







# **Model Curriculum**

**QP Name: Automotive Sales Leader** 

QP Code: ASC/Q 1007

QP Version: 2.0

**NSQF Level: 6** 

**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	6
Aligned to NCO/ISCO/ISIC Code	NCO-2015/3322.1303
Minimum Educational Qualification & Experience	Graduate with 4 Years of Sales relevant experience OR Certificate-NSQF (Automotive Sales Consultant L5) with 2 Years of relevant experience
Pre-Requisite License or Training	Permanent driving Licence
Minimum Job Entry Age	25 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	520 Hours, 0 Minutes
Maximum Duration of the Course	520 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.

- Plan and manage work and resources efficiently ensuring least wastage and optimal usage.
- Supervise team to ensure implementation of safety practices.
- Communicate effectively and develop interpersonal skills with others.
- Display sensitivity towards all genders and differently abled people.
- Demonstrate effective planning and team supervision for sales operation.
- Perform necessary steps to manage customer relations and team.

#### **Compulsory Modules**

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

NOS and Module Details	Theory Durati on	Practic al Durati on	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 Team Leader Bridge Module	08:00	00:00	-	-	08:00
ASC/N9813 - Manage work and resources (Service) 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/N1122: Supervise and evaluate performance NOS Version No. 2.0 NSQF Level 5	48:00	56:00	-	-	104:00







Module 4: Perform team supervision and performance evaluation	48:00	56:00	-	-	104:00
ASC/N1007: Plan, supervise and lead team for sales operations NOS Version No. 2.0 NSQF Level 6	64:00	104:00	-	-	168:00
Module 5: Perform Planning and Team Supervision for Sales Operation	64:00	104:00	-	-	168:00
ASC/N1012: Maintain customer relations and manage team NOS Version No. 1.0 NSQF Level 6	40:00	88:00			128:00
Module 6: Manage Customer Relationship and Sales Team	40:00	88:00	-	-	128:00
<b>Total Duration</b>	208:00	312:00	-	-	520:00







### **Module Details**

# Module 1: Introduction to the Role of an Automotive Sales Team Leader *Bridge Module*

#### **Terminal Outcomes:**

• Discuss the role and responsibilities of an Automotive Sales Team Leader.

Duration: 08:00	Duration: 00:00					
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes					
<ul> <li>List the role and responsibilities of an Automotive Sales Team Leader.</li> </ul>						
<ul> <li>Explain about automotive industry in India, dealership structure and role and responsibilities of different people in the organisation.</li> </ul>						
<ul> <li>Elaborate standard operating procedures (SOPs) regarding sales process, team management, setting targets to sales consultants, , allocation of work, organising events, , vehicle delivery, handling customer complaints etc.</li> </ul>						
<ul> <li>Recall the documentation involved in the different processes for closing a sale as per the SOP.</li> </ul>						
<ul> <li>Discuss the importance of team work, goals, sales incentives, timely vehicle delivery and handling customer objection as per SOP.</li> </ul>						
<ul> <li>Discuss the importance of working as per organisational policies, professional code of ethics and standards of practice.</li> </ul>						
<ul> <li>Outline the safety, health and environmental policies and regulations for the work place as well as for automotive trade in general.</li> </ul>						
<ul> <li>Discuss occupational health and safety measures (OSH) required while giving a test drive to the customer.</li> </ul>						
<ul> <li>Discuss the legal regulations pertaining to vehicle sales.</li> </ul>						
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> <li>List the potential workplace related risks and hazards, their causes and preventions.</li> <li>Outline the organizational structure to be followed to report about health, safety and security breaches to the concerned authorities.</li> <li>Describe the procedures to report accident and health related issues as per SOP</li> <li>Identify the importance of standard operating procedures of the company w.r.t. privacy, confidentiality and security.</li> <li>List and explain working requirements to be followed by the team</li> <li>List some common practices for efficient utilisation of energy, material and water.</li> <li>Discuss specified quality standards for work requirements and corrective action to be taken in case work fails to meet the required standards.</li> <li>Discuss the importance of conducting trainings to develop work expertise.</li> <li>Discuss the importance of working as per the agreed and assigned requirement.</li> <li>Identify issues with process flow improvements, quality of output, product defects received from previous process, repairs and maintenance of tools and machinery and handle them</li> <li>Define ways to optimize usage of resources</li> <li>Discuss different set of problems along with their causes and possible solutions.</li> <li>Discuss the concept of waste management and methods of waste disposal</li> <li>List the different categories of waste for the purpose of segregation</li> <li>State the importance of timely completion of tasks</li> <li>Discuss the significance of sanitizing the workplace, equipment etc.</li> <li>Summarise hygiene and sanitation regulations.</li> </ul>	<ul> <li>Apply appropriate techniques in the work process to save cost and time.</li> <li>Employ ways to ensure that the team complies with organisation's health, safety policies and procedures.</li> <li>Apply appropriate techniques to use the resources judiciously.</li> <li>Demonstrate checking for malfunctions in equipment and report as per SOP</li> <li>Employ ways to ensure that the team keeps work area clean and tidy.</li> <li>Demonstrate segregation of hazardous waste.</li> <li>Show how to dispose non-recyclable waste and hazardous waste responsibly.</li> <li>Demonstrate how to follow the organisation's emergency procedures for different emergencies.</li> </ul>







