Automotive Sales Trainer

QP Code: ASC/Q1109

Version: 1.0

NSQF Level: 5

Automotive Skills Development Council || 153, Gr Floor, Okhla Industrial Area, Phase – III, Leela Building
New Delhi – 110020

Qualification Pack

Contents

ASC/Q1109: Automotive Sales Trainer

Brief Job Description

A sales trainer for automotive vehicles identifies the need for technical and soft skills trainings or skills enhancements by assessing the team's performance on regular basis.

Personal Attributes

The person should be organised, team-oriented and have the ability to work independently for long hours in adverse conditions. They should be result-oriented, keen observers and have an eye for detail and quality.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. ASC/N9813: Manage work and resources

2. ASC/N9812: Interact effectively with team, customers and others

3. ASC/N1111: Provide soft skills training to sales team

4. ASC/N1112: Provide technical training to sales team

Qualification Pack (QP) Parameters

Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Dealer Sales Support
Country	India
NSQF Level	5
Aligned to NCO/ISCO/ISIC Code	NCO-2015/2424.0402
Minimum Educational Qualification & Experience	Graduate (in any Discipline) with 3 Years of relevant experience in Automotive Sales, OR Certificate-NSQF (Automotive Telecaller/Automotive Sales Executive Level 4) with 2 Years of relevant

	experience
Minimum Level of Education for Training in School	4
Pre-Requisite License or Training	Valid Driving Licence
Minimum Job Entry Age	23 Years
Last Reviewed On	30/09/2021
Next Review Date	30/09/2024
NSQC Approval Date	30/09/2021
Version	1.0

ASC/N9813: Manage work and resources

Description

This NOS unit is about implementing safety, planning work, adopting sustainable practices for optimising use of resources.

Scope

The scope covers the following :

- Maintain safe and secure working environment
- Ensure work as per quality standards
- Material/energy/electricity conservation practices
- Effective waste management/recycling practices
- Ensure a healthy and hygienic workplace

Elements and Performance Criteria

Maintain safe and secure working environment

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

PC1. ensure that the team complies with organisation's health, safety, security policies and procedures

PC2. identify the risks and hazards associated with work activities, their causes and prevention as per organisation's policy

PC3. encourage team to report any identified breaches in health, safety, and security policies and procedures to the designated person

Ensure work as per quality standards

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

PC4. ensure work area is kept clean and tidy

PC5. identify individual work requirements and provide necessary instructions to the team

PC6. ensure the team works as per the assigned and agreed requirements

PC7. identify work which fails the requirements, specified quality standards and ensure timely corrective action is taken

PC8. implement ways and guide the team to manage time, resources and cost effectively

PC9. train the team on skill level advancement to develop expertise in their work

PC10. ensure that the team understands accountability for timely completion of tasks

PC11. analyse and validate the problem accurately and communicate different possible solutions to the problem

Material/energy/electricity conservation practices

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

PC12. identify ways to optimize usage of electricity/other source of energy and material including water in various tasks/activities/processes

PC13. ensure that the team uses resources in a responsible manner

PC14. ensure that the team periodically checks for spills/leakages around the work area and take corrective actions or escalate to appropriate authority if unable to rectify

PC15. supervise team to carry out routine cleaning of tools, machine and equipment

PC16. ensure that the team periodically checks if the equipment/machines are maintained and functioning normally before commencing work and take corrective action wherever required

Effective waste management/recycling practices

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

PC17. identify recyclable, non-recyclable and hazardous waste generated

PC18. ensure the team segregates waste into different categories

PC19. ensure proper disposal of non-recyclable waste

PC20. ensure recyclable and reusable material is deposited at identified location

PC21. ensure the team follows processes specified for disposal of hazardous waste

Ensure a healthy and hygienic workplace

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

PC22. ensure workplace, equipment, restrooms etc. are sanitized regularly

PC23. promote awareness about hygiene and sanitation regulations

PC24. check availability of running water, hand wash and alcohol-based sanitizers at workplace

PC25. support employees to cope with stress, anxiety etc.

