



Model Curriculum

QP Name: Automotive Sales Consultant

QP Code: ASC/Q1005

QP Version: 2.0

NSQF Level: 5

Model Curriculum Version: 1.0

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

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Training Parameters

Sector	Automotive Skills Development Council
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Vehicle Sales
Country	India
NSQF Level	5
Aligned to NCO/ISCO/ISIC Code	NCO-2015/3322.1303
Minimum Educational Qualification & Experience	Graduate (in any discipline) with 1 Year of experience OR Certificate-NSQF (Automotive Telecaller/Automotive Sales Executive Level 4) with 2 Years of experience
Pre-Requisite License or Training	Permanent driving Licence
Minimum Job Entry Age	21 Years
Last Reviewed On	31/08/2021
Next Review Date	31/08/2024
NSQC Approval Date	31/08/2021
Version	2.0
Model Curriculum Creation Date	31/08/2021
Model Curriculum Valid Up to Date	31/08/2024
Model Curriculum Version	1.0
Minimum Duration of the Course	456 Hours, 0 Minutes
Maximum Duration of the Course	456 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.
- Apply practices for optimal use of resources to ensure less wastage and maximum conservation.
- Communicate effectively with all genders and differently abled people and develop interpersonal skills.
- Deliver a sales pitch and close sales leads for individual/retail vehicles.
- Assist in creation of sales package and proposal for bulk/institutional sales.
- Perform activities to promote sales of electric vehicles.

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 Consultant	08:00	00:00	-	-	08:00
ASC/N9813 - Manage work and resources NOS Version No. 1.0 NSQF Level 5	24:00	32:00	-	-	56:00
Module 2: Plan work effectively, implement safety practices and optimize resources	24:00	32:00	-	-	56:00
ASC/N9812 – Interact effectively with team, customers and others NOS Version No. 1.0 NSQF Level 5	24:00	32:00	-	-	56:00
Module 3: Communicate effectively and efficiently	24:00	32:00	-	-	56:00

ASC/N1002: Manage operations to achieve lead closures and deliver vehicle to customer NOS Version No. 3.0 NSQF Level 5	40:00	104:00	-	-	144:00
Module 4: Achieving Sales Closure	40:00	104:00	-	-	144:00
ASC/N1003: Assist in creation and submission of tenders and sales package for bulk sales NOS Version No. 2.0 NSQF Level 5	32:00	64:00	-	-	96:00
Module 5: Assist in Creation of Tenders and Sale Orders	32:00	64:00	-	-	96:00
ASC/N1121: Promote sales of Electric Vehicles (EV) NOS Version No. 1.0 NSQF Level 5	32:00	64:00	-	-	96:00
Module 6: Promote Electric Vehicles (EV) Sales	32:00	64:00	-	-	96:00
Total Duration	160:00	296:00	-	-	456:00

Module Details

Module 1: Introduction to the Role of an Automotive Sales Consultant

Bridge Module

Terminal Outcomes:

- Discuss the role and responsibilities of an Automotive Sales Consultant.

Duration: 08:00	Duration: 00:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> ● List the role and responsibilities of an Automotive Sales Consultant. ● Explain about automotive industry in India, workshop structure and role and responsibilities of different people in the dealership. ● Elaborate standard operating procedures a(SOPs) regarding individual/retail vehicle sales and bulk sales. ● Recall the documentation involved in the different processes as specified by OEM/ auto component manufacturer for sales closure. ● Discuss the importance of working as per organisational polices, professional code of ethics and standards of practice. ● Outline the safety, health and environmental policies and regulations for the work place as well as for automotive trade in general. ● Discuss occupational health and safety measures (OSH) required for working on vehicles. ● Discuss the legal regulations pertaining to hybrid and EV vehicles. 	
Classroom Aids:	
Laptop, white board, marker, projector	
Tools, Equipment and Other Requirements	

Module 2: Plan Work Effectively and Implement Safety Practices

Mapped to NOS ASC/N9813, v1.0

Terminal Outcomes:

