

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR GEMS AND JEWELLERY INDUSTRY

What are Occupational Standards(OS)?

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

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Introduction

Qualifications Pack - Jewellery Retail Sales Associate

SECTOR: GEMS AND JEWELLERY

SUB-SECTOR: Jewellery Retailing

OCCUPATION: Selling

REFERENCE ID: G&J/Q6802

ALIGNED TO: NCO-2004/5220.35

Jewellery Retail Sales Associate: Also called 'Customer Sales Executive', 'Retail Sales Officer', or 'Sales Advisor', the Jewellery Retail Sales Associate is the person in-charge of a sales counter in the retail store.

Brief Job Description: The individual in the jewellery retailing store engages with the customers, understands the buying requirement of the customers, explains the offerings of the store, assists them in choosing jewellery and completes the sales transaction. The individual manages multiple sales counters of diverse product category and also takes customized jewellery orders from the customers.

Personal Attributes: The job requires the person to have: customer-centric approach; ability to multitask; interact with customers of diverse lifestyles and convince them; and integrity. The individual should also be presentable and target oriented.

Qualifications Pack Code	G&J/Q6802		
Job Role	Jewellery Retail Sales Associate		
Credits (NSQF)	TBD	Version number	1.0
Sector	Gems & Jewellery	Drafted on	28/08/2016
Sub-sector	Jewellery Retailing	Last reviewed on	18/10/2016
Occupation	Selling	Next review date	17/10/2019
NSQC Clearance on*	DD/MM/YYYY		

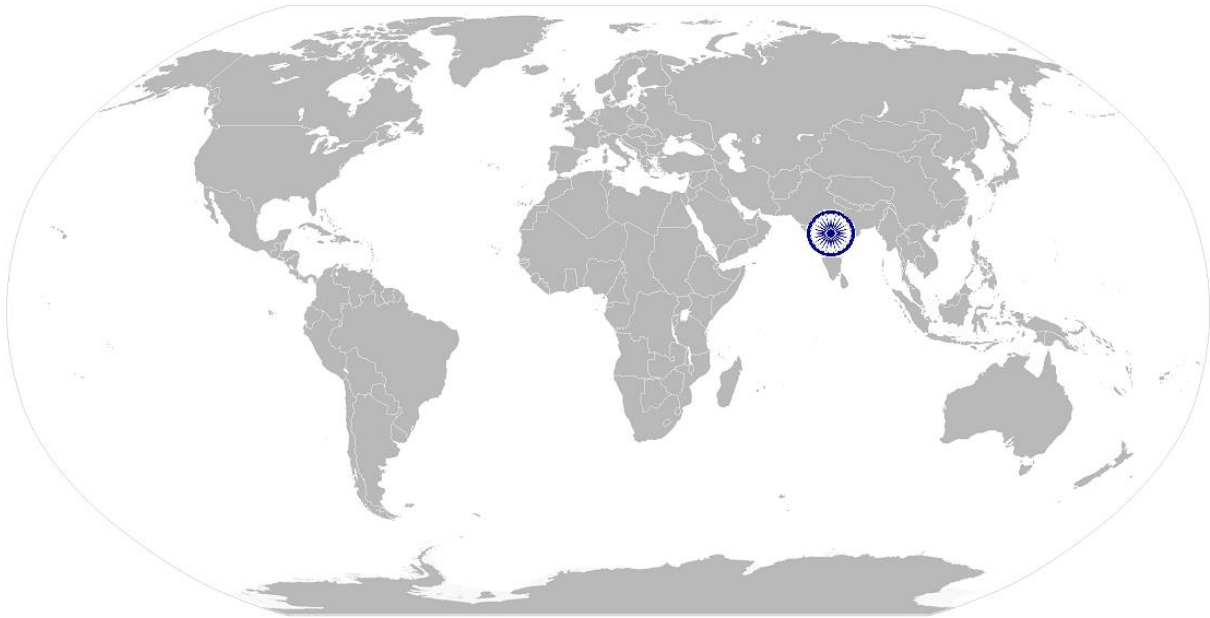
Job Role	Jewellery Retail Sales Associate
Role Description	Engaging with the customers, understanding the needs of the customer, explaining the offerings of the store and assisting them in choosing jewellery according to their requirement, managing stock at the counter. Also, managing multiple sales counters of diverse product category and taking customized jewellery orders.
NSQF level	4
Minimum Educational Qualifications*	12th Standard, preferably
Maximum Educational Qualifications*	Not applicable
Training (Suggested but not mandatory)	Not applicable
Minimum job entry age	18 years
Experience	1 to 2 years in sales preferred
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> G&J/N6801 Engage the customers at the retail counter G&J/N6802 Explain to customers about jewellery product offerings G&J/N6803 Facilitate customer buying decision at multiple counters G&J/N6804 Manage stock of products at multiple counters and ensure product safety G&J/N6805 Interaction for planning and reporting G&J/N6806 Create professional image of self and organisation G&J/N9902 Maintain health and safety at workplace <p>Optional: Not Applicable</p>
Performance Criteria	As described in the relevant OS units

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

Acronyms

Keywords /Terms	Description
NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack

National Occupational Standard



Overview

This unit is about dealing with customers and assisting them in the jewellery purchase process in stores, malls, exhibitions and trade shows. This includes greeting the customers, understanding their requirements and engaging with them during the sales process.

G&J/N6801

Engage the customers at the retail counter

Unit Code	G&J/N6801
Unit Title (Task)	Engage the customers at the retail counter
Description	This OS unit is about dealing with and assisting the customer of the jewellery store so that the interaction results in a sale
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Engaging the customer • Understanding customer requirements • Ensuring customer satisfaction • Handling problems pertaining to a customer
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Engaging the customer	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Promptly attend to the customers walking into the retail area</p> <p>PC2. Greet the customers as per company's culture</p> <p>PC3. Assess the customer's broad and specific requirements accurately</p> <p>PC4. Explain the store layout</p> <p>PC5. Explain the broad variety of jewellery products available at different sections and counters of the store. For example: Gold, Diamond etc.</p> <p>PC6. Provide acceptable suggestions or solutions to customer queries</p> <p>PC7. Address customer complaints</p> <p>PC8. Follow telephone etiquette while interacting with customer on telephone</p>
Understanding customer requirements	<p>PC9. Obtain adequate information from the customer to understand the nature of buying; for example: occasion based or casual, any buying criteria; for example: budget, type of jewellery; for example: plain gold</p> <p>PC10. Assess customer requirement whether they are looking for a common jewellery product such as bangles and rings or special jewellery product. E.g. kundan, jadau, stamping, kolhapuri, mangal sutra etc.</p> <p>PC11. Assess customer requirement for a particular type of product which may be region specific jewellery like kundan, temple jewellery; relevance or occasion specific jewellery like mangalsutra, engagement ring; jewellery making style such as handmade, machine made, casting etc.</p> <p>PC12. Suggest and offer jewellery that meets customer expectation</p>
Ensuring customer satisfaction	<p>PC13. Satisfy customer with the shopping experience</p> <p>PC14. Receive positive customer feedback</p> <p>PC15. Ensure that customer does not feel unattended</p> <p>PC16. Address customers queries confidently and without misleading</p> <p>PC17. Check if customer is willing to interact via telephone or internet post sales</p> <p>PC18. Inform customers about product promotions or new product arrivals</p> <p>PC19. Inform about delivery status if the jewellery is to be delivered at a later time than the committed delivery date</p> <p>PC20. Send mailers on discounts or promotional events</p>

G&J/N6801

Engage the customers at the retail counter

<p>Handling problems pertaining to a customer</p>	<p>PC21. Listen to customer complaints patiently from the customer and summarise them to the customer to ensure that the understanding is correct PC22. Address customer's queries with right solutions PC23. Assist the customer when there is a sales return or repair work</p>
<p>Knowledge and Understanding (K)</p>	
<p>A. Organizational Context</p>	<p>The user/individual on the job needs to know and understand: KA1. Organisation's lineage, history and culture KA2. Company's policies on: Personnel management, relevant legislation, standards, policies and procedures followed in the company KA3. Retail store layout and different departments in the store KA4. Return and exchange policies followed by the retail store KA5. Pricing and discount policy of the retail store KA6. Company's various savings scheme offerings KA7. Company's policies related to dress code and etiquette KA8. Stock Management/stock replenishment/customised orders procedures followed in organisation KA9. Documentation and reporting practices followed in the organisation</p>
<p>B. Technical Knowledge</p>	<p>KB1. Basic knowledge of the jewellery value chain from mining to consumption KB2. Precious metals jewellery such as Gold, Platinum, Silver along with their characteristics and differences KB3. Basics of Indian jewellery industry, history and culture KB4. Jewellery buying preferences in India and overseas KB5. Different types of jewellery retail formats KB6. Jewellery related terminologies used in the industry KB7. How to operate computer and use software for stocking, pricing and billing</p>
<p>Skills (S) [Optional]</p>	
<p>A. Core Skills / Generic Skills</p>	<p>Writing Skills</p> <p>The user/ individual on the job needs to know and understand how to: SA1. Record a call discussion made with customers through telephone SA2. Write e-mails to customers with mailing etiquette SA3. Prepare documentation to be done on counter as per company policy</p> <p>Reading Skills</p> <p>SA4. Read English and other languages SA5. Read about new design or type of jewellery introduced in the store through catalogues, brochures and pamphlets</p> <p>Oral Communication (Listening and Speaking skills)</p> <p>SA6. Listen to and understand the requirements of the customer SA7. Talk about the store's product offerings and those that may suit customer's requirement</p>

