



Model Curriculum

QP Name: Automotive Sales Executive

QP Code: ASC/Q1001

NSQF Level: 4

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

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Training Parameters

Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Vehicle Sales
Country	India
NSQF Level	4
Aligned to NCO/ISCO/ISIC Code	NCO-2015/3322.1304
Minimum Educational Qualification & Experience	12th or Equivalent OR Previous Certificate-NSQF Level 3 (Automotive Showroom Host/Automotive Sales Assistant) with 3 Years of relevant experience
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 Years
Last Reviewed On	18-02-2025
Next Review Date	18-02-2028
NSQC Approval Date	18-02-2025
Model Curriculum Creation Date	18-02-2025
Model Curriculum Valid Up to Date	18-02-2028
Minimum Duration of the Course	480 Hours, 0 Minutes
Maximum Duration of the Course	660 Hours, 0 Minutes

Program Overview

This section summarizes the end objectives of the program along with its duration.

Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills.

- Work effectively and efficiently as per schedules and timelines.
- Implement safety practices.
- Optimize the use of resources.
- Communicate effectively using interpersonal skills.
- Schedule service appointments with customers.
- Deliver a sales pitch and close sales leads for individual/retail vehicles.

Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
ASC/N9807 – Organize work and resources NOS Version No. 1.0 NSQF Level 3	25:00	35:00	-	-	60:00
Module 1: Introduction to the Role of an Automotive Sales Executive	05:00	00:00	-	-	05:00
Module 2: Work effectively and efficiently	10:00	15:00	-	-	25:00
Module 3: Optimize resource utilization	10:00	20:00	-	-	30:00

DGT/VSQ/N0101 - Employability Skills (30 hours) NOS Version No. – 1.0 NSQF Level – 3	12:00	18:00			30:00
Module 4: Introduction to Employability Skills	0.5:00	0.5:00			1:00
Module 5: Constitutional values – Citizenship	0.5:00	0.5:00			1:00
Module 6: Becoming a Professional in the 21st Century	0.5:00	0.5:00			1:00
Module 7: Basic English Skills	1:00	1:00			2:00
Module 8: Communication Skills	1.5:00	2.5:00			4:00
Module 9: Diversity & Inclusion	0.5:00	0.5:00			1:00
Module 10: Financial and Legal Literacy	1.5:00	2.5:00			4:00
Module 11: Essential Digital Skills	1:00	2:00			3:00
Module 12: Entrepreneurship	2.5:00	4.5:00			7:00
Module 13: Customer Service	1.5:00	2.5:00			4:00
Module 14: Getting ready for apprenticeship & Jobs	1:00	1:00			2:00
ASC/N1001 Handle leads generated from various sources NOS Version No. 3.0 NSQF Level 3	60:00	60:00	60:00	-	180:00
Module 15: Handling Sales Leads and Achieving Sales Closure	60:00	60:00	-	-	120:00
Module 16: On the job training	-	-	60:00	-	60:00
ASC/N1002: Manage operations to achieve lead closures and deliver vehicle to customer	70:00	140:00	-	-	210:00

NOS Version No. 3.0 NSQF Level 4					
Module 17: Achieving Sales Closure	70:00	140:00	-	-	210:00
Total Duration	167:00	253:00	60:00	00:00	480:00

Optional Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

Optional-1 : Bulk Sales

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
ASC/N1003: Assist in creation and submission of tenders and sales package for bulk sales NOS Version No. 2.0 NSQF Level 4	15:00	45:00	30:00	-	90:00
Module 18: Assist in Creation of Tenders and Sale Orders	15:00	45:00	30:00	-	90:00
Total Duration	15:00	45:00	30:00	00:00	90:00

Optional-2 : Electric Vehicle Sales

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
ASC/N1121: Promote sales of Electric Vehicles (EV) NOS Version No. 1.0 NSQF Level 4	15:00	45:00	30:00	-	90:00
Module 20: Promote Electric Vehicles (EV)	15:00	45:00	30:00	-	90:00

Sales					
Total Duration	15:00	45:00	30:00	00:00	90:00

Module Details

Module 1: Introduction to the Role of an Automotive Sales Executive

Mapped to NOS ASC/N9807, v1.0

Terminal Outcomes:

- Discuss the role and responsibilities of an Automotive Sales Executive.

