>
Achieving health, safety and environmental standards	<p>To be competent, the user/individual must be able to:</p> <p>PC35. document all the first aid treatments, inspections, etc., conducted to keep track of the safety measures undertaken</p> <p>PC36. document all the environmental hazards caused and the measures undertaken to comply with the established safety procedures of the workplace</p> <p>PC37. report to the supervisor on any problems and hazards identified and any breach of environmental procedures.</p> <p>PC38. ensure zero accident at workplace</p> <p>PC39. adhere to safety standards and ensure no material damage</p> <p>PC40. take necessary action and correct any environmental hazards caused</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The individual on the job needs to know and understand:</p> <p>KA1. company's policies on health, safety and environmental procedures at the workplace</p> <p>KA2. company's reporting structure</p> <p>KA3. company's documentation policy</p> <p>KA4. occupational health, safety and environmental standards.</p>

PCS/N9903

Maintain OH&S standards and follow environmental norms

B. Technical Knowledge	<p>The individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> KB1. the purpose and usage of protective gears such as gloves , protective goggles, masks, etc. while working KB2. use of first aid at workplace KB3. significance of accidental risks to the worker and productivity loss KB4. reporting procedure or heirarchy for signs of damage and potential hazards KB5. methods to minimize accidental risks KB6. safe handling of chemicals, acids, etc. for cleaning KB7. material handling procedure KB8. standard operating procedure for safety drills and equipment maintenance KB9. precautionary activities to be followed for work place safety KB10. operation of tools and electrical equipment KB11. emergency procedures to be followed in case of an mishap such as fire, accidents, etc. KB12. government and company's environmental norms KB13. solid, liquid and gaseous waste disposal, treatment norms and equipment KB14. necessary action to be taken for the hazards identified KB15. methods to minimize environmental hazards KB16. precautionary activities to be followed to minimize environmental impacts
Skills (S)	
A. Core Skills/ Generic Skills	<p>Reading Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA1. read and interpret the relevant organisation policies, procedures and diagrams that identify health, safety and safe environmental practices. SA2. read job sheets, company policy documents and information displayed at the workplace for health, safety and environment. SA3. read notes/comments from the supervisor <p>Writing Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA4. fill up documentation related to health, safety and environmental standards, if required <p>Oral Communication (Listening and Speaking skills)</p> <p>The user/individual on the job needs to know and understand how to:</p> <ul style="list-style-type: none"> SA5. verbally report health, safety and environmental hazards and poor organisation practice. SA6. communicate to the supervisor about the work health, safety and environmental issues SA7. receive instructions from supervisor on minimizing the risks SA8. communicate with co-workers about the precautions to be taken for hazards free work

PCS/N9903

Maintain OH&S standards and follow environmental norms

B. Professional Skills	Decision Making
	The user/individual on the job needs to know and understand how to: SB1. take preventive measures for the identified hazards SB2. select appropriate hand tools and personal protection equipment SB3. identify first aid needs in case of an injury
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB4. incorporate elements of health, safety and environment in daily work practices
	Customer Centricity
	The user/ individual on the job needs to know and understand how to: SB5. ensure targeted product/ service delivery by practicing stipulated standards of occupational health safety and environmental measures
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB6. take care of personal and equipment protection SB7. identify the hazards and suggest possible solutions
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB8. use safety equipment such as fire extinguisher during fire accidents SB9. store chemicals and tools in a safe way SB10. use tools and equipment without causing any injury to fellow workers SB11. analyse the seriousness of the hazards
	Critical Thinking
	The user/individual on the job needs to know and understand how to: SB12. evolve smooth workflow by avoiding hazards at workplace SB13. evaluate and apply the possible solutions for the hazards, as necessary

