

Qualification Pack



Executive - Telesales (Pharma, Biologics, Medical Device and other health services)

QP Code: LFS/Q0404

Version: 4.0

NSQF Level: 4

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LFS/Q0404: Executive - Telesales (Pharma, Biologics, Medical Device and other health services)

Brief Job Description

Executive- Telesales (Pharma, Biologics, Medical Device and other health services) 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 and services over the phone and manages customer relationships through regular follow-ups. The person is also responsible for managing the computer based ordering system for booking the order request.

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.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [LFS/N0438: Discuss about life sciences industry and basics of sales and marketing](#)
2. [LFS/N0411: Promote the company product or service through digital and telecommunication using new age technologies](#)
3. [LFS/N0412: Manage accounts and maintain client relationships](#)
4. [LFS/N0413: Carry out reporting and documentation to keep a track of sales and stock using CRM software](#)
5. [LFS/N0106: Coordinate with manager and team members](#)
6. [DGT/VSQ/N0102: Employability Skills \(60 Hours\)](#)

Qualification Pack (QP) Parameters

Sector	Life Sciences
Sub-Sector	Pharmaceutical, Biotechnology, Medical Devices and In Vitro Diagnostic (IVD), Contract Research
Occupation	Sales and Marketing



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Country	India
NSQF Level	4
Credits	16
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5211.0301
Minimum Educational Qualification & Experience	12th Class (completed) OR Completed 2nd year of the 3-year diploma after 10 OR Graduate (in any field) OR Diploma (in Pharmacy)
Minimum Level of Education for Training in School	12th Class
Pre-Requisite License or Training	NA
Minimum Job Entry Age	17 Years
Last Reviewed On	NA
Next Review Date	08/04/2028
NSQC Approval Date	08/04/2025
Version	4.0
Reference code on NQR	QG-04-LS-00260-2025-V2-LSSSDC
NQR Version	2.0



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LFS/N0438: Discuss about life sciences industry and basics of sales and marketing

Description

This NOS is related Discussion about life sciences industry and basics of sales and marketing

Scope

The scope covers the following :

- Discuss about Life Sciences industry
- Basics of sales & marketing

Elements and Performance Criteria

Discuss about Life Sciences industry

To be competent, the user/individual on the job must be able to:

- PC1.** discuss key insights in the life sciences sector through various market research reports
- PC2.** explain about the regulatory bodies, legislations, and good practices applicable to sales and marketing occupation
- PC3.** Elaborate importance of a skilled individual in sales and marketing occupation

Basics of Sales & Marketing

To be competent, the user/individual on the job must be able to:

- PC4.** discuss about pharmacology and various drug distribution system of products
- PC5.** explain about various therapeutic drug classes
- PC6.** list down various marketing techniques and strategies for a various Life Sciences product.
- PC7.** explain the role of various stakeholders involved like Clearing and Forwarding Agent (CFA), distributor, stockist, and liasioning agents

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** structure and segmentation of the life sciences sector, including pharmaceuticals, biotechnology, and medical devices.
- KU2.** role of market research reports in identifying industry benchmarks, competitive landscape, and consumer behavior.
- KU3.** key regulatory bodies in the life sciences sector, such as the FDA, EMA, CDSCO, and WHO.
- KU4.** NPPA guidelines and price control information related to drug product
- KU5.** industry best practices like ethical marketing, transparent communication, and compliance with Pharma laws.
- KU6.** basic concepts of negotiation skills
- KU7.** basic concepts of sales management



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- KU8.** sales strategies for drug products
- KU9.** steps to engage potential customer for effective sale
- KU10.** importance of using soft skills and body language while interacting with stakeholders and customers
- KU11.** skills required in life sciences sales, including technical knowledge of products and communication strategies
- KU12.** basic pharmacology principles, including drug action, absorption, and metabolism.
- KU13.** key therapeutic drug classes such as antibiotics, antivirals, analgesics, and biologics.
- KU14.** how distributors and stockists ensure product availability across various regions.
- KU15.** responsibilities of liaisoning agents in maintaining compliance and communication with regulatory authorities

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** Use reading and comprehension skills to interpret relevant information from market research reports, regulatory documents, and industry insights that can inform key discussions in the life sciences sector.
- GS2.** Use written communication skills to document observations and insights related to regulatory bodies, legislations, and good practices applicable to sales and marketing in detailed reports or online tools.
- GS3.** Use verbal communication skills to engage in discussions that highlight the importance of skilled individuals in sales and marketing occupations, fostering effective relationships with industry stakeholders
- GS4.** Use negotiation and interpersonal relationship skills to effectively communicate the relevance of pharmacology, drug distribution systems, and therapeutic drug classes to clients and healthcare professionals, ensuring alignment with their needs.
- GS5.** Apply decision-making skills to determine appropriate strategies for listing and implementing marketing techniques and sales strategies for life sciences products based on market analysis and stakeholder input.
- GS6.** apply decision making skills while deciding on a potential customer
- GS7.** apply the organizing and planning skills to plan the visits for sales meetings
- GS8.** apply customer centricity skills while engaging with the personnel for developing business relationships for promotion and sale
- GS9.** apply analytical skills to analyze and gauge the customer's indication for agreement, during sales pitch
- GS10.** apply problem solving skills to resolve the queries and concerns around product sale forecast



