

Model Curriculum

SECTOR: AUTOMOTIVE
SUB-SECTOR: Automotive Vehicle (Sales)
OCCUPATION: Sales Support
QP NAME: Dealership Sales and Value Added Services Executive
REF ID: ASC/Q1012
NSQF LEVEL: 4



Certificate

CURRICULUM COMPLIANCE TO QUALIFICATION PACK - NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL

for

MODEL CURRICULUM

Complying to National Occupational Standards of

Job Role/Qualification Pack: 'Dealership Sales and Value Added Services Executive' QP No. 'ASC/Q1012 NSQF Level 4'

Date of Issuance: April 9th, 2016
Valid up to*: April 10th, 2018

*Valid up to the next review date of the Qualification Pack or the
*Valid up to' date mentioned above (whichever is earlier)

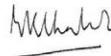

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Chief Executive Officer, ASDC

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Dealership Sales and Value Added Service Executive

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a “Dealership Sales and Value Added Service Executive”, in the “Automotive” Sector/Industry and aims at building the following key competencies amongst the learner

Program Name	Dealership Sales and Value Added Service Executive		
Qualification Pack Code	ASC/Q1012		
Version No.	1.0	Version Update Date	
Pre-requisites Training to	12th Standard passed		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Generate Sales through telemarketing Activities: Conduct telemarketing campaigns, telecalling, objection handling, collecting feedback, coordination with the team, etc. • Coordinate with sales team for passing on the prospective leads: Know the team members, segregate the queries, maintaining records, Team work, attending meetings, connecting customers to appropriate sales consultant at showroom etc. • Support the overall Sales Process: Active participation in lead generation, sales pitch, FABing, Objection handling, Complaint Handling, Customer Satisfaction etc. • Manage Inventory : Understand the need for inventory, different inventory management techniques etc. • Manage sales of accessories and VAS to achieve lead closure and deliver vehicle to customer : use sales techniques compare and contrast with various models. Resolving objections and queries. Explain facilities available with OEM, close the deal with purchase of accessories etc. • Coordinate with the team: Team work, attending meetings, connecting customers to appropriate sales consultant at showroom etc. • Assist the customer and Resolve queries: Filling up enquiry forms related to finance and insurance of vehicles, service requests, clarification of doubts related to finance. • Follow Safety Measure at workplace: Understand processes, emergency and evacuation procedures, general safety measures, etc. • Plan and Organise work: Time management, Time stealers, Prioritizing, Pickle jar theory, etc. 		

This course encompasses 8 out of 8 National Occupational Standards (NOS) of “Dealership sales and value added service Executive” Qualification Pack issued by “Automotive”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p>Introduction</p> <p>Theory Duration (hh:mm) 05:00</p>	<p>At the end of the module the learner should be able to</p> <ul style="list-style-type: none"> - Understand General Discipline in the class room (Do’s & Don’ts) - Introduction to automobile industry - Purpose and types of automobiles - History and invention of automobiles - Indian automobile industry 	Laptop, white board, marker, projector
2	<p>Generate Sales through telemarketing activities</p> <p>Theory Duration (hh:mm) 40:00</p> <p>Practical Duration (hh:mm) 100:00</p> <p>Corresponding NOS Code ASC/Q1107</p>	<p>At the end of the module the learner should be able to</p> <ul style="list-style-type: none"> - Communicate effectively with customers over telephone - Fix an appointment with the customer over telephone - Build trust worth relationship with the customers - Negotiate and close deals over telephone - Generate sales leads through telemarketing - Explain the dealership Process - Collect feedback and handle complaints 	Laptop, white board, marker, projector, sample product brochures
2	<p>Support the entire Sales Process</p> <p>Theory Duration (hh:mm) 45:00</p> <p>Practical Duration (hh:mm) 60:00</p> <p>Corresponding NOS Code ASC/Q1113</p>	<p>At the end of the module the learner should be able to</p> <ul style="list-style-type: none"> - Understand the role of sales executive. - Conduct marketing activities and support the team in increasing leads - Handle objections and ensure customer satisfaction - Understand and apply entire sales process - Demonstrate the product - Maintain records of the customers with the type of services offered - Collect feedback and follow up with customers - Ensure optimum customer satisfaction 	Laptop, white board, marker, projector, Registration forms, sample purchase dockets
3	<p>Ensure sales of accessories and value added services</p> <p>Theory Duration (hh:mm) 40:00</p> <p>Practical Duration (hh:mm)</p>	<p>Identify various automobile accessories and match them as per customer requirements</p> <ul style="list-style-type: none"> - Manage inventory effectively - Understand and apply visual merchandising to accessories - Pitch and assist accessories after sale of vehicle - Handle customer concerns and objections effectively 	Laptop, white board, marker, projector, sample accessories brochures

