



# Model Curriculum

**QP Name: Automotive Sales Consultant**

**QP Code: ASC/Q1005**

**QP Version: 2.0**

**NSQF Level: 5**

**Model Curriculum Version: 1.0**

Automotive Skills Development Council  
Leela Building, 153 GF, Okhla Phase III, Okhla Industrial Area, New Delhi, Delhi 110020

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# Training Parameters

<b>Sector</b>	Automotive Skills Development Council
<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 &amp; Experience</b>	Graduate (Any discipline) with 1 Year of relevant experience OR 3 years Diploma (Any discipline) after Class 12th from recognized body with 1 year relevant experience OR Certificate-NSQF (Automotive Telecaller/Automotive Sales Executive Level 4) with 2 Years of relevant experience
<b>Pre-Requisite License or Training</b>	Permanent driving License
<b>Minimum Job Entry Age</b>	18 Years
<b>Last Reviewed On</b>	31/08/2021
<b>Next Review Date</b>	31/08/2024
<b>NSQC Approval Date</b>	31/08/2021
<b>Version</b>	2.0
<b>Model Curriculum Creation Date</b>	31/08/2021
<b>Model Curriculum Valid Up to Date</b>	31/08/2024
<b>Model Curriculum Version</b>	1.0
<b>Minimum Duration of the Course</b>	480 Hours, 0 Minutes
<b>Maximum Duration of the Course</b>	480 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.
- Apply practices for optimal use of resources to ensure less wastage and maximum conservation.
- Communicate effectively with all genders and differently abled people and develop interpersonal skills.
- Deliver a sales pitch and close sales leads for individual/retail vehicles.
- Assist in creation of sales package and proposal for bulk/institutional sales.
- Perform activities to promote sales of electric 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>Bridge Module</b>	<b>05:00</b>	<b>00:00</b>	<b>00:00</b>	-	<b>05:00</b>
Module 1: Introduction to the role of an Automotive Sales Consultant	05:00	00:00	00:00	-	05:00
<b>ASC/N9813 - Manage work and resources</b> <b>NOS Version No. 1.0</b> <b>NSQF Level 5</b>	<b>20:00</b>	<b>40:00</b>	<b>00:00</b>	-	<b>60:00</b>
Module 2: Plan work effectively, implement safety practices and optimize resources	20:00	40:00	-	-	60:00
<b>ASC/N9812 – Interact effectively with team, customers and others</b> <b>NOS Version No. 1.0</b> <b>NSQF Level 5</b>	<b>15:00</b>	<b>40:00</b>	<b>00:00</b>	-	<b>55:00</b>
Module 3: Communicate effectively and efficiently	15:00	40:00	-	-	55:00

<b>ASC/N1002: Manage operations to achieve lead closures and deliver vehicle to customer</b> <b>NOS Version No. 2.0</b> <b>NSQF Level 5</b>	<b>40:00</b>	<b>80:00</b>	<b>30:00</b>	-	<b>150:00</b>
Module 4: Achieving Sales Closure	40:00	80:00	30:00	-	150:00
<b>ASC/N1003: Assist in creation and submission of tenders and sales package for bulk sales</b> <b>NOS Version No. 2.0</b> <b>NSQF Level 5</b>	<b>30:00</b>	<b>60:00</b>	<b>30:00</b>	-	<b>120:00</b>
Module 5: Assist in Creation of Tenders and Sale Orders	30:00	60:00	30:00	-	120:00
<b>ASC/N1121: Promote sales of Electric Vehicles (EV)</b> <b>NOS Version No. 1.0</b> <b>NSQF Level 5</b>	<b>30:00</b>	<b>60:00</b>	-	-	<b>90:00</b>
Module 6: Promote Electric Vehicles (EV) Sales	30:00	60:00	-	-	90:00
<b>Total Duration</b>	<b>140:00</b>	<b>280:00</b>	<b>60:00</b>	-	<b>480:00</b>

# Module Details

## Module 1: Introduction to the Role of an Automotive Sales Consultant

### Bridge Module

#### Terminal Outcomes:

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

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



<ul style="list-style-type: none"> <li>• Summarise hygiene and sanitation regulations.</li> <li>• Discuss the ways of helping team members deal with stress and anxiety.</li> <li>• Explain various ways of time and cost management.</li> <li>• Discuss the use of proper PPE for maintaining health and hygiene at workplace and the process of wearing/discarding them.</li> <li>• List some common electrical problems and practices of conserving electricity.</li> <li>• State the importance of using appropriate colour dustbins for different types of waste.</li> <li>• Discuss organizational procedures for minimizing waste.</li> <li>• Discuss the importance of maintaining quality and timely delivery of the services as per the goals set by the manager.</li> <li>• Discuss the common sources of pollution and ways to minimize it.</li> <li>• Discuss organisation's policies for maintaining personal health and hygiene at workplace.</li> <li>• Discuss the significance of greening.</li> <li>• List the requirements like running water, sanitizers, etc. to be checked beforehand at workplace.</li> <li>• Recall the key performance indicators for the new tasks.</li> </ul>	
<b>Classroom Aids:</b>	
White board/ black board marker / chalk, duster, computer or Laptop attached to LCD projector	
<b>Tools, Equipment and Other Requirements</b>	
Personal Protection Equipment: safety glasses, head protection, rubber gloves, safety footwear, warning signs and tapes, fire extinguisher and first aid kit	