PC26. wear and dispose PPEs regularly and appropriately

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. different types of health and safety hazards that can be found in the workplace, risks and threats based on the nature of work

KU2. company defined workplace hazards and rules/regulation for maintaining health, safety and security at workplace

KU3. breaches in health, safety and security as well as procedures to report the same

KU4. workshop layout with electrical, hydraulic and thermal equipment used

KU5. the organisation's emergency procedures for different emergency situations and the importance of following the same

KU6. ways of time and cost management

KU7. ways to manage efficient utilisation of energy, material and water in the process

KU8. ways to recognize common electrical problems and common practices of conserving electricity

KU9. usage of different colours of dustbins and categorization of waste into dry, wet, recyclable, non-recyclable and items of single-use plastics

KU10. organisations procedures for minimizing waste

KU11. waste management and methods of waste disposal

KU12. common sources of pollution and ways to minimize it

KU13. different ways for skill level advancement to develop expertise

KU14. key performance indicators for the new tasks

KU15. timelines and goals set by the manager

KU16. importance of quality and timely delivery of the product/service

KU17. organisation's policies to maintain personal health and hygiene at workplace

KU18. significance of greening

Generic Skills (GS)

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

GS1. read instructions/guidelines/procedures

GS2. listen effectively and orally communicate information

GS3. ask for clarification and advice from the concerned person

GS4. maintain positive and effective relationships with colleagues and customers

GS5. evaluate the possible solution(s) to the problem

GS6. complete written work with attention to detail

GS7. modify work practices to improve them

GS8. work with supervisors/team members to carry out work related tasks

GS9. complete tasks efficiently and accurately within stipulated time

GS10. make timely decisions for efficient utilization of resources

GS11. be punctual and utilize time

GS12. evaluate strategies to maintain, enhance or reduce the intensity of heightened emotional response

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Maintain safe and secure working environment	7	5	-	4
PC1. ensure that the team complies with organisation's health, safety, security policies and procedures	2	2	-	1
PC2. identify the risks and hazards associated with work activities, their causes and prevention as per organisation's policy	3	2	-	2
PC3. encourage team to report any identified breaches in health, safety, and security policies and procedures to the designated person	2	1	-	1
Ensure work as per quality standards	15	8	-	5
PC4. ensure work area is kept clean and tidy	2	1	-	-
PC5. identify individual work requirements and provide necessary instructions to the team	2	1	-	1
PC6. ensure the team works as per the assigned and agreed requirements	1	1	-	-
PC7. identify work which fails the requirements, specified quality standards and ensure timely corrective action is taken	3	2	-	2
PC8. implement ways and guide the team to manage time, resources and cost effectively	2	-	-	-
PC9. train the team on skill level advancement to develop expertise in their work	2	1	-	1
PC10. ensure that the team understands accountability for timely completion of tasks	2	-	-	-
PC11. analyse and validate the problem accurately and communicate different possible solutions to the problem	1	2	-	1
Material/energy/electricity conservation practices	10	6	-	4
PC12. identify ways to optimize usage of electricity/other source of energy and material including water in various tasks/activities/processes	2	2	-	2

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. ensure that the team uses resources in a responsible manner	2	1	-	-
PC14. ensure that the team periodically checks for spills/leakages around the work area and take corrective actions or escalate to appropriate authority if unable to rectify	2	1	-	1
PC15. supervise team to carry out routine cleaning of tools, machine and equipment	2	1	-	-
PC16. ensure that the team periodically checks if the equipment/machines are maintained and functioning normally before commencing work and take corrective action wherever required	2	1	-	1
Effective waste management/recycling practices	**10**	**6**	**-**	**4**
PC17. identify recyclable, non-recyclable and hazardous waste generated	2	2	-	1
PC18. ensure the team segregates waste into different categories	2	1	-	1
PC19. ensure proper disposal of non-recyclable waste	2	1	-	-
PC20. ensure recyclable and reusable material is deposited at identified location	2	1	-	1
PC21. ensure the team follows processes specified for disposal of hazardous waste	2	1	-	1
Ensure a healthy and hygienic workplace	**8**	**5**	**-**	**3**
PC22. ensure workplace, equipment, restrooms etc. are sanitized regularly	2	1	-	-
PC23. promote awareness about hygiene and sanitation regulations	2	1	-	1
PC24. check availability of running water, hand wash and alcohol-based sanitizers at workplace	1	1	-	-
PC25. support employees to cope with stress, anxiety etc.	1	1	-	1
PC26. wear and dispose PPEs regularly and appropriately	2	1	-	1

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
NOS Total	50	30	-	20

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N9813
NOS Name	Manage work and resources
Sector	Automotive
Sub-Sector	Generic
Occupation	Generic
NSQF Level	5
Credits	TBD
Version	1.0
Next Review Date	30/09/2024

ASC/N9812: Interact effectively with team, customers and others

Description

This unit is about communicating with team members, superior and others.