Duration: 05:00	Duration: 00:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> ● Identify the role and responsibilities of an Automotive Sales Executive in the sales cycle. ● Explain about automotive industry in India, workshop structure and role and responsibilities of different people in the dealership. ● Elaborate standard operating procedures (SOPs) regarding individual/retail vehicle sales and bulk sales. ● Discuss the process flow of vehicle sales and service cycle at the OEM/dealership. ● Recall the documentation involved in the different processes as specified by OEM/ auto component manufacturer for sales closure. ● Discuss the importance of working as per organisational policies, professional code of ethics and standards of practice. ● Outline the safety, health and environmental policies and regulations for the work place as well as for automotive trade in general. ● Discuss occupational health and safety measures (OSH) required for working on vehicles. 	
Classroom Aids:	
Laptop, white board, marker, projector	
Tools, Equipment and Other Requirements	

Module 2: Work Effectively and Efficiently

Mapped to NOS ASC/N9807, v1.0

Terminal Outcomes:

- Employ appropriate ways to maintain a safe and secure working environment.
- Perform work as per the quality standards. correctly

Duration: 10:00	Duration: 15:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> ● Describe the ways to organize work as per organization’s health, safety and security policies/procedures. ● Outline the organizational structure to be followed to report about health, safety and security breaches to the concerned authorities. ● List the potential workplace related risks and hazards, causes, preventions and reporting structure. ● State the methods to keep the showroom area as well as equipment clean, tidy and sanitized. ● Discuss how to complete the given work within the stipulated time period. ● Explain the importance of prioritizing team goals over individual goals. ● Discuss epidemics/pandemics and their impact on society at large. ● Discuss the significance of conforming to basic hygiene practices such as washing hands, using alcohol-based hand sanitizers. ● Define self-quarantine or self-isolation. ● List common ailments and their medication. ● Explain the significance of following prescribed rules and guidelines during an epidemic or a pandemic or any emergency. ● Discuss organization’s hygiene and sanitation guidelines. ● Describe the ways of dealing with stress and anxiety during an epidemic or a pandemic. 	<ul style="list-style-type: none"> ● Apply basic housekeeping practices to ensure that the showroom area/work area/equipment is clean, sanitized and disinfected. ● Demonstrate how to evacuate the workplace in case of an emergency. ● Demonstrate the correct way of washing hands using soap and water. ● Display the correct way of sanitizing hands using alcohol-based hand rubs. ● Prepare a list of relevant hotline/emergency numbers. ● Demonstrate how to wear and dispose different types of PPEs properly
Classroom Aids:	

White board/black board marker/chalk, duster, computer or Laptop attached to LCD projector

Tools, Equipment and Other Requirements

Sanitization kit, disinfectants, alcohol-based sanitizers, different types of face masks, shields etc.

Module 3: Optimize Resource Utilization

Mapped to NOS ASC/N9807, v1.0

Terminal Outcomes:

- Use resources efficiently.
- Apply conservation practices at the workplace.

