



Model Curriculum

QP Name: Automotive Sales Trainer

QP Code: ASC/Q1109

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

Table of Contents

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 Trainer	6
<i>Bridge Module</i>	6
Module 2: Plan Work Effectively and Implement Safety Practices	7
Module 3: Communicate Effectively and Efficiently.....	9
Module 4: Providing Soft Skills Training	11
Module 5: Providing Technical Training	13
Annexure.....	15
Trainer Requirements.....	15
Assessor Requirements.....	16
Acronyms and Abbreviations.....	19

Training 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
Pre-Requisite License or Training	
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	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	496 Hours, 0 Minutes
Maximum Duration of the Course	496 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 safety practices.
- Communicate effectively and develop interpersonal skills with others.
- Display sensitivity towards all genders and differently abled people.
- Demonstrate effective supervision of team and perform performance evaluation.
- Demonstrate providing soft skills and technical training to the sales team.

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 Trainer <i>Bridge Module</i>	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/N1111: Provide soft skills training to sales team NOS Version No. 2.0 NSQF Level 5	72:00	120:00	-	-	192:00

Module 4: Providing Soft Skills Training	72:00	120:00	-	-	192:00
ASC/N1112: Provide technical training to sales team NOS Version No. 2.0 NSQF Level 5	72:00	112:00	-	-	184:00
Module 5: Providing Technical Training	72:00	112:00	-	-	184:00
Total Duration	200:00	296:00	-	-	496:00

Module Details

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

Bridge Module

Terminal Outcomes:

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

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 Trainer. • Explain about automotive industry in India, workshop structure and role and responsibilities of different people in the organisation. • Elaborate standard operating procedures (SOPs) regarding allocation of work, invoicing, vehicle delivery, handling complaints etc. • Recall documentation involved in various processes as specified by OEM. • Discuss the importance of working as per organisational policies, procedures, professional code of ethics and standards of practice. • Outline the safety, health and environmental policies and regulations at the work place as well as for automotive trade in general. • Discuss occupational health and safety measures (OSH) required while working on vehicles. • Discuss the legal regulations pertaining to 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 working requirements to be followed by the team • List some common practices for efficient utilisation of energy, material and water. • Discuss specified quality standards for work requirements and corrective action to be taken in case work fails to meet the required standards. • Discuss the importance of conducting trainings to develop work expertise. • Discuss the importance of working as per the agreed and assigned requirement. • 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 • 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. • Summarise hygiene and sanitation regulations. 	<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 • Employ ways to ensure that the team keeps work area clean and tidy. • 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"> • 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. 	
<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 ways to manage and coordinate with team members for work integration. ● State the importance of team goals over individual goals, keeping commitments, and informing them in case of delays. ● Discuss the importance of following organisation’s policies and procedures ● Discuss the importance of rectifying errors as per the feedback to minimize 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 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: Providing Soft Skills Training Mapped to NOS ASC/N1111, v2.0

Terminal Outcomes:

- Demonstrate how to Identify training needs and develop training materials accordingly.
- Perform steps for conducting training as per schedule.
- Employ techniques for monitoring the effectiveness of the program.

Duration: 44:00	Duration: 52:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Analyse the logistics, procurement and dealership budget to conduct yearly sales training programs and design curriculums. • Outline the training requirements based on modules set for theory/classroom and practical/role plays. • Follow training content and LMS (learning management system) to upskill the workforce as per the dealership guidelines. • Discuss Standard Operating Procedures (SOPs) of the organisation/ dealership for sales enquiries. • Describe training modules designed for sales team to cover platform and domain training. • Explain how to prepare in-house training modules based on requirements for sales executives of a region using software such as MS Office (PowerPoint, Word, Excel, etc.). • Discuss the required soft skills for automotive sales function such as retaining customers and handling prospective customers to increase business. • Discuss how to use effective communication skills with potential customers to provide services up to the required standards. • Explain handling of telephonic queries, cold calls and convincing customers on vehicle USP. • Discuss how to complete sales, follow up with customers after sales, and manage time effectively. • Explain how to handle objections raised by the customers about the automotive products/services. 	<ul style="list-style-type: none"> • Implement ways to assess customer feedback, market activations like ATL (above the line) and BTL (below the line) activities organized by sales team to gather data. • Employ methods to examine sales team performance based on target achievement and customer satisfaction reports/feedbacks. • Demonstrate how to study collected data including information from previous trainings to understand gaps and areas for training sales team. • Implement ways to conduct mystery shopping calls to understand deliverables of trainings for the sales team. • Prepare sales training schedule and assessment modules as per experience/qualification of the sales team members. • Demonstrate how to provide assistance to Customer Relationship Manager (CRM) in designing tele-calling scripts. • Conduct training sessions for sales team on account management/customer satisfaction, and for the front-end/back-end teams on sales scripts and styles for effective delivery of sales pitch, conducting sales follow ups such as asking for referrals, cold calls, showroom visits and identifying prospective customers etc. • Conduct training sessions for sale executives on customer handling including any objections/issues, effective selling and customer engagement for repetitive business, effective work management with other departments, parameters for healthier volumes, higher margins, high staff morale and motivation, etc.