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

Duration: 24:00	Duration: 32:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • List the potential workplace related risks and hazards, their causes and preventions. • Outline the organizational structure to be followed to report about health, safety and security breaches to the concerned authorities. • Describe the procedures to report accident and health related issues as per SOP. • Identify the importance of standard operating procedures of the company w.r.t. privacy, confidentiality and security. • List and explain work requirements to be followed by the team. • List some common practices for efficient utilisation of energy, material and water. • Discuss the specified quality standards for work requirements and corrective action to be taken in case work fails to meet the requirements. • Discuss the importance of conducting trainings to develop work expertise. • Discuss the importance of working as per the agreed and assigned requirement. • Identify the issues with process flow improvements, quality of output, product defects received from previous process, repairs and maintenance of tools and machinery and handle them. • Define ways to optimize usage of resources. • Discuss different set of problems along with their causes and possible solutions. • Discuss the concept of waste management and methods of waste disposal. • List the different categories of waste for the purpose of segregation. • State the importance of timely completion of tasks. • Discuss the significance of sanitizing the workplace, equipment etc. 	<ul style="list-style-type: none"> • Apply appropriate techniques in the work process to save cost and time . • Employ ways to ensure that the team complies with organisation’s health, safety policies and procedures. • Apply appropriate techniques to use the resources judiciously. • Demonstrate checking for malfunctions in equipment and report as per SOP • Demonstrate segregation of hazardous waste. • Show how to dispose non-recyclable waste and hazardous waste responsibly. • Demonstrate how to follow the organisation’s emergency procedures for different emergencies.

<ul style="list-style-type: none"> • Summarise hygiene and sanitation regulations. • Discuss the ways of helping team members deal with stress and anxiety. • Explain various ways of time and cost management. • Discuss the use of proper PPE for maintaining health and hygiene at workplace and the process of wearing/discarding them. • List some common electrical problems and practices of conserving electricity. • State the importance of using appropriate colour dustbins for different types of waste. • Discuss organizational procedures for minimizing waste. • Discuss the importance of maintaining quality and timely delivery of the services as per the goals set by the manager. • Discuss the common sources of pollution and ways to minimize it. • Discuss organisation's policies for maintaining personal health and hygiene at workplace. • Discuss the significance of greening. • List the requirements like running water, sanitizers, etc. to be checked beforehand at workplace. • Recall the key performance indicators for the new tasks. 	
<p>Classroom Aids:</p>	
<p>White board/ black board marker / chalk, duster, computer or Laptop attached to LCD projector</p>	
<p>Tools, Equipment and Other Requirements</p>	
<p>Personal Protection Equipment: safety glasses, head protection, rubber gloves, safety footwear, warning signs and tapes, fire extinguisher and first aid kit</p>	

Module 3: Communicate Effectively and Efficiently

Mapped to NOS ASC/N9812, v1.0

Terminal Outcomes:

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

Duration: 24:00	Duration: 32:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Explain the importance of complying with organizational requirements to share information with team members. • 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. • Describe the ways to manage and coordinate with team members for work integration. • State the importance of team goals over individual goals, keeping commitment made to team members, and informing them in case of delays. • Discuss the importance of following the organisation’s policies and procedures. • Discuss the importance of rectifying errors as per feedback and minimizing mistakes. • Discuss gender-based concepts, issues and legislation as well organization standards, guidelines, rights and duties of PwD. • Discuss the importance of PwD and gender sensitization to ensure that team shows sensitivity towards them. • State the importance of following organizational standards and guidelines related to PwD. • Recall the rights and duties at workplace with respect to PwD. • Outline organisation policies and procedures pertaining to written and verbal communication. 	<ul style="list-style-type: none"> • Employ different means and methods of communication depending upon the requirement to interact with the team members. • Employ appropriate ways to maintain good relationships with team members and superiors. • Apply appropriate techniques to resolve conflicts and manage team members for smooth workflow. • Conduct training sessions to train the team members on proper reporting of completed work and receiving feedback. • Employ suitable ways to escalate problems to superiors as and when required. • Prepare a sample report on the progress and team performance . • Role play a situation on how to offer help to people with disability (PwD) if required at work.
Classroom Aids:	

White board/black board marker/chalk, duster, computer or Laptop attached to LCD projector

Tools, Equipment and Other Requirements

Module 4: Achieving Sales Closure

Mapped to NOS ASC/N1002, v3.0

Terminal Outcomes:

- Demonstrate how to collate vehicle sales leads and then follow up on these to deliver a sales pitch.
- Perform steps for sales closure of all leads and after sales activities.

