NATIONAL QUALIFICATION

12UY0107-4

IT SALES PERSONNEL

LEVEL 4

REVISION NO:

VOCATIONAL QUALIFICATION AUTHORITY

Ankara, 2012

PREFACE

This reference guide, namely IT Sales Personnel (Level 4) National Qualification was prepared in accordance with the provisions of the "Regulation on Vocational Qualifications, Testing and Certification" issued pursuant to the Vocational Qualifications Authority (VQA) Law no 5544.

The draft qualification was drawn up by **TUBIDER- Association of Informatics Sector** appointed upon the cooperation protocol signed on **05.12.2011**. After assessing opinions of the relevant organizations and institutions, the draft has been amended accordingly. The final draft was evaluated by the VQA's **Informatics Technologies Sector Committee**, which deemed it suitable. It was approved by the Board of Directors of the VQA through its decision no **2012/98** of **26.12.2012** and decided to be placed within the National Qualification Framework (NQF).

We would like to extend our gratitude to all people, organizations and institutions that have expressed their opinions and contributed to the preparation, examination and verification processes of the qualification. We would like to offer it to the service of all likely beneficiaries.

Vocational Qualification Authority

INTRODUCTION

The key criteria referred to in the national qualification preparation process, the relevant sector committees' review and the VQA's Board of Directors' approval processes are set in the Regulation on Vocational Qualification, Testing and Certification. National qualification is defined by,

a) Name and level of the qualification,
b) Aim and rationale of the qualification,
c) Vocational standard, vocational standard units or Qualification Items which for the basis for the qualification,
d) Training and experience criteria (form, content, duration etc) necessary for the qualification,
e) Learning outcomes necessary to acquire the qualification,
f) Assessment procedures and principles to be applicable to in the acquisition of the qualification, minimum testing materials and assessor criteria necessary for assessment,
g) Validity of the qualification certificate, renewal conditions, supervision of the certificate holder if deemed necessary,
h) Institution developing the qualification and Sector Committee verifying the Qualification.

National qualifications are built according to the relevant national vocational standard if there is one or to the relevant international vocational standard if there is none at the national level.
National qualifications are set in cooperation with the below bodies

▪ Formal and non-formal education and training institutions,

▪ Authorized Certification Bodies,

▪ Institutions having pre-applied for certification to the authority,

▪ Institutions having drawn up national vocational standard,

▪ Professional organizations.

12UY00107-4 IT SALESMAN NATIONAL QUALIFICATION		
1	NAME OF QUALIFICATION	IT Salesman
2	REFERENCE CODE	12UY0107-4
3	LEVEL	4
4	INTERNATIONAL CLASSIFICATION CODE	ISCO 08: 2434
5	TYPE	-
6	CREDIT VALUE	-
7	A) DATE OF PUBLICATION	26/12/2012
	B) REVISION NO	00
	C) REVISION DATE	-
8	AIM	This National Vocational Standard is prepared for determination, assessment & evaluation and certification of knowledge, skills and competencies which the BT Salesmen Level 4 must have.
9	VOCATIONAL STANDARD(S) FORMING THE BASIS FOR THE QUALIFICATION	

IT Salesman (Level 4) National Vocational Standard 12UMS0253-4

10	REQUIREMENTS TO TAKE QUALIFICATION TEST

-

11	STRUCTURE OF QUALIFICATION

11-a) Compulsory Units

12UY0107-4/A1 Occupational health and Safety, Quality, Work Organization, Environmental Protection and Vocational Development
12UY0107-4/A2 Basics and Sales Techniques of Information Technologies
12UY0107-4/A3 Sales of IT Products and Services

11-b) Elective Units

-

11-c) Alternatives for Grouping of Units and Additional Learning Outcomes

-

12	ASSESSMENT	

The candidates have to succeed in all A Group mandatory Qualification Items for obtaining the National Vocational Qualification. Success assessment is carried out according to the criteria stated in the assessment & evaluation department of each unit.
The tests may be performed consecutively or independent of each other. The test questions shall be designed to assess all learning outcomes projected to be assessed.
It's mandatory to succeed in all tests to obtain the qualification within 1 year. In case such term exceeds 1 year, the participant has to go under the other tests which s/he has succeeded, again.

13	VALIDITY OF CERTIFICATE	The validity period of the qualification certificate is 4 years beginning from the date of issue.
14	FREQUENCY OF SURVEILLANCE	During validity period of certificate the holders shall submit their vocational competency success report at least once and self-employed holders shall submit service statement form.
15	ASSESSMENT METHODS TO BE FOLLOWED IN RENEWAL OF EXPIRED CERTIFICATES	For certificate renewal, an exam will be applied, in which questions of first certificate and mainly questions relating technological developments will be asked.
16	QUALIFICATION DEVELOPMENT INSTITUTION(S)	TÜBİDER Informatics Sector Association
17	SECTOR COMMITTEE TO VERIFY QUALIFICATION	VQA Informatics Technologies sector Committee
18	DATE AND NUMBER OF APPROVAL BY VQA BOARD OF DIRECTORS	26/12/2012 – 2012/98

12UY0107-4/A1 OCCUPATIONAL HEALTH AND SAFETY, QUALITY, WORK ORGANIZATION, ENVIRONMENTAL PROTECTION AND VOCATIONAL DEVELOPMENT QUALIFICATION ITEM		
1	**NAME OF QUALIFICATION ITEM**	Occupational health and Safety, Quality, Work Organization, Environmental Protection and Vocational Development
2	**REFERENCE CODE**	12UY0107-4/A1
3	**LEVEL**	4
4	**CREDIT VALUE**	-
5	**A) DATE OF PUBLICATION**	26/12/2012
	B) REVISION NO	00
	C) REVISION DATE	-
6	**VOCATIONAL STANDARD(S) FORMING THE BASIS FOR THE QUALIFICATION**	
IT Salesman (Level 4) National Vocational Standard 12UMS0253-4		
7	**LEARNING OUTCOMES**	

Learning Outcome 1: Explains OHS precautions.
Performance Criteria:
1.1. Explains measures to be taken against the risks and dangerous situations.
1.2. Explains OHS measures that employees must comply with.
1.3. Explains OHS measures needed to comply within the work area.
1.4. Describes measures to be implemented in case of emergency.

