

Qualification Pack



Automotive Sales Executive

Options: Bulk sales/ Electric Vehicle Sales

QP Code: ASC/Q1001

Version: 6.0

NSQF Level: 4

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Qualification Pack

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ASC/Q1001: Automotive Sales Executive

Brief Job Description

The individual primarily handles potential customer leads, presents value propositions for vehicles and manages vehicle retail sales.

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. [DGT/VSQ/N0102: Employability Skills \(60 Hours\)](#)
3. [ASC/N1001: Handle leads generated from various sources](#)
4. [ASC/N1002: Manage operations to achieve lead closures and deliver vehicle to customer](#)

Options(Not mandatory):

Option 1: Bulk sales

This job is about creating and submitting of tenders and sales package for bulk sales.

1. [ASC/N1003: Assist in creation and submission of tenders and sales package for bulk sales](#)

Option 2: Electric Vehicle Sales

This job is about promoting sales of an electric vehicle.

1. [ASC/N1121: Promote sales of Electric Vehicles \(EV\)](#)

Qualification Pack (QP) Parameters

Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)

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Occupation	Vehicle Sales
Country	India
NSQF Level	4
Credits	22
Aligned to NCO/ISCO/ISIC Code	NCO-2015/3322.1304
Minimum Educational Qualification & Experience	12th Class (OR Equivalent) OR Certificate-NSQF (Level-3) with 3 Years of experience relevant experience
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
NSQF Approval Date	18/02/2025
Version	6.0
Reference code on NQR	QG-04-AU-03592-2025-V2-ASDC
NQR Version	2.0

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

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- 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



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GS12. use correct body language and etiquette for attending customers

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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

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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

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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	18/02/2025
Next Review Date	18/02/2028
NSQC Clearance Date	18/02/2025

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DGT/VSQ/N0102: Employability Skills (60 Hours)

Description

This unit is about employability skills, Constitutional values, becoming a professional in the 21st Century, digital, financial, and legal literacy, diversity and Inclusion, English and communication skills, customer service, entrepreneurship, and apprenticeship, getting ready for jobs and career development.

Scope

The scope covers the following :

- Introduction to Employability Skills
- Constitutional values - Citizenship
- Becoming a Professional in the 21st Century
- Basic English Skills
- Career Development & Goal Setting
- Communication Skills
- Diversity & Inclusion
- Financial and Legal Literacy
- Essential Digital Skills
- Entrepreneurship
- Customer Service
- Getting ready for Apprenticeship & Jobs

Elements and Performance Criteria

Introduction to Employability Skills

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

- PC1.** identify employability skills required for jobs in various industries
- PC2.** identify and explore learning and employability portals

Constitutional values - Citizenship

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

- PC3.** recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.
- PC4.** follow environmentally sustainable practices

Becoming a Professional in the 21st Century

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

- PC5.** recognize the significance of 21st Century Skills for employment
- PC6.** practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life

Basic English Skills

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

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- PC7.** use basic English for everyday conversation in different contexts, in person and over the telephone
- PC8.** read and understand routine information, notes, instructions, mails, letters etc. written in English
- PC9.** write short messages, notes, letters, e-mails etc. in English

Career Development & Goal Setting

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

- PC10.** understand the difference between job and career
- PC11.** prepare a career development plan with short- and long-term goals, based on aptitude

Communication Skills

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

- PC12.** follow verbal and non-verbal communication etiquette and active listening techniques in various settings
- PC13.** work collaboratively with others in a team

Diversity & Inclusion

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

- PC14.** communicate and behave appropriately with all genders and PwD
- PC15.** escalate any issues related to sexual harassment at workplace according to POSH Act

Financial and Legal Literacy

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

- PC16.** select financial institutions, products and services as per requirement
- PC17.** carry out offline and online financial transactions, safely and securely
- PC18.** identify common components of salary and compute income, expenses, taxes, investments etc
- PC19.** identify relevant rights and laws and use legal aids to fight against legal exploitation

Essential Digital Skills

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

- PC20.** operate digital devices and carry out basic internet operations securely and safely
- PC21.** use e- mail and social media platforms and virtual collaboration tools to work effectively
- PC22.** use basic features of word processor, spreadsheets, and presentations

Entrepreneurship

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

- PC23.** identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research
- PC24.** develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion
- PC25.** identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity

Customer Service

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

- PC26.** identify different types of customers
- PC27.** identify and respond to customer requests and needs in a professional manner.

