

Qualification Pack



Automotive Sales Assistant

QP Code: ASC/Q1010

Version: 2.0

NSQF Level: 3

Automotive Skills Development Council || 153, GF, Okhla Industrial Area, Phase 3
New Delhi 110020

Qualification Pack

Contents

| | |
|---|----|
| ASC/Q1010: Automotive Sales Assistant | 3 |
| <i>Brief Job Description</i> | 3 |
| Applicable National Occupational Standards (NOS) | 3 |
| <i>Compulsory NOS</i> | 3 |
| <i>Qualification Pack (QP) Parameters</i> | 3 |
| ASC/N9807: Organize work and resources | 5 |
| ASC/N9806: Interact effectively with colleagues, customers and others (Sales) | 11 |
| ASC/N1107: Generate sales leads through various resources | 16 |
| ASC/N1113: Support the overall sales process | 21 |
| Assessment Guidelines and Weightage | 25 |
| <i>Assessment Guidelines</i> | 25 |
| <i>Assessment Weightage</i> | 26 |
| Acronyms | 27 |
| Glossary | 28 |

Qualification Pack

ASC/Q1010: Automotive Sales Assistant

Brief Job Description

The individual is responsible for collating and generating sales leads from various sources, delivering sales pitch, closing sales leads, participating in promotional activities and handling post-delivery operations.

Personal Attributes

The individual in this job must have good communication and interpersonal skills along with a pleasing personality. They must be patient with good listening ability.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [ASC/N9807: Organize work and resources](#)
2. [ASC/N9806: Interact effectively with colleagues, customers and others \(Sales\)](#)
3. [ASC/N1107: Generate sales leads through various resources](#)
4. [ASC/N1113: Support the overall sales process](#)

Qualification Pack (QP) Parameters

| | |
|---|--|
| Sector | Automotive |
| Sub-Sector | Automotive Vehicle Sales (Dealer) |
| Occupation | Vehicle Sales |
| Country | India |
| NSQF Level | 3 |
| Aligned to NCO/ISCO/ISIC Code | NCO-2015/5211.0301 |
| Minimum Educational Qualification & Experience | 12th Class OR 10th Class with 2 Years of experience of relevant experience |

Qualification Pack

| | |
|--|---------------------|
| Minimum Level of Education for Training in School | Not Applicable |
| Pre-Requisite License or Training | NA |
| Minimum Job Entry Age | 18 Years |
| Last Reviewed On | 30/09/2021 |
| Next Review Date | 30/09/2024 |
| NSQC Approval Date | 30/09/2021 |
| Version | 2.0 |
| Reference code on NQR | 2021/AUT/ASDC/04539 |
| NQR Version | 1.0 |

Qualification Pack

ASC/N9807: Organize work and resources

Description

This NOS unit is about implementing safety, planning work and adopting sustainable practices for optimising use of resources.

Scope

The scope covers the following :

- Maintain safe and secure working environment
- Health and hygiene
- Perform work as per quality standards
- Material/energy conservation practices

Elements and Performance Criteria

Maintain safe and secure working environment

To be competent, the user/individual on the job must be able to:

- PC1.** organise work as per organisation's current health, safety and security policies and procedures
- PC2.** report any breaches in health, safety and security policies and procedures to the designated person
- PC3.** identify any risks and hazards associated with work activities, their causes and prevention

Health and hygiene

To be competent, the user/individual on the job must be able to:

- PC4.** ensure workstation and equipment are regularly cleaned and sanitized
- PC5.** clean hands with soap, alcohol-based sanitizer regularly
- PC6.** wear and dispose PPEs regularly and appropriately
- PC7.** avoid contact with ill people and self-isolate in a similar situation
- PC8.** follow stress and anxiety management techniques

Perform work as per quality standards

To be competent, the user/individual on the job must be able to:

- PC9.** ensure that work requirements are accomplished within the specified timeline
- PC10.** ensure team goals are given preference over individual goals

Material/energy conservation practices

To be competent, the user/individual on the job must be able to:

- PC11.** identify ways to optimise usage of material and resources like stationary items, electricity and water in various tasks/activities/processes
- PC12.** check for spills/leakages around the workstation which may prove to be a potential risk especially around electrical sockets, power sources, computers etc.
- PC13.** check if the electronic appliances and peripherals are properly functioning and are turned off when not in use