Learning Outcome 2: Explains the environmental protection measures.
Performance Criteria:
2.1. Defines the environmental hazards related to the procedures.
2.2. Explains how to use environmental protection measures.
2.3. Describes how to use operating assets efficiently.

Learning Outcome 3: Defines the quality practices.
Performance Criteria:
3.1. Describes how to carry out the audits of conformity with quality and standards for the works performed.
3.2. Lists necessities to be complied with in order to improve the processes, prevents detected errors and faults.

Learning Outcome 4: Explains how to make the work organization.
Performance Criteria:
4.1. Explains how to assess work orders.
4.2. Lists the issues to consider during work planning.
4.3. Describes how to design the area to be worked according to the work.
4.4. Describes how to provide information and reporting to the executives.

Learning Outcome 5: Defines the activities to be carried out for professional development.
Performance Criteria:
5.1. Describes how to meet the training requirements.
5.2. Describes how to transfer his/her knowledge and experiences to his/her colleagues.

8	**ASSESSMENT**

8 a) Theoretical Examination

T1: Test exam will be applied for assessment and evaluation. In the exam, questions as choice from multiple to single- multiple to multiple and true-false type questions can be asked. The examination may be done in writing or with CBT / IBT system in computer. If IBT system is used, questions as the right-wrong list, mapping and sequencing can be asked. The participants shall be asked 20 questions at least in the exam with equal points, participants must give at least 70% correct answers. Questions should be so as to cover learning outcomes and table given in ANNEX 2. Average period of time per question shall be estimated as 1-1.5 minutes.

8 b) Performance based Examination

No performance-based examination is stipulated.

8 c) Other Assessment related conditions

The candidate should be successful in both examinations. The unsuccessful candidate at any part of the examination can take the exam in the part s/he failed once more within 1 year.

9	**QUALIFICATION DEVELOPMENT INSTITUTION(S)/ORGANIZATIONS(S)**	TÜBİDER Informatics Sector Association
10	**SECTOR COMMITTEE TO VERIFY QUALIFICATION ITEM**	VQA Informatics Technologies sector Committee
11	**DATE AND NUMBER OF APPROVAL BY VQA BOARD OF DIRECTORS**	26/12/2012 – 2012/98

ANNEXES

ANNEX 12UY0107-4/A1-1: Information on Recommended Training to Earn a Qualification Item
It is recommended to complete the training program with the below content in order to obtain this unit.

Content of Training:
- Occupational health and Safety
- Basic Occupational health and Safety Legislation
- Basic labor legislation
- Basic Environment legislation
- Environmental Protection Measures
- Appropriate Security and Environmental Procedures
- Preparation of Working Area
- Arrangement of Working Area
- Work Planning
- Ensuring Efficiency of Business Resources
- Quality Management System
- Recording, Reporting, and Archiving Activities
- Coordination with other members of profession

ANNEX 12UY0107-4/A1-2: Table Related To Performance Criteria Measured by Assessment Tools Stated in the Qualification Item

a) DATA

No	Expression of Information	Relevant Section in NVS	Qualification Item Success Criterion	Assessment Tool
BG.1	Describes the studies (contributing to the studies, informing the faults not included in the instructions to the concerned person) he/shall carry out for decreasing the risk factors.	A.1.1 A.1.2 A.1.3	1.1	T1
BG.2	Lists first aid and emergency response means	A.2.1	1.2	T1
BG.3	Describes the rules of desk work (adjusting screen height, distance and resolution).	A.2.2 A.2.3	1.2	T1
BG.4	Explains desk work rules (correct sitting posture at a desk, time for unbroken sitting and break intervals).	A.2.4 A.2.5	1.2	T1
BG.5	Explains what to do if employees continue behaviors contrary to the rules of OHS in the work processes (warning, reporting to the supervisor).	A.2.6 A.2.7	1.2	T1
BG.6	Describes how s/he shall act according to the safety and health signs and boards in the working environment.	A.3.1	1.3	T1
BG.7	Describes how s/he shall ensure that the measures like ventilation, heating-cooling, lighting stated in the work-specific instructions are applied before work.	A.3.2	1.3	T1
BG.8	Explains how to use office equipment during the period of work as specified in the instructions.	A.3.3	1.3	T1
BG.9	Explains emergency measures to be applied in emergency situations (participation in emergency team works, fulfill the tasks assigned, inform the relevant departments in emergency situations).	A.4.1 A.4.2 A.4.3	1.4	T1
BG.10	Explains emergency situation and rules specific to applied methods.	A.4.4	1.4	T1
BG.11	Describes the procedures for exit and escape rules in emergency cases.	A.4.5	1.4	T1
BG.12	Explains how to contribute to evaluation of environmental impacts and identification of potential hazards in environments where processes are carried out and associated with the work to be done.	B.1.1	2.1	T1