- Discuss the ways of helping team members deal with stress and anxiety.
- Explain various ways to manage time and cost.
- Discuss the use of 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.

#### **Classroom Aids:**

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

#### **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







# 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> <li>Explain the importance of complying with organizational requirements to share information with team members.</li> <li>Discuss the ways to adjust the communication styles to reflect sensitivity towards gender and persons with disability (PwD).</li> <li>Explain the importance of respecting personal space of colleagues and customers.</li> <li>Describe ways to manage and coordinate with team members for work integration.</li> <li>State the importance of team goals over individual goals, keeping commitments, and informing them in case of delays.</li> <li>Discuss the importance of following organisation's policies and procedures</li> <li>Discuss the importance of rectifying errors as per the feedback to minimize mistakes.</li> <li>Discuss gender-based concepts, issues and legislation as well organization standards, guidelines, rights and duties of PwD.</li> <li>Discuss the importance of PwD and gender sensitization to ensure that team shows sensitivity towards them.</li> <li>State the importance of following organizational standards and guidelines related to PwD.</li> <li>Recall the rights and duties at workplace with respect to PwD.</li> <li>Outline organisation policies and procedures pertaining to written and verbal communication.</li> <li>Classroom Aids:</li> </ul>	<ul> <li>Employ different means and methods of communication depending upon the requirement to interact with the team members.</li> <li>Employ appropriate ways to maintain good relationships with team members and superiors.</li> <li>Apply appropriate techniques to resolve conflicts and manage team members for smooth workflow.</li> <li>Conduct training sessions to train the team members on reporting of completed work and receiving feedback.</li> <li>Employ suitable ways to escalate problems to superiors as and when required.</li> <li>Prepare a sample report on the progress and team performance.</li> <li>Role play a situation on how to offer help to people with disability (PwD) if required at work.</li> </ul>		
White board/black board marker/chalk, duster, co	omputer or Lapton attached to LCD projector		

**Tools, Equipment and Other Requirements** 







## Module 4: Perform team supervision and performance evaluation *Mapped to NOS ASC/N1122, v2.0*

#### **Terminal Outcomes:**

- Demonstrate how to supervise and evaluate performance of the service team.
- Perform steps to complete workshop records and documentation.

Duration: 48:00	Duration: 56:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul> <li>Describe how to set goals and targets for the sales team.</li> <li>Identify the scope as per Standard Operating Procedures (SOP) for appraisals, incentives, promotions and performance evaluation of personnel.</li> <li>Explain how to set tangible and achievable incentives closely aligned to the set targets and organizational goals and policies for the team.</li> <li>Discuss the importance of assisting and supporting team members as and when necessary.</li> <li>Discuss SOPs for query resolution and reporting from team members.</li> <li>Emphasize on the significance of following sales process for implementing best practices and improvements based on the feedbacks and queries received from customers and team.</li> <li>Explain the process of handing over all the evaluation/performance documents and records of team members to human resources department.</li> <li>Emphasize the importance of documenting the problems and queries reported by the team members using organisation formats only.</li> </ul>	<ul> <li>Demonstrate how to create metrics for analysing the performance of the team using quantifiable measures.</li> <li>Implement proper techniques to monitor team activities and ensure that the team adheres to planned activities as per SOP of the organisation.</li> <li>Employ various methods to evaluate performance of team members based on designed measures and metrics using organisation software.</li> <li>Perform the steps to conduct team appraisals based on the designed performance parameters of the organisation.</li> <li>Demonstrate how to document all Key Performance Indicators (KPIs) and metrics of the reporting team members using the organisation software/format.</li> </ul>
Classroom Aids:	