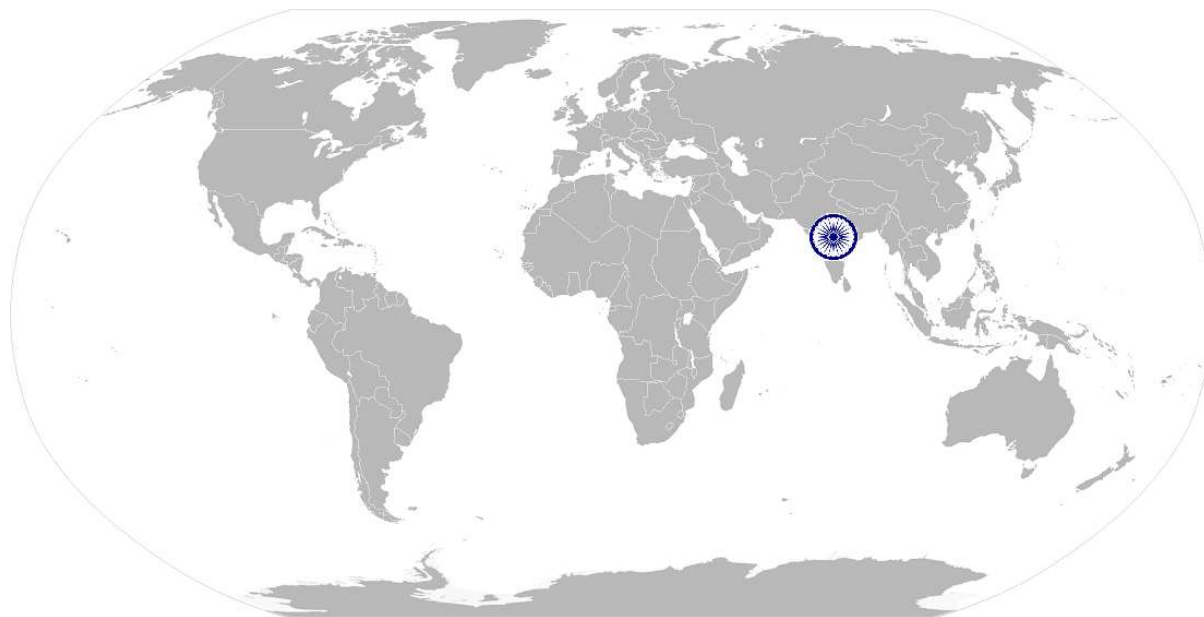


PCS/N9903

Maintain OH&S standards and follow environmental norms

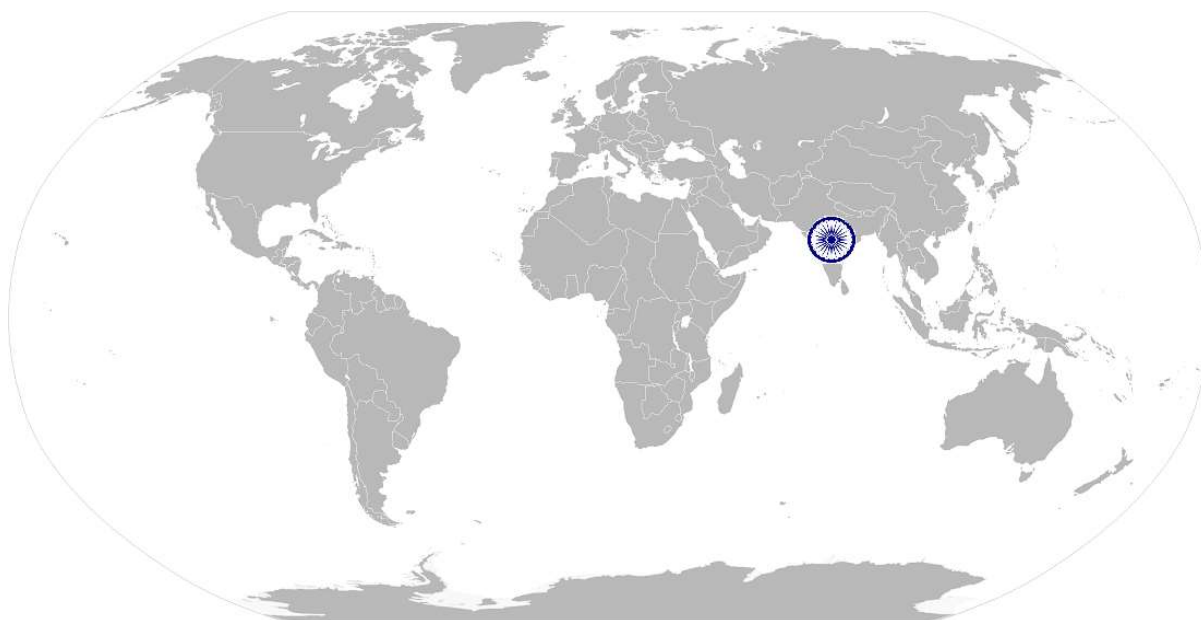
NOS Version Control

NOS Code	PCS/N9903		
Credits(NSQF)	TBD	Version number	1.0
Industry	Paints and Coatings	Drafted on	17/03/16
Industry Sub-sector	Manufacturing	Last reviewed on	31/03/16
Occupation	Sales and Marketing	Next review date	31/03/18





National Occupational Standard



Overview

This unit is about securing intellectual property rights (IPR) of the employee's organisation and respecting customer's copyright.

PCS/N9904

Maintain IPR of organisation and customers

National Occupational Standard

Unit Code	PCS/N9904
Unit Title (Task)	Maintain IPR of organisation and customer
Description	This OS unit is about securing intellectual property rights of the company and respecting customer's copyright
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> Secure company's IPR Respect customers copyright
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Securing company's IPR	<p>To be competent, the user/ individual must be able to:</p> <p>PC1. prevent leak of new plans and designs to competitors by reporting on time</p> <p>PC2. be aware of any of company's product or design patents</p> <p>PC3. report IPR violations observed in the market, to supervisor or company head</p>
Respecting customer's copyright	<p>To be competent, the user/ individual must be able to:</p> <p>PC4. read copyright clause of the material published on the internet and any other printed material</p> <p>PC5. protect infringement upon customer's business or design plans</p> <p>PC6. consult supervisor or senior management when in doubt about using information available from customer</p> <p>PC7. report any infringement observed by anyone in the company</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. company's policies on intellectual property rights and infringement reporting policy</p> <p>KA2. company's HR policies</p> <p>KA3. company's reporting structure</p> <p>KA4. company's documentation