G&J/N6801

Engage the customers at the retail counter

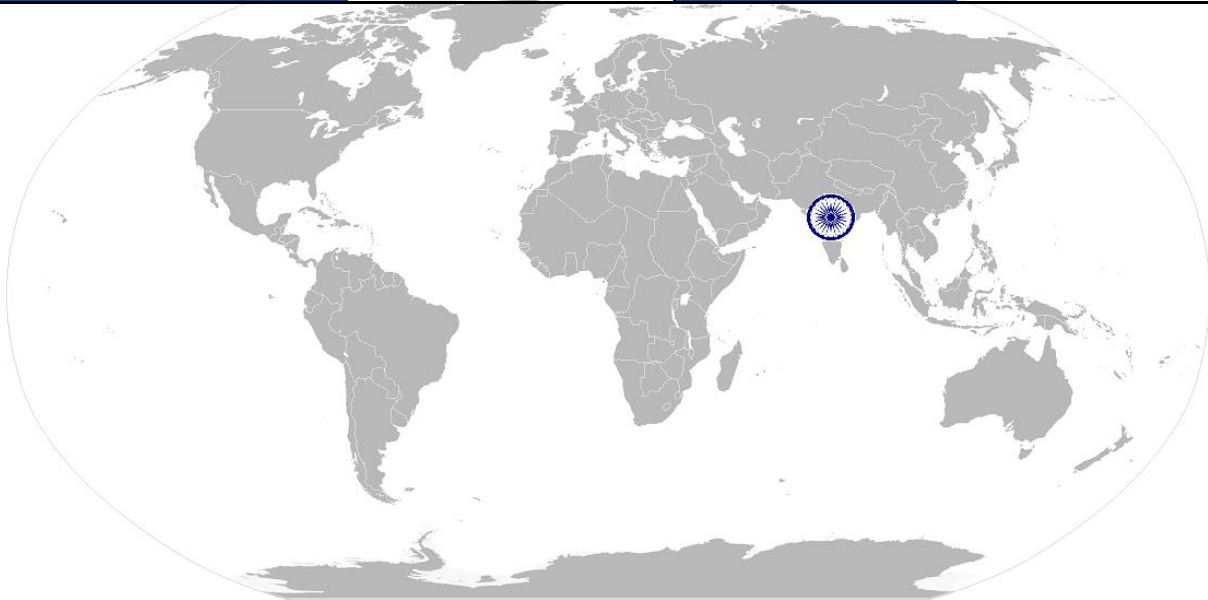
	<p>SA8. Interact in a language which the customer is comfortable with</p> <p>SA9. Avoid personal biases to creep into interactions with customers</p>
B. Professional Skills	Decision Making
	SB1. Make decision pertaining to exact requirement of customer and offer product accordingly
	Plan and Organize
	N. A.
	Customer Centricity
	SB2. Develop a rapport with customer to understand their requirement, taste, lifestyle preferences, etc.
	Problem Solving
	SB3. Solve customer complaints effectively and ensure customer satisfaction
	Analytical Thinking
	SB4. Analyse customer's requirement correctly and suggest product matching to their requirement
	SB5. Analyse sales trend in market based on customer's choice and sales from other counters
Critical Thinking	
SB6. Analyse & Evaluate customer enquiries, customer complaints, current trends, customer friendly policies from other brands/stores and communicate the same to supervisor to get inputs to improve customer's shopping experience at counter	

G&J/N6801

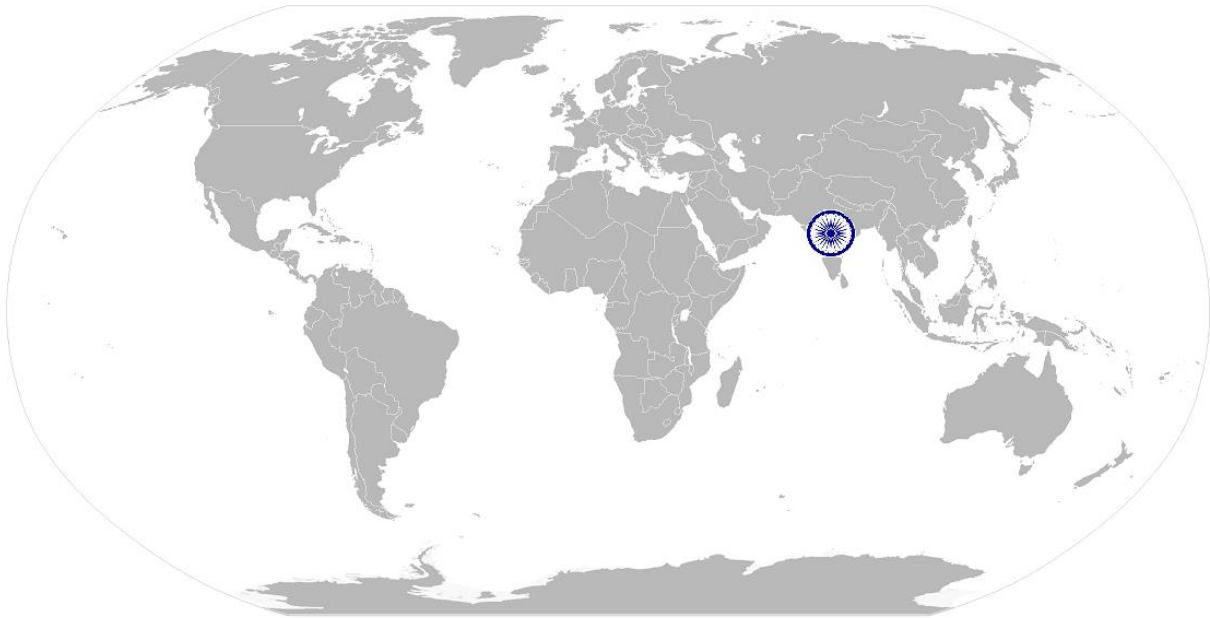
Engage the customers at the retail counter

NOS Version Control

NOS Code	G&J/N6802		
Credits (NSQF)	TBD	Version number	1.0
Industry	Gems & Jewellery	Drafted on	28/08/2016
Industry Sub-sector	Jewellery Retailing	Last reviewed on	18/10/2016
Occupation	Selling	Next review date	17/10/2019



National Occupational Standard



Overview

This unit is about explaining the various product offerings of the jewellery store to the customers. This is very important because the spread of the product in terms of origin, making technique, product category, metals and stones used etc. is very large and therefore it is essential to explain the customers about the product.

G&J/N6802

Explain to customers about jewellery product offerings

National Occupational Standard

Unit Code	G&J/N6802
Unit Title (Task)	Explain to customers about jewellery product offerings
Description	This OS unit is about explaining the various product offerings of the jewellery store to the customers
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Making customer aware of precious metal i.e. Gold, Silver, Platinum jewellery • Making customer aware of studded jewellery
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Making customer aware of precious metal jewellery	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Explain the customer about the characteristics of precious metals i.e. gold, silver and platinum</p> <p>PC2. Assist customer to understand the product in terms of relevance, making, etc.</p> <p>PC3. Answer all customer's queries with reference to product characteristics</p> <p>PC4. Provide acceptable suggestions or solutions to customer queries</p> <p>PC5. Ensure that customer is fully aware of all the aspects of the jewellery bought</p> <p>PC6. Explain to the customer about standards, hallmarking and certifications for jewellery sold in store</p>
Making customer aware of studded jewellery	<p>PC7. Demonstrate accurately the characteristics of diamond and its authenticity</p> <p>PC8. Explain to customers' different types of settings such as prongs, bezel, channel, pave, tension</p> <p>PC9. Explain customers about different type of diamonds available in the market such as synthetic, simulants</p> <p>PC10. Introduce customers to semi-precious gemstone-jewellery offerings in the store</p> <p>PC11. Introduce customers with different types of beads and briolette jewellery available</p> <p>PC12. Explain the characteristics of different gemstones</p> <p>PC13. Introduce customers to different types of pearl jewellery available in the retail area and explain the different types of pearls, for example - natural, cultured etc. and explain the characteristics of these jewellery</p> <p>PC14. Explain customers about different type of artificial diamonds available in the market such as synthetic and simulants</p> <p>PC15. Assist customer to understand the product in terms of relevance, making, etc.</p> <p>PC16. Answer all customer's queries with reference to product characteristics</p> <p>PC17. Provide acceptable suggestions or solutions to customer queries</p> <p>PC18. Ensure that customer is fully aware of all the aspects of the jewellery bought</p>

G&J/N6802

Explain to customers about jewellery product offerings

Knowledge and Understanding (K)	
A. Organizational Context	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> KA1. Organisation's history and culture KA2. Company's policies on: Personnel management, relevant legislation, standards, policies, and procedures followed in the company KA3. Non-disclosure of "confidential information" provided by the company either orally or in writing marked as confidential KA4. Liability arising out of loss, theft, or inadvertent disclosure of confidential information KA5. Retail store layout and different departments in the store KA6. Company's various saving scheme offerings KA7. Company's various jewellery product offerings
B. Technical Knowledge	<ul style="list-style-type: none"> KB1. Basics of jewellery value chain from mining to consumption KB2. Precious metals jewellery such as gold, platinum, silver along with their characteristics and differences KB3. Characteristics of precious metal jewellery such as karatage, colour, fineness, hallmarking KB4. Different types of jewellery within a specified category, for example, white gold jewellery and their characteristics such as alloy used, coating used, etc. for example, rhodium coated, alloy containing nickel, palladium KB5. Different types of jewellery, their style and origin, making technique and value of components KB6. Significant characteristics of a jewellery, for example, making technique or style and ability to educate the uninitiated customer KB7. Specialised Indian jewellery such as Kundan, Jadau, Kolhapuri, stamping, etc., and their uniqueness KB8. Various types of jewellery making process such as handmade, casting, machine made, electroforming, etc. KB9. Soldering techniques such as cadmium based, non-cadmium based, etc. and their benefits KB10. Various types of finishing possible in jewellery such as enamel, geru finish, sand blasting, etc. KB11. Methods of assaying such as touchstone, using XRF machine, fire assaying, etc., to test the purity of Gold KB12. BIS standards for hallmarking KB13. Different types of jewellery and characteristics such as origin, region specific, relevance to occasion, community specific, etc. KB14. Different types of diamond, precious stones, semi-precious stones including pearl and their characteristics KB15. 4Cs of Diamond such as cut, clarity, carat and colour KB16. Diamond grading process KB17. Different types of settings in diamond jewellery KB18. Jewellery preferences of customers from different geographies or