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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Discuss about Life Sciences industry</i>	15	25	5	5
PC1. discuss key insights in the life sciences sector through various market research reports	-	-	-	-
PC2. explain about the regulatory bodies, legislations, and good practices applicable to sales and marketing occupation	-	-	-	-
PC3. Elaborate importance of a skilled individual in sales and marketing occupation	-	-	-	-
<i>Basics of Sales & Marketing</i>	15	25	5	5
PC4. discuss about pharmacology and various drug distribution system of products	-	-	-	-
PC5. explain about various therapeutic drug classes	-	-	-	-
PC6. list down various marketing techniques and strategies for a various Life Sciences product.	-	-	-	-
PC7. explain the role of various stakeholders involved like Clearing and Forwarding Agent (CFA), distributor, stockist, and liasioning agents	-	-	-	-
NOS Total	30	50	10	10



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National Occupational Standards (NOS) Parameters

NOS Code	LFS/N0438
NOS Name	Discuss about life sciences industry and basics of sales and marketing
Sector	Life Sciences
Sub-Sector	Pharmaceutical, Bio Pharmaceutical
Occupation	Sales and Marketing
NSQF Level	4.5
Credits	1.00
Version	1.0
Last Reviewed Date	08/04/2025
Next Review Date	08/04/2028
NSQC Clearance Date	08/04/2025



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LFS/N0411: Promote the company product or service through digital and telecommunication using new age technologies

Description

This NOS is about a Executive -Telesales (Pharma, Biologics, Medical Device and other health services) selling the company products or services through digital and telecommunication using new age technologies

Scope

The scope covers the following :

- Product/service promotion and sales
- Closing sales process
- Lead generation
- After sales services

Elements and Performance Criteria

Product/service promotion and sales

To be competent, the user/individual on the job must be able to:

- PC1.** answer and make calls professionally to provide information about products and services, take/ cancel orders, or obtain details of complaints using digital CRM softwares
- PC2.** analyses the call pitch as per calling script of the organisation
- PC3.** enquire the customer about the reason for calling
- PC4.** interact with client based on record information on CRM software using AI
- PC5.** use big data analysis to send push notifications or promotions to the leads for pitching the product
- PC6.** identify needs of the client & provide relevant information
- PC7.** offer logical explanations to client queries in context to the product
- PC8.** handle inbound calls from the prospective customers and convert them into confirmed client
- PC9.** plan and execute customer engagement initiatives to facilitate customer satisfaction

Closing sales process

To be competent, the user/individual on the job must be able to:

- PC10.** use schemes or promotional offers on the call to seal the deal
- PC11.** acquainting client with the terms of trade
- PC12.** follow call opening and call closing & comply with quality parameters
- PC13.** plan and execute customer engagement initiatives to facilitate brand recall and customer satisfaction

Lead generation

To be competent, the user/individual on the job must be able to:

- PC14.** identify opportunities, produce leads and book appointments with potential customers for the sales force for high quality leads



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- PC15.** use AI enabled system to generate leads
- PC16.** use software which supports big data to look at the trend and consumer behavior for lead generation
- PC17.** proactively follow up on leads generated
- PC18.** use the existing database for communicating effectively to turn a lead from maybe to yes
- PC19.** validate authenticity of the leads generated
- PC20.** inform field sales representatives to track leads & convert them to clients to achieve sales targets
- PC21.** responsible for making outbound calls and regular follow up on leads assigned
- PC22.** build a strong relationship / trust with customers by understanding the customer requirements and suggesting the right product to the customers
- PC23.** should be able to call and discuss company products
- PC24.** calling the prospective borrowers for Appointments, from the given database

After sales services

To be competent, the user/individual on the job must be able to:

- PC25.** follow up with the customer after the transaction using digital tools like CRM software
- PC26.** use e-mails, mails, calls for correspondence after the transaction
- PC27.** cater to clients need on the after sales interaction and customize script and behaviour appropriately
- PC28.** solicit opinions on provide information about new products and services on regularly basis to customers
- PC29.** ensure that feedback is taken from the customer via CRM software and communicated timely and effectively to the company
- PC30.** respond to customer queries post the transaction

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** knowledge of process management and sales procedure
- KU2.** knowledge of company's legal guidelines while selling products and providing after-sales service
- KU3.** medical and ethical compliance needs related to the product
- KU4.** Implications (impact on internal/external customers) of defective products, materials or components
- KU5.** knowledge of company values, ethics and culture
- KU6.** organisational vision and mission statement
- KU7.** risk and impact of not following defined procedures/work instructions
- KU8.** organization's product / services portfolio and usage, including benefits of the product compared to similar products from other companies
- KU9.** use of Computer/application software (including MS Office)
- KU10.** understanding of software or tools being used for data entries and record maintenance
- KU11.** basic understanding of the indian life sciences industry



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KU12. commercial awareness of pharmaceutical products and overall healthcare sector

