







Model Curriculum

QP Name: Automotive Sales Executive

QP Code: ASC/Q1001

QP Version: 4.0

NSQF Level: 4

Model Curriculum Version: 1.0

Automotive Skill Development Council, 153, Gr Floor, Okhla Industrial Area, Phase – III, Leela Building, 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 Class OR 10th Class + 2 year ITI OR Certificate-NSQF Level 3 (Automotive Showroom Host/Automotive Sales Assistant) with 2 Years of relevant experience
Pre-Requisite License or Training	NA
Minimum Job Entry Age	18 Years
Last Reviewed On	25/11/2021
Next Review Date	25/11/2024
NSQC Approval Date	25/11/2021
Version	4.0
Model Curriculum Creation Date	25/11/2021
Model Curriculum Valid Up to Date	25/11/2024
Model Curriculum Version	1.0
Minimum Duration of the Course	420 Hours, 0 Minutes
Maximum Duration of the Course	420 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
Bridge Module	05:00	0:00	-	-	05:00
Module 1: Introduction to the Role of an Automotive Sales Executive	05:00	00:00	-	-	05:00
ASC/N9807 – Organize work and resources NOS Version No. 1.0 NSQF Level 4	20:00	35:00	-	-	55:00
Module 2: Work effectively and efficiently	10:00	15:00	-	-	25:00
Module 3: Optimize resource utilization	10:00	20:00	-	-	30:00







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DGT/VSQ/N0102 -Employability Skills (60 hours) NOS Version No. – 1.0 NSQF Level – 5	24:00	36:00			60:00
Module 4: Introduction to Employability Skills	0.5:00	1:00			1.5:00
Module 5: Constitutional values - Citizenship	0.5:00	1:00			1.5:00
Module 6: Becoming a Professional in the 21st Century	1:00	1.5:00			2.5:00
Module 7: Basic English Skills	4:00	6:00			10:00
Module 8: Career Development & Goal Setting	1:00	1:00			2:00
Module 9: Communication Skills	2:00	3:00			5:00
Module 10: Diversity & Inclusion	1:00	1.5:00			2.5:00
Module 11: Financial and Legal Literacy	2:00	3:00			5:00
Module 12: Essential Digital Skills	4:00	6:00			10:00
Module 13: Entrepreneurship	3:00	4:00			7:00
Module 14: Customer Service	2:00	3:00			5:00
Module 15: Getting ready for apprenticeship & Jobs	3:00	5:00			8:00
ASC/N1001 Handle leads generated from various sources NOS Version No. 3.0 NSQF Level 4	90:00	120:00	90:00	-	300:00
Module 16: Handling Sales Leads and Achieving Sales Closure	90:00	120:00	-	-	210:00
Module 17: On the jobtraining	-	-	90:00	-	90:00
Total Duration	139:00	191:00	90:00	00:00	420:00







Module Details

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

Bridge Module

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
 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 polices, 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
 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. 	 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







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
 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. 	 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 thespecified location
Classroom Aids:	

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/N0102

Terminal Outcomes:

• Discuss about Employability Skills in meeting the job requirements

Duration : <0.5:00>	Duration : <1:00>
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
Discuss the importance of Employability Skills in meeting the job requirements	 List different learning and employability related GOI and private portals and their usage
Classroom Aids:	
Whiteboard, marker pen, projector	
Tools, Equipment and Other Requirements	

Module 5: Constitutional values - Citizenship Mapped to DGT/VSQ/N0102

Terminal Outcomes:

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

Duration : <1:00>		
Practical – Key Learning Outcomes		
Show how to practice different environmentally sustainable practices		







Module 6: Becoming a Professional in the 21st Century Mapped to DGT/VSQ/N0102

Terminal Outcomes:

• Demonstrate professional skills required in 21st century

Duration : <1:00>	Duration : <1.5:00>		
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes		
 Discuss 21st century skills. Describe the benefits of continuous learning 	Exhibit 21st century skills like Self-Awareness, Behavior Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn etc. in personal or professional life.		
Classroom Aids:			
Whiteboard, marker pen, projector			
Tools, Equipment and Other Requirements			

Module 7: Basic English Skills Mapped to DGT/VSQ/N0102

Terminal Outcomes:

• Practice basic English speaking.

Duration : <4:00>	Duration : <6:00>	
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes	
 Describe basic communication skills Discuss ways to read and interpret text written in basic English 	 Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone Read and interpret text written in basic English Write a short note/paragraph / letter/e - mail using basic English 	
Classroom Aids:		
Whiteboard, marker pen, projector		
Tools, Equipment and Other Requirements		







Mapped to DGT/VSQ/N0102

Terminal Outcomes:

• Demonstrate Career Development & Goal Setting skills.

