

Model Curriculum

SECTOR: AUTOMOTIVE
SUB-SECTOR: Automotive Vehicle (Sales)
OCCUPATION: Sales Support
QP NAME: Dealership Telecaller Sales Executive
REF ID: ASC/Q1011
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 Telecaller Sales Executive' QP No. 'ASC/Q1011 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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TABLE OF CONTENTS

1. Curriculum	01
2. Trainer Prerequisites	05
3. Annexure: Assessment Criteria	06

Dealership Telecaller Sales Executive

CURRICULUM / SYLLABUS

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

Program Name	Dealership Telecaller Sales Executive		
Qualification Pack Code	ASC/Q1011		
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. • 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 6 out of 6 National Occupational Standards (NOS) of “Dealership Telecaller Sales 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) 30:00</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 trustworth 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
3	<p>Coordinate with sales team for passing on the prospective leads</p> <p>Theory Duration (hh:mm) 40:00</p> <p>Practical Duration (hh:mm) 100:00</p> <p>Corresponding NOS Code ASC/Q1108</p>	<p>At the end of the module the learner should be able to</p> <ul style="list-style-type: none"> - Coordinate with different team members effectively. - 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
4	<p>Support the entire Sales Process</p> <p>Theory Duration (hh:mm) 45:00</p> <p>Practical Duration</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 	Laptop, white board, marker, projector, Registration forms, sample purchase dockets

Trainer Prerequisites for Job role: “Dealership Telecaller Sales Executive” mapped to Qualification Pack: “ASC/Q1011, 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/Q1011”.
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/Q 1011. 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 Telecaller Sales Executive
Qualification Pack	ASC/Q1011, 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 %

Assessable Outcomes	Assessment Criteria	Total Marks	Out of	Theory	Practical Skills
ASC/N1107 Generate sales leads through telemarketing activities	PC1.call and enquire about buying plans or interests, as per the calling script, from the prospective calling list assigned	100	10	3	7
	PC2.greet the customers and get vehicle buying interests and time schedule from the prospective calling list to get sales leads		10	3	7
	PC3.mention FAB (features / advantages / benefits) and USPs of the vehicle OEM brands available at the dealership over the competitor models		10	3	7
	PC4.invite, fix and record customer prospective visit for test drive, either at showroom or at any mutually agreed location		10	3	7
	PC5.ask potential customers for information on reasons for considering purchase and comprehend all customer requirements and needs		10	3	7
	PC6.assist in pre-sales and post-sales support to customers		10	3	7
	PC7.record all feedbacks and complaints from customers in the system in a prescribed OEM format		10	3	7
	PC8.assist in management of key customer relationship and coordinate with sales to ensure that all pending responses are responded to in a timely and satisfactory manner		10	3	7
	PC9.arrange for vehicle pick up and drops to and from work shops		10	3	7
	PC10.understand the key customer requirements from a vehicle (during sales pitch) and any pending service related issue (during service calls follow-ups to generate repeat/ referral sales) and highlight the requirements/ issues for early redressal		10	3	7
		Total	100	30	70
ASC/N1108 Coordinate with sales team for passing on the prospective leads	PC1.pass on the details of the appointments got fixed for the test drives as per the area assigned and transfer to the sales executives accordingly	100	8	2	6
	PC2.record all sales follow-ups with all the prospective customers in the system		9	3	6
	PC3.follow-up for services with the customers and update records or system for the services department		8	2	6

