



Model Curriculum

NOS Name: Automotive Retail Sales

NOS Code: ASC/N1014

NOS Version: 1.0

NSQF Level: 5

Automotive Skills Development Council | E-113, Okhla Industrial Estate, Phase- III,
New Delhi-110020

Table of Contents

Training Parameters.....	3
Program Overview	4
Training Outcomes	4
Compulsory Modules	4
Module 1: Introduction to the vehicle sales	5
Module 2: Pre-selling activities.....	6
Module 3: Vehicle sales	7
Module 4: Post-selling activities	8
Annexure.....	9
Trainer Requirements	9
Assessor Requirements.....	10
Assessment Strategy	11
References	12
Glossary.....	12
Acronyms and Abbreviations	13

Training Parameters

Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Vehicle Sales
Country	India
NSQF Level	5
Aligned to NCO/ISCO/ISIC Code	NCO-2015/3322.1303
Minimum Educational Qualification and Experience	<p>Pursuing 2nd year of UG in relevant field OR Completed 1st year of UG in relevant field with 1.5 years of relevant experience Or Completed 3-year diploma after 10th with 1.5 years of relevant experience OR Completed 2 Years diploma after 12th with 1.5 years of relevant experience OR 12th Pass or equivalent with 3 years of relevant experience</p> <p>(Relevant field: B.A, B.Com, BBA, BCA, Sales, BFSI, Marketing)</p>
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 years
Last Reviewed On	18-02-2025
Next Review Date	18-02-2028
NSQC Approval Date	18-02-2025
Model Curriculum Creation Date	18-02-2025
Model Curriculum Valid Up to Date	18-02-2028
Minimum Duration of the Course	60 Hours 00 Minutes
Maximum Duration of the Course	60 Hours 00 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.

- Identify product specifications and requirements for sales activities.
- Deliver a sales pitch and close sales leads for individual/retail vehicles.

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
ASC/N1014 – Vehicle Sales Representative NOS Version No. – 1.0 NSQF Level – 4.5	45:00	15:00			60:00
Module 1: Introduction to the Vehicle sales	01:00				01:00
Module 2: Pre-selling activities	10:00	04:00			14:00
Module 3: Vehicle sales	20:00	06:00			26:00
Module 4: Post-selling activities	14:00	05:00			19:00
Total Duration	45:00	15:00			60:00

Module Details

Module 1: Introduction to the Vehicle Sales

Bridge module

Terminal Outcomes:

- Discuss about role and responsibilities of vehicle sales representative.

Duration: <01:00>	Duration: <00:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> Describe vehicle sales process. Elaborate standard operating procedures (SOPs) regarding individual/retail vehicle sales Discuss need of a Sales Executive in industry. 	
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	

Module 2: Pre-selling activities

Mapped to ASC/N1014, v1.0

Terminal Outcomes:

- Identify requirements and specifications of the vehicle models.
- Perform preparatory activities for vehicle sales.
- Demonstrate how to collate vehicle sales leads and then follow up on these.

Duration: <10:00>	Duration: <4:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> Discuss the need of sales target and instructions received from supervisor regarding the sale /marketing of vehicle. Discuss the need of information and specifications about the product and information/data on buying trends of potential customers during vehicle sales. Discuss the importance of update oneself regarding the overall process of vehicle sales, lead generation, target achievements, new schemes, new launches. Emphasize on the significance of adherence to the standard operating procedure (SOP) of OEM for handling customers and closing sales. 	<ul style="list-style-type: none"> Demonstrate how to collate leads from various sources to develop a robust customer database. Prepare a sample sales plan to handle potential leads. Show how to maintain personal grooming and hygiene at sales floor.
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	
<ul style="list-style-type: none"> Vehicle manual, Pricing list, Vehicle specifications, Merchandising material, sale documents and forms 	

Module 3: Vehicle Sales & Delivery

Mapped to ASC/N1014, v1.0

Terminal Outcomes:

- Demonstrate how to deliver a sales pitch.
- Perform steps to support customer in buying the vehicle.