Duration: 10:00	Duration: 20:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> ● Explain the ways to optimize usage of resources, especially water. ● State the importance of conserving electricity and using prevalent energy efficient devices. ● List the different categories of waste viz. dry, wet, recyclable, non-recyclable, etc. ● Differentiate between recyclable and non-recyclable waste for the purpose of segregation ● State the importance of using appropriate colour dustbins for different types of waste. ● Discuss various methods of waste management. ● Describe the significance of greening ● Discuss the common sources of pollution and ways to minimize it. 	<ul style="list-style-type: none"> ● Perform basic checks to identify any spills and leaks around the showroom area and workstation and report to housekeeping staff for corrective action. ● Employ different ways to check if electronic appliances/peripherals are functioning properly and turned on only when required. ● Employ ways for efficient utilization of material and resources like stationary items, electricity and water. ● Use energy efficient electrical appliances to ensure energy conservation. ● Demonstrate how to deposit recyclable/reusable material at the specified location
Classroom Aids:	
White board/black board marker/chalk, duster, computer or Laptop attached to LCD projector	
Tools, Equipment and Other Requirements	
Different type of waste bins to collect and segregate waste for disposal	

Module 4: Introduction to Employability Skills

Mapped to DGT/VSQ/N0101

Terminal Outcomes:

- Discuss about Employability Skills in meeting the job requirements

Duration: <0.5:00>	Duration: <0.5:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss the importance of Employability Skills in meeting the job requirements 	<ul style="list-style-type: none"> • Demonstrate Employability Skills
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	

Module 5: Constitutional values - Citizenship

Mapped to DGT/VSQ/N0101

Terminal Outcomes:

- Discuss about constitutional values to be followed to become a responsible citizen

Duration: <0.5:00>	Duration: <0.5:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Explain constitutional values, civic rights, duties, citizenship, responsibility towards society etc. that are required to be followed to become a responsible citizen. 	<ul style="list-style-type: none"> • Show how to practice different environmentally sustainable practices
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	

Module 6: Becoming a Professional in the 21st Century

Mapped to DGT/VSQ/N0101

Terminal Outcomes:

- Demonstrate professional skills required in 21st century

Duration: <0.5:00>	Duration: <0.5:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss 21st century skills. 	<ul style="list-style-type: none"> • Display positive attitude, self -motivation, problem solving, time management skills and continuous learning mindset in different situations.
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	

Module 7: Basic English Skills

Mapped to DGT/VSQ/N0101

Terminal Outcomes:

- Practice basic English speaking.

Duration: <1:00>	Duration: <1:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss need of basic English skills. 	<ul style="list-style-type: none"> • Use appropriate basic English sentences/phrases while speaking
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	

Module 8: Communication Skills

Mapped to DGT/VSQ/N0101

Terminal Outcomes:

- Practice basic communication skills.

Duration: <1.5:00>	Duration: <2.5:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss need of communication skills • Describe importance of team work 	<ul style="list-style-type: none"> • Demonstrate how to communicate in a well-mannered way with others. • Demonstrate working with others in a team
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	

Module 9: Diversity & Inclusion

Mapped to DGT/VSQ/N0101

Terminal Outcomes:

- Describe PwD and gender sensitisation.

Duration: <0.5:00>	Duration: <0.5:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> • Discuss the significance of reporting sexual harassment issues in time 	<ul style="list-style-type: none"> • Show how to conduct oneself appropriately with all genders and PwD
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	

Module 10: Financial and Legal Literacy

Mapped to DGT/VSQ/N0101

Terminal Outcomes:

- Describe ways of managing expenses, income, and savings.

Duration: <1.5:00>	Duration: <2.5:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> Discuss the significance of using financial products and services safely and securely. Explain the importance of managing expenses, income, and savings. Explain the significance of approaching the concerned authorities in time for any exploitation as per legal rights and laws 	<ul style="list-style-type: none"> Demonstrate ways of managing expenses, income, and savings.
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	

Module 11: Essential Digital Skills

Mapped to DGT/VSQ/N0101

Terminal Outcomes:

- Demonstrate procedure of operating digital devices and associated applications safely.

Duration: <1:00>	Duration: <2:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> Discuss the significance of using internet for browsing, accessing social media platforms, safely and securely 	<ul style="list-style-type: none"> Show how to operate digital devices and use the associated applications and features, safely and securely
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	

Module 12: Entrepreneurship

Mapped to DGT/VSQ/N0101

Terminal Outcomes:

- Describe opportunities as an entrepreneur.