## Module 3: Communicate Effectively and Efficiently

### Mapped to NOS ASC/N9812, v1.0

#### Terminal Outcomes:

- Use effective communication and interpersonal skills.
- Apply sensitivity while interacting with different genders and people with disabilities.

Duration: 15:00	Duration: 40:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>• Explain the importance of complying with organizational requirements to share information with team members.</li> <li>• Discuss the ways to adjust the communication styles to reflect sensitivity towards gender and persons with disability (PwD).</li> <li>• Explain the importance of respecting personal space of colleagues and customers.</li> <li>• Describe the ways to manage and coordinate with team members for work integration.</li> <li>• State the importance of team goals over individual goals, keeping commitment made to team members, and informing them in case of delays.</li> <li>• Discuss the importance of following the organisation's policies and procedures.</li> <li>• Discuss the importance of rectifying errors as per feedback and minimizing mistakes.</li> <li>• Discuss gender-based concepts, issues and legislation as well organization standards, guidelines, rights and duties of PwD.</li> <li>• Discuss the importance of PwD and gender sensitization to ensure that team shows sensitivity towards them.</li> <li>• State the importance of following organizational standards and guidelines related to PwD.</li> <li>• Recall the rights and duties at workplace with respect to PwD.</li> <li>• Outline organisation policies and procedures pertaining to written and verbal communication.</li> </ul>	<ul style="list-style-type: none"> <li>• Employ different means and methods of communication depending upon the requirement to interact with the team members.</li> <li>• Employ appropriate ways to maintain good relationships with team members and superiors.</li> <li>• Apply appropriate techniques to resolve conflicts and manage team members for smooth workflow.</li> <li>• Conduct training sessions to train the team members on proper reporting of completed work and receiving feedback.</li> <li>• Employ suitable ways to escalate problems to superiors as and when required.</li> <li>• Prepare a sample report on the progress and team performance .</li> <li>• Role play a situation on how to offer help to people with disability (PwD) if required at work.</li> </ul>
<b>Classroom Aids:</b>	

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

### Tools, Equipment and Other Requirements

## Module 4: 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: 40:00	Duration: 110:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <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> <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>• 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>• 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> <li>• Explain how to report complaints or queries from customers to the concerned departments/managers timely and precisely.</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>• 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>• 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>• 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> <li>• Employ various methods to analyse the working of vehicle shop floor configurator and presentation of the final version of customised product.</li> <li>• Demonstrate how to connect with Banks/NBFC's officials to obtain information on finance and insurance offers.</li> </ul>

<ul style="list-style-type: none"> <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> <li>• Recall technical details and specifications of the competitors.</li> <li>• Discuss various types of transmission and its functionality in a vehicle.</li> <li>• Summarize various vehicle finance and insurance facilities offered at the dealership.</li> <li>• 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.</li> <li>• List the documents required by customers and dealers to perform sales procedures.</li> </ul>	<ul style="list-style-type: none"> <li>• Employ various methods to calculate on-road cost of a vehicle.</li> <li>• Demonstrate how to handle telephonic queries to provide information regarding vehicle variants, colour options and stock availability.</li> <li>• Perform the steps to complete vehicle PDI before delivery as per OEM norms in coordination with stockyard colleagues.</li> </ul>
<b>Classroom Aids:</b>	
Laptop, white board, marker, projector	
<b>Tools, Equipment and Other Requirements</b>	