Scope

The scope covers the following :

- Communicate effectively with team members
- Interact with superiors
- Respect gender and ability differences

Elements and Performance Criteria

Communicate effectively with team members

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

PC1. implement ways to share information with team members in line with organisational requirements

PC2. ensure that work requirements are clearly communicated to the team members through all means including face-to-face, telephonic and written

PC3. manage and co-ordinate with team members to integrate work as per requirements

PC4. work in a way that show respect for all team members and customers

PC5. carry out commitments made to team members and let them know in good time if there is any discrepancy with reasons

PC6. resolve conflicts within the team members at work to achieve smooth workflow

PC7. guide the team members to follow the organisation's policies and procedures

PC8. ensure team goals are given preference over individual goals

PC9. respect personal space of colleagues and customers

Interact with superiors

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

PC10. report progress on job allocated and team performance to the superiors

PC11. escalate problems to superiors that cannot be handled

PC12. train the team members to report completed work and receive feedback on work done

PC13. encourage team members to rectify errors as per feedback and minimize mistakes in future

Respect gender and ability differences

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

PC14. ensure team shows sensitivity towards all genders and PwD

PC15. adjust communication styles to reflect gender sensitivity and sensitivity towards person with disability

PC16. help PwD team members to overcome the challenges, if asked

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. the importance of effective communication and establishing good working relationships with team members and superiors

KU2. different methods of communication as per the circumstances

KU3. gender based concepts, issues and legislation

KU4. organisation standards and guidelines to be followed for PwD

KU5. rights and duties at workplace with respect to PwD

KU6. organisation policies and procedures pertaining to written and verbal communication

Generic Skills (GS)

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

GS1. read safety instructions/guidelines

GS2. modify work practices to improve them

GS3. work with supervisors/team members to carry out work related tasks

GS4. complete tasks efficiently and accurately within stipulated time

GS5. make timely decisions for efficient utilization of resources

GS6. read instructions/guidelines/procedures

GS7. write in English/any one language

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Communicate effectively with team members	**20**	**14**	**-**	**8**
PC1. implement ways to share information with team members in line with organisational requirements	2	2	-	-
PC2. ensure that work requirements are clearly communicated to the team members through all means including face-to-face, telephonic and written	2	2	-	2
PC3. manage and co-ordinate with team members to integrate work as per requirements	2	1	-	2
PC4. work in a way that show respect for all team members and customers	3	1	-	2
PC5. carry out commitments made to team members and let them know in good time if there is any discrepancy with reasons	2	2	-	-
PC6. resolve conflicts within the team members at work to achieve smooth workflow	3	2	-	-
PC7. guide the team members to follow the organisation's policies and procedures	2	1	-	-
PC8. ensure team goals are given preference over individual goals	2	1	-	-
PC9. respect personal space of colleagues and customers	2	2	-	2
Interact with superiors	**18**	**10**	**-**	**7**
PC10. report progress on job allocated and team performance to the superiors	4	3	-	2
PC11. escalate problems to superiors that cannot be handled	4	2	-	1
PC12. train the team members to report completed work and receive feedback on work done	5	2	-	2
PC13. encourage team members to rectify errors as per feedback and minimize mistakes in future	5	3	-	2

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Respect gender and ability differences	**12**	**6**	-	**5**
PC14. ensure team shows sensitivity towards all genders and PwD	4	2	-	2
PC15. adjust communication styles to reflect gender sensitivity and sensitivity towards person with disability	4	2	-	2
PC16. help PwD team members to overcome the challenges, if asked	4	2	-	1
NOS Total	**50**	**30**	**-**	**20**

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N9812
NOS Name	Interact effectively with team, customers and others
Sector	Automotive
Sub-Sector	Generic
Occupation	Generic
NSQF Level	5
Credits	TBD
Version	1.0
Next Review Date	30/09/2024

ASC/N1111: Provide soft skills training to sales team

Description

This NOS unit is about identifying training needs, analysing market trends and then providing soft skills training to sales team.