Duration: <2.5:00>	Duration: <4.5:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> Discuss the need for identifying opportunities for potential business, sources for arranging money and potential legal and financial challenges 	<ul style="list-style-type: none"> Demonstrate ways for identifying opportunities for potential business, sources for arranging money and potential legal and financial challenges
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	

Module 13: Customer Service

Mapped to DGT/VSQ/N0101

Terminal Outcomes:

- Describe ways of maintaining customer.

Duration: <1.5:00>	Duration: <2.5:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> Differentiate between types of customers. Explain the significance of identifying customer needs and addressing them. Discuss the significance of maintaining hygiene and dressing appropriately. 	<ul style="list-style-type: none"> Show how to maintain hygiene and dressing appropriately.
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	

Module 14: Getting ready for apprenticeship & Jobs

Mapped to DGT/VSQ/N0101

Terminal Outcomes:

- Describe ways of preparing for apprenticeship & Jobs appropriately.

Duration: <1:00>	Duration: <1:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> Discuss the significance of dressing up neatly and maintaining hygiene for an interview Discuss how to search and register for apprenticeship opportunities 	<ul style="list-style-type: none"> Create a biodata Use various sources to search and apply for jobs
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	

Module 15: Handling Sales Leads and Achieving Sales Closure

Mapped to NOS ASC/N1001, v4.0

Terminal Outcomes:

- Demonstrate how to handle vehicle sales leads and deliver a sales pitch.
- Perform steps for sales closure of all leads and after sales activities.

Duration: 60:00	Duration: 60:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> ● Discuss the importance of update oneself regarding the overall process of vehicle sales, target achievements, new schemes, new launches. ● Discuss the importance of various promotional activities such as road shows, exhibitions, mall activities, exchange melas, canopy promotions, local contests, bank loan melas and test-drives. ● Emphasize on the significance of adherence to the standard operating procedure (SOP) of OEM for handling customers and closing sales. ● Discuss the process to identify hot, warm and cold leads using sales funnel and leads filtration. ● Discuss the importance of following the SOP's to respond to different sales enquiries. ● List different vehicle variants/models along with their Features, Advantages, Benefits (FAB) and the steps for demonstration of vehicle in showroom or physical operation of the vehicle via test drive/ride. ● Discuss vehicular details for price, taxes and other add-ons such as promotions, discounts, offers available at the dealership. ● Recall technical details and specifications of the competitors. ● Discuss how to manage a diverse range of customers and carry out effective retention campaigns and sales delivery proposals. ● Elaborate ways to analyse and review the campaign outcomes in detail. ● Explain the correct way for responding to customer queries during vehicle sales. ● Discuss the current schemes for finance, discounts, exchange, loyalty bonus etc. 	<ul style="list-style-type: none"> ● Demonstrate how to handle vehicle sales leads generated from various sources. ● Role play a scenario to demonstrate interaction with customers on the sales floor for the buying process and delivering a sales pitch highlighting Unique Selling Points (USPs) of the vehicle as per customer need. ● Perform steps to check the availability of test drive cars to schedule test drives as per booked appointments by potential customers. ● Role play a situation on presenting the campaign outcomes to the sales team lead for planning of future activities. ● Demonstrate how to provide enriching customer experience during the buying process, documentation and additional vehicle accessories purchases. ● Employ various methods to calculate on-road cost of a vehicle. ● Demonstrate how to handle telephonic queries to provide information regarding vehicle variants, colour options and stock availability. ● Perform the steps to complete vehicle PDI before delivery as per OEM norms in coordination with stockyard colleagues. ● Demonstrate how to connect with Banks/NBFC's officials to obtain information on finance and insurance offers. ● Apply appropriate ways to process customer order and deliver vehicle to customer in timely manner. ● Role play on how to deliver the vehicle and explain the features, warranty and service schedule of the vehicle.

