



# Model Curriculum

**NOS Name: Automotive Retail Sales**

**NOS Code: ASC/N1014**

**NOS Version: 1.0**

**NSQF Level: 5**

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

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## Training Parameters

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

## Program Overview

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

### Training Outcomes

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

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

### Compulsory Modules

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

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
<b>ASC/N1014 – Vehicle Sales Representative</b> NOS Version No. – 1.0 NSQF Level – 4.5	<b>45:00</b>	<b>15:00</b>			<b>60:00</b>
Module 1: Introduction to the Vehicle sales	01:00				01:00
Module 2: Pre-selling activities	10:00	04:00			14:00
Module 3: Vehicle sales	20:00	06:00			26:00
Module 4: Post-selling activities	14:00	05:00			19:00
<b>Total Duration</b>	<b>45:00</b>	<b>15:00</b>			<b>60:00</b>

# Module Details

## Module 1: Introduction to the Vehicle Sales

### *Bridge module*

#### Terminal Outcomes:

- Discuss about role and responsibilities of vehicle sales representative.

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

## Module 2: Pre-selling activities

### Mapped to ASC/N1014, v1.0

#### Terminal Outcomes:

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

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

## Module 3: Vehicle Sales & Delivery

### Mapped to ASC/N1014, v1.0

#### Terminal Outcomes:

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

<b>Duration: &lt;20:00&gt;</b>	<b>Duration: &lt;6:00&gt;</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• 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.</li> <li>• Recall technical details and specifications of the competitors.</li> <li>• Discuss how to manage a diverse range of customers and carry out effective retention campaigns and sales delivery proposals.</li> <li>• Explain the correct way for responding to customer queries during vehicle sales.</li> <li>• Discuss the current schemes for finance and insurance incorporated in the sales while helping the customer in completing the documentation.</li> <li>• Differentiate between competitors' products on the basis of product performance, application and FABs.</li> <li>• Discuss the process to identify hot, warm and cold leads using sales funnel and leads filtration.</li> <li>• Discuss the importance of following the SOPS to respond to different sales enquiries.</li> <li>• Discuss vehicular details for price, taxes and other add-ons such as promotions, discounts, offers available at the dealership.</li> </ul>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Perform steps to check the availability of test drive cars to schedule test drives as per booked appointments by potential customers.</li> <li>• Demonstrate how to provide enriching customer experience during the buying process, documentation and additional vehicle accessories purchases.</li> <li>• Show how to complete the documentation and deliver the vehicle to the customer.</li> </ul>
<b>Classroom Aids:</b>	
Whiteboard, marker pen, projector	
<b>Tools, Equipment and Other Requirements</b>	
<ul style="list-style-type: none"> <li>• Vehicle manual, Pricing list, Vehicle specifications, Merchandising material, sale</li> </ul>	

documents and forms

## Module 4: Post-selling activities

### *Mapped to ASC/N1014, v1.0*

#### Terminal Outcomes:

- Perform sales closure and post-selling activities

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



## Annexure

### Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	Any discipline	4	Automotive Sales	1	Automotive Sales	NA
Diploma	Automobile/ Mechanical/ Electrical	5	Automotive Sales	1	Automotive Sales	NA
Certificate NSQF	Automotive Sales Manager/Customer relationship Manager (Level 5.5)	2	Automotive Sales	1	Automotive Sales	NA

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

## Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	Any discipline	5	Automotive Sales	1	Automotive Sales	NA
Diploma	Automobile/ Mechanical/ Electrical	6	Automotive Sales	1	Automotive Sales	NA
Certificate NSQF	Automotive Sales Manager/ Customer relationship Manager (Level 5.5)	3	Automotive Sales	1	Automotive Sales	NA

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

## Assessment Strategy

1. Assessment System Overview:
  - Batches assigned to the assessment agencies for conducting the assessment on SDMS/SIP or email
  - Assessment agencies send the assessment confirmation to VTP/TC looping SSC
  - Assessment agency deploys the ToA certified Assessor for executing the assessment
  - SSC monitors the assessment process & records
2. Testing Environment:
  - Confirm that the centre is available at the same address as mentioned on SDMS or SIP
  - Check the duration of the training.
  - Check the Assessment Start and End time to be as 10 a.m. and 5 p.m.
  - If the batch size is more than 30, then there should be 2 Assessors.
  - Check that the allotted time to the candidates to complete Theory & Practical Assessment is correct.
  - Check the mode of assessment—Online (TAB/Computer) or Offline (OMR/PP).
  - Confirm the number of TABs on the ground are correct to execute the Assessment smoothly.
  - Check the availability of the Lab Equipment for the particular Job Role.
3. Assessment Quality Assurance levels / Framework:
  - Question papers created by the Subject Matter Experts (SME)
  - Question papers created by the SME verified by the other subject Matter Experts
  - Questions are mapped with NOS and PC
  - Question papers are prepared considering that level 1 to 3 are for the unskilled & semi-skilled individuals, and level 4 and above are for the skilled, supervisor & higher management
  - Assessor must be ToA certified & trainer must be ToT Certified
  - Assessment agency must follow the assessment guidelines to conduct the assessment
4. Types of evidence or evidence-gathering protocol:
  - Time-stamped & geotagged reporting of the assessor from assessment location
  - Centre photographs with signboards and scheme specific branding
  - Biometric or manual attendance sheet (stamped by TP) of the trainees during the training period
  - Time-stamped & geotagged assessment (Theory + Viva + Practical) photographs & videos
5. Method of verification or validation:
  - Surprise visit to the assessment location
  - Random audit of the batch
  - Random audit of any candidate
6. Method for assessment documentation, archiving, and access
  - Hard copies of the documents are stored
  - Soft copies of the documents & photographs of the assessment are uploaded / accessed from Cloud Storage

- Soft copies of the documents & photographs of the assessment are stored in the Hard Drives

## References

## Glossary

Term	Description
<b>Declarative Knowledge</b>	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.
<b>Key Learning Outcome</b>	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).
<b>OJT (M)</b>	On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on site
<b>OJT (R)</b>	On-the-job training (Recommended); trainees are recommended the specified hours of training on site
<b>Procedural Knowledge</b>	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.
<b>Training Outcome</b>	Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training.
<b>Terminal Outcome</b>	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

<b>NOS</b>	National Occupational Standard(s)
<b>NSQF</b>	National Skills Qualifications Framework
<b>QP</b>	Qualifications Pack
<b>TVET</b>	Technical and Vocational Education and Training
<b>SOP</b>	Standard Operating Procedure
<b>WI</b>	Work Instructions
<b>PPE</b>	Personal Protective equipment