Scope

The scope covers the following :

- Identify soft-skills training needs
- Collect and develop the training material and schedule
- Conduct training as per the delivery plan
- Monitor the program and its effectiveness

Elements and Performance Criteria

Identify soft-skills training needs

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

PC1. collate data by evaluating customer feedback, market activations like ATL (above the line) and BTL (below the line) activities conducted by sales team

PC2. analyse performance of sales team w.r.t target achievement and customer satisfaction reports/feedbacks and prepare data accordingly

PC3. analyse gaps and areas for training sales team based on the collected data

Collect and develop the training material and schedule

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

PC4. collect data and material from previous trainings to analyse their current training needs

PC5. conduct live and record mystery shopping calls for audits of sales team to analyse effectiveness of previous trainings

PC6. manage the logistics, procurement and budget for yearly sales training programs and curriculums

PC7. prepare schedule for sales training programs based on the experience and qualification of the sale steam members

PC8. prepare requirement-based training and assessment modules for the sales team

PC9. assist the Customer Relationship Manager (CRM) in designing tele-calling scripts

Conduct training as per the delivery plan

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

PC10. analyse the training needs as per the modules prepared for theory/classroom and practical/role plays

PC11. train the workforce adhering to training content and LMS (learning management system) needs as per the Dealer guidelines

PC12. train the sales team on account management and complete customer satisfaction

PC13. train sale executives on customer handling, effective selling and engagement with the customers to get repetitive business

PC14. train both the front-end and back-end teams about sales scripts and styles for effectively delivering sales pitch

PC15. supervise the tele calling process and ensure tele calling scripts are correctly used while making cold calls

PC16. train sales executives on effective work management with other departments

PC17. train sales executives on various parameters for effective service, healthier volumes, higher margins, high staff morale and motivation, etc.

PC18. provide training to front end and back end team on conducting sales follow ups such as asking referrals, speaking at various venues, etc

PC19. train front-end and back-end teams on generating sales from existing customers, cold calls, showroom visits and identifying prospective customers etc.

Monitor the program and its effectiveness

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

PC20. train sales executives on handling customer objections/issues raised by the customers about the vehicle brand and services provided

PC21. attend and participate in periodic trainer development sessions organized by the OEM and vendors

PC22. update company system monthly w.r.t training feedback and sales reports

PC23. manage training budget effectively to ensure that training costs do not exceed allocated funds

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. Standard Operating Procedures(SOPs) of the organisation/ dealership for responding to sales enquiries

KU2. how to conduct soft skills training needs analysis of sales function

KU3. training modules provided by the OEM for sales team such as soft skills area

KU4. documentation requirements for each procedure carried out as part of roles and responsibilities

KU5. how to develop in-house training modules on the basis of needs assessment of sales executives for a particular region using training software such as MS PowerPoint, Word

KU6. soft skills required for automotive sales function such as retaining customers through effective customer service and handling prospective customers to bring more business

KU7. organisational and professional code of ethics and standards of practice

KU8. how to greet and meet potential customers walking-in to the showroom using effective communication skills and their satisfaction level on the services provided

KU9. how to handle telephonic queries, cold calls and to convince customer on the USP of the vehicle

KU10. effective time management in order to complete sales, automotive repairs etc. in a timely manner

KU11. handle objections raised by the customers about the automotive products and services

Generic Skills (GS)

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

GS1. write in English and at least one regional language

GS2. read policies and regulations and workplace documentation pertinent to the job

GS3. plan work assigned on a daily basis

GS4. communicate with customers

GS5. make a decision on a suitable course of action appropriate for accurately completing the task within resources

GS6. plan and organise work to achieve training targets and meet deadlines

GS7. analyse problems and identify work-arounds taking help from higher authorities