<p>incorporated in the sales while helping the customer in completing the documentation.</p> <ul style="list-style-type: none"> ● Differentiate between competitors' products on the basis of product performance, application and FABs. ● Emphasize on the importance of providing timely and efficient support to customers for documentation during purchase, registration and delivery of the vehicle. ● Outline the process of forwarding any for vehicle service and complaints or queries from customers to the concerned departments/managers with proper details. ● List the documents required by customers and dealers to perform sales procedures. 	<ul style="list-style-type: none"> ● Perform proper steps for recording and tracking deliveries through the dealer management system (DMS). ● Demonstrate use of digital CRM tools to maintain and update details of customers. ● Dramatize how to follow up with new as well as existing customers for post-delivery items, referrals, promotion of other value-added services. ● Employ various methods to analyse the working of vehicle shop floor configurator and presentation of the final version of customised product.
<p>Classroom Aids:</p>	
<p>Laptop, white board, marker, projector</p>	
<p>Tools, Equipment and Other Requirements</p>	
<p> </p>	

Module 16: On the job training

Mapped to QP Automotive Sales Executive (ASC/Q1001, v2.0)

Mandatory Duration: <60:00>	Recommended Duration: <00:00>
Location: On Site	
<ul style="list-style-type: none"> ● Demonstrate how to handle vehicle sales leads generated from various sources. ● Demonstrate how to interact with customers on the sales floor for the buying process and delivering a sales pitch highlighting Unique Selling Points (USPs) of the vehicle as per customer need. ● Perform steps to check the availability of test drive cars to schedule test drives as per booked appointments by potential customers. ● Demonstrate how to provide enriching customer experience during the buying process, documentation and additional vehicle accessories purchases. ● Employ methods to calculate on-road cost of a vehicle. ● Apply appropriate ways to handle telephonic queries and providing information related to vehicle. ● Demonstrate organizational procedure of completing vehicle PDI before delivery as per OEM norms. ● Demonstrate organizational procedure of processing customer order, delivering the vehicle and explaining the features, warranty and service schedule of the vehicle. ● Demonstrate organizational procedure of recording and tracking deliveries through the dealer management system (DMS). ● Demonstrate post sales activities. 	
Classroom Aids:	
Laptop, white board, marker, projector	
Tools, Equipment and Other Requirements	

Module 17: Achieving Sales Closure

Mapped to NOS ASC/N1002, v3.0

Terminal Outcomes:

- ☑ Demonstrate how to collate vehicle sales leads and then follow up on these to deliver a sales pitch.
- ☑ Perform steps for sales closure of all leads and after sales activities.

Duration: 70:00	Duration: 140:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> ● Discuss the importance of update oneself regarding the overall process of vehicle sales, lead generation, target achievements, new schemes, new launches. ● Emphasize on the significance of adherence to the standard operating procedure (SOP) of OEM for handling customers and closing sales. ● List different vehicle variants/models along with their Features, Advantages, Benefits (FAB) and the steps for demonstration of vehicle in showroom or physical operation of the vehicle via test drive/ride. ● Discuss how to manage a diverse range of customers and carry out effective retention campaigns and sales delivery proposals. ● Explain the correct way for responding to customer queries during vehicle sales. ● Discuss the current schemes for finance and insurance incorporated in the sales while helping the customer in completing the documentation. ● Differentiate between competitors' products on the basis of product performance, application and FABs. ● Emphasize on the importance of providing timely and efficient support to customers for documentation during purchase, registration and delivery of the vehicle. ● Outline the process of forwarding any customer requests for vehicle service to the workshop team with proper details. ● Explain how to report complaints or queries from customers to the concerned departments/managers timely and precisely. 	<ul style="list-style-type: none"> ● Demonstrate how to collate leads from various sources to develop a robust customer database. ● Prepare a sample sales plan to handle potential leads. ● Role play a scenario to demonstrate interaction with customers on the sales floor for the buying process and delivering a sales pitch highlighting Unique Selling Points (USPs) of the vehicle as per customer need. ● Perform steps to check the availability of test drive cars to schedule test drives as per booked appointments by potential customers. ● Demonstrate how to provide enriching customer experience during the buying process, documentation and additional vehicle accessories purchases. ● Role play on how to assist customers in delivery of the vehicle and explain the features, warranty and service schedule of the vehicle. ● Perform proper steps for recording and tracking deliveries through the dealer management system (DMS). ● Dramatize how to follow up with new as well as existing customers for post-delivery items, referrals, promotion of other value-added services or regarding launch of a new vehicle. ● Employ various methods to analyse the working of vehicle shop floor configurator and presentation of the final version of customised product. ● Demonstrate how to connect with Banks/NBFC's officials to obtain information on finance and insurance offers.