G&J/N6802

Explain to customers about jewellery product offerings

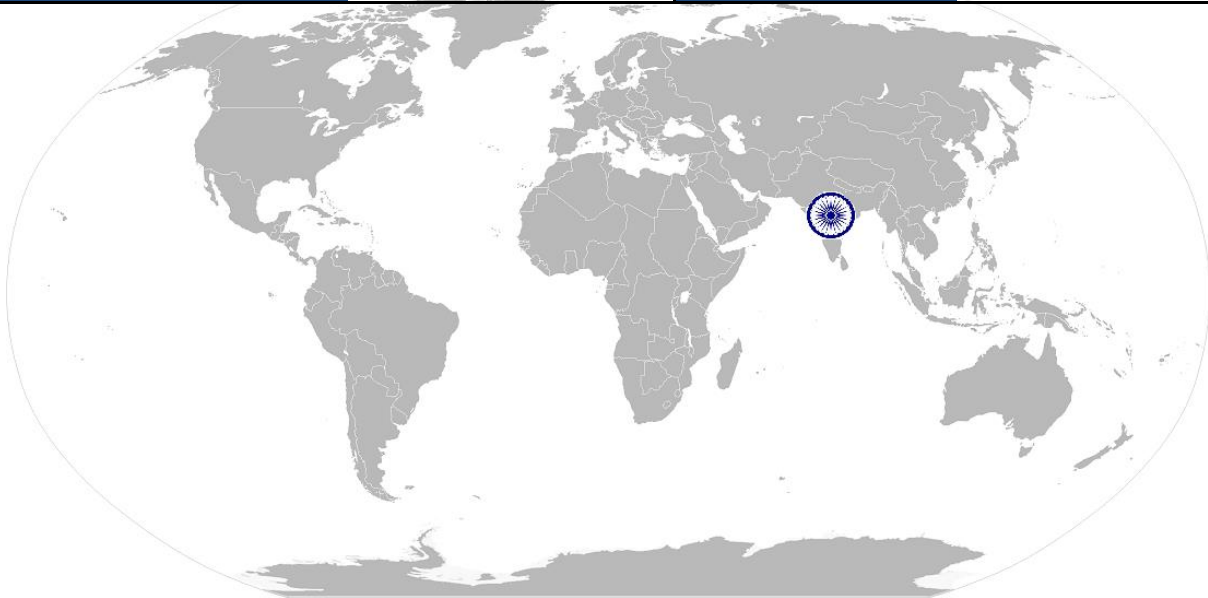
	<p>communities</p> <p>KB19. Different types and combinations of jewellery required for special occasions</p> <p>KB20. Product mix and match, i.e., what type of jewellery goes well with another jewellery or dress</p>
Skills (S) [Optional]	
A. Core Skills/ Generic Skills	Writing Skills
	The user/ individual on the job needs to know and understand how to:
	SA1. Record a call discussion made with customers through telephone
	SA2. Write e-mails to customers with mailing etiquette
	Reading Skills
	SA3. Read English and other languages
	SA4. Read about new design or type of jewellery introduced in the store through catalogues, brochures and pamphlets
	Oral Communication (Listening and Speaking Skills)
SA5. Listen to and understand the requirements of the customer	
SA6. Talk about the store's product offerings and those that may suit customer's requirement	
SA7. Interact in a language which the customer is comfortable with	
SA8. Avoid personal biases to creep into interactions with customers	
B. Professional Skills	Decision Making
	N. A.
	Plan and Organize
	N. A.
	Customer Centricity
	SB1. Develop a rapport with customer to understand their requirement, taste, lifestyle preferences, etc. to offer product
	Problem Solving
	N. A.
	Analytical Thinking
	SB2. Analyse the customer's requirement for products on various aspects such as type of jewellery, purpose of buying, budget, lifestyle of customers, wearing pattern, community requirement, etc. in order to offer best available alternative
	Critical Thinking
N. A.	

G&J/N6802

Explain to customers about jewellery product offerings

NOS Version Control

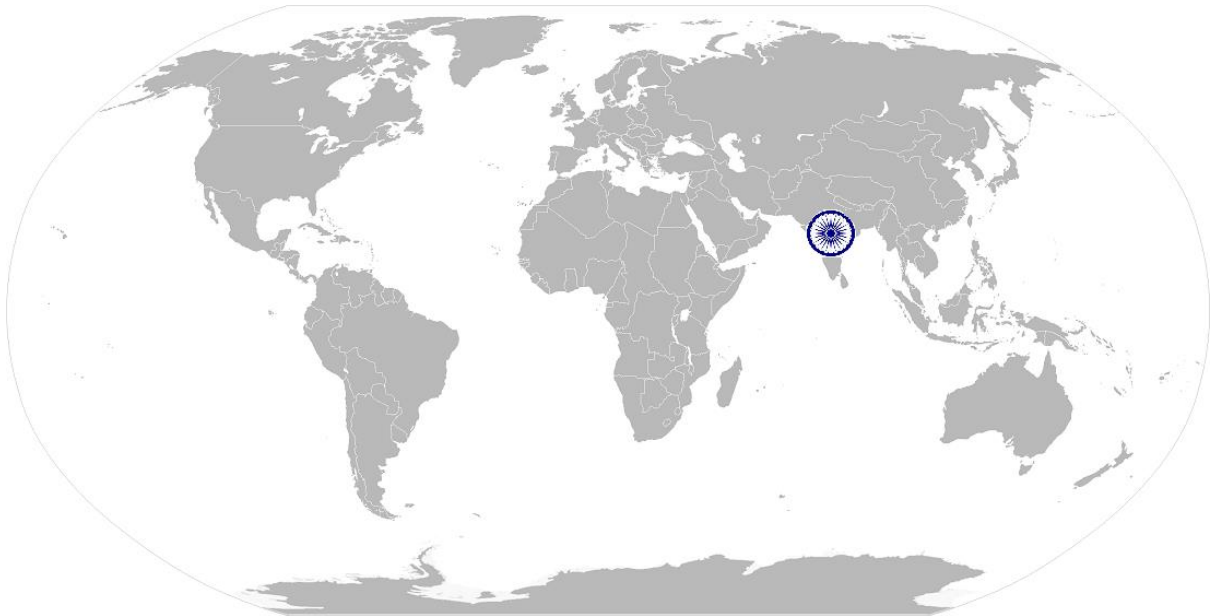
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Credits (NSQF)	TBD	Version number	1.0
Industry	Gems & Jewellery	Drafted on	28/08/2016
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Occupation	Selling	Next review date	17/10/2019



G&J/N6803

Facilitate customer buying decision at multiple counters

National Occupational Standard



Overview

This unit is about selling of retail store's various offerings such as jewellery or store's saving schemes. This includes sales of jewellery at multiple sales counters in the store and taking customer specified jewellery order. Selling is the most important function in jewellery retail.

G&J/N6803

Facilitate customer buying decision at multiple counters

Unit Code	G&J/N6803
Unit Title (Task)	Facilitate customer buying decision at multiple counters
Description	This OS unit is about the selling the different offerings of a retail jewellery store
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Reviewing sales target • Helping customers choose jewellery • Facilitating sales of customer order (customized) jewellery • Ensuring productivity • Closing sales • Delivering product
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Reviewing sales target	<p>To be competent the user/individual on the job must be able to:</p> <p>PC1. Receive sales target from manager in terms of product sales, jewellery type, number of counters, opening of new saving scheme accounts, number of customer order jewelleries, etc.</p> <p>PC2. Plan and execute selling strategy to meet the target</p>
Helping customers choose jewellery	<p>PC3. Probe customer to share information about their need, preferences by asking appropriate questions</p> <p>PC4. Assist in selecting by recommending the jewellery that could suit the customer's taste, looks, budget criteria, occasional wear, etc. Facilitate sales of high value stocks (example: diamond jewellery) that meet the customer's buying criteria</p> <p>PC5. Facilitate sales of various jewellery offered by the store at multiple counters of different product types as per customer requirements</p> <p>PC6. Facilitate sales of saving schemes/promotion schemes offered by highlighting benefits of such schemes.</p> <p>PC7. Explain the customers about the pricing of the jewellery taking into account the characteristics such as basic cost of certain karat of gold, labour cost, wastage, etc.</p> <p>PC8. Clarify the customers about the company's policy on exchanging old gold jewellery for purchase of new jewellery</p> <p>PC9. Assist customers in knowing the value of the old gold jewellery (for which it can be taken) by interacting with assessor and manager</p> <p>PC10. Provide various choices of jewellery types that meet the customer's buying criteria</p> <p>PC11. Enquire about the size and measurement required from customers for products such as rings, bracelets, necklace, chains, etc. and offer jewellery accordingly</p>

G&J/N6803

Facilitate customer buying decision at multiple counters

<p>Facilitating sales of customer order (customized) jewellery</p>	<p>PC12. Decide, based on the requirement of customised jewellery whether it can be made by the company</p> <p>PC13. Explain the customers about the company’s policy on old gold jewellery exchange for purchase of new jewellery</p> <p>PC14. Interact with the assessor and manager and then inform the customers about the value of the old gold jewellery (for which it can be taken) and deliver the customised jewellery on the agreed time with design specifications</p> <p>PC15. Prepare the order form by mentioning customer’s specifications clearly and get confirmation from the customer on the order form to avoid any confusion</p> <p>PC16. Provide a timeline to the customer for making and delivery of customised/ordered jewellery product</p> <p>PC17. Deliver the customised jewellery to customer on the agreed time with design specifications</p>
<p>Ensuring productivity</p>	<p>PC18. Plan and execute selling strategy to meet the prescribed target</p> <p>PC19. Sell different types of jewellery at diverse sale counters</p> <p>PC20. Sell high value product</p> <p>PC21. Sell customized jewellery</p> <p>PC22. Achieve the sales target</p> <p>PC23. Handle old gold jewellery exchange based transactions</p> <p>PC24. Open new account for saving schemes</p> <p>PC25. Increase the sales conversion rate</p> <p>PC26. Identify opportunity to up sell products</p>
<p>Closing sales</p>	<p>PC27. Explain the customers about repairing and refurbishment process for the jewellery purchased</p> <p>PC28. Display the jewellery purchased and pack the jewellery appropriately</p> <p>PC29. Ensure that there is minimum delay in the sale closing process</p> <p>PC30. Make sure that the customer is sent off happily and satisfied</p> <p>PC31. Close the sales with “minimum discounts”</p> <p>PC32. Check that the billing is done appropriately for old gold jewellery exchange based sales</p>
<p>Delivering product</p>	<p>PC33. Follow up with factory/manufacturing unit to receive ordered product one day prior to the delivery date</p> <p>PC34. Check whether the customised product is matching as per customer’s specifications and deliver customized jewellery as per customer’s specification on time</p>
<p>Knowledge and Understanding (K)</p>	
<p>A. Organizational Context</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. Company’s policies on: Personnel management, performance measurement and incentive policies, relevant legislation, standards, policies, and procedures followed in the company</p> <p>KA2. Non-disclosure of “confidential information” provided by the company either orally or in writing marked as confidential</p> <p>KA3. Liability arising out of loss, theft, or inadvertent disclosure of confidential information</p>