BG.13	Explains how to follow the ways related to environment and work to be done that is not included in the instructions for reported and identified hazards and risks.	B.1.2	2.1	T1
BG.14	Explains how to contribute to the works of elimination sources of environmental hazards and risk factors identified.	B.1.3	2.1	T1
BG.15	Describes what the environmental impact and potential hazards to occur during the work processes are.	B.2.1	2.2	T1
BG.16	Describes the emergency measures and technical procedures for removing the hazardous results despite the measures taken.	B.2.2	2.2	T1
BG.17	Explains how to ensure disposal of waste generated during the work process, according to the operating instructions.	B.2.3	2.2	T1
BG.18	Describes how s/he shall take the safety and healthy working measures against the potential adverse environmental impacts of the device, equipment and tools used.	B.2.4	2.2	T1
BG.19	Explains methods of saving and efficient use of company resources (energy, supplies, time, equipment, tools, etc.) in work processes.	B.3.1 B.3.2 B.3.3	2.3	T1
BG.20	Explains how to apply rules and methods of quality assurance of the company according to the instructions.	C.1.1	3.1	T1
BG.21	Explains how to ensure work of equipment and tools used in work processes in accordance with the conditions of quality assurance and methods	C.1.2	3.1	T1
BG.22	Explains how to check compliance with the standards of the transactions are announced.	C.1.3	3.1	T1
BG.23	Explains how to fill in work-related quality management system forms.	C.1.4	3.1	T1
BG.24	Explains identified path to follow during the work associated with error and failure.	C.2.1	3.2	T1
BG.25	Explains how to contribute to issues of examination and evaluation regarding the determination of the reasons causing problems.	C.2.2	3.2	T1
BG.26	Explains the path to follow for work process improvement in order to assess the observations that he and his team developed to correct errors.	C.2.3	3.2	T1
BG.27	Explains how to apply and ensure the application of methods and rules to remove problems of the company.	C.2.4	3.2	T1
BG.28	Explains the path to follow to remove error and failures which are not in his competence or he can not remove.	C.2.5	3.2	T1
BG.29	Describes the process of receiving work orders (receiving the order, gathering information for the operation of order, assessment of work orders with the related chief, if required and entering the order in the work calendar).	D.1.1 D.1.2 D.1.3 D.1.4	4.1	T1
BG.30	Describes how s/he shall determine the estimated operation times by classifying and sequencing the activities to be carried out according to the work orders and gathered information.	D.2.1	4.2	T1
BG.31	Describes how s/he shall make the work plan by the available labor and time capacity based on the sequence and estimated operation times s/he has determined according to the company's format.	D.2.2	4.2	T1
BG.32	Describes in which phase (preparation of new work plan, revision of work plan) s/he shall get the work plan approved by the chief.	D.2.3	4.2	T1
BG.33	Describes in which cases (when required, according to the changing conditions and direction of the chief) s/he shall revise the work plan.	D.2.4	4.2	T1
BG.34	Describes the operations (removing or ensuring that it's removed from the environment) s/he has to do with the	D.3.1	4.3	T1

	materials irrelevant to his job within his work area.			
BG.35	Explains how to contribute to the standardization of the work area and to the improvement of negative characteristics.	D.3.2	4.3	T1
BG.36	Describes the operations s/he has to do with the unused electrical tools, equipment and apparatus in the work area.	D.3.3	4.3	T1
BG.37	Describes how s/he shall contact with the other vocational members for the operations outside his/her area of responsibility.	D.3.4	4.3	T1
BG.38	Describes how s/he shall prepare the reports related to the results of the operations carried out.	D.4.1	4.4	T1
BG.39	Explains the path to be tracked regarding works not carried out (evaluating reasons, reporting to superiors).	D.4.2	4.4	T1
BG.40	Explains the path to be tracked regarding works not completed (informing the claimant unit written and / or verbal).	D.4.3	4.4	T1
BG.41	Explains how to inform disruptions to the superiors according to the rules and methods of operation of workplace (verbal and / or written).	D.4.4	4.4	T1
BG.42	Describes his/her works related to the training (submitting the training requirements to the related unit, participating in the scheduled trainings, following up innovations related to his /her occupation).	J.1.1 J.1.2 J.1.3	5.1	T1
BG.43	Describes how s/he shall transfer his/her knowledge and experiences to his/her colleagues and apply the trainings.	J.2.1	5.2	T1
BG.44	Describes how s/he shall contribute to the development of his/her colleagues.	J.2.2	5.2	T1

b) SKILLS & QUALIFICATIONS

No	Expression of Skill and Competency	Relevant Section in NVS	Qualification Item Success Criterion	Assessment Tool
-	-	-	-	-

12UY0107-4/A2 BASICS OF INFORMATION TECHNOLOGIES AND SALES TECHNIQUES QUALIFICATION ITEM		
1	NAME OF QUALIFICATION ITEM	Basics of Information Technologies and Sales Techniques
2	REFERENCE CODE	12UY0107-4/A2
3	LEVEL	4
4	CREDIT VALUE	-
5	A) DATE OF PUBLICATION	26/12/2012
	B) REVISION NO	00
	C) REVISION DATE	-
6	VOCATIONAL STANDARD(S) FORMING THE BASIS FOR THE QUALIFICATION	
IT Salesman (Level 4) National Vocational Standard 12UMS0253-4		
7	LEARNING OUTCOMES	

Learning Outcome 1: Describes the basic sales techniques.
Performance Criteria:
    1.1. Lists the phases of sales process.
    1.2. Lists the communication channels with the customer.
Learning Outcome 2: Describes the basic computer use.
Performance Criteria:
    2.1. Describes the basic use of commonly used operating systems.
    2.2. Describes the basic use of word processor software.
    2.3. Describes the basic use of accounting statement software.
    2.4. Describes the basic use of web browser software.
    2.5. Describes the types and basic use of electronic mail and instant messaging.
    2.6. Describes the internet use basics.
    2.7. Describes the basic backup operations.
Learning Outcome 3: Describes the computer and network basics.
Performance Criteria:
    3.1. Describes the classifications of computer types.
    3.2. Describes the built-in computer components and their basic functions.
    3.3. Describes the types and main features of computer processing units.
    3.4. Describes the types and main features of computer peripherals.
    3.5. Describes the basic network concepts.
    3.6. Describes the computer input-output connection units and their main features.
Learning Outcome 4: Describes the basic accounting transactions.
Performance Criteria:
    4.1. Describes how invoice/dispatch list transactions are carried out.
    4.2. Describes how stock input and output follow up is carried out.