KU13. basic selling techniques

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** record and communicate details of work done to appropriate higher authority using written/typed report or computer based record/electronic mail
- GS2.** maintain proper and concise records as per format
- GS3.** read and interpret reports, images, graphs, typical product specifications, , procedure maps etc.
- GS4.** clearly pronounce the names of brands/products/services
- GS5.** communicate effectively with potential customers
- GS6.** answer questions, especially product-related queries, effectively
- GS7.** be persuasive and convincing when conversing
- GS8.** listen to the customer and mould response accordingly
- GS9.** evaluate the information gathered from the customer
- GS10.** use customer information to make promotion/calling process more effective
- GS11.** analyse the situation and adapt communication/behaviour
- GS12.** evaluate the information gathered from the customer and report it to the company
- GS13.** plan calls most effectively
- GS14.** prioritize activities and multi-task
- GS15.** provide customer-customized services/responses
- GS16.** ensure that customer needs are assessed and satisfactory service is provided
- GS17.** nurture relationships with customers by being responsive and attentive
- GS18.** address customers questions and concerns completely and effectively (including identifying appropriate teams to reach out for the details)



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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Product/service promotion and sales</i>	10	15	5	4
PC1. answer and make calls professionally to provide information about products and services, take/ cancel orders, or obtain details of complaints using digital CRM softwares	-	-	-	-
PC2. analyses the call pitch as per calling script of the organisation	-	-	-	-
PC3. enquire the customer about the reason for calling	-	-	-	-
PC4. interact with client based on record information on CRM software using AI	-	-	-	-
PC5. use big data analysis to send push notifications or promotions to the leads for pitching the product	-	-	-	-
PC6. identify needs of the client & provide relevant information	-	-	-	-
PC7. offer logical explanations to client queries in context to the product	-	-	-	-
PC8. handle inbound calls from the prospective customers and convert them into confirmed client	-	-	-	-
PC9. plan and execute customer engagement initiatives to facilitate customer satisfaction	-	-	-	-
<i>Closing sales process</i>	5	10	3	2
PC10. use schemes or promotional offers on the call to seal the deal	-	-	-	-
PC11. acquainting client with the terms of trade	-	-	-	-
PC12. follow call opening and call closing & comply with quality parameters	-	-	-	-
PC13. plan and execute customer engagement initiatives to facilitate brand recall and customer satisfaction	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Lead generation</i>	5	15	2	2
PC14. identify opportunities, produce leads and book appointments with potential customers for the sales force for high quality leads	-	-	-	-
PC15. use AI enabled system to generate leads	-	-	-	-
PC16. use software which supports big data to look at the trend and consumer behavior for lead generation	-	-	-	-
PC17. proactively follow up on leads generated	-	-	-	-
PC18. use the existing database for communicating effectively to turn a lead from maybe to yes	-	-	-	-
PC19. validate authenticity of the leads generated	-	-	-	-
PC20. inform field sales representatives to track leads & convert them to clients to achieve sales targets	-	-	-	-
PC21. responsible for making outbound calls and regular follow up on leads assigned	-	-	-	-
PC22. build a strong relationship / trust with customers by understanding the customer requirements and suggesting the right product to the customers	-	-	-	-
PC23. should be able to call and discuss company products	-	-	-	-
PC24. calling the prospective borrowers for Appointments, from the given database	-	-	-	-
<i>After sales services</i>	10	10	-	2
PC25. follow up with the customer after the transaction using digital tools like CRM software	-	-	-	-
PC26. use e-mails, mails, calls for correspondence after the transaction	-	-	-	-



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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC27. cater to clients need on the after sales interaction and customize script and behaviour appropriately	-	-	-	-
PC28. solicit opinions on provide information about new products and services on regularly basis to customers	-	-	-	-
PC29. ensure that feedback is taken from the customer via CRM software and communicated timely and effectively to the company	-	-	-	-
PC30. respond to customer queries post the transaction	-	-	-	-
NOS Total	30	50	10	10



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National Occupational Standards (NOS) Parameters

NOS Code	LFS/N0411
NOS Name	Promote the company product or service through digital and telecommunication using new age technologies
Sector	Life Sciences
Sub-Sector	Pharmaceutical, Bio Pharmaceutical
Occupation	Sales and Marketing
NSQF Level	4
Credits	6
Version	4.0
Last Reviewed Date	08/04/2025
Next Review Date	08/04/2028
NSQC Clearance Date	08/04/2025



Qualification Pack

LFS/N0412: Manage accounts and maintain client relationships

Description

This NOS unit is about a Executive - Telesales (Pharma, Biologics, Medical Device and other health services) whose main responsibility is to manage accounts, clients relationships, including responding to client queries and to negotiate commercial terms.