G&J/N6803

Facilitate customer buying decision at multiple counters

	<p>KA4. Organisational structure KA5. Retail store's hierarchy and reporting structure KA6. Sales target of the department and organisation KA7. Retail store's product offerings KA8. Company's various saving scheme offerings KA9. Company's sales transaction process KA10. Company's repair and refurbishment policies KA11. Documentation and reporting practices in organization</p>
<p>B. Technical Knowledge</p>	<p>KB1. Characteristics of the product such as making technique, type of jewellery, utility of the product, value of the product, etc. KB2. Diverse jewellery products to operate in multiple sales counters KB3. Types of jewels available in the store to promote upselling KB4. Terminologies used for jewellery in various languages such as waist band (Ottiyanam in Tamil) KB5. Jewellery product mix and match KB6. Customer order jewellery KB7. Making time required for various type of jewellery KB8. Different types of making technique for jewellery KB9. Cost involved in making jewellery KB10. Understand the competition, the overall industry trends, new categories of products that customers are looking for, understanding the impact of fashion, consumer understanding on say credit purchases, gold and diamond rate fluctuations, impact on the future of the value of the purchases, etc. KB11. Strategies of selling to achieve the targets defined KB12. Saving schemes offered by the store KB13. Knowledge on jewellery pricing such as labour cost, wastage, basic cost of 22 karat gold as on date, etc. KB14. Weighing jewellery (gross and net weight)</p>
<p>Skills (S) [Optional]</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p> <p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. Prepare bills for the purchase made with relevant details SA2. Prepare the account opening form for opening new saving schemes</p> <p>Reading Skills</p> <p>SA3. Read English and local language SA4. Read about and understand new design or type of jewellery introduced in the store through catalogues, brochures and pamphlets SA5. Read the jewellery bought by the customers in printed form for customized jewellery order SA6. Read the bill prepared</p>

G&J/N6803

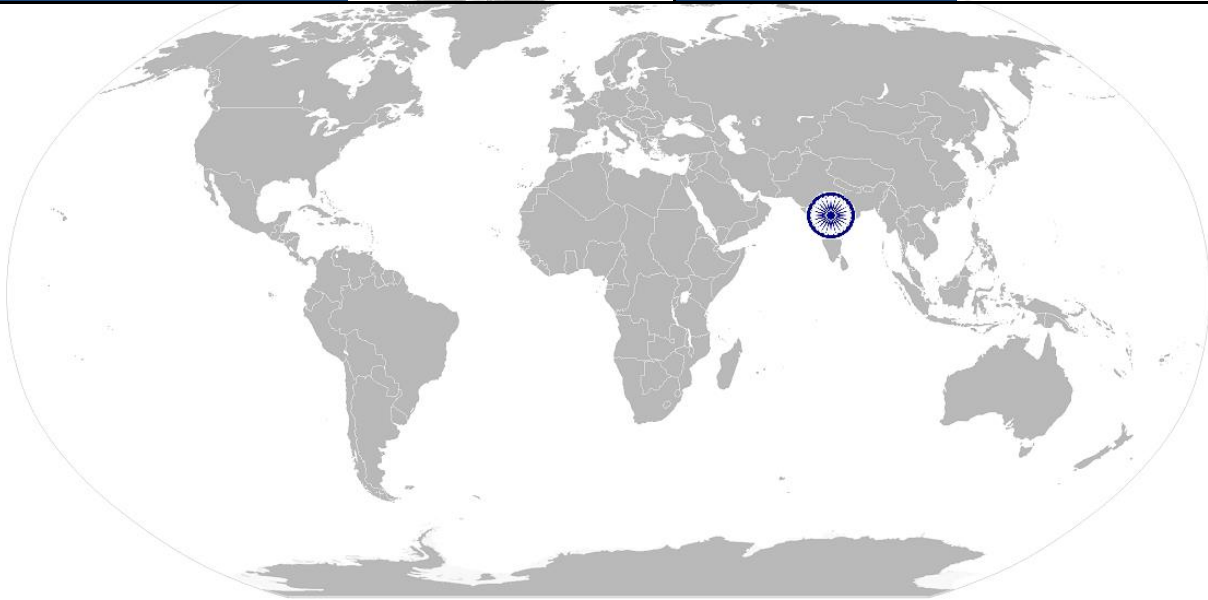
Facilitate customer buying decision at multiple counters

	Oral Communication (Listening & Speaking skills)
	<p>SA7. Listen to the needs of the customer</p> <p>SA8. Use English language to interact with high net worth customers</p> <p>SA9. Speak about the store's different product offerings that may suit customer's requirement</p> <p>SA10. Be multi lingual in order to interact with diverse customers</p>
B. Professional Skills	Decision Making
	<p>SB1. Decide on the product display strategy during the day</p> <p>SB2. Decide on the customized jewellery whether it can be made or not as per customer's requirement</p> <p>SB3. Check the ordered jewellery piece against the specifications mentioned in customer order</p>
	Plan and Organize
	N. A.
	Customer Centricity
	<p>SB4. Decide on the display strategy of the products during the day</p> <p>SB5. Decide on the customized jewellery whether it can be made or not as per customer's requirement</p>
	Problem Solving
	N.A.
	Analytical Thinking
	SB6. Analyse customer's test, preferences and display products accordingly
	Critical Thinking
<p>SB7. Evaluate and analyse what went wrong with unclosed sales and think of a strategy not to repeat the same in future</p> <p>SB8. Evaluate saving schemes/promotions schemes on other counter/stores and send feedback/report to Supervisor/Manager</p>	

G&J/N6803 Facilitate customer buying decision at multiple counters

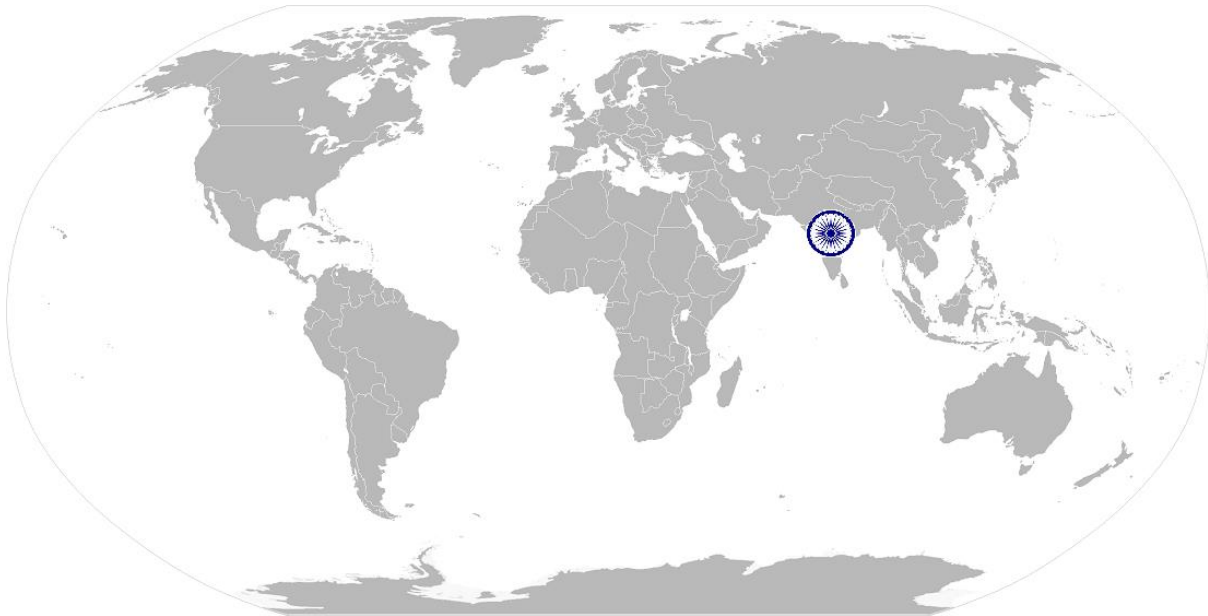
NOS Version Control

NOS Code	G&J/N6802		
Credits (NSQF)	TBD	Version number	1.0
Industry	Gems & Jewellery	Drafted on	28/08/2016
Industry Sub-sector	Jewellery Retailing	Last reviewed on	18/10/2016
Occupation	Selling	Next review date	17/10/2019



G&J/N6804 Manage stock of products at multiple counters and ensure product safety

National Occupational Standard



Overview

This unit is about managing the stock of goods at multiple sales counters, and having a good stock-control and replenishment system. This unit also includes ensuring product safety at counter. Safety of jewellery is an important aspect of jewellery retailing.

G&J/N6804 Manage stock of products at multiple counters and ensure product safety

Unit Code	G&J/N6804
Unit Title (Task)	Manage stock of products at multiple counters and ensure product safety
Description	This OS unit is about managing the stock of goods at sale counters and having a good stock control system
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Maintaining account of stock • Managing stock • Maintaining adequate stock for sale at any point of time • Ordering new supply of stocks • Following up for order placed • Ensuring safety of jewellery displayed for customers
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Maintaining account of stock	<p>To be competent, the user/individual on the job role must be able to:</p> <p>PC1. Tally opening stock, sales for the day and closing stock</p> <p>PC2. Maintain record of daily account of stock as per store rules</p>
Managing stock	<p>PC3. Ensure that there is no stock shortages at sales counter at any point of time</p> <p>PC4. Ensure that there is no over stocking of any jewellery at the counter</p>
Maintaining adequate stock for sale at any point of time	<p>PC5. Judge the demand by analysing sales data and also considering the seasonality</p> <p>PC6. Ensure adequate stock is available to meet the sales demand</p> <p>PC7. Ensure that excess stocks are not kept at the counter but taken out and returned to the stores, because these are high value</p> <p>PC8. Ensure that defective stocks are repaired / replaced</p>
Ordering new supply of stocks	<p>PC9. Promptly place order to receive the stock on time</p> <p>PC10. Ensure that fast moving stocks are always available by ordering them adequately</p> <p>PC11. Ensure that entry price, mid-price and high end products appropriate to the customer needs are available in adequate quantities and in all counters</p> <p>PC12. Decide the number of stock to be ordered based on demand and sales</p> <p>PC13. Place order for new stocks with the appropriate inventory person giving full details</p> <p>PC14. Decide on the stock to be ordered during peak demand season such as festival time</p> <p>PC15. Calculate the time required for dispatch of new orders and place the orders promptly</p> <p>PC16. Order placement according to occasions such as festivals and seasonality</p>
Following up for order placed	PC17. Deliver customized jewellery order on time
Ensuring safety of jewellery displayed	<p>PC18. Be vigilant on the stocks under display during sales</p> <p>PC19. Communicate promptly about any potential theft in the store</p>