8	ASSESSMENT	

8 a) Theoretical Examination

T1: Test exam will be applied for assessment and evaluation. In the exam, questions as choice from multiple to single- multiple to multiple and true-false type questions can be asked. The examination may be done in writing or with CBT / IBT system in computer. If IBT system is used, questions as the right-wrong list, mapping and sequencing can be asked.

The participants shall be asked 20 questions at least in the exam with equal points, participants must give at least 70% correct answers.

Questions should be so as to cover learning outcomes and table given in ANNEX 2. Average period of time per question shall be estimated as 1-1.5 minutes.

8 b) Performance based Examination

No performance-based examination is stipulated.

8 c) Other Assessment related conditions

The candidate should be successful in both examinations. The unsuccessful candidate at any part of the examination can take the exam in the part s/he failed once more within 1 year.

9	QUALIFICATION DEVELOPMENT INSTITUTION(S)/ORGANIZATIONS(S)	TÜBİDER Informatics Sector Association
10	SECTOR COMMITTEE TO VERIFY QUALIFICATION ITEM	VQA Informatics Technologies sector Committee
11	DATE AND NUMBER OF APPROVAL BY VQA BOARD OF DIRECTORS	26/12/2012 – 2012/98

ANNEXES

EK 12UY0107-4/A2-1: Information on Recommended Training to Earn a Qualification Item
It is recommended to complete the training program with the below content in order to obtain this unit.

Content of Training:
- Basic Sales Techniques
- Computer Literacy
- Customer Relationship
- Communication Techniques
- Basic Computer Use
- Basic Networking Concepts
- E-Commerce Software
- Integrated Computer Components (Main-board, Processor, Memory)
- Computer peripherals
- I/O Units and Extension Ports
- Portable Computers
- Pre-Accounting Operations
- Using Office Programs

EK 12UY0107-4/A2-2: Table Related To Performance Criteria Measured by Assessment Tools Stated in the Qualification Item

a) DATA

No	Expression of Information	Relevant Section in NVS	Qualification Item Success Criterion	Assessment Tool
BG.1	Lists stages of the sales process with knowledge of the sales techniques (determination of prospective customers, making sales presentation, answering the questions, termination of sales, sales monitoring)	3.3.21	1.1	T1
BG.2	Lists the channels (internet, face-to-face, phone and etc.) through which s/he shall contact with the customer by his/her sales techniques knowledge.	3.3.21	1.2	T1
BG.3	Describes the basic use of commonly used operating systems by his/her office programs literacy.	3.3.17	2.1	T1
BG.4	Describes the basic use of word processor software by his/her office programs literacy.	3.3.17	2.2	T1
BG.5	Describes the basic use of accounting statement by his/her office programs literacy.	3.3.17	2.3	T1
BG.6	Explains with knowledge of Internet usage, basic use of a web browser software.	3.3.9	2.4	T1
BG.7	Describes the types and basic use of electronic mail and instant messaging software by his/her office programs literacy.	3.3.17	2.5	T1
BG.8	Explains wit internet usage knowledge the basics of using the internet.	3.3.9	2.6	T1
BG.9	Describes the basic backup operations by his/her office programs literacy.	3.3.17	2.7	T1
BG.10	Describes the classifications of computer types by his/her knowledge of computer hardware and peripherals.	3.3.4	3.1	T1

BG.11	Lists the built-in computer components (motherboard, processor, fan, display card, memory unit, DVD or hard-disk and etc.) by his/her knowledge of computer hardware and peripherals.	3.3.4	3.2	T1
BG.12	Describes the basic functions of built-in computer components by his/her knowledge of computer hardware	3.3.4	3.2	T1
BG.13	Lists the types of computer storage units (internal and external hard-disk, optical drives, flash memories and etc.) by his/her knowledge of computer hardware and peripherals.	3.3.4	3.3	T1
BG.14	Describes the main features of computer storage units per their types by his/her knowledge of computer hardware and peripherals.	3.3.4	3.3	T1
BG.15	Lists the types of computer peripherals (screen, printer, keyboard, scanner, mouse, speaker, microphone, camera and etc.) by his/her knowledge of computer hardware and peripherals.	3.3.4	3.4	T1
BG.16	Describes the basic functions of the computer peripherals per their types by his/her knowledge of computer hardware and peripherals.	3.3.4	3.4	T1
BG.17	Lists the types of basic network hardware by his/her knowledge of computer hardware and peripherals.	3.3.4	3.5	T1
BG.18	Describes the internet access procedures by his/her knowledge of computer hardware and peripherals.	3.3.4	3.5	T1
BG.19	Describes the main features of internet access devices by his/her knowledge of computer hardware and peripherals.	3.3.4	3.5	T1
BG.20	Describes the basic principles of network and communication safety by his/her knowledge of computer	3.3.4	3.5	T1
BG.21	Lists the classifications related to the network cables by his/her knowledge of computer hardware and peripherals.	3.3.4	3.5	T1
BG.22	Describes the main features of parallel and serial input-output technologies by his/her knowledge of computer hardware and peripherals.	3.3.4	3.6	T1
BG.23	Describes the main features of USB communication technology by his/her knowledge of computer hardware	3.3.4	3.6	T1
BG.24	Knowledge on computer hardware and peripheral units IEEE 1394 iletişim teknolojisinin temel özelliklerini açıklar.	3.3.4	3.6	T1
BG.25	Explains how to perform invoice / delivery note operations with pre-accounting information.	3.3.19	4.1	T1
BG.26	Explains how to perform stock input and output operations with pre-accounting information.	3.3.19	4.2	T1

b) SKILLS & QUALIFICATIONS

No	Expression of Skill and Competency	Relevant Section in NVS	Qualification Item Success Criterion	Assessment Tool
-	-	-	-	-