GS8. take decision and identify solutions in different situations

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Identify soft-skills training needs	6	-	-	4
PC1. collate data by evaluating customer feedback, market activations like ATL (above the line) and BTL (below the line) activities conducted by sales team	2	-	-	2
PC2. analyse performance of sales team w.r.t target achievement and customer satisfaction reports/feedbacks and prepare data accordingly	2	-	-	2
PC3. analyse gaps and areas for training sales team based on the collected data	2	-	-	-
Collect and develop the training material and schedule	8	10	-	6
PC4. collect data and material from previous trainings to analyse their current training needs	2	-	-	1
PC5. conduct live and record mystery shopping calls for audits of sales team to analyse effectiveness of previous trainings	2	-	-	-
PC6. manage the logistics, procurement and budget for yearly sales training programs and curriculums	2	-	-	2
PC7. prepare schedule for sales training programs based on the experience and qualification of the sale steam members	1	4	-	1
PC8. prepare requirement-based training and assessment modules for the sales team	1	4	-	2
PC9. assist the Customer Relationship Manager (CRM) in designing tele-calling scripts	-	2	-	-
Conduct training as per the delivery plan	20	22	-	9
PC10. analyse the training needs as per the modules prepared for theory/classroom and practical/role plays	1	-	-	-
PC11. train the workforce adhering to training content and LMS (learning management system) needs as per the Dealer guidelines	2	-	-	1

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. train the sales team on account management and complete customer satisfaction	2	2	-	1
PC13. train sale executives on customer handling, effective selling and engagement with the customers to get repetitive business	2	4	-	-
PC14. train both the front-end and back-end teams about sales scripts and styles for effectively delivering sales pitch	3	4	-	2
PC15. supervise the tele calling process and ensure tele calling scripts are correctly used while making cold calls	2	-	-	2
PC16. train sales executives on effective work management with other departments	2	-	-	-
PC17. train sales executives on various parameters for effective service, healthier volumes, higher margins, high staff morale and motivation, etc.	2	4	-	1
PC18. provide training to front end and back end team on conducting sales follow ups such as asking referrals, speaking at various venues, etc	2	4	-	2
PC19. train front-end and back-end teams on generating sales from existing customers, cold calls, showroom visits and identifying prospective customers etc.	2	4	-	-
Monitor the program and its effectiveness	6	8	-	1
PC20. train sales executives on handling customer objections/issues raised by the customers about the vehicle brand and services provided	2	4	-	-
PC21. attend and participate in periodic trainer development sessions organized by the OEM and vendors	2	-	-	-
PC22. update company system monthly w.r.t training feedback and sales reports	-	-	-	1
PC23. manage training budget effectively to ensure that training costs do not exceed allocated funds	2	4	-	-
NOS Total	40	40	-	20

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N1111
NOS Name	Provide soft skills training to sales team
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Dealer Sales Support
NSQF Level	5
Credits	TBD
Version	1.0
Next Review Date	30/09/2024

ASC/N1112: Provide technical training to sales team

Description

This NOS unit is about identifying technical skills for sales team and updating their skills set for handling technical queries regarding the vehicle.

Scope

The scope covers the following :

- Identify technical training needs
- Develop and design structure for the training
- Conduct training as per the plan
- Monitor the efficiency and effectiveness of the program

Elements and Performance Criteria

Identify technical training needs

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

PC1. identify current technical skills of team members through observation, interviews, and surveys

PC2. prepare a report on the technical training needs of the sales team by observing sales process and interaction with customers/vendors

PC3. analyse sales team/executives performance against set targets

Develop and design structure for the training

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

PC4. prepare program schedule for technical training after coordinating with a technical team leader/manager

PC5. manage the logistics, procurement and budget for technical training programs, material and curriculums

PC6. maintain training program effectiveness by utilizing initial and subsequent assessment results

PC7. coordinate with OEM for updates/advancement in new and old products

Conduct training as per the plan

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

PC8. train sales team on various technical aspects, performance parameters, service schedule, etc. to get repeated business

PC9. provide information and competitive comparison analysis reports to the sales team

PC10. enumerate sales process in key steps to ensure process smoothness and flawlessness in sales orders

PC11. train sales team on various sales function for placing orders, processing of orders, payments, etc. with dealer's or OEM's IT & software functions

PC12. monitor team members progress/improvements and prioritize opportunities to accelerate knowledge transfer across the organization

Monitor the efficiency and effectiveness of the program

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

PC13. attend and participate in periodic technical trainer development sessions organized by the OEM and vendors

PC14. update company system monthly w.r.t training feedback from managers, technical team, customers and through sales reports

PC15. manage training budget effectively to ensure that training costs do not exceed allocated funds

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. SOPs of the organisation/dealership for responding to sales enquiries

KU2. how to conduct technical training and do need analysis of sales function

KU3. documentation requirements for each procedure carried out as part of roles and responsibilities