G&J/N6804 Manage stock of products at multiple counters and ensure product safety

for customers	<p>PC20. Ensure that there is no loss of product or shoplifting</p> <p>PC21. Report for potential theft or raise alarm in time</p>
Knowledge and Understanding (K)	
A. Organizational Context	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. Company's policies on: Personnel management, relevant legislation, standards, policies, and procedures followed in the company</p> <p>KA2. Non-disclosure of "confidential information" provided by the company either orally or in writing marked as confidential</p> <p>KA3. Liability arising out of loss, theft, or inadvertent disclosure of confidential information</p> <p>KA4. Organisation structure</p> <p>KA5. Retail store's hierarchy and reporting structure</p> <p>KA6. Return and exchange policies followed by the company</p> <p>KA7. Company's stock management policies</p> <p>KA8. Company's order procurement process</p> <p>KA9. Documentation and reporting practices in organization</p>
B. Technical Knowledge	<p>KB1. Arithmetic for maintenance of stock accounts</p> <p>KB2. General industry trends such as seasonality effects, gold price and festivals to estimate demand</p> <p>KB3. Recording accounts for reporting</p> <p>KB4. Computers software for stock management and tracking movement</p> <p>KB5. Exchange of old gold jewellery based transactions</p>
Skills (S) [Optional]	
A. Core Skills/ Generic Skills	Reading Skills
	The user/ individual on the job needs to know and understand how to:
	SA1. Read the stock account for opening and closing stock status
	SA2. Read the sales data to record for stock management
	Writing Skills
	SA3. Maintain and record the stock accounts on a daily basis
SA4. Prepare report on stocks periodically	
B. Professional Skills	Oral Communication (Listening and Speaking skills)
	SA5. Coordinate with other departments for stock replacement
	SA6. Order for replenishment of stock
	SA7. Follow up with factory/back-office for customised orders
	SA8. Effectively inform about any potential theft
	Decision Making

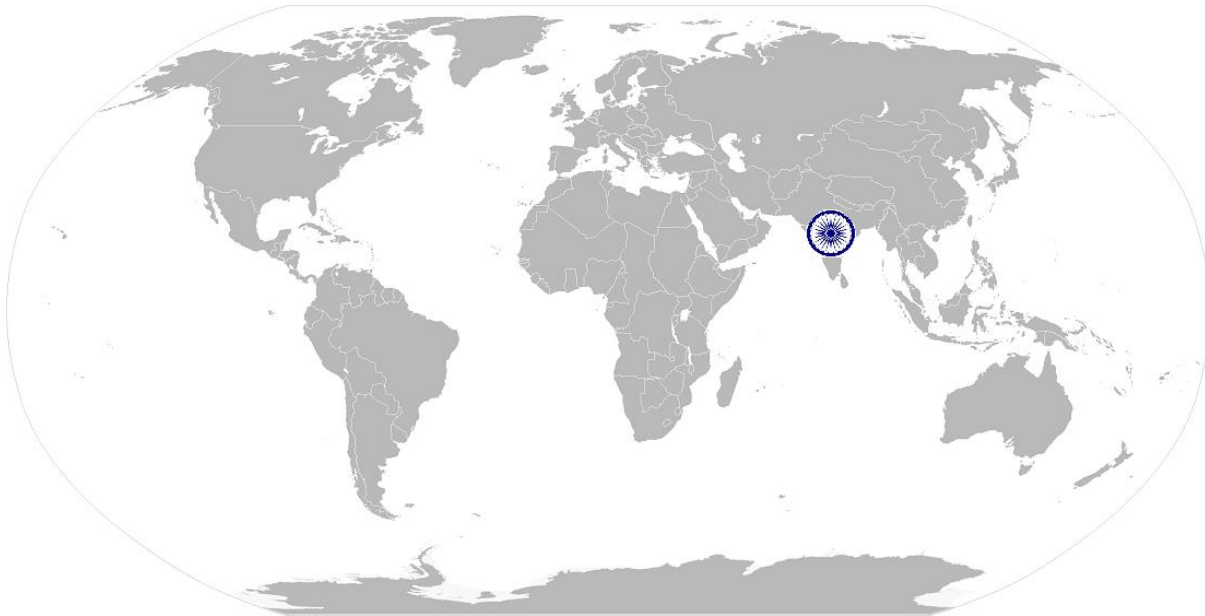
G&J/N6804 Manage stock of products at multiple counters and ensure product safety

	SB1. Decide on what product mix to order for better sales turnover
	Plan and Organize
	SB2. Schedule order for replenishment of stock depending on movement of stock in specific period. E.g. festive season, promotions, specific occasions such as valentine day etc.
	Customer Centricity
	SB3. Maintain right mix of product depending on type of customer flow i.e. demographics, buying habits etc., in that particular store or at counter
	SB4. Enquire customer about missing product or inform suspicion on customer without harming customer's dignity when not sure
	Problem Solving
	SB5. Report problems to manager if there is a mismatch in the stock maintenance account in time to take corrective action
	SB6. Handle theft incidents without disturbing other customer and stores routine
	Analytical Thinking
	SB7. Analyse stock movement over the period of time and arrive at optimum mix of products to be maintained in the store/on the counter
	Critical Thinking
	SB8. Analyse missed chances of potential sales due to product type and give feedback to Supervisor/Manager
	SB9. Critically evaluate reasons of previous theft incidences and avoid making same mistakes in future

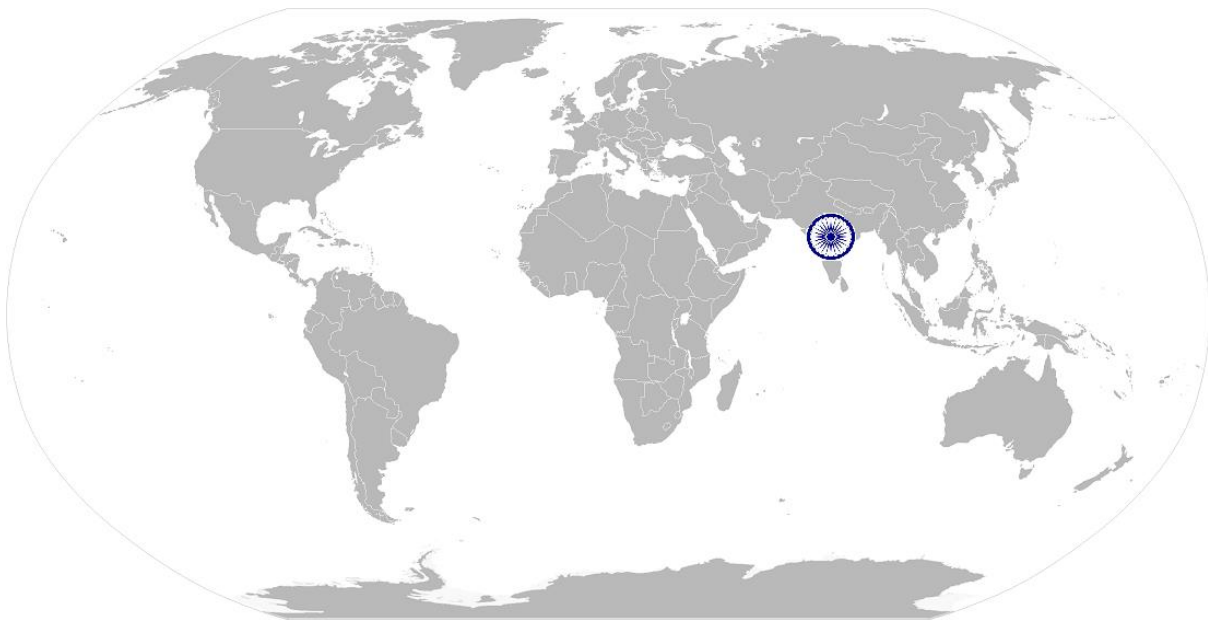
G&J/N6804 Manage stock of products at multiple counters and ensure product safety

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Industry	Gems & Jewellery	Drafted on	28/08/2016
Industry Sub-sector	Jewellery Retailing	Last reviewed on	18/10/2016
Occupation	Selling	Next review date	17/10/2019



National Occupational Standard



Overview

This unit is about interacting and planning with the personnel of the other departments of the retail store, factory, back-office, clients etc.

G&J/N6805

Interaction for planning and reporting

Unit Code	G&J/N6805
Unit Title (Task)	Interaction for planning and reporting
Description	This OS unit is about interacting and coordinating with the personnel of the other departments in the retail organisation
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Reporting to the manager • Interacting with inventory controller for planning of sales and demand • Interacting and planning with factory unit for an update on the orders placed • Tallying the sales amount with the cashier • Interacting and guiding customers and closing the sales
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Reporting to the manager	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. Carry out role requirements and responsibilities as per company training</p> <p>PC2. Promptly escalate concerns and problems encountered</p>
Interacting with inventory controller for planning of sales and demand	<p>PC3. Replenish stock</p> <p>PC4. Value old-gold jewellery for exchange as received from customers</p> <p>PC5. Inform about any loss of goods</p>
Interacting and planning with factory unit for an update on the orders placed	<p>PC6. Track the status of the customized jewellery order</p> <p>PC7. Follow the process details</p> <p>PC8. Provide details of repair to be done on the jewellery</p> <p>PC9. Provide return schedule to customer</p> <p>PC10. Communicate the value and anticipated charges to customer</p>
Tallying the sales amount with the cashier	<p>PC11. Provide details on billing and cash collection</p> <p>PC12. Tally cash with billing in case of discrepancies</p> <p>PC13. Enable customer to complete the sales process in short time</p>
Interacting and guiding customers and closing the sales	<p>PC14. Ensure that there is no delay in the sales process</p> <p>PC15. Ensure that the customer is satisfied with the shopping experience</p>
Knowledge and Understanding (K)	
A. Organizational Context	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. Company's policies on: Personnel management, relevant legislation, standards, policies, and procedures followed in the company</p> <p>KA2. Organisational structure</p> <p>KA3. Non-disclosure of "confidential information" provided by the company either orally or in writing marked as confidential</p> <p>KA4. Liability arising out of loss, theft, or inadvertent disclosure of confidential information</p> <p>KA5. Retail store's hierarchical and reporting structure</p>

G&J/N6805

Interaction for planning and reporting

	KA6. Documentation and reporting practices in organization
B. Technical Knowledge	KB1. How to contact appropriate persons for various functions, for example, loss of stock needs to be reported to manager and inventory controller KB2. Basic functional and process knowledge of other departments to understand the terminologies used during the interaction
Skills (S) [Optional]	
A. Core Skills/ Generic Skills	Writing Skills
	The user/ individual on the job needs to know and understand how to: SA1. Raise request, write memos, voucher, stock sheets and any other documents which are used to coordinate with other departments SA2. Write emails
	Reading Skills
	SA3. Read any type of communication received from other departments in the organisation and from stores authorities
	Oral Communication (Listening and Speaking skills)
	SA4. Communicate effectively with other department personnel in order to achieve smooth sales
B. Professional Skills	Decision Making
	SB1. Make decision regarding whom to coordinate for which task
	Plan and Organize
	SB2. Plan and structure communication so other departments get clear information
	Customer Centricity
	N. A.
	Problem Solving
	SB3. Understand how to resolve conflict at work SB4. Know when to escalate interpersonal concerns to seniors SB5. Understand that interpersonal concerns must not affect customer service
	Analytical Thinking
	N. A.
Critical Thinking	
N. A.	

