

Qualification Pack



Automotive Retail Sales

QP Code: ASC/N1014

Version: 1.0

NSQF Level: 5

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Qualification Pack

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ASC/N1014: Automotive Retail Sales

Brief Job Description

This NOS unit is about sales, leads generation from various sources, sales closure, documentation, and arranging vehicle delivery to customer by following organizational procedures

Personal Attributes

undefined

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [ASC/N1014: Automotive Retail Sales](#)

Qualification Pack (QP) Parameters

Sector	Automotive
Sub-Sector	
Occupation	Vehicle Sales
Country	
NSQF Level	5
Credits	2
Aligned to NCO/ISCO/ISIC Code	

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Minimum Educational Qualification & Experience	<p>Pursuing 2nd year of UG (B.A, B.Com, BBA, BCA, Sales, BFSI, Marketing)</p> <p>OR</p> <p>Completed 1st year of UG (UG Certificate) (B.A, B.Com, BBA, BCA, Sales, BFSI, Marketing) with 1.5 years of experience</p> <p>OR</p> <p>Completed 3 year diploma after 10th with 1.5 years of experience</p> <p>OR</p> <p>2-year Diploma after 12th grade (in any field) with 1.5 years of experience</p> <p>OR</p> <p>12th Class (or equivalent) with 3 Years of experience</p>
Minimum Level of Education for Training in School	
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 Years
Last Reviewed On	NA
Next Review Date	18/02/2028
NSQC Approval Date	04/04/2025
Version	1.0
Reference code on NQR	NG-05-AU-03744-2025-V1-ASDC
NQR Version	1.0

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ASC/N1014: Automotive Retail Sales

Description

This NOS unit is about sales, leads generation from various sources, sales closure, documentation, and arranging vehicle delivery to customer by following organizational procedures

Scope

The scope covers the following :

- Collate vehicle sales leads.
- Carry out vehicle sales.
- Perform vehicle sales closure

Elements and Performance Criteria

Collate vehicle sales leads

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

- PC1.** obtain the sales target and instructions from supervisor regarding the sale /marketing of vehicle
- PC2.** obtain information and specifications about the product and information/data on buying trends of potential customers
- PC3.** update oneself regarding the overall process of product sales, target achievements, new schemes, new launches etc. by participating in daily briefings/meetings
- PC4.** collate leads from various sources like cold calls, showroom walk-ins, telephonic enquiries, referrals, other marketing campaigns and ATL/BTL activities to develop a database
- PC5.** plan an effective strategy to follow up leads/generate sales lead on a daily basis
- PC6.** maintain personal grooming and hygiene to ensure adherence to company standards

Carry out vehicle sales

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

- PC7.** greet customer on sales floor and take them through the entire buying process supported by established selling steps, selling policies and procedures
- PC8.** take into account customer requirements and market the product accordingly
- PC9.** deliver a sales pitch highlighting Unique Selling Points (USPs) of the vehicle tailored to potential customer needs/requirements
- PC10.** explain details about the vehicle and its Features, Advantages, Benefits (FAB) by demonstration and physical operation of vehicle in showroom or via test drive/ride
- PC11.** respond to all customer queries related to vehicle sales, price and dealership/promotional schemes (exchange, VAS, discounts etc.)
- PC12.** provide a comparative analysis on competitor vehicles to explain product performance, application and FABs to prospective customers describing all optional accessories available and responding to unfavourable comparisons of the vehicle
- PC13.** provide enriching customer experience by offering hassle-free and quick services related to the buying process, documentation and additional vehicle accessories purchases

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- PC14.** check availability of test drive cars and schedule test drives as per booked appointments by potential customers
- PC15.** explain current schemes available from the bank for finance, provide support to process customer documentation and offer various schemes on insurance plan

Perform vehicle sales closure

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

- PC16.** provide support to the customers in fulfilling all documentation required for purchase, registration and delivery of the vehicle
- PC17.** assist in delivery of the vehicle to the customer through established delivery process, ensuring that the customer understands the vehicle's operating features, warranty and service schedule
- PC18.** record and track all deliveries through dealer management system (DMS) and follow up for referrals
- PC19.** forward any customer request for vehicle service to the workshop team and inform the customer about the appointment details
- PC20.** report any complaints or queries from customers to the concerned departments/managers