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PC28. follow appropriate hygiene and grooming standards

Getting ready for apprenticeship & Jobs

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

PC29. create a professional Curriculum vitae (Résumé)

PC30. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively

PC31. apply to identified job openings using offline /online methods as per requirement

PC32. answer questions politely, with clarity and confidence, during recruitment and selection

PC33. identify apprenticeship opportunities and register for it as per guidelines and requirements

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. need for employability skills and different learning and employability related portals

KU2. various constitutional and personal values

KU3. different environmentally sustainable practices and their importance

KU4. Twenty first (21st) century skills and their importance

KU5. how to use English language for effective verbal (face to face and telephonic) and written communication in formal and informal set up

KU6. importance of career development and setting long- and short-term goals

KU7. about effective communication

KU8. POSH Act

KU9. Gender sensitivity and inclusivity

KU10. different types of financial institutes, products, and services

KU11. how to compute income and expenditure

KU12. importance of maintaining safety and security in offline and online financial transactions

KU13. different legal rights and laws

KU14. different types of digital devices and the procedure to operate them safely and securely

KU15. how to create and operate an e- mail account and use applications such as word processors, spreadsheets etc.

KU16. how to identify business opportunities

KU17. types and needs of customers

KU18. how to apply for a job and prepare for an interview

KU19. apprenticeship scheme and the process of registering on apprenticeship portal

Generic Skills (GS)

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

GS1. read and write different types of documents/instructions/correspondence

GS2. communicate effectively using appropriate language in formal and informal settings

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- GS3.** behave politely and appropriately with all
- GS4.** how to work in a virtual mode
- GS5.** perform calculations efficiently
- GS6.** solve problems effectively
- GS7.** pay attention to details
- GS8.** manage time efficiently
- GS9.** maintain hygiene and sanitization to avoid infection

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Introduction to Employability Skills</i>	1	1	-	-
PC1. identify employability skills required for jobs in various industries	-	-	-	-
PC2. identify and explore learning and employability portals	-	-	-	-
<i>Constitutional values - Citizenship</i>	1	1	-	-
PC3. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.	-	-	-	-
PC4. follow environmentally sustainable practices	-	-	-	-
<i>Becoming a Professional in the 21st Century</i>	2	4	-	-
PC5. recognize the significance of 21st Century Skills for employment	-	-	-	-
PC6. practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life	-	-	-	-
<i>Basic English Skills</i>	2	3	-	-
PC7. use basic English for everyday conversation in different contexts, in person and over the telephone	-	-	-	-
PC8. read and understand routine information, notes, instructions, mails, letters etc. written in English	-	-	-	-
PC9. write short messages, notes, letters, e-mails etc. in English	-	-	-	-
<i>Career Development & Goal Setting</i>	1	2	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. understand the difference between job and career	-	-	-	-
PC11. prepare a career development plan with short- and long-term goals, based on aptitude	-	-	-	-
<i>Communication Skills</i>	2	2	-	-
PC12. follow verbal and non-verbal communication etiquette and active listening techniques in various settings	-	-	-	-
PC13. work collaboratively with others in a team	-	-	-	-
<i>Diversity & Inclusion</i>	1	2	-	-
PC14. communicate and behave appropriately with all genders and PwD	-	-	-	-
PC15. escalate any issues related to sexual harassment at workplace according to POSH Act	-	-	-	-
<i>Financial and Legal Literacy</i>	2	3	-	-
PC16. select financial institutions, products and services as per requirement	-	-	-	-
PC17. carry out offline and online financial transactions, safely and securely	-	-	-	-
PC18. identify common components of salary and compute income, expenses, taxes, investments etc	-	-	-	-
PC19. identify relevant rights and laws and use legal aids to fight against legal exploitation	-	-	-	-
<i>Essential Digital Skills</i>	3	4	-	-
PC20. operate digital devices and carry out basic internet operations securely and safely	-	-	-	-
PC21. use e- mail and social media platforms and virtual collaboration tools to work effectively	-	-	-	-
PC22. use basic features of word processor, spreadsheets, and presentations	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Entrepreneurship</i>	2	3	-	-
PC23. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research	-	-	-	-
PC24. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	-	-	-
PC25. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity	-	-	-	-
<i>Customer Service</i>	1	2	-	-
PC26. identify different types of customers	-	-	-	-
PC27. identify and respond to customer requests and needs in a professional manner.	-	-	-	-
PC28. follow appropriate hygiene and grooming standards	-	-	-	-
<i>Getting ready for apprenticeship & Jobs</i>	2	3	-	-
PC29. create a professional Curriculum vitae (Résumé)	-	-	-	-
PC30. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively	-	-	-	-
PC31. apply to identified job openings using offline /online methods as per requirement	-	-	-	-
PC32. answer questions politely, with clarity and confidence, during recruitment and selection	-	-	-	-
PC33. identify apprenticeship opportunities and register for it as per guidelines and requirements	-	-	-	-
NOS Total	20	30	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	DGT/VSQ/N0102
NOS Name	Employability Skills (60 Hours)
Sector	Cross Sectoral
Sub-Sector	Professional Skills
Occupation	Employability
NSQF Level	4
Credits	2
Version	1.0
Last Reviewed Date	18/02/2025
Next Review Date	18/02/2028
NSQC Clearance Date	18/02/2025