Scope

The scope covers the following :

- Query resolution
- Customer satisfaction
- Client record management
- Negotiate commercial terms

Elements and Performance Criteria

Query resolution

To be competent, the user/individual on the job must be able to:

- PC1.** correspond with existing and potential customers as well as other 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
- PC3.** direct non-customer stakeholders reaching out, to respective teams within the organization
- PC4.** share feedback with various businesses/teams on typical customer queries and complaints

Customer satisfaction

To be competent, the user/individual on the job must be able to:

- PC5.** personalize the approach towards responding to client request
- PC6.** make the client feel important & induce rapport building
- PC7.** manage and overcome customer objections
- PC8.** create and manage a customer value plan for existing customers

Client record management

To be competent, the user/individual on the job must be able to:

- PC9.** keep detailed records of all previous transactions & prescriptions
- PC10.** take references of other prospective clients and expand links

Negotiate commercial terms

To be competent, the user/individual on the job must be able to:

- PC11.** provide competitive information such as bid situations and pricing data
- PC12.** to give complete information on terms of trade, mode of payment and after sales services
- PC13.** establish negotiated pricing contracts for assigned products
- PC14.** suggest alternatives in case of payment limitations



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PC15. implementation of product promotion strategy

PC16. estimate time and date of delivery

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** knowledge of process management and sales procedure
- KU2.** knowledge of company's legal guidelines while selling products and providing after-sales service
- KU3.** Understanding of medical and ethical compliance requirements related to the product
- KU4.** Knowledge of company values, ethics and culture
- KU5.** Awareness of the risk and impact of not following defined procedures/work instructions
- KU6.** Knowledge of the organization's product / services portfolio and usage, including benefits of the product with respect to similar products from other companies
- KU7.** Understanding of basic client relationship management (CRM) software
- KU8.** Understanding of basic client relationship management (CRM) software
- KU9.** Understanding of basic client relationship management (CRM) software
- KU10.** Commercial awareness of pharmaceutical products and overall healthcare sector
- KU11.** Basic selling techniques

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** Record and communicate details using written/typed report or computer-based record/electronic mail
- GS2.** Maintain proper and concise records of calls, queries, complaints etc., as per online or offline format specified by the company
- GS3.** Read and interpret reports, images, graphs, typical product specifications, procedure maps etc.
- GS4.** Pay attention and listen to the customer
- GS5.** Communicate effectively with current and potential customers
- GS6.** Answer questions, especially product-related queries, effectively
- GS7.** Be persuasive and convincing when conversing
- GS8.** Evaluate the information gathered from the customer and link with company/product information
- GS9.** Use customer and product information to interact with customers more effectively
- GS10.** Analyze the situation and adapt communication/behavior
- GS11.** Evaluate the information gathered from the customer and report to the company
- GS12.** Identify immediate or temporary solutions to resolve customer queries/complaints
- GS13.** Comprehend the problem, identify the solution(s) and suggest the best possible solution to the customer



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- GS14.** Cope with criticism from customers and constructively transform it into a positive impression of the product and company
- GS15.** Address customer's questions and concerns completely and effectively

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Query resolution</i>	10	15	3	3
PC1. correspond with existing and potential customers as well as other 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	-	-	-	-
PC3. direct non-customer stakeholders reaching out, to respective teams within the organization	-	-	-	-
PC4. share feedback with various businesses/teams on typical customer queries and complaints	-	-	-	-
<i>Customer satisfaction</i>	10	15	3	3
PC5. personalize the approach towards responding to client request	-	-	-	-
PC6. make the client feel important & induce rapport building	-	-	-	-
PC7. manage and overcome customer objections	-	-	-	-
PC8. create and manage a customer value plan for existing customers	-	-	-	-
<i>Client record management</i>	3	5	2	2
PC9. keep detailed records of all previous transactions & prescriptions	-	-	-	-
PC10. take references of other prospective clients and expand links	-	-	-	-
<i>Negotiate commercial terms</i>	7	15	2	2
PC11. provide competitive information such as bid situations and pricing data	-	-	-	-



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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. to give complete information on terms of trade, mode of payment and after sales services	-	-	-	-
PC13. establish negotiated pricing contracts for assigned products	-	-	-	-
PC14. suggest alternatives in case of payment limitations	-	-	-	-
PC15. implementation of product promotion strategy	-	-	-	-
PC16. estimate time and date of delivery	-	-	-	-
NOS Total	30	50	10	10



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National Occupational Standards (NOS) Parameters

NOS Code	LFS/N0412
NOS Name	Manage accounts and maintain client relationships
Sector	Life Sciences
Sub-Sector	Pharmaceutical, Bio Pharmaceutical
Occupation	Sales and Marketing
NSQF Level	4
Credits	3.00
Version	4.0
Last Reviewed Date	08/04/2025
Next Review Date	08/04/2028
NSQC Clearance Date	08/04/2025



Qualification Pack

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

Description

This NOS unit is about Executive - Telesales (Pharma, Biologics, Medical Device and other health services) who reports and record documents for various trade transactions and ensure information security for efficient tracking of sales and stock.