Qualification Pack

- PC14.** identify recyclable and non-recyclable waste generated at the showroom and segregate these into respective categories
- PC15.** deposit recyclable and reusable material at identified location in the showroom's store/back area

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** organisation's procedures for health, safety, security and individual's role and responsibilities in this context
- KU2.** different medications used for relieving symptoms of basic ailment
- KU3.** organisation's emergency procedures for various situations and the importance of following the same
- KU4.** evacuation procedures for workers and visitors
- KU5.** how and when to report hazards as well as the responsibility for dealing with hazards
- KU6.** potential hazards, risks and threats based on the nature of work
- KU7.** efficient utilisation of material and water
- KU8.** common practices of conserving electricity and prevalent energy efficient devices
- KU9.** common sources of pollution and ways to minimize it
- KU10.** categorisation of waste into dry, wet, recyclable, non-recyclable and items of single-use plastics
- KU11.** usage of different colours of dustbins
- KU12.** waste management
- KU13.** significance of greening
- KU14.** organisation's policies to maintain personal health and hygiene at workplace

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** read instructions/guidelines/Standard Operating Procedures(SOPs)
- GS2.** complete statutory documents relevant to safety and hygiene
- GS3.** modify work practices to improve them
- GS4.** ask for clarifications about the job requirement from superior
- GS5.** work with supervisors/team members to carry out work related tasks
- GS6.** complete tasks efficiently and accurately within stipulated time
- GS7.** inform/report to concerned person in case of any problem
- GS8.** make timely decisions
- GS9.** be punctual, utilize time and manage workload efficiently
- GS10.** write in at least one language and complete written work with attention to detail
- GS11.** evaluate strategies to maintain, enhance or reduce the intensity of heightened emotional response



Qualification Pack

GS12. use correct body language and etiquette for attending customers

Qualification Pack

Assessment Criteria

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|--------------|-----------------|---------------|------------|
| <i>Maintain safe and secure working environment</i> | 14 | 3 | - | 9 |
| PC1. organise work as per organisation's current health, safety and security policies and procedures | 4 | - | - | 3 |
| PC2. report any breaches in health, safety and security policies and procedures to the designated person | 5 | 3 | - | 3 |
| PC3. identify any risks and hazards associated with work activities, their causes and prevention | 5 | - | - | 3 |
| <i>Health and hygiene</i> | 9 | 6 | - | - |
| PC4. ensure workstation and equipment are regularly cleaned and sanitized | - | 3 | - | - |
| PC5. clean hands with soap, alcohol-based sanitizer regularly | - | 3 | - | - |
| PC6. wear and dispose PPEs regularly and appropriately | - | - | - | - |
| PC7. avoid contact with ill people and self-isolate in a similar situation | 5 | - | - | - |
| PC8. follow stress and anxiety management techniques | 4 | - | - | - |
| <i>Perform work as per quality standards</i> | 12 | 9 | - | 6 |
| PC9. ensure that work requirements are accomplished within the specified timeline | 7 | 5 | - | 3 |
| PC10. ensure team goals are given preference over individual goals | 5 | 4 | - | 3 |
| <i>Material/energy conservation practices</i> | 15 | 12 | - | 5 |
| PC11. identify ways to optimise usage of material and resources like stationary items, electricity and water in various tasks/activities/processes | 5 | 4 | - | 3 |

Qualification Pack

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|--|--------------|-----------------|---------------|------------|
| PC12. check for spills/leakages around the workstation which may prove to be a potential risk especially around electrical sockets, power sources, computers etc. | 5 | 4 | - | 2 |
| PC13. check if the electronic appliances and peripherals are properly functioning and are turned off when not in use | 5 | 4 | - | - |
| PC14. identify recyclable and non-recyclable waste generated at the showroom and segregate these into respective categories | - | - | - | - |
| PC15. deposit recyclable and reusable material at identified location in the showroom's store/back area | - | - | - | - |
| NOS Total | 50 | 30 | - | 20 |

Qualification Pack

National Occupational Standards (NOS) Parameters

| | |
|----------------------------|-----------------------------|
| NOS Code | ASC/N9807 |
| NOS Name | Organize work and resources |
| Sector | Automotive |
| Sub-Sector | Generic |
| Occupation | Generic |
| NSQF Level | 3 |
| Credits | TBD |
| Version | 1.0 |
| Last Reviewed Date | 25/11/2021 |
| Next Review Date | 25/11/2026 |
| NSQC Clearance Date | 25/11/2021 |

Qualification Pack

ASC/N9806: Interact effectively with colleagues, customers and others (Sales)

Description

This NOS unit is about communicating professionally with customers and colleagues/manager at the showroom.