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ASC/N1001: Handle leads generated from various sources

Description

This NOS is about handling sales leads generated from various sources and following up with potential customers to achieve vehicle sales and work in support with sales team lead

Scope

The scope covers the following :

- Handle sales leads
- Follow up on sales leads and deliver a sales pitch
- Process sales closure of all leads
- Perform after sales activities

Elements and Performance Criteria

Handle sales leads

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

- PC1.** update oneself regarding the overall process of vehicle sales, target achievements, new schemes, new launches etc. by participating in daily briefings/meetings
- PC2.** handle potential leads generated through various sources like showroom walk-ins, telephonic enquiries, referrals, other marketing campaigns and ATL/BTL activities
- PC3.** adhere to the standard operating procedure (SOP) of OEM for a successful sales closure

Follow up on sales leads and deliver a sales pitch

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

- PC4.** greet customers on sales floor and takes them through the entire vehicle buying process supported by established selling steps, selling policies and procedures
- PC5.** deliver a sales pitch highlighting Unique Selling Points (USPs) of the vehicle tailored to potential customer needs/requirements
- PC6.** explain details about the vehicle and its features, advantages, benefits (FAB), comparison with other vehicles by demonstration and physical operation of vehicle in showroom or via test drive/ride
- PC7.** manage a diverse range of customer retention campaigns and initiatives including preparation and presentation of vehicle sales delivery proposals for successfully executing sales
- PC8.** analyse and review the campaign outcomes in detail by using a variety of proprietary software applications and present them to the sales team lead for planning future activity

Process sales closure of all leads

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

- PC9.** respond to all customer queries related to vehicle sales, price and dealership/promotional schemes (exchange, VAS, discounts etc.)
- PC10.** 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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- PC11.** check availability of test drive cars and schedule test drives as per booked appointments by potential customers
- PC12.** provide a comparative analysis on competitor vehicles to explain product performance, application, current schemes finance, discounts, exchange, loyalty bonus etc.) and FABs to prospective customers describing all optional accessories available and responding to unfavorable comparisons of the vehicle
- PC13.** provide support to the customers in fulfilling all documentation required for purchase, registration and delivery of the vehicle
- PC14.** process customer orders in a timely manner, ensuring hassle free delivery and customer satisfaction
- PC15.** deliver the new vehicle to customer through established delivery process, ensuring that the customer understands the vehicle's operating features, warranty and service schedule

Perform after sales activities

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

- PC16.** use digital CRM tools to maintain and obtain details of customers to enhance efficiency, customer satisfaction, and overall sales performance
- PC17.** record and track all deliveries through dealer management system (DMS) and follow up for new, repeat and referral business
- PC18.** forward any request for vehicle service and complaints or queries from customers to the concerned departments/managers
- PC19.** follow up on all post-delivery items including accessories request or requests made at the time of delivery to meet customer expectations
- PC20.** follow up with existing customers for service reminders and to promote other value-added services (loyalty program, exchange bonus, roadside assistance, annual maintenance package etc.)