12UY0107-4/A3 SALES OF IT PRODUCTS AND SERVICES QUALIFICATION ITEM

1	NAME OF QUALIFICATION ITEM	Sales of IT Products and Services
2	REFERENCE CODE	12UY0107-4/A3
3	LEVEL	4
4	CREDIT VALUE	-
5	A) DATE OF PUBLICATION	26/12/2012
	B) REVISION NO	00
	C) REVISION DATE	-
6	VOCATIONAL STANDARD(S) FORMING THE BASIS FOR THE QUALIFICATION	
IT Salesman (Level 4) National Vocational Standard 12UMS0253-4		
7	LEARNING OUTCOMES	

Learning Outcome 1: Describes the pre-sale preparation operations.
Performance Criteria:
1.1. Describes the operations regarding preparation of IT products and services for sale according to the operating rules and procedures.
1.2. Describes how s/he shall basically conduct a market research related to the IT products and services.
1.3. Describes how s/he shall contribute to the determination of company's IT product and service sales capacity.
1.4. Describes how s/he shall contribute to the procurement process of IT products.

Learning Outcome 2: Describes how s/he shall promote the IT products and services.
Performance Criteria:
2.1. Describes the issues s/he shall consider while giving information to the customers related to the IT products and services.
2.2. Lists the means of communication used in the promotion of IT products and services.
2.3. Describes how s/he shall support the field works for the promotion of IT products and services.
2.4. Describes how s/he shall contribute to the promotions of IT products and services via internet.

Learning Outcome 3: Promotes the IT products and services.
Performance Criteria:
3.1. Makes preliminary preparations for the promotion of IT products and services.
3.2. Promotes the IT products and services according to the operating rules and procedures.

Learning Outcome 4: Describes how s/he carries out the corporate sales of IT products and services.
Performance Criteria:
4.1. Describes how to submit quote (price offer) according to the operating rules and procedures.
4.2. Describes what kind of studies s/he shall carry out for increasing the sales performance of the vendor channels.
4.3. Describes the procedure step for receiving purchase orders.
4.4. Describes how to follow up delivery of sold products.
4.5. Describes how to follow up practice of sold services.

Learning Outcome 5: Describes how s/he carries out the personal user sales of IT products and services.
Performance Criteria:
5.1. Describes how s/he receives the purchase orders by means of communication or sales systems via internet.
5.2. Describes the procedure of receiving purchase order within the company.
5.3. Describes how s/he shall control whether the sold products are delivered to the customer or not.
5.4. Describes how s/he shall ensure the security and confidentiality of data related to the customer and company.

Learning Outcome 6: Describes how to carry out the after sales operations of IT products and services.
Performance Criteria:

6.1. Describes which issues s/he shall consider while preparing the sales reports.

6.2. Describes how s/he shall contribute to solving the problems to occur after sales.

6.3. Describes how s/he collects the feedback from the customers.

6.4. Describes which issues s/he shall consider while following up the sales performances of vendors.

6.5. Describes how s/he shall solve the customer feedbacks.

8	ASSESSMENT

8 a) Theoretical Examination

T1 Test exam will be applied for assessment and evaluation. In the exam, questions as choice from multiple to single- multiple to multiple and true-false type questions can be asked. The examination may be done in writing or with CBT / IBT system in computer. If IBT system is used, questions as the right-wrong list, mapping and sequencing can be asked.

The participants shall be asked 40 questions at least in the exam with equal points, participants must give at least 70% correct answers.

Questions should be so as to cover learning outcomes and table given in ANNEX 2. Average period of time per question shall be estimated as 1-1.5 minutes.

8 b) Performance based Examination

P1 - Preparations Before Sales and Product Presentation Application: The candidate is expected to make preparations before sales on the basis of documents pertaining to relevant IT products and make a sales interview with customer. A person having ability to act and sales experience in IT sector asks the customer questions in scenario and makes sales interview with the candidate. This interview is observed by at least to assessors and assessed according to the criteria specified in the control list. Application period is determined in accordance with amount of specifications of IT products. In order to be deemed successful the candidate should demonstrate adequate performance in all steps involved in the control list.

8 c) Other Assessment related conditions

The candidate should be successful in both examinations. The unsuccessful candidate at any part of the examination can take the exam in the part s/he failed once more within 1 year.

9	QUALIFICATION DEVELOPMENT INSTITUTION(S)/ORGANIZATIONS(S)	TÜBİDER Informatics Sector Association
10	SECTOR COMMITTEE TO VERIFY QUALIFICATION ITEM	VQA Informatics Technologies sector Committee
11	DATE AND NUMBER OF APPROVAL BY VQA BOARD OF DIRECTORS	26/12/2012 – 2012/98

ANNEXES

EK 12UY0107-4/A3-1: Information on Recommended Training to Earn a Qualification Item
It is recommended to complete the training program with the below content in order to obtain this unit.