Scope

The scope covers the following :

- Communicate effectively with colleagues, customers and others
- Interact with superior

Elements and Performance Criteria

Communicate effectively with colleagues, customers and others

To be competent, the user/individual on the job must be able to:

- PC1.** communicate timely, clearly with colleagues, customers and others with proper diction, vocabulary and body language
- PC2.** coordinate with other departments (finance/insurance, accounts, accessories etc.) for smooth working
- PC3.** select appropriate communication styles to be used under different situations i.e. verbal, non-verbal/written, formal or informal as per organisation's policies and procedures
- PC4.** adhere to professional etiquette for effective interaction on the showroom shop floor or during a call with colleagues/customers/prospects
- PC5.** adjust communication styles to reflect gender and persons with disability (PwD) sensitivity
- PC6.** work in a manner that shows gratitude for all customers, colleagues and others
- PC7.** acknowledge customer complaint and apologize for the inconvenience caused and promptly forward the complaint to the concerned department
- PC8.** present oneself well while dealing/interacting with customers
- PC9.** resolve queries/issues of customers with the help of sales team within the scope of work
- PC10.** provide relevant, complete, accurate and up-to-date information (price list, new schemes, new vehicle launch etc.) and advice to customers

Interact with superior

To be competent, the user/individual on the job must be able to:

- PC11.** receive instructions from reporting manager and identify work requirements/timelines
- PC12.** provide suggestions and ideas to improve work processes (JD power, feedback Score on vehicle delivery, SSI score etc.) within his/her scope
- PC13.** identify challenges that are out of scope and report/escalate them to managers
- PC14.** prepare a daily report and record necessary information regarding assigned/completed work
- PC15.** analyse customer/manager feedback and take appropriate action
- PC16.** report completed work to manager

Qualification Pack

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** the importance of effective communication and establishing good relationships with customers, colleagues and manager
- KU2.** different methods of communication as per the circumstances and customer type (e.g. using regional language vis-à-vis conversing in English)
- KU3.** etiquette and protocols for interaction with customers, colleagues and manager
- KU4.** gender-based concepts, issues and legislation
- KU5.** different type of information that should be timely and correctly shared with colleagues, such as any promotional scheme, new product/accessories information from OEM, new launch dates, models discontinued by OEM, etc.
- KU6.** organisation policies and procedures pertaining to written and verbal communication
- KU7.** how to maintain personal hygiene and a presentable appearance to effectively carry out the role and responsibilities

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** read instructions/guidelines/procedures and sales scripts
- GS2.** communicate effectively using an appropriate body language/ tone
- GS3.** clarify doubts and seek suggestions from the concerned person
- GS4.** maintain positive and effective relationship with colleagues and customers
- GS5.** evaluate appropriate solution(s) to customer's requirements/concerns
- GS6.** deliver consistent and reliable service to customers
- GS7.** complete written work timely with attention to detail
- GS8.** ensure that the work meets customer and organizational requirements

Qualification Pack

Assessment Criteria

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|--------------|-----------------|---------------|------------|
| <i>Communicate effectively with colleagues, customers and others</i> | 32 | 13 | - | 14 |
| PC1. communicate timely, clearly with colleagues, customers and others with proper diction, vocabulary and body language | 4 | 3 | - | 4 |
| PC2. coordinate with other departments (finance/insurance, accounts, accessories etc.) for smooth working | 4 | - | - | - |
| PC3. select appropriate communication styles to be used under different situations i.e. verbal, non-verbal/written, formal or informal as per organisation's policies and procedures | 4 | - | - | - |
| PC4. adhere to professional etiquette for effective interaction on the showroom shop floor or during a call with colleagues/customers/prospects | 3 | - | - | 3 |
| PC5. adjust communication styles to reflect gender and persons with disability (PwD) sensitivity | 4 | 4 | - | 3 |
| PC6. work in a manner that shows gratitude for all customers, colleagues and others | 4 | 3 | - | 3 |
| PC7. acknowledge customer complaint and apologize for the inconvenience caused and promptly forward the complaint to the concerned department | 3 | - | - | 1 |
| PC8. present oneself well while dealing/interacting with customers | - | 3 | - | - |
| PC9. resolve queries/issues of customers with the help of sales team within the scope of work | 3 | - | - | - |
| PC10. provide relevant, complete, accurate and up-to-date information (price list, new schemes, new vehicle launch etc.) and advice to customers | 3 | - | - | - |
| <i>Interact with superior</i> | 18 | 17 | - | 6 |
| PC11. receive instructions from reporting manager and identify work requirements/timelines | 4 | 5 | - | - |