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 roadshows, exhibitions, mall activities, exchange melas, canopy promotions, local contests, bank loan melas and organising promotional test-drives
- KU3.** SOPs of the organisation/dealership for responding to sales enquiries
- KU4.** how to handle telephonic queries including cold calls and providing information regarding vehicle variants, colour options and stock availability
- KU5.** details about the vehicle such as price, taxes and other add-ons such as promotions, discounts, offers available at the dealership
- KU6.** technical details and specifications of the competitor
- KU7.** 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
- KU8.** facilities of vehicle finance and insurance offered at the dealership

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- KU9.** how to connect with Banks/NBFC's officials to obtain information on finance offers, new schemes, changes in policies, discounts and current rate of interest
- KU10.** method to compute and arrive at final on-road cost of a vehicle
- KU11.** documentation required for customers and dealers to carry out sales procedures
- KU12.** use of digital CRM tools
- KU13.** how to coordinate with colleagues from stockyard to ensure vehicle PDI is done prior to delivery as per OEM norms

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.** recognise a 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 workplace
- 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

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Handle sales leads</i>	4	5	-	3
PC1. update oneself regarding the overall process of vehicle sales, target achievements, new schemes, new launches etc. by participating in daily briefings/meetings	1	-	-	1
PC2. handle potential leads generated through various sources like showroom walk-ins, telephonic enquiries, referrals, other marketing campaigns and ATL/BTL activities	2	3	-	1
PC3. adhere to the standard operating procedure (SOP) of OEM for a successful sales closure	1	2	-	1
<i>Follow up on sales leads and deliver a sales pitch</i>	10	16	-	6
PC4. greet customers on sales floor and takes them through the entire vehicle buying process supported by established selling steps, selling policies and procedures	2	3	-	1
PC5. deliver a sales pitch highlighting Unique Selling Points (USPs) of the vehicle tailored to potential customer needs/requirements	2	3	-	1
PC6. explain details about the vehicle and its features, advantages, benefits (FAB), comparison with other vehicles by demonstration and physical operation of vehicle in showroom or via test drive/ride	2	4	-	1
PC7. manage a diverse range of customer retention campaigns and initiatives including preparation and presentation of vehicle sales delivery proposals for successfully executing sales	2	3	-	1
PC8. analyse and review the campaign outcomes in detail by using a variety of proprietary software applications and present them to the sales team lead for planning future activity	2	3	-	2
<i>Process sales closure of all leads</i>	11	20	-	6

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC9. respond to all customer queries related to vehicle sales, price and dealership/promotional schemes (exchange, VAS, discounts etc.)	2	3	-	-
PC10. provide enriching customer experience by offering hassle-free and quick services related to the buying process, documentation and additional vehicle accessories purchases	1	2	-	1
PC11. check availability of test drive cars and schedule test drives as per booked appointments by potential customers	2	4	-	1
PC12. provide a comparative analysis on competitor vehicles to explain product performance, application, current schemes finance, discounts, exchange, loyalty bonus etc.) and FABs to prospective customers describing all optional accessories available and responding to unfavorable comparisons of the vehicle	2	5	-	2
PC13. provide support to the customers in fulfilling all documentation required for purchase, registration and delivery of the vehicle	1	2	-	1
PC14. process customer orders in a timely manner, ensuring hassle free delivery and customer satisfaction	1	1	-	-
PC15. deliver the new vehicle to customer through established delivery process, ensuring that the customer understands the vehicle's operating features, warranty and service schedule	2	3	-	1
<i>Perform after sales activities</i>	5	9	-	5
PC16. use digital CRM tools to maintain and obtain details of customers to enhance efficiency, customer satisfaction, and overall sales performance	1	1	-	1
PC17. record and track all deliveries through dealer management system (DMS) and follow up for new, repeat and referral business	1	2	-	1
PC18. forward any request for vehicle service and complaints or queries from customers to the concerned departments/managers	1	2	-	1

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC19. follow up on all post-delivery items including accessories request or requests made at the time of delivery to meet customer expectations	1	2	-	-
PC20. follow up with existing customers for service reminders and to promote other value-added services (loyalty program, exchange bonus, roadside assistance, annual maintenance package etc.)	1	2	-	2
NOS Total	30	50	-	20

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National Occupational Standards (NOS) Parameters

NOS Code	ASC/N1001
NOS Name	Handle leads generated from various sources
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Vehicle Sales
NSQF Level	4
Credits	4
Version	5.0
Last Reviewed Date	18/02/2025
Next Review Date	18/02/2028
NSQC Clearance Date	18/02/2025

Qualification Pack

ASC/N1002: Manage operations to achieve lead closures and deliver vehicle to customer

Description

This NOS unit is about ensuring that sales leads generated from various sources are closed and all required sales documentation is completed before the vehicle is delivered.