Laptop, white board, marker, projector

#### **Tools, Equipment and Other Requirements**

Software for maintaining documentations and records







## Module 5: Perform Planning and Team Supervision for Sales Operations *Mapped to NOS* ASC/N1007, *v2.0*

#### **Terminal Outcomes:**

- Perform steps to prepare an effective sales plan.
- Perform implementation of sales strategies.

	<ul> <li>Perform implementation of sales strategies.</li> <li>Supervise sales team to achieve set targets/goals.</li> </ul>					
Dı	Duration: 64:00		<b>Duration</b> : 104:00			
Th	eory – Key Learning Outcomes	Prac	tical – Key Learning Outcomes			
•	Discuss how to gather sales projection data as per organizational goals. List Standard Operating Procedures (SOPs) and required documentation for sales leads, enquiries, requests for quotations and bulk deals of the vehicle. Discuss technical aspects and USPs of the	i • I • s	Employ ways to propose and execute sales strategies/promotional activities/events to nvolve team in order to generate leads. Implement ways to plan a secondary sales strategy to recruit and supervise vehicle sales and team members by synchronizing with the dealership sales manager.			
•	newly launched/upgraded product and their range in comparison with the competitors. Discuss how to inform end customer about promotions, discounts and freebies offered	• N t	Manage the team members to follow-up the leads after collecting all sales leads such as showroom walk-In leads, telephonic leads, digital leads, reference, cold calls, etc.			
•	by the OEM to drive secondary sales.  Discuss individual target, team target, defined area/territory of the dealership, team allocation, visit's feedback, existing and new events awareness.	• [	Employ ways to ensure periodic planning and conduction of training for all the sales executives.  Demonstrate how to gather complete data from showroom walk-in customers and get			
•	Explain how to carry out market research/surveys in order to evaluate current market trends and develop counter plans.	i • N	t properly recorded.  Maintain vehicle stock and high demand variants available to launch a strong sales process.			
•	Discuss how to inspect that audit of assigned area/territory office are properly performed as per the OEM norms.  Describe audits process flow by	• [	Demonstrate how to set goals and targets along with tangible and attainable ncentives for all reporting executives as per organisational guidelines.			
•	external/internal mystery shopper.		Assign territory and a product to sales team			
•	Explain how to assign stock vehicles to sales executive along with keeping track of their individual target/actual sales.  Identify test drive route map, major spots to	• I	members based on their specific targets. mplement ways to inform team all about new schemes, updates, new launch by the DEM/dealership/financers etc.			
	experience vehicle on the test track, available test vehicle, required documents for vehicle insurance and processing of loan/finance along with the credit and risk policies or OEM/Bank/NBFC guidelines.  Describe financial management including	• [0 0 0 0 1	Demonstrate how to manage test drives conducted by the sales executives as per the organizational guidelines. Design quantified measures and metrics and evaluate the performance of reporting executives as per the guidelines of the			
•	budgeting and forecasting.  Discuss how to check database management is done properly for vehicle sales and details are collected by the sales	• N	Preceditives as per the guidelines of the organization.  Manage activities performed by sales executives under the supervision of a sales manager and support their goals by			

ensuring optimization in their work.

delay or deviation.

Assist reporting executives in case of any

Discuss liaising with executives from

executive.