Qualification Pack

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|--|--------------|-----------------|---------------|------------|
| PC12. provide suggestions and ideas to improve work processes (JD power, feedback Score on vehicle delivery, SSI score etc.) within his/her scope | 3 | - | - | 1 |
| PC13. identify challenges that are out of scope and report/escalate them to managers | - | 5 | - | 3 |
| PC14. prepare a daily report and record necessary information regarding assigned/completed work | 4 | 4 | - | 2 |
| PC15. analyse customer/manager feedback and take appropriate action | 4 | 3 | - | - |
| PC16. report completed work to manager | 3 | - | - | - |
| NOS Total | 50 | 30 | - | 20 |

Qualification Pack

National Occupational Standards (NOS) Parameters

| | |
|----------------------------|--|
| NOS Code | ASC/N9806 |
| NOS Name | Interact effectively with colleagues, customers and others (Sales) |
| Sector | Automotive |
| Sub-Sector | Generic |
| Occupation | Generic |
| NSQF Level | 3 |
| Credits | TBD |
| Version | 1.0 |
| Last Reviewed Date | 25/11/2021 |
| Next Review Date | 25/11/2026 |
| NSQC Clearance Date | 25/11/2021 |

Qualification Pack

ASC/N1107: Generate sales leads through various resources

Description

This NOS unit is about generating sales leads through various resources available at the dealership including telemarketing, digital leads, previous years data, cold calls etc.

Scope

The scope covers the following :

- Support sales and service sub-functions
- Build lasting customer relationships

Elements and Performance Criteria

Support sales & service sub-functions

To be competent, the user/individual on the job must be able to:

- PC1.** call customers to enquire about vehicle buying plans or interests, as per the calling script, from the assigned list
- PC2.** ensure that proper greeting and courtesy is used to seek permission from the potential customer to explain reason for call or need/requirements for purchasing a vehicle before telling the sales details
- PC3.** ask potential customers the reasons for considering/purchasing the vehicle and provide necessary information, if required
- PC4.** mention Unique Selling Points (USPs) of the OEM vehicle and variants available at the dealership
- PC5.** close the call by inviting, scheduling and fixing a demo test drive of the vehicle for the prospective customer, either at showroom or at any mutually agreed location

Build lasting customer relationships

To be competent, the user/individual on the job must be able to:

- PC6.** assist customers in pre-sales and post-sales services
- PC7.** record all feedbacks and complaints from customers in the Data Management System (DMS) or in a prescribed format at the dealership
- PC8.** assist the supervisor/manager in handling customers/key accounts and coordinate with the sales team to ensure that all pending queries/complaints are responded to in a timely and satisfactory manner
- PC9.** arrange for customers vehicle pick up and drops for schedule services to and from work shops
- PC10.** escalate customer complaints during sales pitch or service related requests during service follow-ups calls to generate repeat/referral sales and highlight the requirements/ issues for early redressal to the concerned person

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

Qualification Pack

- KU1.** Standard Operating Procedures (SOPs) of the OEM related with telemarketing sales
- KU2.** documentation requirements for each procedure carried out as part of roles and responsibilities as per the organizational guidelines
- KU3.** basic customer service principles and personal etiquette for telemarketing calls
- KU4.** how to handle and resolve basic customer queries
- KU5.** training modules and scripts provided by the OEM for the telemarketing
- KU6.** how to manage key customer requirements while making sales calls (during sales pitch) or any service related calls (during follow-ups to generate repeat/ referral sales) and highlight the requirements/issues for early redressal
- KU7.** software or format such as MS Office and Management Information System (MIS)
- KU8.** local market procedures and customer preferences of that area along with sales peculiarities based on geographical nuances etc.