<ul style="list-style-type: none"> ● Discuss the process to identify hot, warm and cold leads using sales funnel and leads filtration. ● Discuss the importance of following the SOPs to respond to different sales enquiries. ● Discuss vehicular details for price, taxes and other add-ons such as promotions, discounts, offers available at the dealership. ● Recall technical details and specifications of the competitors. ● Discuss various types of transmission and its functionality in a vehicle. ● Summarize various vehicle finance and insurance facilities offered at the dealership. ● Discuss the importance of various promotional activities such as road shows, exhibitions, mall activities, exchange melas, canopy promotions, local contests, bank loan melas and test-drives. ● List the documents required by customers and dealers to perform sales procedures. 	<ul style="list-style-type: none"> ● Employ various methods to calculate on-road cost of a vehicle. ● Demonstrate use of digital CRM tools to maintain and update details of customers. ● Demonstrate how to handle telephonic queries to provide information regarding vehicle variants, colour options and stock availability. ● Perform the steps to complete vehicle PDI before delivery as per OEM norms in coordination with stockyard colleagues.
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Classroom Aids:

Laptop, white board, marker, projector

Tools, Equipment and Other Requirements

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Module 18: Assist in Creation of Tenders and Sale Orders

Mapped to Optional NOS-1, NOS: ASC/N1003, v2.0

Terminal Outcomes:

- ☑ Perform steps to assess overall requirements of bulk vehicles.
- ☑ Perform steps to create customized sales packages and proposals.

Duration: 15:00	Duration: 45:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> ● State the importance of identifying the potential customers and their requirement for assessment of bulk vehicle requirements. ● Discuss purchase trends of potential customers. ● Discuss the importance of informing the potential customers about the dealership facilities, product range and vehicle USP. ● Outline a road map for the OEM sales representative to follow up on future vehicle sales with prospective buyers. ● Explain different financial schemes/options available with the bank/NBFC for institutional or fleet operators and their benefits to the customers. ● Discuss SOPs of the organisation/dealership to respond to sales enquiries, requests for quotations and tenders. ● Discuss promotions, discounts, offers available from the dealership as per the OEM ● Explain different ways to maintain a relationship with large institutional or fleet operators. ● Discuss whom to approach for finance and insurance options for fleet/institutional/corporate vehicle. ● Elucidate detailed technical and performance specifications of the vehicle. ● Discuss the steps to arrive at a cost estimate to respond to a new tender or potential institutional operators. ● Explain how to evaluate long term financial gain from a new tender or potential institutional buyer. ● Outline a comparative analysis of competitor dealerships, vehicles offered, 	<ul style="list-style-type: none"> ● Employ appropriate ways to maintain good relationship with potential customers and keep track of their vehicle purchase requirements. ● Employ various methods to gather and analyse market data on fleet and institutional operators. ● Role play a scenario on how to assist OEM sales representative to connect with potential customers for orders, creating effective responses to tenders, finalizing quotations as per customer requirements. ● Demonstrate how to handle objections and negotiations of terms of agreement for closing bulk sales. ● Role play a scenario to demonstrate how to conclude sales process and follow up with potential customers so as to ensure timely delivery of vehicles. ● Employ methods to create and submit a sales package, including cost estimate, for institutional or fleet operators. ● Demonstrate how to request quotations by tracking vehicle purchase of specific institutional or fleet operators.