Scope

The scope covers the following :

- Reporting, Recording and Documentation
- Information Security
- Environment Sustainability Guidelines

Elements and Performance Criteria

Reporting, Recording and Documentation

To be competent, the user/individual on the job must be able to:

- PC1.** document call details & client information accurately according to the format in the digital software
- PC2.** update daily and monthly reports through company portals as per reporting norms
- PC3.** keep a track on pop up messages on the software for customer interaction with the product
- PC4.** monitor stock in trade and offer products accordingly
- PC5.** arrange orders in reservation of ordered products using the pop-up messages displayed on the CRM software
- PC6.** monitor sales returns (saleable and non-saleable) to within prescribed limits
- PC7.** understand the customer's need and discuss future targets with the area manager - telesales
- PC8.** anticipate potential negative and positive impacts on the business and adapt strategy accordingly
- PC9.** provide information to senior management about competitive activities, and potential for new products and services
- PC10.** obtain the latest clinical data supplied by the company based on AI and big data analysis
- PC11.** understand advertising and promotional & selling techniques to improve the process
- PC12.** consult with marketing and technical service areas
- PC13.** provide historical records by maintaining records on area and customer sales
- PC14.** Regular Follow-up On Leads And Make Entry On CRM software
- PC15.** categorize nature of customer's interaction as a query, request or a complaint
- PC16.** seek customer's feedback in feedback register/diary/booklet

Information security

To be competent, the user/individual on the job must be able to:



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PC17. respond to requests for information following protocol

PC18. inform the appropriate authority of requests for information received

Environment Sustainability Guidelines

To be competent, the user/individual on the job must be able to:

PC19. ensure energy conservation by switching off the computer/ tablet post usage

PC20. ensure to check for any loose electric sockets before use for charging the equipment

PC21. choose and apply environment-friendly methods for waste disposal like packaging waste of samples, PPE kits etc

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Type of documentation in an organization, the importance of maintaining them, and various methods of recording information
- KU2.** Risk and impact of not following defined procedures/work instructions
- KU3.** The correct method for carrying out corrective actions outlined for each problem
- KU4.** The escalation matrix for reporting identified issues
- KU5.** Implications of not adhering to quality control procedures(pertaining to call audits conducted by Quality Analysts for the executives)
- KU6.** Methods and techniques involved in evaluating information
- KU7.** Proficient use of computer/application software
- KU8.** Understanding of software or tools being used for data entry and record maintenance.
- KU9.** Sound knowledge of basic IT .
- KU10.** Domain knowledge pertaining to life sciences industry.
- KU11.** Use data analytic tools for retrieving and analyzing information for quick
- KU12.** Methods to conserve energy, water and methods to minimize pollution

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** record and communicate details of work done to appropriate higher authority using written/typed report or computer-based record/electronic mail
- GS2.** maintain proper and concise records as per the specific format
- GS3.** read and interpret images, graphs, diagrams for typical product specifications, job sheets and procedure
- GS4.** communicate effectively with other teams, such as marketing
- GS5.** communicate clearly with customers
- GS6.** communicate confidential and sensitive information discretely to authorized person as per SOP
- GS7.** analyze data and information to prepare accurate reports and documents
- GS8.** pay attention to detail



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- GS9.** identify anomalies in data
- GS10.** plan and organize assigned work in order to achieve specified targets and deadlines
- GS11.** multi-task and adapt to meet work timelines
- GS12.** align work objectives and outcomes to address organization's customer needs

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Reporting, Recording and Documentation</i>	15	25	5	4
PC1. document call details & client information accurately according to the format in the digital software	-	-	-	-
PC2. update daily and monthly reports through company portals as per reporting norms	-	-	-	-
PC3. keep a track on pop up messages on the software for customer interaction with the product	-	-	-	-
PC4. monitor stock in trade and offer products accordingly	-	-	-	-
PC5. arrange orders in reservation of ordered products using the pop-up messages displayed on the CRM software	-	-	-	-
PC6. monitor sales returns (saleable and non-saleable) to within prescribed limits	-	-	-	-
PC7. understand the customer's need and discuss future targets with the area manager – telesales	-	-	-	-
PC8. anticipate potential negative and positive impacts on the business and adapt strategy accordingly	-	-	-	-
PC9. provide information to senior management about competitive activities, and potential for new products and services	-	-	-	-
PC10. obtain the latest clinical data supplied by the company based on AI and big data analysis	-	-	-	-
PC11. understand advertising and promotional & selling techniques to improve the process	-	-	-	-
PC12. consult with marketing and technical service areas	-	-	-	-
PC13. provide historical records by maintaining records on area and customer sales	-	-	-	-



Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC14. Regular Follow-up On Leads And Make Entry On CRM software	-	-	-	-
PC15. categorize nature of customer's interaction as a query, request or a complaint	-	-	-	-
PC16. seek customer's feedback in feedback register/diary/booklet	-	-	-	-
<i>Information security</i>	10	22	5	4
PC17. respond to requests for information following protocol	-	-	-	-
PC18. inform the appropriate authority of requests for information received	-	-	-	-
<i>Environment Sustainability Guidelines</i>	5	3	-	2
PC19. ensure energy conservation by switching off the computer/ tablet post usage	-	-	-	-
PC20. ensure to check for any loose electric sockets before use for charging the equipment	-	-	-	-
PC21. choose and apply environment-friendly methods for waste disposal like packaging waste of samples, PPE kits etc	-	-	-	-
NOS Total	30	50	10	10



Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	LFS/N0413
NOS Name	Carry out reporting and documentation to keep a track of sales and stock using CRM software
Sector	Life Sciences
Sub-Sector	Pharmaceutical, Bio Pharmaceutical
Occupation	Sales and Marketing
NSQF Level	4
Credits	2.00
Version	4.0
Last Reviewed Date	08/04/2025
Next Review Date	08/04/2028
NSQC Clearance Date	08/04/2025