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** read instructions/guidelines/directory/procedures/brochures
- GS2.** communicate effectively with customers/colleagues
- GS3.** respond positively and timely to customer queries and complaints
- GS4.** write in English/regional language
- GS5.** complete tasks efficiently and accurately within stipulated time
- GS6.** identify potential workplace problem and take suitable action

Qualification Pack

Assessment Criteria

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|--------------|-----------------|---------------|------------|
| <i>Support sales & service sub-functions</i> | 14 | 26 | - | 10 |
| PC1. call customers to enquire about vehicle buying plans or interests, as per the calling script, from the assigned list | 2 | 4 | - | 2 |
| PC2. ensure that proper greeting and courtesy is used to seek permission from the potential customer to explain reason for call or need/requirements for purchasing a vehicle before telling the sales details | 2 | 5 | - | 2 |
| PC3. ask potential customers the reasons for considering/purchasing the vehicle and provide necessary information, if required | 3 | 4 | - | 1 |
| PC4. mention Unique Selling Points (USPs) of the OEM vehicle and variants available at the dealership | 4 | 6 | - | 2 |
| PC5. close the call by inviting, scheduling and fixing a demo test drive of the vehicle for the prospective customer, either at showroom or at any mutually agreed location | 3 | 7 | - | 3 |
| <i>Build lasting customer relationships</i> | 16 | 24 | - | 10 |
| PC6. assist customers in pre-sales and post-sales services | 2 | 4 | - | 2 |
| PC7. record all feedbacks and complaints from customers in the Data Management System (DMS) or in a prescribed format at the dealership | 2 | 4 | - | 2 |
| PC8. assist the supervisor/manager in handling customers/key accounts and coordinate with the sales team to ensure that all pending queries/complaints are responded to in a timely and satisfactory manner | 4 | 4 | - | 2 |
| PC9. arrange for customers vehicle pick up and drops for schedule services to and from work shops | 4 | 5 | - | 2 |

Qualification Pack

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|--------------|-----------------|---------------|------------|
| PC10. escalate customer complaints during sales pitch or service related requests during service follow-ups calls to generate repeat/referral sales and highlight the requirements/ issues for early redressal to the concerned person | 4 | 7 | - | 2 |
| NOS Total | 30 | 50 | - | 20 |

Qualification Pack

National Occupational Standards (NOS) Parameters

| | |
|----------------------------|--|
| NOS Code | ASC/N1107 |
| NOS Name | Generate sales leads through various resources |
| Sector | Automotive |
| Sub-Sector | Automotive Vehicle Sales (Dealer) |
| Occupation | Vehicle Sales |
| NSQF Level | 3 |
| Credits | TBD |
| Version | 2.0 |
| Last Reviewed Date | 30/09/2021 |
| Next Review Date | 30/09/2024 |
| NSQC Clearance Date | 30/09/2021 |

Qualification Pack

ASC/N1113: Support the overall sales process

Description

This NOS unit is about supporting the overall sales process, identifying the potential customer and maintaining good customer relationship.

Scope

The scope covers the following :

- Assist and support the sales process
- Maintain customer relationships

Elements and Performance Criteria

Assist and support the sales process

To be competent, the user/individual on the job must be able to:

- PC1.** assist the sales supervisor/manager in identification and development of list/details of potential customers via cold calls, email, telephone or in person
- PC2.** collate data/information accurately and timely for the regional sales figures including an analysis of the competitors' products
- PC3.** create, maintain, and provide accurate and timely sales figures in the region including competitor
- PC4.** implement sales plans and strategies for developing new sales territory as per the requirement of the OEM in the respective region and discuss with the team lead/manager
- PC5.** assist the supervisor/manager in creating detailed proposal documents for prospective customers as per the organizational policies before the actual sales process is initiated
- PC6.** make cold calls and participate in field activities for promotion of OEM products, also to generate potential leads and plan to arrange for meetings for new business
- PC7.** meet the potential customers at the scheduled appointment to convey the value proposition of the product and services to convince prospective customers as per the vehicle Unique Selling Points (USPs) highlighted in the brochure
- PC8.** seek support/guidance from the supervisor/manager in case any negotiation is required to ensure quick sales closure
- PC9.** record vehicle sales and other information related to sales in the organisation's system/software/application for providing access to the back-end sales team
- PC10.** ensure that the vehicle on-road price calculations are accurate and timely communicated to the customers after approval of the supervisor/manager