policy</p> <p>KA5. company's customer profile</p> <p>KA6. occupational health and safety standards</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. patents and IPR laws</p> <p>KB2. how IPR protection is important for competitiveness of a company</p> <p>KB3. significance of damages resulting from IPR infringement</p> <p>KB4. industrial and political espionages</p>



PCS/N9904

Maintain IPR of organisation and customers

Skills (S)	
A. Core Skills/ Generic Skills	Reading Skills
	The user/ individual on the job needs to know and understand: SA1. read job sheets, company policy documents and information displayed at the workplace on IPR SA2. read notes/comments from the supervisor
	Writing Skills
	The user/ individual on the job needs to know and understand: SA3. fill up documentation pertaining to one's role in protecting IPR infringement
	Oral Communication (Listening and Speaking skills)
	The user/ individual on the job needs to know and understand how to: SA4. interact with team members to work efficiently SA5. communicate effectively with the customers about IPR protection and building trust
B. Professional Skills	Decision Making
	The user/individual on the job needs to know and understand how to: SB1. identify IPR related issues
	Plan and Organize
	SB2. The user/individual on the job needs to know and understand how to: prevent information leaks SB3. Avoid being caught up in copyright issues
	Customer Centricity
	SB4. The user/individual on the job needs to know and understand how to: inform superior about any copyright infringement
	Problem Solving
	NA
	Analytical Thinking
	The user/ individual on the job needs to know and understand: SB5. basics of what constitutes IPR violations under WTO agreement SB6. penalties to company or individual on evidence of IPR violations SB7. likely effect of IPR violation on customer
	Critical Thinking
	The user/ individual on the job needs to know and understand how to: SB8. improve work IPR related safety and adopting best practices SB9. resolve conflicts related to IPR by reporting in time