Content of Training:
- Pre-sale preparation activities
- Product and service presentation
- Corporate sales techniques
- Individual sales techniques
- After-sale services
- Preparation of sales report

ANNEX 12UY0107-4/A3-2: Table Related To Performance Criteria Measured by Assessment Tools Stated in the Qualification Item
a) DATA

No	Expression of Information	Relevant Section in NVS	Qualification Item Success Criterion	Assessment Tool
BG.1	Describes how s/he shall identify the important technical specifications of IT products and services to be sold during the sales.	E.1.1	1.1	T1
BG.2	Describes how s/he shall determine the inter-compatibility of computer components to be sold.	E.1.2	1.1	T1
BG.3	Describes how s/he shall investigate the test, investigation and benchmarking analyses related to the IT products.	E.1.3	1.1	T1
BG.4	Describes how s/he shall follow up the technological innovations related to the IT products and services.	E.1.4	1.1	T1
BG.5	Describes how s/he shall follow up the processes regarding the guarantee and other legal certificates of conformity related to the products and services.	E.1.5	1.1	T1
BG.6	Describes how s/he shall gather information on the supply and demand activities in the market.	E.2.1	1.2	T1
BG.7	Describes how s/he shall gather information on the products and in the market and their prices equivalent to the products and services being sold.	E.2.2	1.2	T1
BG.8	Describes which issues s/he shall consider while informing the sales prices in the market to the unit supervisor by determining them.	E.2.3	1.2	T1
BG.9	Inspects the stock data of vendors according to the operating rules and procedures and describes how s/he shall determine the possible product requirements.	E.2.4	1.2	T1
BG.10	Describes how s/he shall report the sales of products and services of the previous periods per week, month, period or year.	E.3.1	1.3	T1
BG.11	Describes his/her way of developing and submitting suggestions for determination of the company's service providing capacity by material, labor and scheduled service calendar.	E.3.2	1.3	T1
BG.12	Describes how s/he shall follow up stock according to the operating rules and procedures and determined criteria.	E.3.3	1.3	T1

BG.13	Describes how s/he shall contribute to making the sales list including the stock, capacity and price limits of products and services.	E.3.4	1.3	T1
BG.14	Describes how s/he shall carry out the sales analyses based on the customer.	E.3.5	1.3	T1
BG.15	Describes how s/he shall carry out the sales analyses based on the product and service.	E.4.1	1.4	T1
BG.16	Describes the way s/he shall follow in informing the products to be procured to the purchase specialist.	E.4.2	1.4	T1
BG.17	Describes how s/he shall assist in determination of time of ordering the products from the suppliers.	E.4.3	1.4	T1
BG.18	Describes how s/he shall follow up the loading and delivery processes of the products being procured.	E.4.4	1.4	T1
BG.19	Describes the customer informing procedures related to the products and services sold.	F.1.1	2.1	T1
BG.20	Lists the issues to be considered while describing the special conditions related to the procurement of products and services.	F.1.2	2.1	T1
BG.21	Describes how the customers shall be directed to the right technological product and service by trying to determine the customers' expectations.	F.1.3	2.1	T1
BG.22	Lists the issues to be considered while describing the advantages and disadvantages of the products and services to effect the customer's decision.	F.1.4	2.1	T1
BG.23	Describes how to determine through which channels to contact with the potential customers for creating sales opportunities.	F.2.1	2.2	T1
BG.24	Describes the issues to be considered while communicating with the available vendors by phone, via instant messaging software or e-mail messages.	F.2.2	2.2	T1
BG.25	Describes how to send product samples for trial or display purposes to the vendors when required and according to the company's policy.	F.2.3	2.2	T1
BG.26	Describes how s/he shall promote with the samples of important products for increasing the sales potential.	F.3.1	2.3	T1
BG.27	Describes how s/he shall direct the vendors regarding effective use of visuals for sales.	F.3.2	2.3	T1
BG.28	Describes how s/he shall assist the related personnel for adding and updating product and service promotions to the company's website.	F.4.1	2.4	T1
BG.29	Describes how s/he shall riddle the product promotions by benchmarking the product information both in the manufacturer's websites and company's website.	F.4.2	2.4	T1
BG.30	Lists the issues s/he has to consider while submitting his/her opinions and suggestions regarding the product promotion as a result of his/her assessment.	F.4.3	2.4	T1
BG.31	Describes how s/he shall determine the channels through which s/he can give price and stock information according to the operating rules and procedures.	G.1.1	4.1	T1
BG.32	Describes how s/he shall give the price and stock information to the customer by phone, via e-mail, instant messaging and e-commerce software.	G.1.2	4.1	T1
BG.33	Describes how s/he shall prepare the letters of offer according to the operating rules and procedures where necessary.	G.1.3	4.1	T1