Maintain customer relationships

To be competent, the user/individual on the job must be able to:

- PC11.** assist the supervisor/manager in the management of key customer relationships and coordinate with the back-end sales team for key accounts to ensure that all pending queries and complaints are responded and resolved in a timely and satisfactory manner

Qualification Pack

- PC12.** respond positively and courteously to resolve customer objections/queries against the OEM products
- PC13.** collect accurate details from customer to support the sales and marketing departments on feedback/comments relating to product content and pricing
- PC14.** ensure realization of revenues from sales as per planned payment cycle through effective follow up
- PC15.** assist the supervisor/manager in organizing engaging promotional events for customers to ensure maximum customer involvement for selling OEM products in future
- PC16.** represent the OEM product by demonstrating it at trade exhibitions, events and bank melas
- PC17.** support the supervisor/manager in building good, lasting relationships with customers after sales closure and delivery of vehicle

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Data Management Software (DMS) used for Customer Relationship Management (CRM) in the organisation
- KU2.** organisational/professional code of ethics, Standard Operating Procedures (SOPs) related to calls , sales process and other standards
- KU3.** training modules and scripts provided by the OEM for sales
- KU4.** sales peculiarities based on geographical nuances such as local customer preferences, local market procedures etc.
- KU5.** technical aspects/specifications related with all categories of vehicles at the dealership
- KU6.** warranty, accessories, insurance renewal, Regional Transport Office (RTO) and delivery processes
- KU7.** common customer problems/queries and the process of documenting it in the organisations' prescribed format
- KU8.** least turn around time for any customer query handling/redressal
- KU9.** process flow of complete vehicle sales and service cycle at the dealership
- KU10.** statutory compliance of the government regulations and legal aspects
- KU11.** documentation requirements for each procedure carried out in the organization

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** read instructions/guidelines/directory/procedures/brochures
- GS2.** communicate effectively with customers/colleagues
- GS3.** respond positively and timely to customer queries and complaints
- GS4.** write in English/regional language
- GS5.** complete tasks efficiently and accurately within stipulated time
- GS6.** identify potential workplace problem and take suitable action

Qualification Pack

Assessment Criteria

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|---|--------------|-----------------|---------------|------------|
| <i>Assist and support the sales process</i> | 18 | 33 | - | 10 |
| PC1. assist the sales supervisor/manager in identification and development of list/details of potential customers via cold calls, email, telephone or in person | 1 | - | - | 1 |
| PC2. collate data/information accurately and timely for the regional sales figures including an analysis of the competitors' products | 1 | - | - | 1 |
| PC3. create, maintain, and provide accurate and timely sales figures in the region including competitor | 2 | 4 | - | 1 |
| PC4. implement sales plans and strategies for developing new sales territory as per the requirement of the OEM in the respective region and discuss with the team lead/manager | 2 | 4 | - | 1 |
| PC5. assist the supervisor/manager in creating detailed proposal documents for prospective customers as per the organizational policies before the actual sales process is initiated | 2 | 6 | - | 2 |
| PC6. make cold calls and participate in field activities for promotion of OEM products, also to generate potential leads and plan to arrange for meetings for new business | 2 | 4 | - | 2 |
| PC7. meet the potential customers at the scheduled appointment to convey the value proposition of the product and services to convince prospective customers as per the vehicle Unique Selling Points (USPs) highlighted in the brochure | 2 | 5 | - | 2 |
| PC8. seek support/guidance from the supervisor/manager in case any negotiation is required to ensure quick sales closure | 2 | 5 | - | - |
| PC9. record vehicle sales and other information related to sales in the organisation's system/software/application for providing access to the back-end sales team | 2 | - | - | - |