PCS/N9904

Maintain IPR of organisation and customers

NOS Version Control

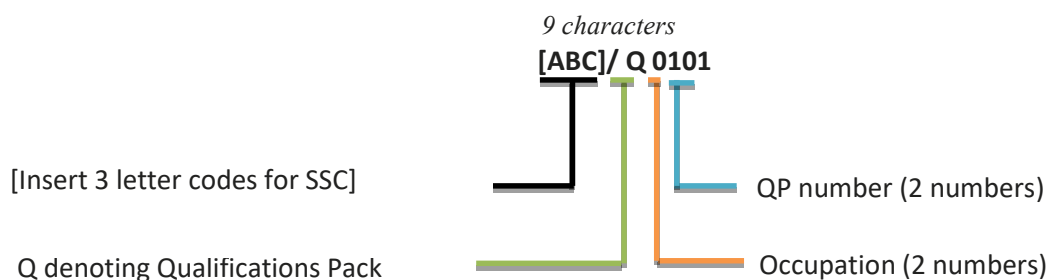
NOS Code	PCS/N9904		
Credits(NSQF)	TBD	Version number	1.0
Industry	Paints and Coatings	Drafted on	17/03/16
Industry Sub-sector	Manufacturing	Last reviewed on	31/03/16
Occupation	Sales and Marketing	Next review date	31/03/18



Annexure

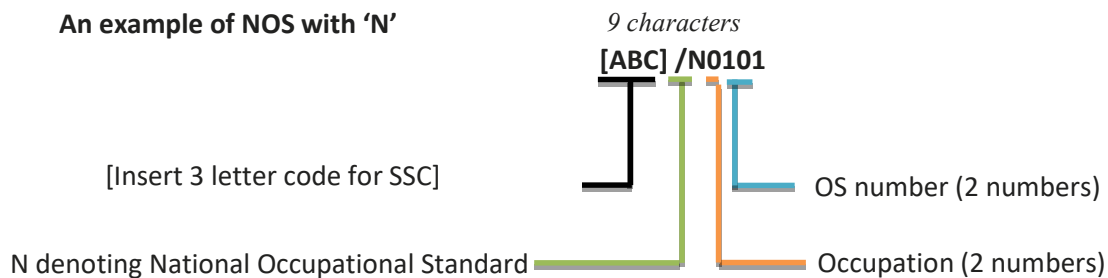
Nomenclature for QP and NOS

Qualifications Pack



Occupational Standard

An example of NOS with 'N'



[Back to top...](#)

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

Sub-sector	Range of Occupation numbers
Manufacturing	01 - 49
Application	50 - 59
Unused	60 - 97
Generic occupation	98 - 99

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

ASSESSMENT CRITERIA

Job Role : Technical Sales Representative Qualification Pack : PCS/Q0102 Sector Skill Council : Paints and Coatings
<ol style="list-style-type: none"> 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. The assessment for the theory part will be based on knowledge bank of questions created by the SSC. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below) Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criteria To pass the Qualification Pack , every trainee should score a minimum of 60% in every NOS 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.

	Performance Criteria	Total Marks (300)	Out of	Theory	Skills Practical
PCS/N0101 Provide technical sales support to industrial paint customers	PC1. check with customer about their specific and special performance requirement of the industrial paint to be used	50	1.5	0.5	1
	PC2. understand the regular and new demand of the customer		1.5	0.5	1
	PC3. distinguish whether the query is on paint's chemical characteristics or its application process		1.5	0.5	1
	PC4. address queries with most suitable technical explanation for the performance or application requirement		1.5	0.5	1
	PC5. provide example from previous experiences which required similar outcomes		1.5	0.5	1
	PC6. provide existing customer references for validation by new or potential customer		1.5	0.5	1
	PC7. if necessary, visit customer's site for a thorough understanding of specific requirements for the given surface or substrate or ambient conditions, etc.		1.5	0.5	1
	PC8. involve R&D team for higher level queries that may require more detailed analysis and solution		1.5	0.5	1
	PC9. explain about new products or product combinations in the market or of the company to help resolve specific queries		1.5	0.5	1
	PC10. provide logical explanation on why the paint or undercoat is most suited for the performance desired by the customer, e.g., chemical properties and reactions of material		2.5	1	1.5