BG.34	Describes how s/he shall assist the vendors to determine the sales advantages according to the regional or potential customer qualifications.	G.2.1	4.2	T1
BG.35	Describes the issues s/he has to consider while giving information on the financial sales supports to be provided according to the operating rules and procedures, deductions and discounts.	G.2.2	4.2	T1
BG.36	Describes how s/he shall determine the channels through which s/he can accept order from the customers according to the operating rules and procedures.	G.3.1	4.3	T1
BG.37	Describes how s/he accesses to the customer's purchase offer by phone, via e-mail, instant messaging or e-commerce software.	G.3.2	4.3	T1
BG.38	Describes the issues s/he has to consider while evaluating the product purchase offers of the customers.	G.3.3	4.3	T1
BG.39	Describes how s/he shall control the customer's current accounts and risks.	G.3.4	4.3	T1
BG.40	Describes the issues s/he has to consider (stock, capacity and customer's commercial risks) while accepting the customer's requests.	G.3.5	4.3	T1
BG.41	Describes how s/he shall enter the order forms in the sales / commercial management software.	G.3.6	4.3	T1
BG.42	Describes how s/he shall ensure that the accounting transactions are carried out regarding payment of product and service according to the operating rules and procedures.	G.3.7	4.3	T1
BG.43	Describes how s/he shall define the products included in the orders of which payment statuses are approved as dispatchable.	G.3.8	4.3	T1
BG.44	Describes how s/he starts the required procedures for application of the services of which payment statuses are approved.	G.3.9	4.3	T1
BG.45	Describes how s/he shall determine by which means the sold products to be delivered to the customer.	G.4.1	4.4	T1
BG.46	Describes how s/he shall contact the warehouse supervisor for the products to be directly delivered to the customer.	G.4.2	4.4	T1
BG.47	Describes how s/he shall prepare the warehouse checkout lists for the products to be delivered to the customer by cargo or special delivery.	G.4.3	4.4	T1
BG.48	Describes how s/he shall prepare the documents related to the product output such as invoice, dispatch list and etc.	G.4.4	4.4	T1
BG.49	Describes how s/he shall ensure the control of whether the products are delivered correctly.	G.4.5	4.4	T1
BG.50	Describes how s/he shall direct the customer for installation and configuration of the sold products when required.	G.4.6	4.4	T1
BG.51	Describes how s/he shall suggest planning by considering the business capacity of the operation teams for the period of service.	G.5.1	4.5	T1
BG.52	Lists the information s/he shall obtain from the related teams regarding the period, place and scope of service.	G.5.2	4.5	T1
BG.53	Describes how s/he shall ensure that the product, tool and equipment required for providing the services are dispatched.	G.5.3	4.5	T1
BG.54	Describes how s/he shall receive feedback from the operation teams and customer after the services are provided to the customers.	G.5.4	4.5	T1

BG.55	Describes how s/he shall determine the channels to receive order from the customers according to the operating rules and procedures.	H.1.1	5.1	T1
BG.56	Describes how s/he shall give the price and stock information to the customer by phone, via e-mail, instant messaging and e-commerce software.	H.1.2	5.1	T1
BG.57	Describes how s/he shall be ensured that the basic expectation and product specifications comply regarding the product or service which the customer decided to purchase.	H.2.1	5.2	T1
BG.58	Describes the issues to consider in product use.	H.2.2	5.2	T1
BG.59	Describes how s/he shall enter the order forms in the sales / commercial management software by considering the stock and capacity level.	H.2.3	5.2	T1
BG.60	Describes how s/he shall guide the customer for payment and delivery operations according to the operating rules and procedures.	H.2.4	5.2	T1
BG.61	Describes how s/he shall obtain the information regarding by which means the products shall be delivered to the customer.	H.3.1	5.3	T1
BG.62	Describes how s/he shall control the documents prepared related to checkout of product to be delivered to the customer such as invoice, dispatch list and etc.	H.3.2	5.3	T1
BG.63	Describes how s/he shall ensure that the sold products are delivered according to the operating rules and procedures.	H.3.3	5.3	T1
BG.64	Explains orientation off customer of the sold products for installation and configuration services	H.3.4	5.3	T1
BG.65	Describes how s/he shall act according to the company's data safety and confidentiality.	H.4.1	5.4	T1
BG.66	Explains how to apply the measures to keep the information secrecy of customers according to rules and methods of the company.	H.4.2	5.4	T1
BG.67	Describes how s/he shall report his/her sales as daily, monthly, periodically or yearly.	I.1.1	6.1	T1
BG.68	Describes how s/he shall report the price differences due to special cases in sales operations.	I.1.2	6.1	T1
BG.69	Describes how s/he shall report by searching for the reasons of sales cancellations and return operations.	I.1.3	6.1	T1
BG.70	Describes how s/he shall report the statuses of achieving sales objectives.	I.1.4	6.1	T1
BG.71	Describes the reporting process by determining the cases when the sales objectives have to be changed.	I.1.5	6.1	T1
BG.72	Describes how s/he shall contribute to recovering of the losses to occur due to wrong and irregular pricings.	I.2.1	6.2	T1
BG.73	Describes how s/he shall inform the unit manager and accounting team timely regarding the changing vendor commercial risks.	I.2.2	6.2	T1
BG.74	Describes how s/he shall contribute to recovering of the faults to occur in the accounting records.	I.2.3	6.2	T1
BG.75	Describes how s/he shall ensure that cargo or special shipment problems are solved.	I.2.4	6.2	T1

BG.76	Describes the reporting process by determining the appreciations and/or complaints of the customers regarding the products.	I.3.1	6.3	T1
BG.77	Describes the issues s/he has to consider while sharing the collected feedbacks with the unit supervisors, purchase specialists and suppliers according to the operating rules and procedures.	I.3.2	6.3	T1
BG.78	Describes how s/he shall search for the reasons of products left in the vendor stocks determined according to the operating rules and procedures.	I.4.1	6.4	T1
BG.79	Describes how s/he shall assist in finding solutions for long-term unsold products in the vendor stocks.	I.4.2	6.4	T1
BG.80	Describes how s/he shall receive the fault, defect and other similar notifications from the customers according to the operating rules and procedures.	I.5.1	6.5	T1
BG.81	Describes how s/he shall submit the recorded complaints and notifications to the solution and service departments.	I.5.2	6.5	T1
BG.82	Describes how s/he obtains information related to the solution of the problem by contacting the related units for the solution of problem, when required.	I.5. 3	6.5	T1
BG.83	Describes how s/he shall ensure communication and information flow with the customer when required during the solution process.	I.5.4	6.5	T1
BG.84	Describes how s/he shall obtain the required customer approvals for the solution decided to be generated within the scope of operating rules and procedures.	I.5.5	6.5	T1
BG.85	Describes how s/he shall carry out the return procedures in case it's decided to recall the sold products.	I.5.6	6.5	T1
BG.86	Describes how he/she shall establish the required contacts for ensuring the customer satisfaction after the solution.	I.5.7	6.5	T1
BG.87	Describes the reporting process by determining the customer satisfaction achieved after the solution.	I.5.8	6.5	T1
BG.88	Describes the issues he/she has to consider while informing the opinions and suggestions regarding the customer satisfaction to the unit supervisor.	I.5.9	6.5	T1