- Explain statutory compliance of the government along with legal aspects and local/regional peculiarities.
- List training partners and their details in case of any requirement.
- Discuss billing process flow of vehicles for delivery to the customers.
- Explain how to collect and prepare a sales package for an institutional or fleet buyer
- Inform team clearly about incentive schemes and carry out timely distribution of incentives/rewards for motivation.
- Supervise sales executives by recruiting and forming teams as per for OEM guidelines or as per recruitment policies of the dealer.
- Perform evaluation of sales executives to examine their skill level for sales processes and vehicle upgrades/new vehicle specifications on regular basis.
- Ensure strict adherence to all organisational SOPs and guidelines for all activities performed by sales executives.
- Demonstrate how to execute process flow for feedbacks and gueries received from customers.
- Demonstrate how to prepare monthly sales reports based on targets and update company systems/DMS accordingly in order to create performance summary and hence plan next month targets.
- Carry out regular reports and strategies update about automobile market and competitor's activities.

#### **Classroom Aids:**

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

#### **Tools, Equipment and Other Requirements**

Reports, job cards, documents used in the organisation







## Module 6: Manage Customer Relationship and Sales Team *Mapped to NOS ASC/N1007, v1.0*

#### **Terminal Outcomes:**

- Implement ways to manage relationship with customers to deliver outstanding customer experience.
- Manage and Supervise Sales Team.

<b>Duration</b> : 40:00	Duration: 88:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul> <li>Determine customer needs/requirements and preferences in order to establish sales plans.</li> <li>Collect and understand customer queries/complaints regarding sales call, assistance and vehicle delivery.</li> <li>Explain how to record customer voice/feedback on vehicle delivery/aggregates for OEM vehicles on price, performance, availability of accessories, warranty &amp; other service-related aspects.</li> <li>Discuss framework and guidelines for query and complaint rectification as suggested by the organization.</li> <li>List the required document for warranty claims and feedback from customers for OEM vehicle.</li> <li>Explain how to provide resolution for queries from subordinate and reporting executive along with documenting the same in prescribed format of the organization.</li> <li>Discuss software or format such as MS Office, Customer Relationship Management (CRM) and Management Information System (MIS) used during the sales process Explain how to apply problem solving methods in order to work with practical approach.</li> </ul>	<ul> <li>Demonstrate how to provide support to the sales manager to complete customer documents/order and requirements along with delivery suggestions.</li> <li>Implement ways to record complete customer data in the prescribed format of the organization.</li> <li>Provide support to the team to resolve queries/complaints related to warranty claims and performance related concerns in minimum turnaround time.</li> <li>Manage sales team in order to improve customer satisfaction by providing admirable customer experience within the organisation's framework.</li> <li>Conduct training for team members to keep a healthy and professional association with the customers including key accounts and influencers in the market.</li> <li>Demonstrate how to encourage team members to work by providing support to attain individual goals and manage their strengths and weaknesses.</li> <li>Suggest possible solutions to sales team for the concerns raised by the customers during sales function.</li> <li>Conduct training for new team members as per organizational standards and policies and update the sales manager about the growth and accomplishment of sales executive.</li> </ul>
Classroom Alds:	

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







### **Tools, Equipment and Other Requirements**

Reports, job cards







### **Annexure**

### **Trainer Requirements**

Trainer Prerequisites						
Minimum Educational	Specialization	Relevant Industry Experience		Traini	Remarks	
Qualification		Years	Specialization	Years	Specialization	
Graduate	Any discipline	5	Automotive Sales	1	Automotive Sales	NA
MBA or equivalent degree	Any discipline	3	Automotive Sales	1	Automotive Sales	NA
Diploma	Automobile/ Mechanical/ Electrical	6	Automotive Sales	1	Automotive Sales	NA

Trainer Certification					
Domain Certification	Platform Certification				
Certified for Job Role: "Automotive Sales Leader" "ASC/Q1007, 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	6	Automotive Sales	1	Automotive Sales	NA	
MBA or equivalent degree	Any discipline	4	Automotive Sales	1	Automotive Sales	NA	
Diploma	Automobile/ Mechanical/ Electrical	7	Automotive Sales	1	Automotive Sales	NA	

Assessor Certification				
Domain Certification	Platform Certification			
Certified for Job Role: "Automotive Sales Leader" "ASC/Q1007, 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 <b>upon the completion of the training</b> .
Terminal Outcome	Terminal outcome is a statement of what a learner will know, understand and be able to do <b>upon the completion of a module.</b> 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