G&J/N6805

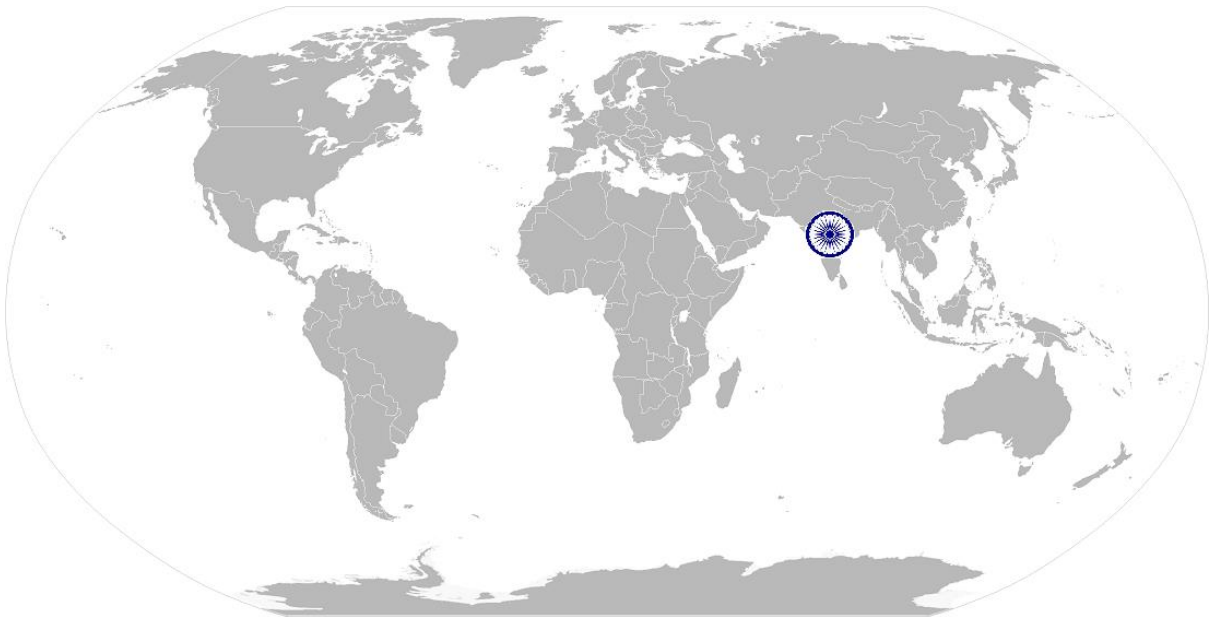
Interaction for planning and reporting

NOS Version Control

NOS Code	G&J/N6805		
Credits (NSQF)	TBD	Version number	1.0
Industry	Gems & Jewellery	Drafted on	28/08/2016
Industry Sub-sector	Jewellery Retailing	Last reviewed on	18/10/2016
occupation	Selling	Next review date	17/10/2019



National Occupational Standard



Overview

This unit is about maintaining a safe and clean retail counter in order to enable error-free sales and provide a better shopping experience for the customer.

G&J/N6806

Create professional image of self and organisation

Unit Code	G&J/N6806
Unit Title (Task)	Create professional image of self and organisation
Description	This OS unit is about maintaining professional image of self and organisation and create clean and safe retail environment to enable smooth sales experience to customers.
Scope	This unit/task covers the following: <ul style="list-style-type: none"> • Displaying products at the counters • Maintaining personal hygiene • Maintaining cleanliness in the retail area • Responding courteously and promptly to establish rapport with customer
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Displaying products at the counters	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. Keep the retail counter neat and clean PC2. Display trays one by one instead of all together PC3. Clean the jewellery off any stains or dust and ensure there are no missing diamonds or gemstones PC4. Check whether all jewellery pieces are with tags and tag displays the relevant information about piece PC5. Display products attractively
Maintaining personal hygiene	<ul style="list-style-type: none"> PC6. Maintain personal hygiene PC7. Keep self always presentable at all times and to follow prescribed dress code as per company policy
Maintaining cleanliness in the retail area	<ul style="list-style-type: none"> PC8. Keep store/retail counter area neat and clean PC9. Coordinate with housekeeping department to maintain cleanliness in the retail environment
Responding courteously and promptly to establish rapport with customer	<ul style="list-style-type: none"> PC10. Treat customer courteously and pleasingly PC11. Recognize customer type/behaviour and select the most appropriate way to communicate with the customer PC12. Respond promptly and give relevant & true information about jewellery product
Knowledge and Understanding (K)	
A. Organizational Context	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. Company's policies on: Personnel management, safety practices and procedures, standards, policies, and procedures followed in the company KA2. Non-disclosure of "confidential information" provided by the company either orally or in writing marked as confidential KA3. Liability arising out of loss, theft, or inadvertent disclosure of confidential information KA4. Organisation structure and its policy related to theft

G&J/N6806

Create professional image of self and organisation

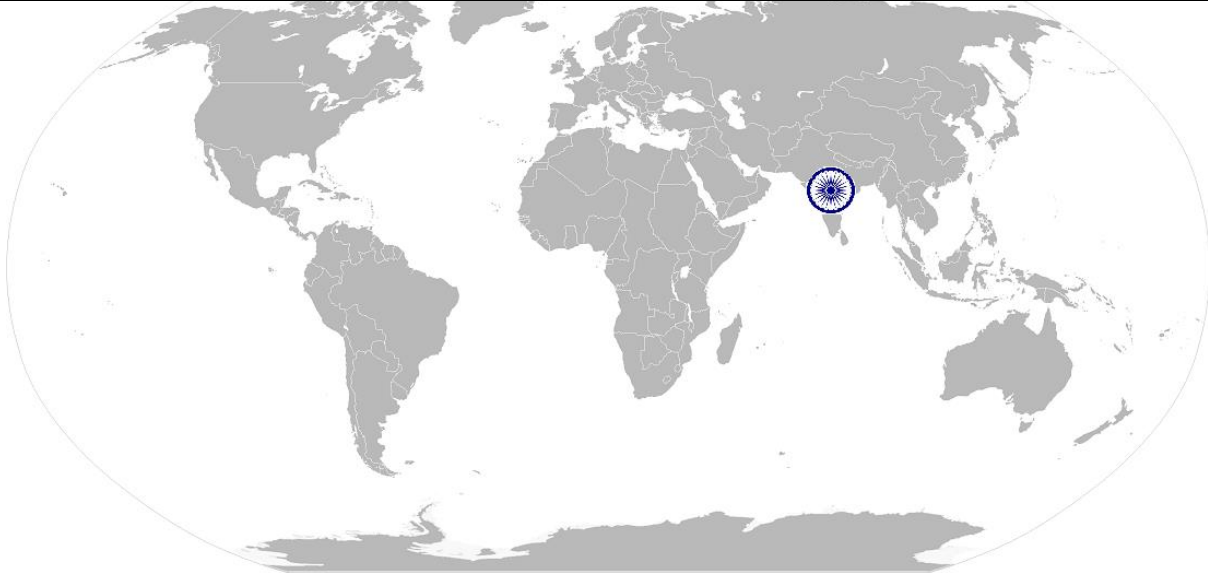
	<p>KA5. Different departments in the retail store</p> <p>KA6. Company's dress code policy and other etiquette</p> <p>KA7. Documentation and reporting practices followed by the company</p>
B. Technical Knowledge	<p>KB1. Knowledge of cleaning the jewellery using equipment such as ultrasonic cleaner</p> <p>KB2. Knowledge of cleaning agents that can be used for cleaning the display</p> <p>KB3. Knowledge of hazardous material in the store</p> <p>KB4. Basic knowledge on visual merchandising and display of products</p>
Skills (S) [Optional]	
A. Core Skills/ Generic Skills	Writing Skills
	N. A.
	Reading Skills
	N. A.
	Oral Communication (Listening and Speaking skills)
	<p>SA1. Coordinate with housekeeping department in order to maintain a clean environment in the store</p> <p>SA2. Escalate concerns on hazardous material to the store or floor manager</p>
B. Professional Skills	Decision Making
	<p>SB1. Report potential sources of danger</p> <p>SB2. Follow prescribed procedure in the event of an accident</p>
	Plan and Organize
	<p>SB3. Keep the stocks, system and other equipment used such as weigh scale, calculators in an organized manner</p> <p>SB4. Keep the sales counter clean</p>
	Customer Centricity
	SB5. Always maintain personal hygiene and make customer comfortable
	Problem Solving
	N. A.
	Analytical Thinking
	N. A.
	Critical Thinking
	N. A.

G&J/N6806

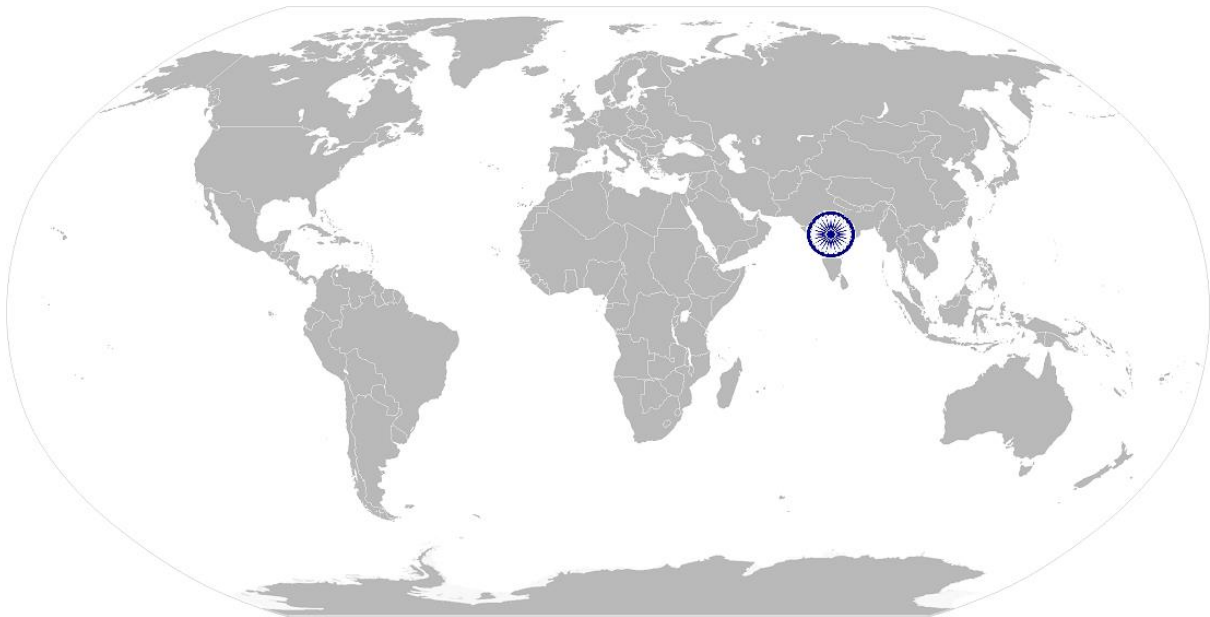
Create professional image of self and organisation

NOS Version Control

NOS Code	G&J/N6806		
Credits (NSQF)	TBD	Version number	1.0
Industry	Gems & Jewellery	Drafted on	28/08/2016
Industry Sub-sector	Jewellery Retailing	Last reviewed on	18/10/2016
Occupation	Selling	Next review date	17/10/2019



National Occupational Standard



Overview

This unit is about commitment towards reporting potential hazards, taking preventive measures to contain accidents in order to make the work environment safe for self and colleagues and maintaining occupational health and safety.