Qualifications Pack For Technical Sales Representative

	Performance Criteria	Total Marks (300)	Out of	Theory	Skills Practical
	composition of paint				
	PC11. provide advice or solution in terms of best form of pre-treatment of surface or substrate for the desired result		2.5	1	1.5
	PC12. advice on the types of checks to be undertaken on the surface or substrate before any surface preparation or pre-treatment		2.5	1	1.5
	PC13. advice on the undercoats to be used in combination with top-coat for maximum performance, say, durability, water proofing or fire proofing		2.5	1	1.5
	PC14. advice on the most economical combination of paint and coats available in the market		2.5	1	1.5
	PC15. inform about likely setbacks and precautions to be taken for best outcomes		2.5	1	1.5
	PC16. educate about limitations of the paint, undercoat or application process		2.5	1	1.5
	PC17. educate about elements beyond the control of the company's products or services		2.5	1	1.5
	PC18. collect comprehensive information on paint or undercoat performance from existing customers, as per company's standard procedure		2.5	1	1.5
	PC19. capture data and information related to unexpected performance related parameters and the ambient conditions for such outcomes		2.5	1	1.5
	PC20. capture any performance related complaints for a given paint or coat		2.5	1	1.5
	PC21. document all information and data gathered from customer interaction in a coherent form as per company's standard documentation process		1.5	0.5	1
	PC22. document and share in such a way that it helps sales, manufacturing and R&D teams for future product or process improvements		1.5	0.5	1
	PC23. record changing market trends and customer demands for future product development requirements and corresponding chemistry of paints		1.5	0.5	1
	PC24. document the economics of diverse industrial paint application process for future reference on costing and margins for developing new products		1.5	0.5	1
	PC25. convince the customer about the company's paint product that most suits the performance requirement		1.5	0.5	1

Qualifications Pack For Technical Sales Representative

	Performance Criteria	Total Marks (300)	Out of	Theory	Skills Practical
	PC26. work with the sales team to offer a winning sale that suits the customer in terms of performance required, delivery requirements and pricing		1.5	0.5	1
	POINTS		50	18.5	31.5
	TOTAL POINTS		50		

	Performance Criteria	Total Marks (300)	Out of	Theory	Skills Practical
PCS/N0102 Provide technical support to dealers and institutional customers	PC18. coordinate with paint dealer for technical support training	50	2.5	1	1.5
	PC19. document and resolve queries of dealers and their associated with respect to paint performance		2.5	1	1.5
	PC20. educate dealer or associate on paint application process, coats and tools/ equipment to be used		3	1	2
	PC21. coordinate with painters or painting contractors for conducting their training on new products and application process		3	1	2
	PC22. make the dealer and/or associate aware of best practices and emerging trends		3	1	2
	PC23. interact with professionals and bulk customers such as architects, builders, and large painting contractors		3	1	2
	PC24. advise on best possible paint to be used for the required purpose		3	1	2
	PC25. answer technical queries of customers		3	1	2
	PC26. educate customer on most appropriate application process and undercoat to be applied for new or existing paint products		3	1	2
	PC27. educate on the combination of tools and machines to be used at different stages of preparation and painting for the desired finish		3	1	2
	PC28. provide logical explanation on why the paint or undercoat is most suited for the performance desired by the customer, e.g., chemical properties and reactions of material composition of paint		3	1	2
	PC29. provide advice or solution in terms of best form of pre-treatment of surface for the desired result		3	1	2
	PC30. advice on the types of checks to be undertaken on the surface before any		3	1	2

Qualifications Pack For Technical Sales Representative

	Performance Criteria	Total Marks (300)	Out of	Theory	Skills Practical
	surface preparation				
	PC31. inform about likely setbacks and precautions to be taken for best outcomes		3	1	2
	PC32. educate about limitations of the paint, undercoat or application process		3	1	2
	PC33. educate about elements beyond the control of the company's products or services		3	1	2
	PC34. educate dealer/ institutional customer on compliance of display, documentation and reporting procedure of the company as per agreed terms		3	1	2
	POINTS		50	17	33
	TOTAL POINTS		50		