KU4. how to develop training modules on the basis of sales executives for a particular region

KU5. institutional and professional code of ethics and standards of practice

KU6. complete sales and service process flow at the dealership as prescribed by the OEM

KU7. how to handle telephonic queries, cold calls and must be able to convince the customer on the USP of the vehicle

KU8. training modules provided by the OEM for the technical training and to have an overview for the sales manpower which include training for major aggregates such as engines and fuel system (diesel, petrol, electrical, gas, hybrid etc.), clutch& brake assembly, gearbox (manual and automatic) and associated drivelines, drive-train assembly and transmission systems (manual, automatic etc.), steering & suspension system, tyres and wheels etc.

KU9. how to use lighting, ignition, electronic and air-conditioning, infotainment systems etc.

KU10. dealer's or OEM's IT & software functions

KU11. typical training software or formats such as MS Office and Management Information System (MIS)

KU12. technical aspects related vehicles models/types/variants along with technical details and service problems

KU13. dealership process flow and billing system, which includes, placing processing of orders, payments, credit period, discount, return of sales etc.

KU14. how to handle objections raised by the customers about products and services

KU15. local market procedures & customer preferences of that area along with sales peculiarities based on geographical nuances etc.

KU16. effective time management in order to complete sales and automotive repairs in a timely manner

Generic Skills (GS)

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

GS1. write in English and at least one regional language

GS2. read policies and regulations and workplace documentation pertinent to the job

GS3. plan work assigned on a daily basis

GS4. make a decision on a suitable course of action appropriate for accurately completing the task within resources

GS5. plan and organise work to achieve training targets and meet deadlines

GS6. deliver consistent training and support to team

GS7. analyse problems and identify work-arounds taking help from higher authorities

GS8. take decision and identify solutions in different situations

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Identify technical training needs	**6**	**4**	**-**	**4**
PC1. identify current technical skills of team members through observation, interviews, and surveys	2	-	-	2
PC2. prepare a report on the technical training needs of the sales team by observing sales process and interaction with customers/vendors	2	4	-	-
PC3. analyse sales team/executives performance against set targets	2	-	-	2
Develop and design structure for the training	**10**	**4**	**-**	**4**
PC4. prepare program schedule for technical training after coordinating with a technical team leader/manager	2	4	-	2
PC5. manage the logistics, procurement and budget for technical training programs, material and curriculums	4	-	-	2
PC6. maintain training program effectiveness by utilizing initial and subsequent assessment results	2	-	-	-
PC7. coordinate with OEM for updates/advancement in new and old products	2	-	-	-
Conduct training as per the plan	**16**	**27**	**-**	**8**
PC8. train sales team on various technical aspects, performance parameters, service schedule, etc. to get repeated business	4	7	-	2
PC9. provide information and competitive comparison analysis reports to the sales team	4	7	-	2
PC10. enumerate sales process in key steps to ensure process smoothness and flawlessness in sales orders	2	7	-	2
PC11. train sales team on various sales function for placing orders, processing of orders, payments, etc. with dealer's or OEM's IT & software functions	2	6	-	2

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. monitor team members progress/improvements and prioritize opportunities to accelerate knowledge transfer across the organization	4	-	-	-
Monitor the efficiency and effectiveness of the program	8	5	-	4
PC13. attend and participate in periodic technical trainer development sessions organized by the OEM and vendors	2	-	-	2
PC14. update company system monthly w.r.t training feedback from managers, technical team, customers and through sales reports	3	5	-	1
PC15. manage training budget effectively to ensure that training costs do not exceed allocated funds	3	-	-	1
NOS Total	40	40	-	20

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N1112
NOS Name	Provide technical training to sales team
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Dealer Sales Support
NSQF Level	5
Credits	TBD
Version	1.0
Next Review Date	30/09/2024

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ 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 Element/ PC.

2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.

3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.

4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).

5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.

6. To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.

7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Minimum Aggregate Passing % at QP Level : 70

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

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
ASC/N9813.Manage work and resources	50	30	-	20	100	10
ASC/N9812.Interact effectively with team, customers and others	50	30	-	20	100	15
ASC/N1111.Provide soft skills training to sales team	40	40	-	20	100	40
ASC/N1112.Provide technical training to sales team	40	40	-	20	100	35
Total	180	140	-	80	400	100

Glossary

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

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