

Qualification Pack



Automotive Sales Assistant

QP Code: ASC/Q1010

Version: 4.0

NSQF Level: 3

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Qualification Pack

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ASC/Q1010: Automotive Sales Assistant

Brief Job Description

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

Personal Attributes

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

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [ASC/N9807: Organize work and resources](#)
2. [DGT/VSQ/N0101: Employability Skills \(30 Hours\)](#)
3. [ASC/N1107: Generate sales leads through various resources](#)
4. [ASC/N1113: Support the overall sales process](#)
5. [ASC/N1121: Promote sales of Electric Vehicles \(EV\)](#)

Qualification Pack (QP) Parameters

Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Vehicle Sales
Country	India
NSQF Level	3
Credits	10
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5211.0301

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Minimum Educational Qualification & Experience	8th Class pass with 3 Years of experience OR 10th grade pass
Minimum Level of Education for Training in School	Not Applicable
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 Years
Last Reviewed On	NA
Next Review Date	18/02/2028
NSQC Approval Date	18/02/2025
Version	4.0
Reference code on NQR	QG-03-AU-03588-2025-V2-ASDC
NQR Version	2.0

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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/N0101: Employability Skills (30 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
- 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. understand the significance of employability skills in meeting the job requirements

Constitutional values - Citizenship

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

PC2. identify constitutional values, civic rights, duties, personal values and ethics and environmentally sustainable practices

Becoming a Professional in the 21st Century

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

PC3. explain 21st Century Skills such as Self-Awareness, Behavior Skills, Positive attitude, self-motivation, problem-solving, creative thinking, time management, social and cultural awareness, emotional awareness, continuous learning mindset etc.

Basic English Skills

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

PC4. speak with others using some basic English phrases or sentences

Communication Skills

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

PC5. follow good manners while communicating with others

PC6. work with others in a team

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Diversity & Inclusion

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

PC7. communicate and behave appropriately with all genders and PwD

PC8. report any issues related to sexual harassment

Financial and Legal Literacy

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

PC9. use various financial products and services safely and securely

PC10. calculate income, expenses, savings etc.

PC11. approach the concerned authorities for any exploitation as per legal rights and laws

Essential Digital Skills

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

PC12. operate digital devices and use its features and applications securely and safely

PC13. use internet and social media platforms securely and safely

Entrepreneurship

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

PC14. identify and assess opportunities for potential business

PC15. identify sources for arranging money and associated financial and legal challenges

Customer Service

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

PC16. identify different types of customers

PC17. identify customer needs and address them appropriately

PC18. follow appropriate hygiene and grooming standards

Getting ready for apprenticeship & Jobs

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

PC19. create a basic biodata

PC20. search for suitable jobs and apply

PC21. identify and register apprenticeship opportunities as per requirement

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. need for employability skills

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 basic spoken English language

KU6. Do and dont of effective communication

KU7. inclusivity and its importance

KU8. different types of disabilities and appropriate communication and behaviour towards PwD

KU9. different types of financial products and services

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- KU10.** how to compute income and expenses
- KU11.** importance of maintaining safety and security in financial transactions
- KU12.** different legal rights and laws
- KU13.** how to operate digital devices and applications safely and securely
- KU14.** ways to identify business opportunities
- KU15.** types of customers and their needs
- KU16.** how to apply for a job and prepare for an interview
- KU17.** apprenticeship scheme and the process of registering on apprenticeship portal

Generic Skills (GS)