	Performance Criteria	Total Marks (300)	Out of	Theory	Skills Practical
PCS/N9901 Coordinate with colleagues and/or customers	PC1. receive job order and instructions from reporting superior	50	0.5	0.0	0.5
	PC2. understand the work output requirements, targets, performance indicators and incentives		2.0	0.5	1.5
	PC3. deliver quality work on time and report any anticipated reasons for delays		2.0	0.5	1.5
	PC4. escalate unresolved problems or complaints to the relevant senior		2.0	0.5	1.5
	PC5. communicate maintenance and repair schedule proactively to the superior		2.0	0.5	1.5
	PC6. receive feedback on work standards		1.0	0.0	1.0
	PC7. document the completed work schedule and handover to the superior		2.0	0.5	1.5
	PC8. exhibit trust, support and respect to all the colleagues in the workplace		1.0	0.25	0.75
	PC9. aim to achieve smooth workflow		2.0	0.5	1.5
	PC10. help and assist colleagues with information and knowledge		1.0	0.0	1.0
	PC11. seek assistance from the colleagues when required		1.0	0.25	0.75
	PC12. identify the potential and existing conflicts with the colleagues and resolve		1.0	0.25	0.75
	PC13. pass on essential information to other colleagues on timely basis		1.0	0.0	1.0
	PC14. maintain the etiquette, use polite language, demonstrate responsible and disciplined behaviours to the colleagues		2.0	0.5	1.5



	Performance Criteria	Total Marks (300)	Out of	Theory	Skills Practical
	PC15. interact with colleagues from different functions clearly and effectively on all aspects to carry out the work among the team and understand the nature of their work		1.0	0.25	0.75
	PC16. put team over individual goals and multi task or share work where necessary supporting the colleagues		2.0	0.0	2.0
	PC17. highlight any errors of colleagues, help to rectify and ensure quality output		1.0	0.25	0.75
	PC18. work with cooperation, coordination, communication and collaboration, with shared goals and supporting each other's performance		1.0	0.0	1.0
	PC19. ask more questions to the customers and identify their needs		1.0	0.25	0.75
	PC20. possess strong knowledge on the product, services and market		2.0	0.5	1.5
	PC21. brief the customers clearly on potential costs and hazards		1.0	0.25	0.75
	PC22. communicate with the customers in a polite, professional and friendly manner		1.0	0.25	0.75
	PC23. build effective but impersonal relationship with the customers		0.5	0.25	0.25
	PC24. ensure the appropriate language and tone are used with customers		1.0	0.25	0.75
	PC25. listen actively and have a two way communication		1.0	0.25	0.75
	PC26. be sensitive to the gender, cultural and social differences such as modes of greeting, formality, etc.		1.0	0.25	0.75
	PC27. understand the customer expectations correctly and provide the appropriate products and services		2.0	0.5	1.5
	PC28. understand the customer dissatisfaction and address or escalate their complaints effectively		2.0	0.5	1.5
	PC29. maintain a positive, sensible and cooperative manner all time		1.0	0.25	0.75
	PC30. ensure to maintain a proper body language, dress code, gestures and etiquettes towards the customers		1.0	0.25	0.75
	PC31. avoid interrupting the customers while they talk		1.0	0.0	1.0
	PC32. ensure to avoid negative questions and statements to the customers		1.0	0.0	1.0
	PC33. inform the customers on any issues or problems before hand and also on the developments involving them		2.0	0.5	1.5
	PC34. ensure to respond back to the customer immediately for their voice		1.0	0.0	1.0

Qualifications Pack For Technical Sales Representative

	Performance Criteria	Total Marks (300)	Out of	Theory	Skills Practical
	messages, e-mails, apps, etc.				
	PC35. develop good rapport with the customers and promote other products and services		2.0	0.5	1.5
	PC36. seek feedback from the customers on their understanding to what was discussed		1.0	0.0	1.0
	PC37. explain the terms and conditions clearly		2.0	0.5	1.5
	POINTS		50	10	40
	TOTAL POINTS				50