Qualification Pack

LFS/N0106: Coordinate with manager and team members

Description

This NOS unit is about the job role holder coordinating with manager and team members in order to undertake assigned activities

Scope

The scope covers the following :

- Coordinating with manager
- Coordinating with team members
- Sensitivity towards all genders and people with disability

Elements and Performance Criteria

Coordination with manager

To be competent, the user/individual on the job must be able to:

- PC1.** receive work instructions from reporting manager and understand work output requirements
- PC2.** seek advice and opinion from supervisor on approach taken for carrying out work as well as output
- PC3.** report any challenges, obstacles to completing the work as per specifications and timelines

Coordination with team members

To be competent, the user/individual on the job must be able to:

- PC4.** work as a team with colleagues and share work as per their or own work load and skills
- PC5.** put team over individual goals
- PC6.** work to resolve conflicts within the team
- PC7.** communicate with team members in an open, respectful manner

Sensitivity towards all genders and people with disability

To be competent, the user/individual on the job must be able to:

- PC8.** respect all genders, religions, caste and cultures
- PC9.** empathize with people with disability
- PC10.** offer support or help to a person with disability only when asked
- PC11.** ensure to adhere with the guidelines laid in Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act
- PC12.** report any violation of prevention of sexual harassment (POSH) rules immediately to the POSH committee

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Reporting structure in the company



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- KU2.** Company's policies on: preferred communication medium, reporting and escalation policy, quality delivery standards, and personnel management.
- KU3.** Importance of effective interpersonal communication
- KU4.** Conflict-resolution techniques
- KU5.** Importance of collaborative working
- KU6.** Types of disabilities
- KU7.** Challenges faced by PwD
- KU8.** Importance of displaying empathy towards PwD
- KU9.** Right way to use the laws, acts, and provisions defined for PwD by the statutory bodies
- KU10.** Importance of gender sensitization and prevention of sexual harassment (POSH) act
- KU11.** Importance of respecting all religion, caste, and culture
- KU12.** importance of interpersonal relationship in maintaining an effective and smooth relation with manager and colleagues

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** Record and communicate details of work done to appropriate people using written/typed report
- GS2.** Communicate with supervisor and team members data/ information/ support/advice needed
- GS3.** Read the work instructions provided
- GS4.** Interact effectively with team members
- GS5.** Communicate with supervisor and team members for data/ information/support/ advice needed
- GS6.** Communicate with people in a form and manner and using language that is open and respectful
- GS7.** Apply balanced judgement to different situations
- GS8.** Plan and organize assigned work in order to drive collaboration with team members
- GS9.** Multi-task and adapt to meet work timelines
- GS10.** Effectively interact with the various stakeholders to complete assigned tasks
- GS11.** Apply problem solving approaches to different situations
- GS12.** Resolve any difficulties in relationships with colleagues , or get help from an appropriate person, in a way that preserves goodwill and trust
- GS13.** Apply emotional intelligence while dealing with other genders and people with disability
- GS14.** Use team-building skills during the interaction with teammates while managing the difficult/stressful or emotional situations at work

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Coordination with manager</i>	10	15	-	5
PC1. receive work instructions from reporting manager and understand work output requirements	-	-	-	-
PC2. seek advice and opinion from supervisor on approach taken for carrying out work as well as output	-	-	-	-
PC3. report any challenges, obstacles to completing the work as per specifications and timelines	-	-	-	-
<i>Coordination with team members</i>	10	15	5	2
PC4. work as a team with colleagues and share work as per their or own work load and skills	-	-	-	-
PC5. put team over individual goals	-	-	-	-
PC6. work to resolve conflicts within the team	-	-	-	-
PC7. communicate with team members in an open, respectful manner	-	-	-	-
<i>Sensitivity towards all genders and people with disability</i>	10	20	5	3
PC8. respect all genders, religions, caste and cultures	-	-	-	-
PC9. empathize with people with disability	-	-	-	-
PC10. offer support or help to a person with disability only when asked	-	-	-	-
PC11. ensure to adhere with the guidelines laid in Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act	-	-	-	-
PC12. report any violation of prevention of sexual harassment (POSH) rules immediately to the POSH committee	-	-	-	-
NOS Total	30	50	10	10



Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	LFS/N0106
NOS Name	Coordinate with manager and team members
Sector	Life Sciences
Sub-Sector	Pharmaceutical, Bio Pharmaceutical and Contract Research
Occupation	Sales and Marketing
NSQF Level	4
Credits	2.00
Version	4.0
Last Reviewed Date	08/04/2025
Next Review Date	08/04/2028
NSQC Clearance Date	08/04/2025



Qualification Pack

DGT/VSQ/N0102: Employability Skills (60 Hours)

Description

This unit is about employability skills, Constitutional values, becoming a professional in the 21st Century, digital, financial, and legal literacy, diversity and Inclusion, English and communication skills, customer service, entrepreneurship, and apprenticeship, getting ready for jobs and career development.