Scope

The scope covers the following :

- Collate vehicle sales leads
- Follow up on sales leads and deliver a sales pitch
- Process sales closure of all leads
- Perform after sales activities

Elements and Performance Criteria

Collate vehicle sales leads

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

- PC1.** update oneself regarding the overall process of vehicle sales, lead generation, target achievements, new schemes, new launches to be organised by participating in briefings/meetings
- PC2.** 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
- PC3.** develop a plan to handle potential sales leads generated from tele-calling, showroom walk-ins, telephonic enquiries etc.
- PC4.** adhere to the standard operating procedure (SOP) of OEM to establish a direct contact with the customer for a successful sales closure
- PC5.** incorporate new methods for following up with leads, handling customers, fulfilling customer needs and other sales processes

Follow up on sales leads and deliver a sales pitch

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

- PC6.** greet customer on sales floor and take them through the entire buying process supported by established selling steps, selling policies and procedures
- PC7.** deliver a sales pitch highlighting Unique Selling Points (USPs) of the vehicle tailored to potential customer needs/requirements
- PC8.** 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
- PC9.** manage a diverse range of customer retention campaigns and sales delivery proposals for successfully presenting and executing sales

Process sales closure of all leads

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

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- PC10.** respond to all customer queries related to vehicle sales, price and dealership/promotional schemes (exchange, VAS, discounts etc.)
- PC11.** provide enriching customer experience by offering hassle-free and quick services related to the buying process, documentation and additional vehicle accessories purchases
- PC12.** check availability of test drive cars and schedule test drives as per booked appointments by potential customers
- PC13.** explain current schemes available from the bank for finance, provide support to process customer documentation and offer various schemes on insurance plan
- PC14.** 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
- PC15.** provide support to the customers in fulfilling all documentation required for purchase, registration and delivery of the vehicle
- PC16.** 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

Perform after sales activities

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

- PC17.** record and track all deliveries through dealer management system (DMS) and follow up for referrals
- PC18.** forward any customer request for vehicle service to the workshop team and inform the customer about the appointment details
- PC19.** report any complaints or queries from customers to the concerned departments/managers
- PC20.** follow up on all post-delivery items including accessories request or requests made at the time of delivery to meet customer expectations
- PC21.** follow up with existing customers to promote other value-added services (loyalty program, exchange bonus, roadside assistance, annual maintenance package etc.) or a launch of a new vehicle

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

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- 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

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

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Collate vehicle sales leads</i>	4	8	-	4
PC1. update oneself regarding the overall process of vehicle sales, lead generation, target achievements, new schemes, new launches to be organised by participating in briefings/meetings	-	-	-	2
PC2. 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	2	3	-	-
PC3. develop a plan to handle potential sales leads generated from tele-calling, showroom walk-ins, telephonic enquiries etc.	-	2	-	-
PC4. adhere to the standard operating procedure (SOP) of OEM to establish a direct contact with the customer for a successful sales closure	2	3	-	1
PC5. incorporate new methods for following up with leads, handling customers, fulfilling customer needs and other sales processes	-	-	-	1
<i>Follow up on sales leads and deliver a sales pitch</i>	7	12	-	4
PC6. greet customer on sales floor and take them through the entire buying process supported by established selling steps, selling policies and procedures	2	3	-	1
PC7. deliver a sales pitch highlighting Unique Selling Points (USPs) of the vehicle tailored to potential customer needs/requirements	2	3	-	1
PC8. 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	2	4	-	-
PC9. manage a diverse range of customer retention campaigns and sales delivery proposals for successfully presenting and executing sales	1	2	-	2
<i>Process sales closure of all leads</i>	13	27	-	4

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. respond to all customer queries related to vehicle sales, price and dealership/promotional schemes (exchange, VAS, discounts etc.)	2	3	-	-
PC11. provide enriching customer experience by offering hassle-free and quick services related to the buying process, documentation and additional vehicle accessories purchases	2	5	-	2
PC12. check availability of test drive cars and schedule test drives as per booked appointments by potential customers	2	4	-	-
PC13. explain current schemes available from the bank for finance, provide support to process customer documentation and offer various schemes on insurance plan	2	5	-	-
PC14. 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	1	5	-	-
PC15. provide support to the customers in fulfilling all documentation required for purchase, registration and delivery of the vehicle	2	2	-	1
PC16. 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	3	-	1
<i>Perform after sales activities</i>	6	3	-	8
PC17. record and track all deliveries through dealer management system (DMS) and follow up for referrals	-	-	-	2
PC18. forward any customer request for vehicle service to the workshop team and inform the customer about the appointment details	2	-	-	2
PC19. report any complaints or queries from customers to the concerned departments/managers	-	-	-	2