	Performance Criteria	Total Marks (300)	Out of	Theory	Skills Practical
PCS/N9902 Maintain standards of product/ service quality	PC1. keep in mind the profiles of expected customers	50	2.0	0.5	1.5
	PC2. understand the target customers and their product/ service quality requirements as defined by the company		3.0	0.5	2.5
	PC3. receive superior's/ customer feedback regularly		2.0	0.0	2.0
	PC4. aim to build a good connect with the customers through quality product/ service		2.0	0.5	1.5
	PC5. keep tab on frequent discussions with regular customers on general likes and dislikes in the market, latest trends, customer expectations, etc.		2.0	0.5	1.5
	PC6. receive updates on regular feedbacks from the clients on current service, complaints, and improvements to be made, etc.		2.0	0.5	1.5
	PC7. if necessary, compulsively seek customer rating of product/ service in order to help develop a set of regularly improved procedures		2.0	0.5	1.5
	PC8. demonstrate quality orientation at all level		4.0	1.5	2.5
	PC9. aim to gain their long lasting loyalty through satisfaction		3.0	1.0	2.0
	PC10. ensure 100% customer satisfaction via product/ service quality		3.0	0.5	2.5
	PC11. treat the customers fairly and with due respect		3.0	0.5	2.5
	PC12. focus on executing company's marketing strategies and product development needs		3.0	1.0	2.0
	PC13. focus on enhancing brand value of company by maintaining or enhancing quality standards		3.0	1.0	2.0

Qualifications Pack For Technical Sales Representative

	Performance Criteria	Total Marks (300)	Out of	Theory	Skills Practical
	PC14. ensure that customer expectations are met		2.0	0.5	1.5
	PC15. learn to read customers' needs and wants		2.0	0.5	1.5
	PC16. willingly accept and implement new and innovative products and services that help improve customer satisfaction		3.0	1.0	2.0
	PC17. communicate feedback of customer to senior, especially, the negative feedback		2.0	0.5	1.5
	PC18. maintain close contact with the customers and focus groups		2.0	0.5	1.5
	PC19. offer promotions to improve product satisfaction level to the customers periodically		3.0	1.0	2.0
	PC20. weigh the cost of fulfilling unscheduled customer requests, consult with senior and advise the customer on alternatives		2.0	0.5	1.5
	POINTS		50	13	37
	TOTAL POINTS			50	

	Performance Criteria	Total Marks (300)	Out of	Theory	Skills Practical
PCS/N9903 Maintain O&HS standards and follow environmental norms	PC1. assess the various health, safety and environmental hazards in the work areas	50	1.5	0.4	1.1
	PC2. take necessary steps to eliminate or minimize the hazards		1.0	0.4	0.6
	PC3. analyze the causes of accidents at the workplace		1.5	0.4	1.1
	PC4. suggest measures to prevent such accidents from taking place		1.5	0.4	1.1
	PC5. take preventive measures to avoid risk of burns and other injury due to contact with hot surfaces, gas, fire, hot fluids/ liquids, etc.		1.5	0.4	1.1
	PC6. suggest methods to improve the existing safety procedures at the workplace		1.5	0.4	1.1
	PC7. dispose waste in the designated areas safely as per company's policies and rules		1.5	0.4	1.1
	PC8. maintain appropriate ventilation in the rooms while there is more exposure to paint vapours		1.0	0.4	0.6
	PC9. avoid dumping unused cans to safeguard the environment		1.0	0.0	1.0
	PC10. be aware of the locations of fire extinguishers, emergency exits, etc.		1.0	0.4	0.6
	PC11. practice correct emergency		1.5	0.4	1.1



