



Model Curriculum

QP Name: Automotive Sales Assistant

QP Code: ASC/Q1010

QP Version: 2.0

NSQF Level: 3

Model Curriculum Version: 1.0

Automotive Skill Development Council
Leela Building, 153 GF, Okhla Phase III, Okhla Industrial Area, New Delhi, Delhi 110020

Table of Contents

Table of Contents.....	2
Training Parameters.....	3
Program Overview	4
Training Outcomes.....	4
Compulsory Modules.....	4
Module Details.....	6
Module 1- Introduction to the Role of an Automotive Sales Assistant	6
Module 2 - Work Effectively and Efficiently.....	7
Module 3 - Optimize Resource Utilization	10
Module 4 - Communicate Effectively and Efficiently	11
Module 5 - Lead Generation	12
Module 6 - Providing Support in the Sales Process	13
Annexure.....	15
Trainer Requirements	15
Assessor Requirements.....	16
Acronyms and Abbreviations.....	19

Training Parameters

Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Vehicle Sales
Country	India
NSQF Level	3
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5211.0301
Minimum Educational Qualification & Experience	10th Class with 2 years of relevant experience OR 12th Class
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 Years
Last Reviewed On	30/09/2021
Next Review Date	30/09/2024
NSQC Approval Date	30/09/2021
Version	2.0
Model Curriculum Creation Date	30/09/2021
Model Curriculum Valid Up to Date	30/09/2024
Model Curriculum Version	1.0
Minimum Duration of the Course	304 Hours, 0 Minutes
Maximum Duration of the Course	304 Hours, 0 Minutes

Program Overview

This section summarizes the end objectives of the program along with its duration.

Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills.

- Work effectively and efficiently as per schedules and timelines.
- Implement safety practices.
- Optimize the use of resources.
- Communicate effectively using interpersonal skills.
- Identify the role, responsibilities and scope of work of an Automotive Sales Executive.
- Demonstrate how to generate sales leads and provide support to the sales team in the overall sales process.

Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
Bridge Module	08:00	00:00			08:00
Module 1: Introduction to the role of an Automotive Sales Executive	08:00	0:00	-	-	08:00
ASC/N9807: Organize Work and Resources (Service) NOS Version No. 1.0 NSQF Level 3	16:00	24:00	-	-	40:00
Module 2: Work effectively and efficiently	08:00	16:00	-	-	24:00
Module 3: Optimize resource utilization	08:00	08:00	-	-	16:00
ASC/N9806: Interact Effectively with Colleagues, Customers and Others NOS Version No. 1.0 NSQF Level 3	16:00	24:00	-	-	40:00
Module 4: Communicate effectively and efficiently	16:00	24:00	-	-	40:00
ASC/N1107: Generate sales leads through various resources NOS Version No. 2.0	32:00	84:00	-	-	116:00

NSQF Level 3					
Module 5 : Lead Generation	32:00	84:00	-	-	116:00
ASC/N1113: Support the overall sales process NOS Version No. 2.0 NSQF Level 3	28:00	72:00	-	-	100:00
Module 6 : Providing Support in the Sales Process	28:00	72:00	-	-	100:00
Total Duration	100:00	204:00	-	-	304:00

Module Details

Module 1- Introduction to the Role of an Automotive Sales Executive

Bridge Module

Terminal Outcomes:

- Identify the role, responsibilities and scope of work of an Automotive Sales Executive.
- Identify the importance of following process, policies, and procedures.

Duration: 08:00	Duration: 0:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Describe the role and responsibilities of an Automotive Sales Executive. • List the schedules and checklists pertaining to deliveries of new vehicles from OEM. • Explain about Automotive Industry in India, workshop structure and role and responsibilities of different people in the dealership ecosystem. • Elaborate standard operating procedures (SOPs) regarding allocation of work, invoicing, handling customer complaints etc. • Describe how to work as per organisational and professional code of ethics and standards of practice related to sales calls, sales process and other standards. • Outline the health, safety, and environment policies to be followed as per the standards. • Discuss SOPs recommended by OEM, government regulations and legal aspects w.r.t. vehicle sales at the dealership. 	
Classroom Aids:	
Laptop, white board, marker, projector	
Tools, Equipment and Other Requirements	

Module 2 - Work Effectively and Efficiently

Mapped to NOS ASC/N9801 v1.0

Terminal Outcomes:

- Employ appropriate ways to maintain a safe and secure working environment.
- Perform work as per the quality standards.