Scope

The scope covers the following :

- Introduction to Employability Skills
- Constitutional values - Citizenship
- Becoming a Professional in the 21st Century
- Basic English Skills
- Career Development & Goal Setting
- Communication Skills
- Diversity & Inclusion
- Financial and Legal Literacy
- Essential Digital Skills
- Entrepreneurship
- Customer Service
- Getting ready for Apprenticeship & Jobs

Elements and Performance Criteria

Introduction to Employability Skills

To be competent, the user/individual on the job must be able to:

- PC1.** identify employability skills required for jobs in various industries
- PC2.** identify and explore learning and employability portals

Constitutional values – Citizenship

To be competent, the user/individual on the job must be able to:

- PC3.** recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.
- PC4.** follow environmentally sustainable practices

Becoming a Professional in the 21st Century

To be competent, the user/individual on the job must be able to:

- PC5.** recognize the significance of 21st Century Skills for employment
- PC6.** practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life

Basic English Skills

To be competent, the user/individual on the job must be able to:



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- PC7.** use basic English for everyday conversation in different contexts, in person and over the telephone
- PC8.** read and understand routine information, notes, instructions, mails, letters etc. written in English
- PC9.** write short messages, notes, letters, e-mails etc. in English

Career Development & Goal Setting

To be competent, the user/individual on the job must be able to:

- PC10.** understand the difference between job and career
- PC11.** prepare a career development plan with short- and long-term goals, based on aptitude

Communication Skills

To be competent, the user/individual on the job must be able to:

- PC12.** follow verbal and non-verbal communication etiquette and active listening techniques in various settings
- PC13.** work collaboratively with others in a team

Diversity & Inclusion

To be competent, the user/individual on the job must be able to:

- PC14.** communicate and behave appropriately with all genders and PwD
- PC15.** escalate any issues related to sexual harassment at workplace according to POSH Act

Financial and Legal Literacy

To be competent, the user/individual on the job must be able to:

- PC16.** select financial institutions, products and services as per requirement
- PC17.** carry out offline and online financial transactions, safely and securely
- PC18.** identify common components of salary and compute income, expenses, taxes, investments etc
- PC19.** identify relevant rights and laws and use legal aids to fight against legal exploitation

Essential Digital Skills

To be competent, the user/individual on the job must be able to:

- PC20.** operate digital devices and carry out basic internet operations securely and safely
- PC21.** use e- mail and social media platforms and virtual collaboration tools to work effectively
- PC22.** use basic features of word processor, spreadsheets, and presentations

Entrepreneurship

To be competent, the user/individual on the job must be able to:

- PC23.** identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research
- PC24.** develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion
- PC25.** identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity

Customer Service

To be competent, the user/individual on the job must be able to:

- PC26.** identify different types of customers
- PC27.** identify and respond to customer requests and needs in a professional manner.



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PC28. follow appropriate hygiene and grooming standards

Getting ready for apprenticeship & Jobs

To be competent, the user/individual on the job must be able to:

PC29. create a professional Curriculum vitae (Résumé)

PC30. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively

PC31. apply to identified job openings using offline /online methods as per requirement

PC32. answer questions politely, with clarity and confidence, during recruitment and selection

PC33. identify apprenticeship opportunities and register for it as per guidelines and requirements

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. need for employability skills and different learning and employability related portals

KU2. various constitutional and personal values

KU3. different environmentally sustainable practices and their importance

KU4. Twenty first (21st) century skills and their importance

KU5. how to use English language for effective verbal (face to face and telephonic) and written communication in formal and informal set up

KU6. importance of career development and setting long- and short-term goals

KU7. about effective communication

KU8. POSH Act

KU9. Gender sensitivity and inclusivity

KU10. different types of financial institutes, products, and services

KU11. how to compute income and expenditure

KU12. importance of maintaining safety and security in offline and online financial transactions

KU13. different legal rights and laws

KU14. different types of digital devices and the procedure to operate them safely and securely

KU15. how to create and operate an e- mail account and use applications such as word processors, spreadsheets etc.

KU16. how to identify business opportunities

KU17. types and needs of customers

KU18. how to apply for a job and prepare for an interview

KU19. apprenticeship scheme and the process of registering on apprenticeship portal

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. read and write different types of documents/instructions/correspondence

GS2. communicate effectively using appropriate language in formal and informal settings



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- GS3.** behave politely and appropriately with all
- GS4.** how to work in a virtual mode
- GS5.** perform calculations efficiently
- GS6.** solve problems effectively
- GS7.** pay attention to details
- GS8.** manage time efficiently
- GS9.** maintain hygiene and sanitization to avoid infection