	<ul style="list-style-type: none"> • Monitor tele-calling process to check if tele-calling scripts are used correctly while making calls. • Attend the periodic trainer development sessions planned by the OEM and vendors. • Prepare monthly report and update company system based on training feedback and sales reports. • Plan training budget and costs within allocated funds.
Classroom Aids:	
Laptop, white board, marker, projector	
Tools, Equipment and Other Requirements	
Software for maintaining documentations and records	

Module 5: Providing Technical Training Mapped to NOS ASC/N1112, v2.0

Terminal Outcomes:

- Demonstrate how to identify technical training needs and develop training materials accordingly.
- Perform steps for conducting technical training as per schedule.
- Employ techniques for monitoring the effectiveness of the program.

Duration: 100:00	Duration: 228:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss competitive comparison analysis reports to provide vehicle information to sales team. • List key steps of sales process in order to ensure smoothness in closing a sale. • Discuss Standard Operating Procedures (SOPs) of the organisation/ dealership for sales enquiries. • Explain how to organize technical training and perform sales function analysis. • Describe development of training modules based on sales executives in a particular region. • Explain handling of telephonic queries, cold calls and convincing customers on vehicle USP. • Describe OEM training modules for the technical training and outline it for the sales manpower including training for major aggregates such as engines, fuel system, clutch & brake assembly, gearbox and associated drivelines, drive-train assembly and transmission systems, steering & suspension system, tyres and wheels etc. • Explain usage of vehicle light, ignition, other electronic and air-conditioning, infotainment systems etc. • Discuss IT & software functions of dealer and OEM. • Explain training software or formats used at the dealership such as configurator, MS Office, Management Information System (MIS), DMS, etc. • Discuss technical aspects and service problems related to models/types/variants of vehicles. • Describe dealership process flow and billing system including placing/processing 	<ul style="list-style-type: none"> • Prepare a list of technical skills of team members through observation conducting interviews/surveys. • Check out sales process and interact with customers/vendors to prepare a report on technical training requirements of the sales team. • Monitor performance of sales team/executives against set targets. • Coordinate with a technical team leader/manager to schedule a technical training program. • Plan logistics, procurement and budget for technical training programs, material and curriculums for the team. • Utilize assessment results to manage effectiveness of training program. • Collect information for any updates/advancement in new/old products in coordination with OEM. • Conduct training for sales team on various technical aspects, performance parameters, service schedule, sales function for placing/processing orders, payments, etc. with IT & software functions of dealer/OEM. • Arrange opportunities to enhance knowledge transfer process and check progress/improvements of team members across the organization. • Join periodic technical trainer development sessions planned by the OEM and vendors. • Perform monthly updates of company system based on training feedback from managers, technical team, customers and sales reports. • Plan training budget and costs within allocated funds.

<p>of orders, payments, credit period, discount, return of sales etc.</p> <ul style="list-style-type: none"> • Explain handling of objections raised by the customers about products and services. • Discuss procedures & customer preferences of local market including sales peculiarities based on geographical divisions. • Explain how to execute sales and automotive repairs with effective time management. • Discuss effective time management in order to complete sales and automotive repairs in a timely manner 	<ul style="list-style-type: none"> • Implement ways to execute sales and service process flow at the dealership as agreed by OEM.
<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>	

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	NA
Diploma	Automobile/ Mechanical/ Electrical	5	Automotive Sales	1	Automotive Sales	NA
Certificate NSQF	Automotive Sales Manager/Customer relationship Manager (Level 7)	3	Automotive Sales	1s	Automotive Sales	NA

Trainer Certification	
Domain Certification	Platform Certification
Certified for Job Role: “Automotive Sales Trainer Level 5” “ASC/Q 1109, 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	NA
Diploma	Automobile/ Mechanical/ Electrical	6	Automotive Sales	1	Automotive Sales	NA
Certificate NSQF	Automotive Sales Manager/Customer relationship Manager (Level 7)	4	Automotive Sales	1	Automotive Sales	NA

Assessor Certification	
Domain Certification	Platform Certification
Certified for Job Role: “Automotive Sales Trainer Level 5” “ASC/Q 1109, 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