G&J/N9902

Maintain health and safety at workplace

National Occupational Standard

Unit Code	G&J/N9902
Unit Title (Task)	Maintain health and safety at workplace
Description	This OS unit is about being aware of, communicating and taking steps towards minimizing potential hazards and dangers of accidents on the job and maintaining occupational health and safety
Scope	This unit/task covers the following: <ul style="list-style-type: none"> • Health and safety in work area • Fire safety • Emergencies, rescue and first aid procedures
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Health and safety in work area	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. Identify and use appropriate protective clothing/equipment for specific tasks and work PC2. Identify hazardous job activities in his/her job and communicate the possible causes of risks or accidents in the workplace PC3. Carry out safe working practices while dealing with hazards to ensure safety of self and others PC4. Identify and avoid doing any tasks or activities in a bad working position PC5. Practice appropriate working postures to minimise occupational health related issues
Fire safety	<ul style="list-style-type: none"> PC6. Use the appropriate fire extinguishers on different types of fire PC7. Demonstrate rescue techniques applied during fire hazard PC8. Demonstrate good housekeeping in order to prevent fire hazards PC9. Demonstrate the correct use of any fire extinguisher
Emergencies, rescue and first aid procedures	<ul style="list-style-type: none"> PC10. Administer appropriate first aid procedure to victims wherever required eg.in case of bleeding, burns, choking, electric shock etc. PC11. Respond promptly and appropriately to an accident situation or medical emergency PC12. Participate in emergency procedures such as raising alarm, safe evacuation, correct means of escape, correct assembly point etc.
Knowledge and Understanding (K)	
A. Organizational Context	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. Company's policies on: safety and hazards and personnel management KA2. Names and location of documents that refer to health and safety in work place KA3. Reporting structure
B. Technical Knowledge	<ul style="list-style-type: none"> KB1. Meaning of "hazards" and risks KB2. Health and safety hazards commonly present in the work place and related precautions KB3. Various dangers associate with use of electrical equipment

G&J/N9902

Maintain health and safety at workplace

	<p>KB4. Preventative and remedial actions to be taken in case of exposure to toxic material</p> <p>KB5. Methods of accident prevention</p> <p>KB6. How different chemicals react and what could be the danger from them</p> <p>KB7. How to use machines and tools without suffering bodily harm</p> <p>KB8. Importance of using protective clothing / equipment while working</p> <p>KB9. Precautionary activities to prevent the fire accident</p> <p>KB10. Various causes of fire</p> <p>KB11. Techniques of using different fire extinguishers</p> <p>KB12. Different materials used for extinguishing fire</p> <p>KB13. Rescue techniques applied during a fire hazard</p> <p>KB14. Various types of safety signs and what they mean</p> <p>KB15. Appropriate basic first aid treatment relevant to condition e.g. bleeding, minor burns, eye injuries etc.</p> <p>KB16. Potential impact to a person who is moved incorrectly</p>
Skills (S) [Optional]	
A. Core Skills/ Generic Skills	<p>Writing Skills</p> <p>The individual on the job needs to know and understand how to: N.A.</p> <p>Reading Skills</p> <p>SA1. Read and comprehend basic content to read labels, charts, signages</p> <p>SA2. Read and comprehend basic English to read manuals of operations</p> <p>Oral Communication (Listening and Speaking skills)</p> <p>SA3. Effectively communicate the risk</p>
B. Professional Skills	<p>Decision Making</p> <p>SB1. Report potential sources of danger</p> <p>SB2. Follow the relevant prescribed procedure in the event of an accident</p> <p>SB3. Wear appropriate safety gear to avoid an accident</p> <p>Plan and Organize</p> <p>SB4. Learn from past mistakes regarding use of hazardous machines or chemicals</p> <p>Customer Centricity</p> <p>N. A.</p> <p>Problem Solving</p> <p>SB5. Adhere to and guide others to follow prescribed procedures related to occupational health and safety</p> <p>Analytical Thinking</p> <p>SB6. Analyse untoward incidents from the past and implement correct use of machines, tools or hazardous chemicals</p>

G&J/N9902

Maintain health and safety at workplace

	Critical Thinking
	SB7. Critically analyse the processes carried out by self and by colleagues in the department to spot potential hazards and safety issues

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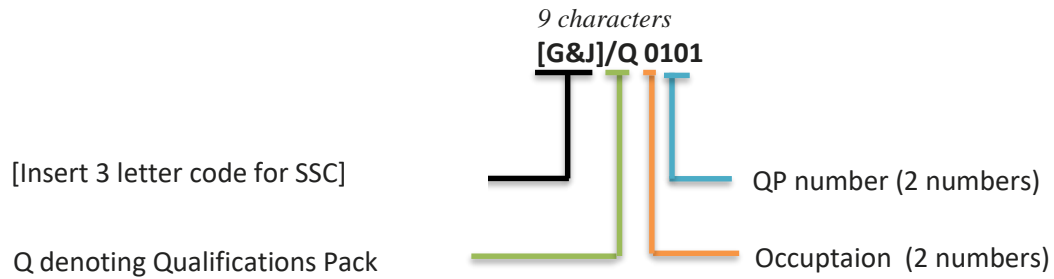


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Credits (NSQF)	TBD	Version number	1.0
Industry	Gems & Jewellery	Drafted on	28/08/2016
Industry Sub-sector	Jewellery Retailing	Last reviewed on	18/10/2016
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Annexure

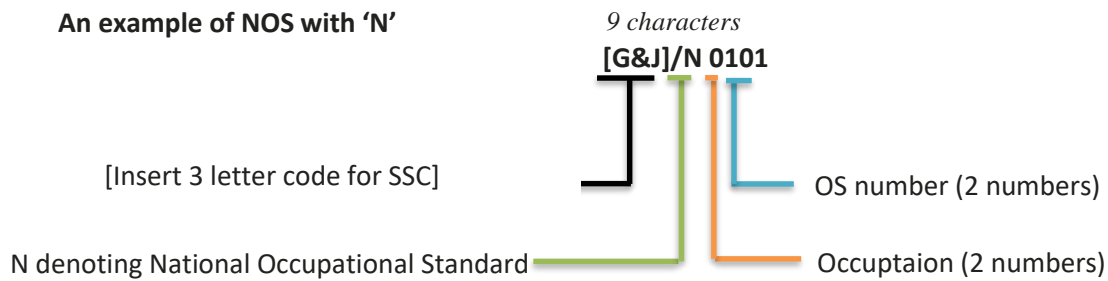
Nomenclature for QP and NOS

Qualifications Pack



Occupational Standard

An example of NOS with 'N'



G&J/Q6802

Qualifications Pack For Jewellery Retail Sales Associate

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

Sub-sector	Range of Occupation numbers
Handmade gold and gems-set jewellery	01-15
Cast and diamond-set jewellery	16-35
Diamond processing	36-50
Gemstone processing	51-65
Jewellery retailing	66-75
Fashion jewellery	76-85
Common	86-98

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

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role Jewellery Retail Sales Associate

Qualification Pack G&J/Q6802

Sector Skill Council Gem & Jewellery

Guidelines for Assessment

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Individual assessment agencies will create theory question papers for candidates at every examination/training centre. (As per assessment criteria below)
4. Individual assessment agencies will create practical tests for skill evaluation for candidates at every examination/training centre. (As per assessment criteria below)
5. To pass the Qualification Pack, every candidate should score a minimum 60% of aggregate marks to successfully clear the assessment.
6. In case of successfully passing only certain number of NOSs, the candidate is eligible to take subsequent assessment on the balance NOSs to pass the Qualification Pack.

Assessment outcomes	Assessment Criteria for outcomes	Total Mark (80 + 170)	Out of	Marks Allocation	
				Theory	Skills Practical
1. G&J/N6801 Engage the customers at the retail counter	PC1. Promptly attend to the customers walking into the retail area	40	1	0	1
	PC2. Greet the customers as per company's culture.		1	0	1
	PC3. Assess the customer's broad and specific requirements accurately		4	1	3
	PC4. Explain the store layout		3	1	2
	PC5. Explain the broad variety of jewellery products available at different sections and counters of the store, for example: Gold, Diamond etc.		3	1	2
	PC6. Provide acceptable suggestions or solutions to customer queries		1	0	1
	PC7. Address customer complaints		2	1	1
	PC8. Follow telephone etiquette while interacting with customer on		1	0	1

	telephone				
	PC9. Obtain adequate information from the customer to understand the nature of buying		3	1	2
	PC10. Assess customer requirement whether they are looking for a common jewellery product such as bangles and rings or special jewellery product		2	1	1
	PC11. Assess customer requirement for a particular type of product which may be region specific jewellery like kundan, temple jewellery; relevance or occasion specific jewellery		2	0	2
	PC12. Suggest and offer jewellery that meets customer expectation		3	1	2
	PC13. Satisfy customer with the shopping experience		2	1	1
	PC14. Receive positive customer feedback		2	1	1
	PC15. Ensure that customer does not feel unattended		2	1	1
	PC16. Address customers queries confidently and without misleading		1	1	0
	PC17. Check if customer is willing to interact via telephone or internet post sales.		1	1	0
	PC18. Inform customers about product promotions or new product arrivals		1	1	0
	PC19. Inform about delivery status if the jewellery is to be delivered at a later time than the committed delivery date.		1	1	0
	PC20. Send mailers on discounts or promotional events		1	1	0
	PC21. Listen to customer complaints patiently from the customer and summarise them to the customer to ensure that the understanding is correct		1	0	1
	PC22. Address with right solution to customer's queries		1	0	1
	PC23. Assist the customer when there is a sales return or repair work		1	0	1
	Sub Total		40	15	25