Duration: 40:00	Duration: 104:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss the importance of update oneself regarding the overall process of vehicle sales, lead generation, target achievements, new schemes, new launches. • Emphasize on the significance of adherence to the standard operating procedure (SOP) of OEM for handling customers and closing sales. • List different vehicle variants/models along with their Features, Advantages, Benefits (FAB) and the steps for demonstration of vehicle in showroom or physical operation of the vehicle via test drive/ride. • Discuss how to manage a diverse range of customers and carry out effective retention campaigns and sales delivery proposals. • Explain the correct way for responding to customer queries during vehicle sales. • Discuss the current schemes for finance and insurance incorporated in the sales while helping the customer in completing the documentation. • Differentiate between competitors' products on the basis of product performance, application and FABs. • Emphasize on the importance of providing timely and efficient support to customers for documentation during purchase, registration and delivery of the vehicle. • Outline the process of forwarding any customer requests for vehicle service to the workshop team with proper details. • Explain how to report complaints or queries from customers to the concerned departments/managers timely and precisely. 	<ul style="list-style-type: none"> • Demonstrate how to collate leads from various sources to develop a robust customer database. • Prepare a sample sales plan to handle potential leads. • Role play a scenario to demonstrate interaction with customers on the sales floor for the buying process and delivering a sales pitch highlighting Unique Selling Points (USPs) of the vehicle as per customer need. • Perform steps to check the availability of test drive cars to schedule test drives as per booked appointments by potential customers. • Demonstrate how to provide enriching customer experience during the buying process, documentation and additional vehicle accessories purchases. • Role play on how to assist customers in delivery of the vehicle and explain the features, warranty and service schedule of the vehicle. • Perform proper steps for recording and tracking deliveries through the dealer management system (DMS). • Dramatize how to follow up with new as well as existing customers for post-delivery items, referrals, promotion of other value-added services or regarding launch of a new vehicle. • Employ various methods to analyse the working of vehicle shop floor configurator and presentation of the final version of customised product. • Demonstrate how to connect with Banks/NBFC's officials to obtain information on finance and insurance offers.

<ul style="list-style-type: none"> • Discuss the process to identify hot, warm and cold leads using sales funnel and leads filtration. • Discuss the importance of following the SOPs to respond to different sales enquiries. • Discuss vehicular details for price, taxes and other add-ons such as promotions, discounts, offers available at the dealership. • Recall technical details and specifications of the competitors. • Discuss various types of transmission and its functionality in a vehicle. • Summarize various vehicle finance and insurance facilities offered at the dealership. • Discuss the importance of various promotional activities such as road shows, exhibitions, mall activities, exchange melas, canopy promotions, local contests, bank loan melas and test-drives. • List the documents required by customers and dealers to perform sales procedures. 	<ul style="list-style-type: none"> • Employ various methods to calculate on-road cost of a vehicle. • Demonstrate how to handle telephonic queries to provide information regarding vehicle variants, colour options and stock availability. • Perform the steps to complete vehicle PDI before delivery as per OEM norms in coordination with stockyard colleagues.
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Classroom Aids:

Laptop, white board, marker, projector

Tools, Equipment and Other Requirements

Module 5: Assist in Creation of Tenders and Sale Orders

Mapped to NOS ASC/N1003, v2.0

Terminal Outcomes:

- Perform steps to assess overall requirements of bulk vehicles.
- Perform steps to create customized sales packages and proposals.

Duration: 32:00	Duration: 64:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • State the importance of identifying the potential customers and their requirement for assessment of bulk vehicle requirements. • Discuss purchase trends of potential customers. • Discuss the importance of informing the potential customers about the dealership facilities, product range and vehicle USP. • Outline a road map for the OEM sales representative to follow up on future vehicle sales with prospective buyers. • Explain different financial schemes/options available with the bank/NBFC for institutional or fleet operators and their benefits to the customers. • Discuss SOPs of the organisation/dealership to respond to sales enquiries, requests for quotations and tenders. • Discuss promotions, discounts, offers available from the dealership as per the OEM • Explain different ways to maintain a relationship with large institutional or fleet operators. • Discuss whom to approach for finance and insurance options for fleet/institutional/corporate vehicle. • Elucidate detailed technical and performance specifications of the vehicle. • Discuss the steps to arrive at a cost estimate to respond to a new tender or potential institutional operators. • Explain how to evaluate long term financial gain from a new tender or potential institutional buyer. • Outline a comparative analysis of competitor dealerships, vehicles offered, 	<ul style="list-style-type: none"> • Employ appropriate ways to maintain good relationship with potential customers and keep track of their vehicle purchase requirements. • Employ various methods to gather and analyse market data on fleet and institutional operators. • Role play a scenario on how to assist OEM sales representative to connect with potential customers for orders, creating effective responses to tenders, finalizing quotations as per customer requirements. • Demonstrate how to handle objections and negotiations of terms of agreement for closing bulk sales. • Role play a scenario to demonstrate how to conclude sales process and follow up with potential customers so as to ensure timely delivery of vehicles. • Employ methods to create and submit a sales package, including cost estimate, for institutional or fleet operators. • Demonstrate how to request quotations by tracking vehicle purchase of specific institutional or fleet operators. •