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC20. follow up on all post-delivery items including accessories request or requests made at the time of delivery to meet customer expectations	2	3	-	-
PC21. follow up with existing customers to promote other value-added services (loyalty program, exchange bonus, roadside assistance, annual maintenance package etc.) or a launch of a new vehicle	2	-	-	2
NOS Total	30	50	-	20

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N1002
NOS Name	Manage operations to achieve lead closures and deliver vehicle to customer
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Vehicle Sales
NSQF Level	5
Credits	TBD
Version	3.0
Last Reviewed Date	18/02/2025
Next Review Date	18/02/2028
NSQC Clearance Date	18/02/2025

Qualification Pack

ASC/N1003: Assist in creation and submission of tenders and sales package for bulk sales

Description

This NOS unit is about assisting concerned personnel in creating a sales package and drafting proposals to the OEM for approval to the OEM for institutions, corporates or bulk purchases of vehicles.

Scope

The scope covers the following :

- Assess overall requirement of bulk vehicles in the region
- Assist in creating customized sales packages and submitting proposal of the tenders floated

Elements and Performance Criteria

Assessing overall requirement of bulk vehicles in the region

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

- PC1.** gather potential customer profiles from the market to assess bulk requirements of vehicle (like mega construction projects, institutions, corporates, hotels, CSD, embassy etc.)
- PC2.** share information/data on buying trends of potential customers with the dealership senior management to represent demand
- PC3.** assist OEM sales representative to identify channels to connect with potential customers for institutional/bulk orders
- PC4.** maintain good relationship with customers having large institutional requirements or running fleet operations and keep a track of their vehicle purchase requirements for their upcoming projects

Assist in creating customized sales packages and submitting proposal of the tenders floated

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

- PC5.** assist OEM sales representative in creating effective responses to tenders after analysing the tender requirements
- PC6.** inform about the facilities that are available at the dealership as well their product range to the potential customer by highlighting the USP of the vehicle
- PC7.** present a road map to the OEM sales representative for future vehicle sales by building a long term relationship with the prospective buyer
- PC8.** assist the OEM sales representative in finalizing quotations as per customer requirements and forward any special requests (discounts, colour, variant etc.) for the vehicles
- PC9.** ensure that customer is offered with the different financial schemes/options available (including special discounts, favorable financing, leasing options etc.) with the bank/NBFC for institutional or fleet operators and explain their benefits
- PC10.** assist the OEM sales representative in handling objections and negotiating the terms of agreement on price etc. for closing sales of bulk orders
- PC11.** follow up with potential customers to conclude sales process and ensure timely delivery of vehicles

Qualification Pack

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** how to create and submit a sales package for an institutional or fleet operators
- KU2.** SOPs of the organisation/dealership for responding to sales enquiries, requests for quotations and tenders
- KU3.** promotions, discounts, offers available from the dealership as per the OEM
- KU4.** how to gather and analyse market information on fleet and institutional operators
- KU5.** how to track vehicle purchase pattern or cycle of specific institutional or fleet operators (such as the army, government, corporate organisations etc.) and requests for quotations
- KU6.** how to maintain a relationship with large institutional or fleet operators
- KU7.** whom to approach for fleet/institutional/corporate vehicle finance and insurance options
- KU8.** detailed technical and performance specifications of the vehicle
- KU9.** competitive landscape including, competitor dealerships in the area, vehicles offered by competitors, pros and cons of the vehicle vis-a-vis those offered by competitors and price differentials with competitors products
- KU10.** how to arrive at a cost estimate for responding to a new tender or potential institutional operators
- KU11.** documentation requirements to be carried out as part of roles and responsibilities
- KU12.** how to evaluate long term financial gain from a new tender or potential institutional buyer
- KU13.** organisational and professional code of ethics and standards of practice

Generic Skills (GS)