2. G&J/N6802 Explain to customers about jewellery product offerings	PC1. Explain the customer about the characteristics of precious metals i.e. gold, silver and platinum	50	3	2	1
	PC2. Assist customer to understand the product in terms of relevance, making, etc.		3	1	2
	PC3. Answer all customer's queries with reference to product characteristics		3	1	2
	PC4. Provide acceptable suggestions or solutions to customer queries		2	1	1
	PC5. Ensure that customer is fully aware of all the aspects of the jewellery bought		2	1	1
	PC6. Explain to the customer about standards, hallmarking and certifications for jewellery sold in store		4	1	3
	PC7. Demonstrate accurately the characteristics of diamond and its authenticity		3	1	2
	PC8. Explain to customer's different types of settings such as prongs, bezel, channel, pave, tension		3	1	2
	PC9. Explain customers about different type of diamonds available in the market such as synthetic, simulants		3	1	2
	PC10. Introduce customers to semi-precious gemstone-jewellery offerings in the store		3	1	2
	PC11. Introduce customers with different types of beads and briolette jewellery available		3	1	2
	PC12. Explain the characteristics of different gemstones		3	1	2

	PC13. Introduce customers to different types of pearl jewellery available in the retail area and explain the different types		3	1	2
	PC14. Explain customers about different type of artificial diamonds available in the market such as synthetic and simulants		3	1	2
	PC15. Assist customer to understand the product in terms of relevance, making, etc.		2	1	1
	PC16. Answer all customer's queries with reference to product characteristics		2	1	1
	PC17. Provide acceptable suggestions or solutions to customer queries		2	1	1
	PC18. Ensure that customer is fully aware of all the aspects of the jewellery bought		3	1	2
	Sub Total		50	19	31
3. G&J/N6803 Facilitate customer buying decision at multiple counters	PC1. Receive sales target from manager in terms of product sales, jewellery type, number of counters, opening of new saving scheme accounts, number of customer order jewelleries, etc.		1	0	1
	PC2. Plan and execute selling strategy to meet the target		2	1	1
	PC3. Probe customer to share information about their need, preferences by asking appropriate questions.		1	0	1
	PC4. Assist in selecting by recommending the jewellery that could suit the customer's taste, looks, budget criteria, occasional wear, etc. Facilitate sales of high value stocks (example: diamond jewellery) that meet the customer's buying criteria		2	1	1
	PC5. Facilitate sales of various jewellery offered by the store at multiple counters of different product types as per customer requirements		1	0	1

	PC6. Facilitate sales of saving schemes/promotion schemes offered by highlighting benefits of such schemes.	60	1	0	1
	PC7. Explain the customers about the pricing of the jewellery taking into account the characteristics such as basic cost of certain karat of gold, labour cost, wastage, etc.		1	0	1
	PC8. Clarify the customers about the company's policy on exchanging old gold jewellery for purchase of new jewellery		2	1	1
	PC9. Assist customers in knowing the value of the old gold jewellery (for which it can be taken) by interacting with assessor and manager		1	0	1
	PC10. Provide various choices of jewellery types that meet the customer's buying criteria		1	0	1
	PC11. Enquire about the size and measurement required from customers for products such as rings, bracelets, necklace, chains, etc. and offer jewellery accordingly		1	0	1
	PC12. Decide, based on the requirement of customised jewellery whether it can be made by the company		1	0	1
	PC13. Explain the customers about the company's policy on old gold jewellery exchange for purchase of new jewellery		3	1	2
	PC14. Interact with the assessor and the manager and then inform the customers about the value of the old gold jewellery (for which it can be taken and deliver the customised jewellery on the agreed time with design specifications		2	1	1
	PC15. Prepare the order form by mentioning customer's specifications clearly and get confirmation from the customer on the order form to avoid any confusion.		1	0	1

	PC16. Provide a timeline to the customer for making and delivery of customised/ordered jewellery product.		1	0	1
	PC17. Deliver the customised jewellery to customer on the agreed time with design specifications		2	1	1
	PC18. Plan and execute selling strategy to meet the prescribed target		3	1	2
	PC19. Sell different types of jewellery at diverse sale counters		2	1	1
	PC20. Sell high value product		1	0	1
	PC21. Sell customized jewellery		1	0	1
	PC22. Achieve the sales target		3	1	2
	PC23. Handle old gold jewellery exchange based transactions		2	1	1
	PC24. Open new account for saving schemes		2	1	1
	PC25. Increase the sales conversion rate		3	1	2
	PC26. Identify opportunity to up sell products		2	1	1
	PC27. Explain the customers about repairing and refurbishment process for the jewellery purchased		1	0	1
	PC28. Display the jewellery purchased and pack the jewellery appropriately		2	1	1
	PC29. Ensure that there is minimum delay in the sale closing process		3	1	2
	PC30. Make sure that the customer is sent off happily and satisfied		2	1	1
	PC31. Close the sales with "minimum discounts"		3	1	2

	PC32. Check that the billing is done appropriately for old gold jewellery exchange based sales		2	1	1
	PC33. Follow up with factory/manufacturing unit to receive ordered product one day prior to the delivery date.		2	1	1
	PC34. Check whether the customised product is matching as per customer's specifications and deliver customized jewellery as per customer's specification on time		2	1	1
	Sub Total		60	20	40
4. G&J/N6804 Manage stock of products at multiple counters and ensure product safety	PC1. Tally opening stock, sales for the day and closing stock		4	1	3
	PC2. Maintain record of daily account of stock as per store rules		1	0	1
	PC3. Ensure that there are no stock shortages at sales counter at any point of time		1	0	1
	PC4. Ensure that there is no over stocking of any jewellery at the counter		2	1	1
	PC5. Judge the demand by analysing sales data and also considering the seasonality		2	1	1
	PC6. Ensure adequate stock is available to meet the sales demand		1	0	1
	PC7. Ensure that excess stocks are not kept at the counter but taken out and returned to the stores, because these are high value.		2	1	1
	PC8. Ensure that defective stocks are repaired / replaced	40	1	1	0
	PC9. Promptly place order to receive the stock on time		2	1	1
	PC10. Ensure that fast moving stocks are always available by ordering them adequately		2	1	1
	PC11. Ensure that entry price, mid-price and high end products		3	1	2

	appropriate to the customer needs are available in adequate quantities and in all counters			
	PC12. Decide the number of stock to be ordered based on demand and sales	3	2	1
	PC13. Place order for new stocks with the appropriate inventory person giving full details	2	1	1
	PC14. Decide on the stock to be ordered during peak demand season such as festival time	3	1	2
	PC15. Calculate the time required for dispatch of new orders and place the orders promptly	3	2	1
	PC16. Order placement according to occasions such as festivals and seasonality	1	0	1
	PC17. Deliver customized jewellery order on time	1	0	1
	PC18. Be vigilant on the stocks under display during sales	2	1	1
	PC19. Communicate promptly about any potential theft in the store	2	0	2
	PC20. Ensure that there is no loss of product or shoplifting	1	1	0
	PC21. Report for potential theft or raise alarm in time	1	0	1
	Sub Total	40	16	24
5. G&J/N6805 Interaction for planning and reporting	PC1. Carry out role requirements and responsibilities as per company training	2	1	1
	PC2. Promptly escalate concerns and problems encountered	1	0	1
	PC3. Replenish stock	2	0	2
	PC4. Value old-gold jewellery for exchange as received from customers	2	0	2
	PC5. Inform about any loss of goods	2	0	2
	PC6. Track the status of the customized jewellery order	2	0	2
	PC7. Follow the process details	1	1	0
	PC8. Provide details of repair to be done on the jewellery	1	0	1
	PC9. Provide return schedule to customer	1	0	1
	PC10. Communicate the value and anticipated charges to customer	1	1	0
	PC11. Provide details on billing and cash collection	1	1	0
	PC12. Tally cash with billing in case	1	0	1

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	of discrepancies				
	PC13. Enable customer to complete the sales process in short time		1	0	1
	PC14. Ensure that there is no delay in the sales process		1	0	1
	PC15. Ensure that the customer is satisfied with the shopping experience		1	0	1
	Sub Total		20	4	16
6. G&J/N6806 Create professional image of self and organisation	PC1. Keep the retail counter neat and clean	20	2	0	2
	PC2. Display trays one by one instead of all together		2	0	2
	PC3. Clean the jewellery off any stains or dust and ensure there are no missing diamonds or gemstones.		2	0	2
	PC4. Check whether all jewellery pieces are with tags and tag displays the relevant information about piece.		2	1	1
	PC5. Display products attractively		2	0	2
	PC6. Maintain personal hygiene.		2	1	1
	PC7. Keep self always presentable at all times and to follow prescribed dress code as per company policy.		2	1	1
	PC8. Keep store/retail counter area neat and clean		2	0	2
	PC9. Coordinate with housekeeping department to maintain cleanliness in the retail environment		1	0	1
	PC10. Treat customer courteously and pleasingly.		1	0	1
	PC11. Recognize customer type/behaviour and select the most appropriate way to communicate with the customer.		1	0	1
	PC12. Respond promptly and give relevant & true information about jewellery product.		1	0	1
	Sub Total		20	3	17
7. G&J/N9902 Maintain health and safety at workplace	PC1. Identify and use appropriate protective clothing/equipment for specific tasks and work		2	0	2
	PC2. Identify hazardous job activities in his/her job and communicate the possible causes of risks or accidents in the workplace		1	0	1

	PC3. Carry out safe working practices while dealing with hazards to ensure safety of self and others		1	0	1	
	PC4. Identify and avoid doing any tasks or activities in a bad working position		2	0	2	
	PC5. Practice appropriate working postures to minimise occupational health related issues		2	1	1	
	PC6. Use the appropriate fire extinguishers on different types of fire.	20	1	0	1	
	PC7. Demonstrate rescue techniques applied during fire hazard		2	0	2	
	PC8. Demonstrate good housekeeping in order to prevent fire hazards		1	0	1	
	PC9. Demonstrate the correct use of any fire extinguisher		2	0	2	
	PC10. Administer appropriate first aid procedure to victims wherever required eg.in case of bleeding, burns, choking, electric shock etc.		1	0	1	
	PC11. Respond promptly and appropriately to an accident situation or medical emergency		3	1	2	
	PC12. Participate in emergency procedures such as raising alarm, safe evacuation, correct means of escape, correct assembly point etc.		2	1	1	
	Sub Total			20	3	17