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	30:00 Corresponding NOS Code ASC/N0003	<ul style="list-style-type: none"> - Apply appropriate strategies to deal with emergencies and accidents at workplace - Apply relevant norms to the vehicles and spare parts to ensure no damage to the environment 	
7	Manage customer relationship & quality service Theory Duration (hh:mm) 15:00 Practical Duration (hh:mm) 20:00 Corresponding NOS Code ASC/N 0004	<p>At the end of the module the learner should be able to</p> <ul style="list-style-type: none"> - Identify the Need for a Great Customer Experience. - Assess the Impact on Customer's Service of Face to Face Interaction - Assess the Impact on Customer's Service of Telephonic Interaction - Use best practices to handle and resolve complaints 	
	Total Duration Theory Duration 175:00 Practical Duration 300:00	Unique Equipment Required: Whiteboard/ Markers, Computer, Projector, Fire extinguisher, First aid, , BS IV-VI and disposal of hazardous items and parts to provide an overview	

Grand Total Course Duration: **475 Hours, 0 Minutes**

(This syllabus/ curriculum has been approved by Automotive Skills Development Council)

Trainer Prerequisites for Job role: “Dealership Sales and Value added Service Executive” mapped to Qualification Pack: “ASC/Q1012, v1.0”

Sr. No.	Area	Details
1	Description	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with the Qualification Pack “ASC/Q1012”.
2	Personal Attributes	<ul style="list-style-type: none"> • Aptitude for conducting training, and pre/ post work to ensure competent, employable candidates at the end of the training. • Strong communication skills, interpersonal skills, ability to work as part of a team; a passion for quality and for developing others; well-organised and focused. • Eager to learn and keep oneself abreast of the latest developments and newer technologies used in the various systems of the vehicle and its aggregates is highly desirable. • Should be able to demonstrate the usage of workshop equipment, instruments, special instruments and tools. • Should have sharp diagnostic abilities for identifying reasons of problems in vehicles and troubleshoot. • Should be hands-on with servicing of vehicles to provide experiential training.
3	Minimum Educational Qualifications	Graduate/ Diploma/ Degree in Engineering (Mechanical or Automobile) Diploma /MBA in Sales & Marketing
4a	Domain Certification	Certified for Job Role: “Sales ” mapped to QP: ASC/Q1012. Minimum qualifying score-80 %, as per ASDC guidelines.
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “SSC/1402”. Minimum qualifying score-80%, as per ASDC guidelines.
5	Experience	<ul style="list-style-type: none"> ▪ Minimum 6 years of experience in Automobile Sales for graduates ▪ Minimum 4 years of experience in Automobile Sales for MBA ▪ Must have relevant experience in any automobile dealership

Annexure: Assessment Criteria

Assessment Criteria	
Job Role	Dealership Sales and Value added service Executive
Qualification Pack	ASC/Q1012, v1.0
Sector Skill Council	Automotive

Sr. No.	Guidelines for Assessment
1	Assessment to be conducted by ASDC as per competency output defined in the NOS/QP and the assessment criteria provided in the NOS/QP
2	Assessment to be carried out by a third party Assessment Body duly affiliated to the SSC.
3	ASDC assessments will be comprehensive and cover all aspects of acquired knowledge, Practical skills and also basic ability to communicate. Accordingly, evaluation process would include: <ol style="list-style-type: none"> i. Theory/Knowledge test ii. Practical demonstration test iii. Face to Face Viva-Voce
4	Theory/Knowledge assessment will be carried out on line through a link provided for each assessment that generates a random paper from a bank of questions available at the back end. <ul style="list-style-type: none"> - Exception to an online test in favour of Paper Test would be subject to non-availability of requisite broadband and/or hardware. - On line test would be conducted in the presence of an ASDC assessor till web enabled proctoring is deployed.
5	ASDC assessor would be conducting Practical and Viva as per the criteria provided in the NOS/QP.
6	Cut off criteria for certification (Marks obtained in %): 80 %

	PC5.report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn other people who may be affected				9
	PC6.follow organisation's emergency procedures for accidents, fires or any other natural calamity				8
	PC7.identify and recommend opportunities for improving health, safety, and security to the designated person				9
	PC8. complete health and safety records, ensure procedures are well defined				10
	All KA, KB for the NOS			25	
		Total	100	25	75
ASC/N0004 Manage customer relationship	PC1.analyse and comprehend all customer requirements and needs	100			9
	PC2.document complete customer requisites and assess them				8
	PC3.deliver and assist in delivering as per the noted requirements				9
	PC4.understand complete customer queries and complaints				9
	PC5.document all customer queries in the prescribed format of the organisation				7
	PC6.ensure least turnaround time for any customer query handling/redressal especially issues related to warranty claims and other performance related issues				8
	PC7.maximise customer satisfaction through pleasant and excellent customer experience within the organisations framework				9
	PC8.document feedbacks and reviews from the customers & implement within the framework of the organization				8
	PC9.maintain a healthy & professional relationship with the customers especially key accounts and influencers in the market				8
	All KA, KB for the NOS			25	
		Total	100	25	75
ASC/N1005 Ensure sales of accessories	PC1.understand the specifications related to the various accessories appropriate for the particular brand and make of the vehicle	100			5

	PC15.examine weekly and monthly reports to ensure all outstanding debts have been collected for the value added services (including payments for Annual Maintenance Contracts, Extended warranty payments due etc.)				5
	All KA, KB for the NOS			25	
		Total	100	25	75