pros and cons comparison with own vehicles and price differentials with competitors' products.	
Classroom Aids:	
White board/ black board marker / chalk, duster, computer or Laptop attached to LCD projector	
Tools, Equipment and Other Requirements	

Module 19: Promote Electric Vehicles (EV) Sales

Mapped to Optional NOS-2, NOS: ASC/N1121, v1.0

Terminal Outcomes:

- ☑ Role play a situation on how to coordinate with the sales team lead/manager/customer for EV sales.
- ☑ Role play on how to coordinate with installation team for EV charging stations.

Duration: 15:00	Duration: 45:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> ● Differentiate between IC engine and EV engine. ● Explain about the latest trends/government schemes to related to EV. ● Discuss various types of chargers, their availability and charge time with different voltage supply (kW). ● List the means to provide customers with information about driver/passenger safety while driving EVs to remove risk of any electric shock while driving/charging EVs. ● Explain how to operate/use the EV charger station locator apps. ● Discuss different types of battery used in EVs, their usage and life span, use of electric charger and stations, equipment details and safety precautions. ● List the range of different products in kilometre for clarifications to the customers. ● List different categories of EV. ● Summarise the advantages of using an EV for the environment/low carbon footprint/zero emission. ● Illustrate the steps to develop a strategy for EV installer partners to deliver quality services. 	<ul style="list-style-type: none"> ● Prepare sample long-term and short-term plans for vehicle sales by identifying/consolidating EV leads. ● Employ methods to focus on EV targets and customer demands for delivering services by coordinating with prospective customers as per terms and conditions. ● Role play a situation on how to promote EV product before its launch along with sales team and ensuring further sales force deployment to support the growth/expansion of the EV. ● Dramatize liaising with customers to manage priorities/special requests, provide correct information about EV/EV charging stations to customer queries. ● Demonstrate how to promote EV and its software as services to potential customers and involve in last mile delivery on behalf of Ecommerce companies. ● Role play on how to address requests from customers for vehicle purchase. ● Demonstrate how to coordinate with the installation team and ensure they follow the SOPs for installation of EV charging stations by EV installer partner. ● Role play a scenario to inform customers about the technology, VAS, battery replacements, features, advantages and benefits of EV in order to identify/install EV charging stations. ● Employ various ways to handle customers' queries and provide solutions for charging EVs at residential charging stations. ● Demonstrate how to identify and monitor locations for installing electric charging stations across cities and states.

Classroom Aids:
White board/ black board marker / chalk, duster, computer or Laptop attached to LCD projector
Tools, Equipment and Other Requirements

Annexure

Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	Any discipline	3	Automobile Sales	1	Automobile Sales	NA
Graduate	Any discipline	4	Automobile Sales	0	Automobile Sales	NA
Certificate NSQF-Level 5 (Automotive Sales Leader)	Automotive	3	Automobile Sales	1	Automobile Sales	NA
Diploma	Automobile/Mechanical /Electrical/ Electronics Engineering	3	Automobile Sales	1	Automobile Sales	NA
Diploma	Automobile/Mechanical /Electrical/ Electronics Engineering	4	Automobile Sales	0	Automobile Sales	NA

Trainer Certification	
Domain Certification	Platform Certification
Certified for Job Role: “Automotive Sales Executive”, “ASC/Q1001 version 2.0” minimum accepted score is 80%	“Trainer, MEP/Q2601 Trainer (VET and Skills), Version-2” Minimum accepted score is 80%.

Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	Any discipline	4	Automobile Sales	1	Automobile Sales	NA
Graduate	Any discipline	5	Automobile Sales	0	Automobile Sales	NA
Certificate NSQF-Level 6 (Automotive Sales Leader)	Automotive	4	Automobile Sales	1	Automobile Sales	NA
Diploma	Automobile/Mechanical /Electrical/ Electronics Engineering	4	Automobile Sales	1	Automobile Sales	NA
Diploma	Automobile/Mechanical /Electrical/ Electronics Engineering	5	Automobile Sales	0	Automobile Sales	NA

Assessor Certification	
Domain Certification	Platform Certification
Certified for Job Role: "Automotive Sales Executive", "ASC/Q1001 version 2.0" minimum accepted score is 80%	"MEP/Q2701 Assessor (VET and Skills), Version-2" Minimum accepted score is 80%.

Assessment Strategy

1. Assessment System Overview:

- Batches assigned to the assessment agencies for conducting the assessment on SIP or email
- Assessment agencies send the assessment confirmation to VTP/TC looping SSC
- Assessment agency deploys the ToA certified Assessor for executing the assessment
- SSC monitors the assessment process & records

2. Testing Environment – The assessor should:

- Confirm that the centre is available at the same address as mentioned on SDMS or SIP
- Check the duration of the training.
- Check the Assessment Start and End time to be as 10 a.m. and 5 p.m.
- If the batch size is more than 30, then there should be 2 Assessors.
- Check that the allotted time to the candidates to complete Theory & Practical Assessment is correct.
- Check the mode of assessment—Online (TAB/Computer) or Offline (OMR/PP).
- Confirm the number of TABs on the ground are correct to execute the Assessment smoothly.
- Check the availability of the Lab Equipment for the particular Job Role.

3. Assessment Quality Assurance levels/Framework:

- Question papers are created by the Subject Matter Experts (SME)
- Question papers created by the SME are verified by the other subject Matter Experts
- Questions are mapped with NOS and PC
- Question papers are prepared considering that level 1 to 3 are for the unskilled & semi-skilled individuals, and level 4 and above are for the skilled, supervisor & higher management
- Assessor must be ToA certified & trainer must be ToT Certified
- Assessment agency must follow the assessment guidelines to conduct the assessment

4. Types of evidence or evidence-gathering protocol:

- Time-stamped & geotagged reporting of the assessor from assessment location
- Centre photographs with signboards and scheme specific branding
- Biometric or manual attendance sheet (stamped by TP) of the trainees during the training period
- Time-stamped & geotagged assessment (Theory + Viva + Practical) photographs & videos

5. Method of verification or validation:

- Surprise visit to the assessment location
- Random audit of the batch
- Random audit of any candidate

6. Method for assessment documentation, archiving, and access

- Hard copies of the documents are stored
- Soft copies of the documents & photographs of the assessment are uploaded/accessed from Cloud Storage
- Soft copies of the documents & photographs of the assessment are stored in the Hard Drives

References

Glossary

Term	Description
Declarative Knowledge	Declarative knowledge refers to facts, concepts and principles that need to be known and/or understood in order to accomplish a task or to solve a problem.
Key Learning Outcome	Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
OJT (M)	On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on site
OJT (R)	On-the-job training (Recommended); trainees are recommended the specified hours of training on site
Procedural Knowledge	Procedural knowledge addresses how to do something, or how to perform a task. It is the ability to work, or produce a tangible work output by applying cognitive, affective or psychomotor skills.
Training Outcome	Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training.
Terminal Outcome	Terminal outcome is a statement of what a learner will know, understand and be able to do upon the completion of a module. A set of terminal outcomes help to achieve the training outcome.

Acronyms and Abbreviations

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
SOP	Standard Operating Procedure
OEM	Original Equipment Manufacturer
PwD	Persons With Disabilities
VAS	Value-Added Service
CRM	Customer Relationship Management
MIS	Management Information System