Duration: <20:00>	Duration: <6:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • List different vehicle variants/models along with their Features, Advantages, Benefits (FAB) and the steps for demonstration of vehicle in showroom or physical operation of the vehicle via test drive/ride. • Recall technical details and specifications of the competitors. • Discuss how to manage a diverse range of customers and carry out effective retention campaigns and sales delivery proposals. • Explain the correct way for responding to customer queries during vehicle sales. • Discuss the current schemes for finance and insurance incorporated in the sales while helping the customer in completing the documentation. • Differentiate between competitors' products on the basis of product performance, application and FABs. • Discuss the process to identify hot, warm and cold leads using sales funnel and leads filtration. • Discuss the importance of following the SOPS to respond to different sales enquiries. • Discuss vehicular details for price, taxes and other add-ons such as promotions, discounts, offers available at the dealership. 	<ul style="list-style-type: none"> • Role play a scenario to demonstrate interaction with customers on the sales floor for the buying process and delivering a sales pitch highlighting Unique Selling Points (USPs) of the vehicle as per customer need. • Perform steps to check the availability of test drive cars to schedule test drives as per booked appointments by potential customers. • Demonstrate how to provide enriching customer experience during the buying process, documentation and additional vehicle accessories purchases. • Show how to complete the documentation and deliver the vehicle to the customer.
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	
<ul style="list-style-type: none"> • Vehicle manual, Pricing list, Vehicle specifications, Merchandising material, sale 	

documents and forms

Module 4: Post-selling activities

Mapped to ASC/N1014, v1.0

Terminal Outcomes:

- Perform sales closure and post-selling activities

Duration: <14:00	Duration: <5:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • List the documents required by customers and dealers to perform sales procedures. • Explain how to report complaints or queries from customers to the concerned departments/managers timely and precisely. • Emphasize on the importance of providing timely and efficient support to customers for documentation during purchase, registration and delivery of the vehicle. • Outline the process of forwarding any customer requests for vehicle service to the workshop team with proper details. 	<ul style="list-style-type: none"> • Role play on how to assist customers in delivery of the vehicle and explain the features, warranty and service schedule of the vehicle. • Perform proper steps for recording and tracking deliveries through the dealer management system (DMS). • Demonstrate how to connect with Banks/NBFC's officials to obtain information on finance and insurance offers. • Dramatize how to follow up with new as well as existing customers for post-delivery items, referrals, promotion of other value-added services or regarding launch of a new vehicle.
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	
<ul style="list-style-type: none"> • Vehicle manual, Pricing list, Vehicle specifications, Merchandising material, sale documents and forms 	

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 5.5)	2	Automotive Sales	1	Automotive Sales	NA

Trainer Certification	
Domain Certification	Platform Certification
Certified for NOS “Vehicle Sales Representative” mapped to NOS: “ASC/N1014, version 1.0”. Minimum accepted score is 80%.	Certified for the Job Role: “Trainer (Vet and Skills)”, mapped to the Qualification Pack: “MEP/Q2601, v2.0”. The minimum accepted score as per MEPSC guidelines 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 5.5)	3	Automotive Sales	1	Automotive Sales	NA

Assessor Certification	
Domain Certification	Platform Certification
Certified for NOS “Vehicle Sales Representative” mapped to NOS: “ASC/N1014, version 1.0”. Minimum accepted score is 80%.	Certified for the Job Role: “Assessor (Vet and Skills)”, mapped to the Qualification Pack: “MEP/Q2701, v2.0”. The minimum accepted score as per MEPSC guidelines is 80%.

Assessment Strategy

1. Assessment System Overview:

- Batches assigned to the assessment agencies for conducting the assessment on SDMS/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:

- 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 created by the Subject Matter Experts (SME)
- Question papers created by the SME 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
SOP	Standard Operating Procedure
WI	Work Instructions
PPE	Personal Protective equipment