<p>pros and cons comparison with own vehicles and price differentials with competitors' products.</p>	
<p>Classroom Aids:</p>	
<p>White board/ black board marker / chalk, duster, computer or Laptop attached to LCD projector</p>	
<p>Tools, Equipment and Other Requirements</p>	
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Module 6: Promote Electric Vehicles (EV) Sales

Mapped to NOS ASC/N1121, v1.0

Terminal Outcomes:

- Role play a situation on how to coordinate with the sales team lead/manager/customer for EV sales.
- Role play on how to coordinate with installation team for EV charging stations.

Duration: 32:00	Duration: 64:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Differentiate between IC engine and EV engine. • Explain about the latest trends/government schemes to related to EV. • Discuss various types of chargers, their availability and charge time with different voltage supply (kW). • List the means to provide customers with information about driver/passenger safety while driving EVs to remove risk of any electric shock while driving/charging EVs. • Explain how to operate/use the EV charger station locator apps. • Discuss different types of battery used in EVs, their usage and life span, use of electric charger and stations, equipment details and safety precautions. • List the range of different products in kilometre for clarifications to the customers. • List different categories of EV. • Summarise the advantages of using an EV for the environment/low carbon footprint/zero emission. • Illustrate the steps to develop a strategy for EV installer partners to deliver quality services. 	<ul style="list-style-type: none"> • Prepare sample long-term and short-term plans for vehicle sales by identifying/consolidating EV leads. • Employ methods to focus on EV targets and customer demands for delivering services by coordinating with prospective customers as per terms and conditions. • Role play a situation on how to promote EV product before its launch along with sales team and ensuring further sales force deployment to support the growth/expansion of the EV. • Dramatize liaising with customers to manage priorities/special requests, provide correct information about EV/EV charging stations to customer queries. • Demonstrate how to promote EV and its software as services to potential customers and involve in last mile delivery on behalf of Ecommerce companies. • Role play on how to address requests from customers for vehicle purchase. • Demonstrate how to coordinate with the installation team and ensure they follow the SOPs for installation of EV charging stations by EV installer partner. • Role play a scenario to inform customers about the technology, VAS, battery replacements, features, advantages and benefits of EV in order to identify/install EV charging stations. • Employ various ways to handle customers' queries and provide solutions for charging EVs at residential charging stations. • Demonstrate how to identify and monitor locations for installing electric charging stations across cities and states.

Classroom Aids:
White board/ black board marker / chalk, duster, computer or Laptop attached to LCD projector
Tools, Equipment and Other Requirements

Annexure

Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	Any discipline	4	Automotive Sales	1	Automotive Sales	N/A
Diploma	Automobile/ Mechanical/ Electrical	5	Automotive Sales	1	Automotive Sales	N/A
Certificate NSQF	Automotive Sales Manager/Customer relationship Manager (Level 7)	3	Automotive Sales	1	Automotive Sales	N/A

Trainer Certification	
Domain Certification	Platform Certification
Certified for Job Role: “Automotive Sales Consultant Level 5” “ASC/Q1005, 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	5	Automotive Sales	1	Automotive Sales	N/A
Diploma	Automobile/ Mechanical/ Electrical	6	Automotive Sales	1	Automotive Sales	N/A
Certificate NSQF	Automotive Sales Manager/Customer relationship Manager (Level 7)	4	Automotive Sales	1	Automotive Sales	N/A

Assessor Certification	
Domain Certification	Platform Certification
Certified for Job Role: “Automotive Sales Consultant Level 5” “ASC/Q1005, 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