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** organisational/ professional code of ethics and practices to be followed during the sales process
- KU2.** various promotional activities such as road shows, exhibitions, mall activities, exchange melas, canopy promotions, local contests, bank loan melas and organising promotional test drives
- KU3.** sales funnel and the process to filter leads to identify hot, warm and cold leads
- KU4.** SOPs of the organisation/dealership for responding to sales enquiries
- KU5.** how to handle telephonic queries including cold calls and providing information regarding vehicle variants, colour options and stock availability
- KU6.** details about the vehicle such as price, taxes and other add-ons like promotions, discounts, offers available at the dealership
- KU7.** technical details and specifications of the competitor
- KU8.** working of vehicle shop floor configurator with all detailed specifications, addition of accessories, deletion of accessories and presentation of the final version of customised product
- KU9.** various types of transmission and its functionality in a vehicle
- KU10.** facilities of vehicle finance and insurance offered at the dealership
- KU11.** how to connect with Banks/NBFC's officials to obtain information on finance offers, new schemes, change in policies, discounts and current rate of interest
- KU12.** method to compute and arrive at final on-road cost of a vehicle
- KU13.** documentation required for customers and dealers to carry out sales procedures
- KU14.** how to coordinate with colleagues from stockyard to ensure vehicle PDI is done prior to delivery as per OEM norms

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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.** identify potential workplace problem and take suitable action
- GS5.** communicate effectively using terms, names, grades and other nomenclature pertaining to the automotive trade, features etc. at the work place
- GS6.** write any work related information in English/regional language
- GS7.** analyse and apply the information gathered from observation, experience, reasoning or communication to act efficiently
- GS8.** operate android, iOS platform applications and MS Office
- GS9.** the automotive trade, features etc. at the work place

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Collate vehicle sales leads</i>	6	8	-	4
PC1. obtain the sales target and instructions from supervisor regarding the sale /marketing of vehicle	1	1	-	-
PC2. obtain information and specifications about the product and information/data on buying trends of potential customers	1	1	-	1
PC3. update oneself regarding the overall process of product sales, target achievements, new schemes, new launches etc. by participating in daily briefings/meetings	2	1	-	1
PC4. collate leads from various sources like cold calls, showroom walk-ins, telephonic enquiries, referrals, other marketing campaigns and ATL/BTL activities to develop a database	1	2	-	1
PC5. plan an effective strategy to follow up leads/generate sales lead on a daily basis	1	2	-	1
PC6. maintain personal grooming and hygiene to ensure adherence to company standards	-	1	-	-
<i>Carry out vehicle sales</i>	17	34	-	12
PC7. greet customer on sales floor and take them through the entire buying process supported by established selling steps, selling policies and procedures	2	4	-	1
PC8. take into account customer requirements and market the product accordingly	1	2	-	-
PC9. deliver a sales pitch highlighting Unique Selling Points (USPs) of the vehicle tailored to potential customer needs/requirements	2	5	-	2
PC10. explain details about the vehicle and its Features, Advantages, Benefits (FAB) by demonstration and physical operation of vehicle in showroom or via test drive/ride	3	5	-	2

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. respond to all customer queries related to vehicle sales, price and dealership/promotional schemes (exchange, VAS, discounts etc.)	2	3	-	1
PC12. provide a comparative analysis on competitor vehicles to explain product performance, application and FABs to prospective customers describing all optional accessories available and responding to unfavourable comparisons of the vehicle	2	4	-	2
PC13. provide enriching customer experience by offering hassle-free and quick services related to the buying process, documentation and additional vehicle accessories purchases	2	4	-	2
PC14. check availability of test drive cars and schedule test drives as per booked appointments by potential customers	1	3	-	1
PC15. explain current schemes available from the bank for finance, provide support to process customer documentation and offer various schemes on insurance plan	2	4	-	1
<i>Perform vehicle sales closure</i>	7	8	-	4
PC16. provide support to the customers in fulfilling all documentation required for purchase, registration and delivery of the vehicle	2	2	-	1
PC17. assist in delivery of the vehicle to the customer through established delivery process, ensuring that the customer understands the vehicle's operating features, warranty and service schedule	2	2	-	1
PC18. record and track all deliveries through dealer management system (DMS) and follow up for referrals	1	2	-	1
PC19. forward any customer request for vehicle service to the workshop team and inform the customer about the appointment details	1	1	-	1
PC20. report any complaints or queries from customers to the concerned departments/managers	1	1	-	-
NOS Total	30	50	-	20

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National Occupational Standards (NOS) Parameters

NOS Code	ASC/N1014
NOS Name	Automotive Retail Sales
Sector	Automotive
Sub-Sector	
Occupation	Vehicle Sales
NSQF Level	5
Credits	2
Version	1.0
Last Reviewed Date	18/02/2025
Next Review Date	18/02/2028
NSQC Clearance Date	18/02/2025

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.

Minimum Aggregate Passing % at QP Level : 50

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(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/N1014.Automotive Retail Sales	30	50	-	20	100	100
Total	30	50	-	20	100	100

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Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training

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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.

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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.