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

- GS1.** read and write in English and at least one regional language
- GS2.** read instructions, guidelines/procedures
- GS3.** plan and organise work to achieve targets and deadlines

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Assessing overall requirement of bulk vehicles in the region</i>	8	15	-	8
PC1. gather potential customer profiles from the market to assess bulk requirements of vehicle (like mega construction projects, institutions, corporates, hotels, CSD, embassy etc.)	3	4	-	3
PC2. share information/data on buying trends of potential customers with the dealership senior management to represent demand	1	4	-	2
PC3. assist OEM sales representative to identify channels to connect with potential customers for institutional/bulk orders	2	4	-	1
PC4. maintain good relationship with customers having large institutional requirements or running fleet operations and keep a track of their vehicle purchase requirements for their upcoming projects	2	3	-	2
<i>Assist in creating customized sales packages and submitting proposal of the tenders floated</i>	22	35	-	12
PC5. assist OEM sales representative in creating effective responses to tenders after analysing the tender requirements	3	5	-	2
PC6. inform about the facilities that are available at the dealership as well their product range to the potential customer by highlighting the USP of the vehicle	3	5	-	2
PC7. present a road map to the OEM sales representative for future vehicle sales by building a long term relationship with the prospective buyer	3	5	-	2
PC8. assist the OEM sales representative in finalizing quotations as per customer requirements and forward any special requests (discounts, colour, variant etc.) for the vehicles	2	5	-	2

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC9. ensure that customer is offered with the different financial schemes/options available (including special discounts, favorable financing, leasing options etc.) with the bank/NBFC for institutional or fleet operators and explain their benefits	4	5	-	1
PC10. assist the OEM sales representative in handling objections and negotiating the terms of agreement on price etc. for closing sales of bulk orders	3	5	-	2
PC11. follow up with potential customers to conclude sales process and ensure timely delivery of vehicles	4	5	-	1
NOS Total	30	50	-	20

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N1003
NOS Name	Assist in creation and submission of tenders and sales package for bulk sales
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Vehicle Sales Support- Dealer
NSQF Level	6
Credits	TBD
Version	2.0
Last Reviewed Date	18/02/2025
Next Review Date	18/02/2028
NSQC Clearance Date	18/02/2025

Qualification Pack

ASC/N1121: Promote sales of Electric Vehicles (EV)

Description

This NOS unit is about learning, understanding and developing skills for promoting the technology and use of EV for sales closure (both for commercial and passenger vehicles).

Scope

The scope covers the following :

- Coordinate with sales team lead/manager/customer to manage leads on EV
- Coordinate with customers and installation team for EV charging stations

Elements and Performance Criteria

Coordinate with sales team lead/manager/customer to manage leads on EV

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

- PC1.** identify and consolidate EV leads to create credible long and short term plans for vehicle sales
- PC2.** coordinate with prospective customer (institutional and fleet operators) in the assigned area to focus on EV sales and customer demands to fulfill their requirements as per agreed terms and conditions
- PC3.** manage with the sales team to promote EV product in the market before the launch of an EV product and ensure further sales force deployment to support the growth and expansion of the EV
- PC4.** liaise with customer and address any special request on priority, provide correct information about EV, EV lease, EV charging stations etc. to handle customer objections/queries
- PC5.** ensure promotion of EV and its software as services to potential customers via social media, telephone, emails, calling, etc. as well as engage in last mile delivery on behalf of Ecommerce companies
- PC6.** explain customer about various features in an EV and the difference between using an Internal Combustion Engine (ICE) engine over an EV
- PC7.** inform existing and potential customers about the latest trends and government schemes and how they are beneficial to EV owners
- PC8.** ensure customer queries are handled appropriately (factors like electric shock, risks, safety parameters etc.) with a logical and realistic approach

Coordinate with customers and installation team for EV charging stations

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

- PC9.** coordinate with installation team to ensure SOPs are followed by EV installer partner on every site/location
- PC10.** conduct survey with customers to inform them about EV technology, VAS, battery replacements, features, advantages and benefits of EV to identify locations for installing EV charging stations
- PC11.** guide EV vehicle owner's to operate/use the EV charger station locator apps

Qualification Pack

- PC12.** plan and implement a working strategy for EV installer partners to ensure quality in service and deliverables
- PC13.** provide solutions to customers for home charging to ease EV charging, utilize smart charging options and connect for any trouble shooting