## Module 5: Assist in Creation of Tenders and Sale Orders

### Mapped to 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: 30:00	Duration: 90:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>• State the importance of identifying the potential customers and their requirement for assessment of bulk vehicle requirements.</li> <li>• Discuss purchase trends of potential customers.</li> <li>• Discuss the importance of informing the potential customers about the dealership facilities, product range and vehicle USP.</li> <li>• Outline a road map for the OEM sales representative to follow up on future vehicle sales with prospective buyers.</li> <li>• Explain different financial schemes/options available with the bank/NBFC for institutional or fleet operators and their benefits to the customers.</li> <li>• Discuss SOPs of the organisation/dealership to respond to sales enquiries, requests for quotations and tenders.</li> <li>• Discuss promotions, discounts, offers available from the dealership as per the OEM</li> <li>• Explain different ways to maintain a relationship with large institutional or fleet operators.</li> <li>• Discuss whom to approach for finance and insurance options for fleet/institutional/corporate vehicle.</li> <li>• Elucidate detailed technical and performance specifications of the vehicle.</li> <li>• Discuss the steps to arrive at a cost estimate to respond to a new tender or potential institutional operators.</li> <li>• Explain how to evaluate long term financial gain from a new tender or potential institutional buyer.</li> <li>• Outline a comparative analysis of competitor dealerships, vehicles offered,</li> </ul>	<ul style="list-style-type: none"> <li>• Employ appropriate ways to maintain good relationship with potential customers and keep track of their vehicle purchase requirements.</li> <li>• Employ various methods to gather and analyse market data on fleet and institutional operators.</li> <li>• 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.</li> <li>• Demonstrate how to handle objections and negotiations of terms of agreement for closing bulk sales.</li> <li>• 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.</li> <li>• Employ methods to create and submit a sales package, including cost estimate, for institutional or fleet operators.</li> <li>• Demonstrate how to request quotations by tracking vehicle purchase of specific institutional or fleet operators.</li> <li>•</li> </ul>

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

## Module 6: Promote Electric Vehicles (EV) Sales

### Mapped to 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: 30:00	Duration: 60:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>• Differentiate between IC engine and EV engine.</li> <li>• Explain about the latest trends/government schemes to related to EV.</li> <li>• Discuss various types of chargers, their availability and charge time with different voltage supply (kW).</li> <li>• 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.</li> <li>• Explain how to operate/use the EV charger station locator apps.</li> <li>• Discuss different types of battery used in EVs, their usage and life span, use of electric charger and stations, equipment details and safety precautions.</li> <li>• List the range of different products in kilometre for clarifications to the customers.</li> <li>• List different categories of EV.</li> <li>• Summarise the advantages of using an EV for the environment/low carbon footprint/zero emission.</li> <li>• Illustrate the steps to develop a strategy for EV installer partners to deliver quality services.</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare sample long-term and short-term plans for vehicle sales by identifying/consolidating EV leads.</li> <li>• Employ methods to focus on EV targets and customer demands for delivering services by coordinating with prospective customers as per terms and conditions.</li> <li>• 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.</li> <li>• Dramatize liaising with customers to manage priorities/special requests, provide correct information about EV/EV charging stations to customer queries.</li> <li>• Demonstrate how to promote EV and its software as services to potential customers and involve in last mile delivery on behalf of Ecommerce companies.</li> <li>• Role play on how to address requests from customers for vehicle purchase.</li> <li>• Demonstrate how to coordinate with the installation team and ensure they follow the SOPs for installation of EV charging stations by EV installer partner.</li> <li>• 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.</li> <li>• Employ various ways to handle customers' queries and provide solutions for charging EVs at residential charging stations.</li> <li>• Demonstrate how to identify and monitor locations for installing electric charging stations across cities and states.</li> </ul>

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	4	Automotive Sales	1	Automotive Sales	N/A
Graduate	Any discipline	5	Automotive Sales	0	Automotive Sales	N/A
Certificate NSQF (Level 7)	Customer relationship Manager (Level 7)	3	Automotive Sales	1	Automotive Sales	N/A
Diploma	Automobile/ Mechanical /Electrical/ Electronics Engineering	4	Automotive Sales	1	Automotive Sales	N/A
Diploma	Automobile/ Mechanical /Electrical/ Electronics Engineering	5	Automotive Sales	0	Automotive Sales	N/A

Trainer Certification	
Domain Certification	Platform Certification
Certified for Job Role: “Automotive Sales Consultant Level 5” “ASC/Q1005, v2.0”, Minimum accepted score is 80%	Recommended that the Trainer is certified for the Job Role: “Trainer”, “MEP/Q2601, v1.0”, 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	5	Automotive Sales	1	Automotive Sales	N/A
Graduate	Any discipline	6	Automotive Sales	0	Automotive Sales	N/A
Certificate NSQF (Level 7)	Customer relationship Manager	4	Automotive Sales	1	Automotive Sales	N/A
Diploma	Automobile/ Mechanical /Electrical/ Electronics Engineering	5	Automotive Sales	1	Automotive Sales	N/A
Diploma	Automobile/ Mechanical /Electrical/ Electronics Engineering	6	Automotive Sales	0	Automotive Sales	N/A

Assessor Certification	
Domain Certification	Platform Certification
Certified for Job Role: "Automotive Sales Consultant Level 5" "ASC/Q1005, v2.0", Minimum accepted score is 80%	Recommended that the Assessor is certified for the Job Role: "Assessor" "MEP/Q2701, v1.0"

## 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
<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 <b>upon the completion of the training</b> .
<b>Terminal Outcome</b>	Terminal outcome is a statement of what a learner will know, understand and be able to do <b>upon the completion of a module</b> . 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>PwD</b>	Persons with Disability
<b>OEM</b>	Original Equipment Manufacturer