Duration: 08:00	Duration: 16:00
<p>Theory – Key Learning Outcomes</p> <ul style="list-style-type: none"> ● Outline the organizational structure to be followed to report about health, safety and security breaches to the concerned authorities. ● List the potential workplace related risks and hazards, their causes and preventions. ● State the methods to keep the work area clean and tidy. ● Discuss how to complete the given work within the stipulated time period. ● Explain how to maintain a proper balance between team and individual goals. ● Discuss epidemics and pandemics and their impact on society at large. ● Discuss the significance of conforming to basic hygiene practices such as washing hands, using alcohol-based hand sanitizers. ● Discuss the use of proper PPE for maintaining health and hygiene at workplace and the process of wearing/discarding them. ● Define self-quarantine or self-isolation. ● Discuss the importance of identifying and reporting symptoms to the concerned authorities. ● Explain the significance of following prescribed rules and guidelines during an epidemic or a pandemic. ● Discuss organizational hygiene and sanitation guidelines and ways of reporting breaches/gaps if any. ● Discuss the ways of dealing with stress and anxiety during an epidemic or a pandemic. 	<p>Practical – Key Learning Outcomes</p> <ul style="list-style-type: none"> ● Perform routine cleaning of tools, equipment and machines. ● Employ various techniques for checking malfunctions in the equipment as per Standard Operating Procedure (SOP). ● Apply basic housekeeping practices to ensure that the work area is clean. ● Demonstrate how to evacuate the workplace in case of an emergency. ● Show how to sanitize and disinfect one's work area regularly. ● Demonstrate the correct way of washing hands using soap and water. ● Demonstrate the correct way of sanitizing hands using alcohol-based hand rubs. ● Display the correct way of wearing and removing PPE such as face masks, hand gloves, face shields, PPE suits, etc. ● Demonstrate appropriate social and behavioural etiquette (greeting and meeting people, spitting/coughing/sneezing, etc.). ● Prepare a list of relevant hotline/emergency numbers.
<p>Classroom Aids:</p> <p>White board/black board marker/chalk, duster, computer or Laptop attached to LCD projector</p>	

Tools, Equipment and Other Requirements

Personal Protection Equipment: safety glasses, head protection, rubber gloves, safety footwear, warning signs and tapes, fire extinguisher and first aid kit

Sanitization kit, disinfectants, alcohol-based sanitizers, different types of face masks, shields, suits, etc.

Module 3 - Optimize Resource Utilization

Mapped to NOS ASC/N9801 v1.0

Terminal Outcomes:

- Use the resources efficiently.
- Apply conservation practices at the workplace.

Duration: 08:00	Duration: 08:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> ● Explain the ways to optimize usage of re-sources. ● Discuss various methods of waste management and its disposal. ● List the different categories of waste for the purpose of segregation ● Differentiate between recyclable and non-recyclable waste ● State the importance of using appropriate colour dustbins for different types of waste. ● Discuss the common sources of pollution and ways to minimize it. 	<ul style="list-style-type: none"> ● Perform basic checks to identify any spills and leaks and that need to be plugged /stopped. ● Demonstrate different disposal techniques depending upon different types of waste. ● Employ different ways to check if equipment/machines are functioning as per requirements and report malfunctioning, if observed. ● Employ ways for efficient utilization of material and water ● Use energy efficient electrical appliances and devices to ensure energy conservation
Classroom Aids:	
White board/black board marker/chalk, duster, computer or Laptop attached to LCD projector	
Tools, Equipment and Other Requirements	
Different type of waste bins to collect and segregate waste for disposal	

Module 4 - Communicate Effectively and Efficiently

Mapped to NOS ASC/N9802 v1.0

Terminal Outcomes:

- Use effective communication and interpersonal skills.
- Apply sensitivity while interacting with different genders and people with disabilities.

Duration: 16:00	Duration: 24:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> ● Explain the organizational structure for communicating with colleagues, seniors and others. ● Discuss the ways to adjust the communication styles to reflect sensitivity towards gender and persons with disability (PwD). ● Explain the importance of respecting personal space of colleagues and customers. ● State the procedure to receive work instructions and report problems to the supervisor. ● List the various organizational policies and procedures to be followed at the workplace. ● Describe different ways to rectify commonly occurring errors. ● Explain the importance of complying with the instructions/guidelines and procedures while performing tasks related to the job specifications. ● Discuss the importance of PwD and gender sensitization. 	<ul style="list-style-type: none"> ● Employ different means of communication depending upon the requirement while interacting with others. ● Demonstrate using new ways to maintain good relationships with colleagues and supervisor. ● Prepare a sample report to send the work status to the supervisor. ● Demonstrate how to communicate with different genders and persons with disability (PwD) in a sensitive manner.
Classroom Aids:	
White board/black board marker/chalk, duster, computer or Laptop attached to LCD projector	
Tools, Equipment and Other Requirements	
Sample of escalation matrix, organization structure.	