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** how to operate IOS, Android application and their usage for EVs
- KU2.** different type of battery used in EVs, their usage and life span
- KU3.** use of electric charger and stations, equipment details and safety precautions
- KU4.** various chargers and their availability and types as well as charge time with different voltage supply (kW)
- KU5.** range in kilometre of every product
- KU6.** how to conduct market survey to identify location of electric charging stations across city and other states
- KU7.** different categories in which EV fall, like battery, plug-in hybrids or fuel cell vehicles
- KU8.** benefits for the environment such as low carbon footprint, zero emission etc. on using EV

Generic Skills (GS)

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

- GS1.** read instructions/guidelines/standard operating procedures
- GS2.** ask for clarifications from superior about the job requirement
- GS3.** make timely decisions for efficient utilization of resources
- GS4.** write in at least one language and complete written work with attention to detail
- GS5.** be punctual, utilize time and manage workload efficiently
- GS6.** evaluate strategies to maintain, enhance or reduce the intensity of heightened emotional response

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Coordinate with sales team lead/manager/customer to manage leads on EV</i>	17	26	-	10
PC1. identify and consolidate EV leads to create credible long and short term plans for vehicle sales	2	2	-	-
PC2. coordinate with prospective customer (institutional and fleet operators) in the assigned area to focus on EV sales and customer demands to fulfill their requirements as per agreed terms and conditions	-	-	-	2
PC3. manage with the sales team to promote EV product in the market before the launch of an EV product and ensure further sales force deployment to support the growth and expansion of the EV	2	-	-	2
PC4. liaise with customer and address any special request on priority, provide correct information about EV, EV lease, EV charging stations etc. to handle customer objections/queries	2	6	-	1
PC5. ensure promotion of EV and its software as services to potential customers via social media, telephone, emails, calling, etc. as well as engage in last mile delivery on behalf of Ecommerce companies	2	4	-	-
PC6. explain customer about various features in an EV and the difference between using an Internal Combustion Engine (ICE) engine over an EV	3	4	-	2
PC7. inform existing and potential customers about the latest trends and government schemes and how they are beneficial to EV owners	3	6	-	1
PC8. ensure customer queries are handled appropriately (factors like electric shock, risks, safety parameters etc.) with a logical and realistic approach	3	4	-	2
<i>Coordinate with customers and installation team for EV charging stations</i>	13	24	-	10

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC9. coordinate with installation team to ensure SOPs are followed by EV installer partner on every site/location	3	4	-	2
PC10. conduct survey with customers to inform them about EV technology, VAS, battery replacements, features, advantages and benefits of EV to identify locations for installing EV charging stations	3	6	-	2
PC11. guide EV vehicle owner's to operate/use the EV charger station locator apps	2	4	-	2
PC12. plan and implement a working strategy for EV installer partners to ensure quality in service and deliverables	2	4	-	2
PC13. provide solutions to customers for home charging to ease EV charging, utilize smart charging options and connect for any trouble shooting	3	6	-	2
NOS Total	30	50	-	20

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	ASC/N1121
NOS Name	Promote sales of Electric Vehicles (EV)
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Dealer Sales Support
NSQF Level	5
Credits	TBD
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 : 70

Qualification Pack

(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	15
DGT/VSQ/N0102.Employability Skills (60 Hours)	20	30	0	0	50	10
ASC/N1001.Handle leads generated from various sources	30	50	-	20	100	40
ASC/N1002.Manage operations to achieve lead closures and deliver vehicle to customer	30	50	-	20	100	35
Total	130	160	-	60	350	100

Optional: 1 Bulk sales

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
ASC/N1003.Assist in creation and submission of tenders and sales package for bulk sales	30	50	-	20	100	30
Total	30	50	-	20	100	30

Optional: 2 Electric Vehicle Sales

Qualification Pack

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
ASC/N1121.Promote sales of Electric Vehicles (EV)	30	50	-	20	100	30
Total	30	50	-	20	100	30

Qualification Pack

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
FAB	Features, Advantages and Benefits
NBFC	Non-Banking Financial Company
SOP	Standard Operating Procedures
OEM	Original Equipment Manufacturer
PDI	Pre Delivery Inspection
OEM	Original Equipment Manufacturer
USP	Unique Selling Proposition
NBFC	Non-Banking Financial Companies
EV	Electric Vehicle
FAB	Features Advantages and Benefits
SOP	Standard Operating Procedure

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.