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

- GS1.** communicate effectively using appropriate language
- GS2.** behave politely and appropriately with all
- GS3.** perform basic calculations
- GS4.** solve problems effectively
- GS5.** be careful and attentive at work
- GS6.** use time effectively
- GS7.** maintain hygiene and sanitisation 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. understand the significance of employability skills in meeting the job requirements	-	-	-	-
<i>Constitutional values - Citizenship</i>	1	1	-	-
PC2. identify constitutional values, civic rights, duties, personal values and ethics and environmentally sustainable practices	-	-	-	-
<i>Becoming a Professional in the 21st Century</i>	1	3	-	-
PC3. explain 21st Century Skills such as Self-Awareness, Behavior Skills, Positive attitude, self-motivation, problem-solving, creative thinking, time management, social and cultural awareness, emotional awareness, continuous learning mindset etc.	-	-	-	-
<i>Basic English Skills</i>	2	3	-	-
PC4. speak with others using some basic English phrases or sentences	-	-	-	-
<i>Communication Skills</i>	1	1	-	-
PC5. follow good manners while communicating with others	-	-	-	-
PC6. work with others in a team	-	-	-	-
<i>Diversity & Inclusion</i>	1	1	-	-
PC7. communicate and behave appropriately with all genders and PwD	-	-	-	-
PC8. report any issues related to sexual harassment	-	-	-	-
<i>Financial and Legal Literacy</i>	3	4	-	-
PC9. use various financial products and services safely and securely	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. calculate income, expenses, savings etc.	-	-	-	-
PC11. approach the concerned authorities for any exploitation as per legal rights and laws	-	-	-	-
<i>Essential Digital Skills</i>	4	6	-	-
PC12. operate digital devices and use its features and applications securely and safely	-	-	-	-
PC13. use internet and social media platforms securely and safely	-	-	-	-
<i>Entrepreneurship</i>	3	5	-	-
PC14. identify and assess opportunities for potential business	-	-	-	-
PC15. identify sources for arranging money and associated financial and legal challenges	-	-	-	-
<i>Customer Service</i>	2	2	-	-
PC16. identify different types of customers	-	-	-	-
PC17. identify customer needs and address them appropriately	-	-	-	-
PC18. follow appropriate hygiene and grooming standards	-	-	-	-
<i>Getting ready for apprenticeship & Jobs</i>	1	3	-	-
PC19. create a basic biodata	-	-	-	-
PC20. search for suitable jobs and apply	-	-	-	-
PC21. identify and register apprenticeship opportunities as per requirement	-	-	-	-
NOS Total	20	30	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	DGT/VSQ/N0101
NOS Name	Employability Skills (30 Hours)
Sector	Cross Sectoral
Sub-Sector	Professional Skills
Occupation	Employability
NSQF Level	2
Credits	1
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/N1107: Generate sales leads through various resources

Description

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

Scope

The scope covers the following :

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

Elements and Performance Criteria

Support sales & service sub-functions

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

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

Build lasting customer relationships

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

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

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

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

Generic Skills (GS)

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

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

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Assessment Criteria

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

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

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National Occupational Standards (NOS) Parameters

NOS Code	ASC/N1107
NOS Name	Generate sales leads through various resources
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Vehicle Sales
NSQF Level	3
Credits	TBD
Version	2.0
Last Reviewed Date	18/02/2025
Next Review Date	18/02/2028
NSQC Clearance Date	18/02/2025

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ASC/N1113: Support the overall sales process

Description

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

Scope

The scope covers the following :

- Assist and support the sales process
- Maintain customer relationships

Elements and Performance Criteria

Assist and support the sales process

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

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

Maintain customer relationships

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

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

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

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

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

Generic Skills (GS)

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

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

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Assessment Criteria

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

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

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National Occupational Standards (NOS) Parameters

NOS Code	ASC/N1113
NOS Name	Support the overall sales process
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Vehicle Sales
NSQF Level	3
Credits	TBD
Version	2.0
Last Reviewed Date	18/02/2025
Next Review Date	18/02/2028
NSQF 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

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- 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

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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

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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.

Qualification Pack

Minimum Aggregate Passing % at QP Level : 65

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

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
ASC/N9807.Organize work and resources	50	30	-	20	100	10
DGT/VSQ/N0101.Employability Skills (30 Hours)	20	30	-	-	50	5
ASC/N1107.Generate sales leads through various resources	30	50	-	20	100	35
ASC/N1113.Support the overall sales process	30	50	-	20	100	25
ASC/N1121.Promote sales of Electric Vehicles (EV)	30	50	-	20	100	25
Total	160	210	-	80	450	100

Qualification Pack

Acronyms

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

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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.