Module 5 - Lead Generation

Mapped to NOS ASC/N1107, v2.0

Terminal Outcomes:

- Demonstrate providing support to the sales/service sub-functions in generating leads.
- Implement ways of building long-lasting relationships with the customers.

Duration: 32:00	Duration: 84:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Emphasize the importance of proper greeting, seeking permission from the customer, and personal etiquette while making telemarketing calls as per basic customer service principles. • Discuss unique selling points (USPs) of the OEM vehicle and variants available at the dealership. • Explain the significance of responding to all pending queries/customers in a timely and satisfactory manner in coordination with the sales team. • Discuss the process of arranging for pick up and drop of customer’s vehicle as per the schedule. • Summarise documentation requirements for each procedure carried out as part of roles and responsibilities in the organization and follow their guidelines. • Recall the procedure to escalate customer complaints and highlight the requirements/issues for early redressal to the team leader/CRM. • List different ways to generate new/repeat/referral sales. • Identify local market procedures and customer preferences of that area along with sales peculiarities based on geographical nuances etc. 	<ul style="list-style-type: none"> • Demonstrate calling the customers to enquire about vehicle buying plans or interests, reasons for considering purchase, etc. as per standard operating procedures (SOPs), training modules and scripts of the OEM related with telemarketing sales. • Implement different ways to assist customers in pre-sales and post-sales services. • Perform proper steps to close the call by inviting, scheduling and fixing a demo test drive of the vehicle for the prospective customer, either at showroom or at any mutually agreed location. • Demonstrate how to record all feedbacks and complaints from customers in the data management system (DMS) or in a prescribed format at the dealership, using software or format such as MS Office and management information system (MIS). • Employ various methods to assist the supervisor/manager in handling customers/key accounts. • Employ suitable techniques to manage and resolve basic customer queries as well as fulfil key customer requirements while handling sales calls.
Classroom Aids:	
Laptop, white board, marker, projector	
PPE kit, job card, brochures of vehicle etc.	

Module 6 - Providing Support in the Sales Process

Mapped to NOS ASC/N1113, v2.0

Terminal Outcomes:

- Employ proper ways of providing timely assistance and support in the sales processes.
- Demonstrate maintaining good customer relationships.

Duration: 28:00	Duration: 72:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Emphasize on the significance of ensuring timely resolution of queries/complaints in coordination with the back-end sales team. • Devise different ways to assist the sales supervisor/manager in development of list/details of potential customers. • Describe the process of timely and correctly implementing sales plans and strategies as per the requirement of the dealership in the respective region in coordination with the sales team leader/manager. • Explain the process of meeting potential customers as per the appointment for proposing the product and services offered by the dealership highlighting vehicle USPs and other benefits. • Discuss with the sales team leader/manager the process of seeking support/guidance from them in case of negotiation/discount is required for quick sales closure. • Elucidate the importance of accurately and timely communicating vehicle details like on-road price, schemes, discounts, VAS etc. and take approval of the sales team leader/manager. • List different ways of collecting customer's feedback/comments on various aspects of the vehicle during sales process to help sales and marketing departments in query closures. • Describe how to ensure realization of revenues from sales as per planned payment cycle through effective follow up. • Explain the process of providing timely support to the sales team leader/manager in building good, long-lasting relationships with customers after sales closure and vehicle delivery. 	<ul style="list-style-type: none"> • Demonstrate how to collect and collate data/information accurately and timely for the regional sales figures including analysis of the competitors' products. • Employ different and effective ways of assisting the sales team leader/manager for creation of detailed proposals as per the organizational policies before the actual sales process is initiated. • Demonstrate how to make cold calls as per training scripts and participate in promotional field activities of OEM products to generate potential leads and arrange meetings for new business. • Implement different ways to provide support to the supervisor/manager in the management of key customer relationships. • Perform the steps for recording vehicle sales and other sales-related information in the organisation's system/software/application (DMS & CRM). • Role play a scenario for resolving customer objections/queries against the OEM products in a courteous manner. • Implement efficient techniques for assisting the sales team leader/manager in organizing promotional and engaging events for customers. • Demonstrate how to actively take part in trade exhibitions, events and bank melas while representing the OEM and its product.

Classroom Aids:	
Laptop, white board, marker, projector	
PPE kit, job card, protective covers of vehicle, hand tools, equipment, spare parts, etc.	