Qualification Pack

| Assessment Criteria for Outcomes | Theory Marks | Practical Marks | Project Marks | Viva Marks |
|--|--------------|-----------------|---------------|------------|
| PC10. ensure that the vehicle on-road price calculations are accurate and timely communicated to the customers after approval of the supervisor/manager | 2 | 5 | - | - |
| <i>Maintain customer relationships</i> | 12 | 17 | - | 10 |
| PC11. assist the supervisor/manager in the management of key customer relationships and coordinate with the back-end sales team for key accounts to ensure that all pending queries and complaints are responded and resolved in a timely and satisfactory manner | 2 | 5 | - | 1 |
| PC12. respond positively and courteously to resolve customer objections/queries against the OEM products | 2 | 6 | - | 1 |
| PC13. collect accurate details from customer to support the sales and marketing departments on feedback/comments relating to product content and pricing | 2 | 6 | - | 2 |
| PC14. ensure realization of revenues from sales as per planned payment cycle through effective follow up | 2 | - | - | 1 |
| PC15. assist the supervisor/manager in organizing engaging promotional events for customers to ensure maximum customer involvement for selling OEM products in future | 2 | - | - | 1 |
| PC16. represent the OEM product by demonstrating it at trade exhibitions, events and bank melas | 1 | - | - | 2 |
| PC17. support the supervisor/manager in building good, lasting relationships with customers after sales closure and delivery of vehicle | 1 | - | - | 2 |
| NOS Total | 30 | 50 | - | 20 |

Qualification Pack

National Occupational Standards (NOS) Parameters

| | |
|----------------------------|-----------------------------------|
| NOS Code | ASC/N1113 |
| NOS Name | Support the overall sales process |
| Sector | Automotive |
| Sub-Sector | Automotive Vehicle Sales (Dealer) |
| Occupation | Vehicle Sales |
| NSQF Level | 3 |
| Credits | TBD |
| Version | 2.0 |
| Last Reviewed Date | 30/09/2021 |
| Next Review Date | 30/09/2024 |
| NSQC Clearance Date | 30/09/2021 |

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down the proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory part will be based on the knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for the theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.
6. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Qualification Pack

Minimum Aggregate Passing % at QP Level : 65

(Please note: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Assessment Weightage

Compulsory NOS

| National Occupational Standards | Theory Marks | Practical Marks | Project Marks | Viva Marks | Total Marks | Weightage |
|--|--------------|-----------------|---------------|------------|-------------|------------|
| ASC/N9807.Organize work and resources | 50 | 30 | - | 20 | 100 | 10 |
| ASC/N9806.Interact effectively with colleagues, customers and others (Sales) | 50 | 30 | - | 20 | 100 | 15 |
| ASC/N1107.Generate sales leads through various resources | 30 | 50 | - | 20 | 100 | 40 |
| ASC/N1113.Support the overall sales process | 30 | 50 | - | 20 | 100 | 35 |
| Total | 160 | 160 | - | 80 | 400 | 100 |

Qualification Pack

Acronyms

| | |
|-------------|---|
| NOS | National Occupational Standard(s) |
| NSQF | National Skills Qualifications Framework |
| QP | Qualifications Pack |
| TVET | Technical and Vocational Education and Training |
| | |
| MIS | Management Information System |
| OEM | Original Equipment Manufacturer |
| RTO | Regional Transport Office |
| SOP | Standard Operating Procedure |
| CRM | Customer Relationship Management |
| DMS | Data Management Software |
| USP | Unique Selling Points |

Qualification Pack

Glossary

| | |
|--|--|
| Sector | Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests. |
| Sub-sector | Sub-sector is derived from a further breakdown based on the characteristics and interests of its components. |
| Occupation | Occupation is a set of job roles, which perform similar/ related set of functions in an industry. |
| Job role | Job role defines a unique set of functions that together form a unique employment opportunity in an organisation. |
| Occupational Standards (OS) | OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts. |
| Performance Criteria (PC) | Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task. |
| National Occupational Standards (NOS) | NOS are occupational standards which apply uniquely in the Indian context. |
| Qualifications Pack (QP) | QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code. |
| Unit Code | Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N' |
| Unit Title | Unit title gives a clear overall statement about what the incumbent should be able to do. |
| Description | Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for. |
| Scope | Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required. |

Qualification Pack

| | |
|---|--|
| Knowledge and Understanding (KU) | Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard. |
| Organisational Context | Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility. |
| Technical Knowledge | Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities. |
| Core Skills/ Generic Skills (GS) | Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles. |
| Electives | Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives. |
| Options | Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options. |