No	Expression of Skill and Competency	Relevant Section in NVS	Qualification Item Success Criterion	Assessment Tool
BY.1	Determines the important technical specifications of IT products and services to be sold during the sales.	E.1.1	3.1	P1
BY.2	Determines the inter-compatibility of the computer components to be sold.	E.1.2	3.1	P1
BY.3	Directs the customers to the right technological product and service by trying to determine the expectations of the customers.	F.1.3	3.2	P1
BY.4	Assists the customer for selecting the optimum product.	3.3.8	3.2	P1
BY.5	Establishes effective communication with the customer.	3.3.16	3.2	P1

ANNEXES

ANNEX 1: Qualification Items
1. 12UY0107-4/A1 OHS, Quality, Work Organization, Environmental Protection and Vocational Development
2. 12UY0107-4/A2 Basics and Sales Techniques of Information Technologies
3. 12UY0107-4/A3 Sales of IT Products and Services

ANNEX 2: Terms, Symbols and Abbreviations

MAINTENANCE: Activities including replacement of the worn, periodically changed or end-of-life parts of the related machinery, equipment, tools or systems; carrying out operations like cleaning of parts; setting of parts according to the technical instructions and user's manuals,

VENDOR CHANNEL: All the companies carrying out the procurement between the manufacturer-producer or importer and user,

CURRENT ACCOUNT: The accounts, in which assets and liabilities of the accounts such as buyer, seller, bank and other are followed up,

CBT (COMPUTER BASED TEST): Computer Based Test,

PERIPHERALS: Equipment used with the computer system such as input-output units or communication units,

ENVIRONMENTAL CONDITIONS REGULATOR: Special equipment to regulate heating, cooling and humidity of a position,

INTERNAL COMPONENT: Any internal unit in the computer case such as motherboard, processor, fan, display card, memory unit, DVD or hard-disk,

WAREHOUSE CHECKOUT LIST: The list to be submitted to the warehouse for the sold products to be dispatched to their buyers,

HARDWARE: Networking, computer or peripherals, electronic, electromechanical and mechanical assembly,

E-COMMERCE SOFTWARE: Software used to perform sales via the Internet,

INVOICE: The document prepared and given to the customer by the seller of product or seller providing the service for showing the amount which the customer is indebted against the sold product or service,

CERTIFICATE OF GUARANTEE: The document which is prepared for the goods sold, produced and/or imported by the manufacturers-producers or importers and shows the terms of guarantee and obligations of the seller and consumer,

EXTERNAL COMPONENT: The units out of the computer system case and used with the computer such as monitor, modem, printer, scanner, USB flash drive, external storage, web camera, microphone, headphone, keyboard, mouse, game controller, digital camera and etc.,

IBT (INTERNET BASED TEST): Internet-based test,

HR: Human Resources Unit

ISCO: International Standard Classification of Occupations,

DISPATCH LIST: Official document which should be associated with the carried commercial goods,

OHS: Occupational health and safety,

USER'S MANUAL: The manual written by the manufacturer for using all performances of a network hardware, computer system or peripheral properly, adequately and safely,

MARKET RESEARCH: Determination of appropriate sales amount, customers, products and prices accessible within a specified market,

RISK: Means probability of occurrence of a hazardous event and combination of results.

FIELD WORK: The process of obtaining information by negotiations, researches in the market and using other techniques,

SALES ANALYSIS: Detailed study on the strength and in qualification of sales volume performance,

PURCHASE ORDERS: Product requests coming from the customer,

ORDER FORM: The document including information such as the type, amount, price of product according to the product requests from the customer,

PROCUREMENT PROCESS: The process of a product , from order entry to stocks,

DANGER: Damaging and harming potentiality existing in workplace or may come from outside, may affect the employees or workplace,

COMMERCIAL RISK: Risk of payment composed of open account buying and selling transactions excluding cash or bank guarantee,

COMMERCIAL MANAGEMENT SOFTWARE: Software for keeping all commercial activity data of the customer, product or service such as sales, stock follow up, reporting and payment, periodically,

NOS (NATIONAL VOCATIONAL STANDARD): Minimum norms showing the required knowledge, skills, behaviors and attitudes accepted by the Vocational Qualifications Authority (VQA) for the successful performance of an occupation,

PRODUCT PURCHASE OFFERS: Creating stock and price requests of the products,

DATA BACKUP: Copying of hardware configuration values or other data backups to another location for re-installment in case of any problems,

SOFTWARE: Management of hardware units and necessary programs consisting of network and computer systems required for users to do their jobs.

ANNEX 3: Ways of Horizontal and Vertical Progress in Occupation
People having VQA Vocational Qualification Certificate in the field of IT Salesman (Level 4) have to take tests of all of qualification items in scope of IT Salesman (Level 5) National Qualification in order to obtain VQA Vocational Qualification Certificate in the field of IT Salesman (Level 5) National Qualification.

ANNEX 4: Assessor Criteria
People to serve as evaluators should meet following condition.
- Having bachelor degree and at least 5 years of work experience as sales personnel in the field of IT Solutions.