Annexure

Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	Any Discipline	3	Automotive Sales	0	Automotive Sales	NA
Graduate	Any Discipline	2	Automotive Sales	1	Automotive Sales	NA
Certificate NSQF-L-5 (Automotive Sales Consultant)	Automotive	2	Automotive Sales	1	Automotive Sales	NA
Diploma	Automobile/ Mechanical/ Electrical	3	Automotive Sales	1	Automotive Sales	NA
Diploma	Automobile/ Mechanical/ Electrical	4	Automotive Sales	0	Automotive Sales	NA

Trainer Certification	
Domain Certification	Platform Certification
Certified for Job Role “Automotive Sales Executive”, QP: “ASC/Q1010 v2.0” , minimum accepted score is 80%	Recommended that the Trainer is certified for the Job Role: “Trainer”, “MEP/Q2601, v1.0”, Minimum accepted score is 80%

Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	Any Discipline	4	Automotive Sales	0	Automotive Sales	NA
Graduate	Any Discipline	3	Automotive Sales	1	Automotive Sales	NA
Certificate NSQF-L-5 (Automotive Sales Consultant)	Automotive	3	Automotive Sales	1	Automotive Sales	NA
Diploma	Automobile/ Mechanical/ Electrical	4	Automotive Sales	1	Automotive Sales	NA
Diploma	Automobile/ Mechanical/ Electrical	5s	Automotive Sales	0	Automotive Sales	NA

Assessor Certification	
Domain Certification	Platform Certification
Certified for Job Role “Automotive Sales Executive”, QP: “ASC/Q1010 v2.0” , minimum accepted score is 80%	Recommended that the Assessor is certified for the Job Role: “Assessor” “MEP/Q2701, v1.0”

Assessment Strategy

1. Assessment System Overview:

- Batches assigned to the assessment agencies for conducting the assessment on SIP or email
- Assessment agencies send the assessment confirmation to VTP/TC looping SSC
- Assessment agency deploys the ToA certified Assessor for executing the assessment
- SSC monitors the assessment process & records

2. Testing Environment – The assessor should:

- Confirm that the centre is available at the same address as mentioned on SDMS or SIP
- Check the duration of the training.
- Check the Assessment Start and End time to be as 10 a.m. and 5 p.m.
- If the batch size is more than 30, then there should be 2 Assessors.
- Check that the allotted time to the candidates to complete Theory & Practical Assessment is correct.
- Check the mode of assessment—Online (TAB/Computer) or Offline (OMR/PP).
- Confirm the number of TABs on the ground are correct to execute the Assessment smoothly.
- Check the availability of the Lab Equipment for the particular Job Role.

3. Assessment Quality Assurance levels/Framework:

- Question papers are created by the Subject Matter Experts (SME)
- Question papers created by the SME are verified by the other subject Matter Experts
- Questions are mapped with NOS and PC
- Question papers are prepared considering that level 1 to 3 are for the unskilled & semi-skilled individuals, and level 4 and above are for the skilled, supervisor & higher management
- Assessor must be ToA certified & trainer must be ToT Certified
- Assessment agency must follow the assessment guidelines to conduct the assessment

4. Types of evidence or evidence-gathering protocol:

- Time-stamped & geotagged reporting of the assessor from assessment location
- Centre photographs with signboards and scheme specific branding
- Biometric or manual attendance sheet (stamped by TP) of the trainees during the training period
- Time-stamped & geotagged assessment (Theory + Viva + Practical) photographs & videos

5. Method of verification or validation:

- Surprise visit to the assessment location
- Random audit of the batch
- Random audit of any candidate

6. Method for assessment documentation, archiving, and access

- Hard copies of the documents are stored
- Soft copies of the documents & photographs of the assessment are uploaded/accessed from Cloud Storage
- Soft copies of the documents & photographs of the assessment are stored in the Hard Drives

References

Glossary

Term	Description
Declarative Knowledge	Declarative knowledge refers to facts, concepts and principles that need to be known and/or understood in order to accomplish a task or to solve a problem.
Key Learning Outcome	Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
OJT (M)	On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on site
OJT (R)	On-the-job training (Recommended); trainees are recommended the specified hours of training on site
Procedural Knowledge	Procedural knowledge addresses how to do something, or how to perform a task. It is the ability to work, or produce a tangible work output by applying cognitive, affective or psychomotor skills.
Training Outcome	Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training .
Terminal Outcome	Terminal outcome is a statement of what a learner will know, understand and be able to do upon the completion of a module . A set of terminal outcomes help to achieve the training outcome.

Acronyms and Abbreviations

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
PwD	Persons with Disability
OEM	Original Equipment Manufacturer