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Introduction to Employability Skills</i>	1	1	-	-
PC1. identify employability skills required for jobs in various industries	-	-	-	-
PC2. identify and explore learning and employability portals	-	-	-	-
<i>Constitutional values – Citizenship</i>	1	1	-	-
PC3. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.	-	-	-	-
PC4. follow environmentally sustainable practices	-	-	-	-
<i>Becoming a Professional in the 21st Century</i>	2	4	-	-
PC5. recognize the significance of 21st Century Skills for employment	-	-	-	-
PC6. practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life	-	-	-	-
<i>Basic English Skills</i>	2	3	-	-
PC7. use basic English for everyday conversation in different contexts, in person and over the telephone	-	-	-	-
PC8. read and understand routine information, notes, instructions, mails, letters etc. written in English	-	-	-	-
PC9. write short messages, notes, letters, e-mails etc. in English	-	-	-	-
<i>Career Development & Goal Setting</i>	1	2	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. understand the difference between job and career	-	-	-	-
PC11. prepare a career development plan with short- and long-term goals, based on aptitude	-	-	-	-
<i>Communication Skills</i>	2	2	-	-
PC12. follow verbal and non-verbal communication etiquette and active listening techniques in various settings	-	-	-	-
PC13. work collaboratively with others in a team	-	-	-	-
<i>Diversity & Inclusion</i>	1	2	-	-
PC14. communicate and behave appropriately with all genders and PwD	-	-	-	-
PC15. escalate any issues related to sexual harassment at workplace according to POSH Act	-	-	-	-
<i>Financial and Legal Literacy</i>	2	3	-	-
PC16. select financial institutions, products and services as per requirement	-	-	-	-
PC17. carry out offline and online financial transactions, safely and securely	-	-	-	-
PC18. identify common components of salary and compute income, expenses, taxes, investments etc	-	-	-	-
PC19. identify relevant rights and laws and use legal aids to fight against legal exploitation	-	-	-	-
<i>Essential Digital Skills</i>	3	4	-	-
PC20. operate digital devices and carry out basic internet operations securely and safely	-	-	-	-
PC21. use e- mail and social media platforms and virtual collaboration tools to work effectively	-	-	-	-
PC22. use basic features of word processor, spreadsheets, and presentations	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Entrepreneurship</i>	2	3	-	-
PC23. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research	-	-	-	-
PC24. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	-	-	-
PC25. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity	-	-	-	-
<i>Customer Service</i>	1	2	-	-
PC26. identify different types of customers	-	-	-	-
PC27. identify and respond to customer requests and needs in a professional manner.	-	-	-	-
PC28. follow appropriate hygiene and grooming standards	-	-	-	-
<i>Getting ready for apprenticeship & Jobs</i>	2	3	-	-
PC29. create a professional Curriculum vitae (Résumé)	-	-	-	-
PC30. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively	-	-	-	-
PC31. apply to identified job openings using offline /online methods as per requirement	-	-	-	-
PC32. answer questions politely, with clarity and confidence, during recruitment and selection	-	-	-	-
PC33. identify apprenticeship opportunities and register for it as per guidelines and requirements	-	-	-	-
NOS Total	20	30	-	-



Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	DGT/VSQ/N0102
NOS Name	Employability Skills (60 Hours)
Sector	Cross Sectoral
Sub-Sector	Professional Skills
Occupation	Employability
NSQF Level	4
Credits	2
Version	1.0
Last Reviewed Date	31/01/2024
Next Review Date	31/01/2027
NSQC Clearance Date	31/01/2024

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by Life Sciences Sector Skill Development Council (LSSSDC)
2. Each Element will be assigned marks proportional to its importance in NOS. LSSSDC will also lay down the proportion of marks for Theory, Practical, Project, and Viva for each Element.
3. The assessment for the theory part will be based on the knowledge bank of questions created by the LSSSDC.
4. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
5. LSSSDC as assessment and awarding body will create unique evaluations for each assessment component i.e. theory, practical, project and viva for every student at each examination/training center based on this criterion.
6. Wherever any assessment component is not applicable/ feasible, the balance assessment components will be used to assess the candidate and accordingly the total marks will be calculated only for the applied



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assessment component.

7. To pass the Qualification Pack, every trainee should score a minimum of 50%-70% of marks in each NOS (depending on NSQF Level) to successfully clear the assessment. In the case of a Govt funded program, the program guidelines will be overarching on the pass percentage rules.

8. In case of unsuccessful completion, the trainee may seek re-assessment on the Qualification Pack

Minimum Aggregate Passing % at QP Level : 70

(Please note: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Minimum Passing % at NOS Level: 70

(Please note: A Trainee must score the minimum percentage for each NOS separately as well as on the QP as a whole.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
LFS/N0438.Discuss about life sciences industry and basics of sales and marketing	30	50	10	10	100	15
LFS/N0411.Promote the company product or service through digital and telecommunication using new age technologies	30	50	10	10	100	20
LFS/N0412.Manage accounts and maintain client relationships	30	50	10	10	100	20
LFS/N0413.Carry out reporting and documentation to keep a track of sales and stock using CRM software	30	50	10	10	100	20
LFS/N0106.Coordinate with manager and team members	30	50	10	10	100	15



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National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
DGT/VSQ/N0102.Employability Skills (60 Hours)	20	30	-	-	50	10
Total	170	280	50	50	550	100



Qualification Pack

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
AI	Artificial Intelligence
CRM	Customer relationship management
SOP	Standard Operating Procedure
QP	Qualification Pack
SOP	Standard Operating Procedure
CRM	Customer relationship management
PPE	Personal Protective Equipment
POSH	Prevention of sexual harassment
CFAs	Clearing and Forwarding Agents
AA	Assessment Agency
AI	Artificial Intelligence
CRM	Customer relationship management
SOP	Standard Operating Procedure
QP	Qualification Pack
SOP	Standard Operating Procedure
CRM	Customer relationship management
PPE	Personal Protective Equipment
POSH	Prevention of sexual harassment

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Glossary

Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.



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Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.