	Performance Criteria	Total Marks (300)	Out of	Theory	Skills Practical
	procedures				
	PC12. check and review the storage areas frequently		1.5	0.4	1.1
	PC13. stack items in an organized way and use safe lifting techniques to reduce risk of injuries from handling procedures at the storage areas		1.5	0.4	1.1
	PC14. ensure to be safe while handling materials, tools, acids, chemicals, equipment, etc.		1.0	0.4	0.6
	PC15. store the chemicals and acids in a well-ventilated and locked areas with warning signs displayed		1.5	0.4	1.1
	PC16. ensure safe techniques while moving furniture and fixtures		1.5	0.4	1.1
	PC17. ensure to reduce risk of injury from use of electrical tools		1.5	0.4	1.1
	PC18. read the manufacturer's manual carefully before use of any equipment		1.0	0.0	1.0
	PC19. unplug the electrical equipment before performing maintenance		1.0	0.4	0.6
	PC20. keep the floors free from oil, water and grease to avoid slippery surface		1.0	0.4	0.6
	PC21. use rubber mats in the places where floors are constantly wet		1.0	0.0	1.0
	PC22. ensure safety from injuries of cuts to loss of fingers, while handling sharp hazardous tools and equipment		1.5	0.4	1.1
	PC23. use flat surfaces, secure holding and protective wear while using such sharp tools		1.5	0.4	1.1
	PC24. use health, safety and environmental protection practices for storing, cleaning, and maintaining tools, equipment, and supplies		1.5	0.4	1.1
	PC25. practice ergonomic lifting, bending, or moving equipment and supplies		1.5	0.4	1.1
	PC26. identify the requirement for maintaining environmental norms		1.0	0.4	0.6
	PC27. comply with the environmental safety norms while on work to prevent accidents and health hazards		1.0	0.4	0.6
	PC28. follow company policies and rules regarding use of hazardous materials to avoid health, safety and environmental impacts caused by them		1.0	0.4	0.6
	PC29. ensure the employees have access to first aid kit when needed		1.0	0.0	1.0
	PC30. ensure all equipment and tools are stored and maintained properly and safe to		1.0	0.4	0.6

Qualifications Pack For Technical Sales Representative

	Performance Criteria	Total Marks (300)	Out of	Theory	Skills Practical
	use				
	PC31. ensure to use personal protective equipment and safety gear such as gloves, mask, headwear, footwear, glasses, goggles, etc. for specific tasks and work conditions where required		1.5	0.4	1.1
	PC32. ensure to display safety signs at places where necessary for people to be cautious		1.5	0.4	1.1
	PC33. ensure electrical precautions such as insulated clothing, adequate equipment insulation, dry work area, switch off the power supply when not required, etc.		1.5	0.4	1.1
	PC34. ensure availability of general health and safety equipment such as fire extinguishers, first aid equipment, safety equipment, clothing, safety installations such as fire exits, exhaust fans, etc.		1.5	0.4	1.1
	PC35. document all the first aid treatments, inspections, etc., conducted to keep track of the safety measures undertaken		1.0	0.4	0.6
	PC36. document all the environmental hazards caused and the measures undertaken to comply with the established safety procedures of the workplace		1.0	0.0	1.0
	PC37. report to the supervisor on any problems and hazards identified and any breach of environmental procedures.		1.0	0.4	0.6
	PC38. ensure zero accident at workplace		1.0	0.4	0.6
	PC39. adhere to safety standards and ensure no material damage		1.0	0.4	0.6
	PC40. take necessary action and correct any environmental hazards caused		1.0	0.4	0.6
	POINTS		50	14	36
	TOTAL POINTS			50	

	Performance Criteria	Total Marks (300)	Out of	Theory	Skills Practical
PCS/N9904 Maintain IPR of organisation and customer	PC1. prevent leak of new plans and designs to competitors by reporting on time	50	7.0	0.0	7.0
	PC2. be aware of any of company's product or design patents		8.0	1.0	7.0
	PC3. report IPR violations observed in the market, to supervisor or company head		8.0	2.0	6.0
	PC4. read copyright clause of the material published on the internet and any other printed material		8.0	0.5	7.5



	Performance Criteria	Total Marks (300)	Out of	Theory	Skills Practical
	PC5. protect infringement upon customer's business or design plans		8.0	2.0	6.0
	PC6. consult supervisor or senior management when in doubt about using information available from customer		6.0	0.0	6.0
	PC7. report any infringement observed by anyone in the company		5.0	0.0	5.0
	POINTS		50	5.5	44.5
	TOTAL POINTS			50	
	GRAND TOTAL	300			