Learning Outcomes ate how to communicate in a
nered way with others. career development plan with ed short- and long-term goals

Module 9: Communication Skills

Mapped to DGT/VSQ/N0102

Terminal Outcomes:

• Practice basic communication skills.

Duration : <2:00>	Duration : <3:00>		
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes		
 Explain the importance of active listening for effective communication Discuss the significance of working collaboratively with others in a team 	Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette		
Classroom Aids:			
Whiteboard, marker pen, projector			
Tools, Equipment and Other Requirements			







Module 10: Diversity & Inclusion Mapped to DGT/VSQ/N0102

Terminal Outcomes:

• Describe PwD and gender sensitisation.

Duration : <1:00>	Duration : <1.5:00>				
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes				
Discuss the significance of reporting sexual harassment issues in time	 Demonstrate how to behave, communicate, and conduct oneself appropriately with all genders and PwD 				
Classroom Aids:					
Whiteboard, marker pen, projector					
Tools, Equipment and Other Requirements					

Module 11: Financial and Legal Literacy Mapped to DGT/VSQ/N0102

Terminal Outcomes:

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

Duration : <2:00>	Duration: < <i>3:00></i>				
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes				
 List the common components of salary and compute income, expenditure, taxes, investments etc. Discuss the legal rights, laws, and aids 	 Outline the importance of selecting the right financial institution, product, and service Demonstrate how to carry out offline and online financial transactions, safely and securely 				
Classroom Aids:					
Whiteboard, marker pen, projector					
Tools, Equipment and Other Requirements					







Module 12: Essential Digital Skills Mapped to DGT/VSQ/N0102

Terminal Outcomes:

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

Duration : <4:00>	Duration : <6:00>				
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes				
 Describe the role of digital technology in today's life Discuss the significance of using internet for browsing, accessing social media platforms, safely and securely 	 Show how to operate digital devices and use the associated applications and features, safely and securely Create sample word documents, excel sheets and presentations using basic features Utilize virtual collaboration tools to work effectively 				
Classroom Aids:					
Whiteboard, marker pen, projector					
Tools, Equipment and Other Requirements					

Module 13: Entrepreneurship Mapped to DGT/VSQ/N0102

Terminal Outcomes:

• Describe opportunities as an entrepreneur.

Duration : <3:00>	Duration : <4:00>					
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes					
 Explain the types of entrepreneurship and enterprises Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement 	Create a sample business plan, for the selected business opportunity					
Classroom Aids:						
Whiteboard, marker pen, projector						
Tools, Equipment and Other Requirements						

Module 14: Customer Service







Mapped to DGT/VSQ/N0102

Terminal Outcomes:

• Describe ways of maintaining customer.

Duration : <2:00>	Duration : <3:00>				
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes				
 Explain the significance of identifying customer needs and addressing them. Explain the significance of identifying customer needs and responding to them in a professional manner. Discuss the significance of maintaining hygiene and dressing appropriately. 	Demonstrate how to maintain hygiene and dressing appropriately.				
Classroom Aids:					
Whiteboard, marker pen, projector					
Tools, Equipment and Other Requirements					
Tools, Equipment and Other Requirements					

Module 15: Getting ready for apprenticeship & Jobs Mapped to DGT/VSQ/N0102

Terminal Outcomes:

• Describe ways of preparing for apprenticeship & Jobs appropriately.

Duration : <3:00>	Duration : <5:00>	
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes	
 Discuss the significance of maintaining hygiene and confidence during an interview List the steps for searching and registering for apprenticeship opportunities 	 Create a professional Curriculum Vitae (CV) Use various offline and online job search sources such as employment exchanges, recruitment agencies, and job portals respectively Perform a mock interview 	
Classroom Aids:		
Whiteboard, marker pen, projector		
Tools, Equipment and Other Requirements		







Module 16: Handling Sales Leads and Achieving Sales Closure

Mapped to NOS ASC/N1001, v3.0

Terminal Outcomes:

Duration: 90:00

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

Theory – Key Learning Outcomes

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.

Duration: 120:00

Practical – Key Learning Outcomes

- 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 onroad 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 processcustomer 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.







incorporated in the sales while helping the customer in completing the documentation.

- Differentiate competitors' between 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 customers to the concerned departments/managers with proper details.
- List the documents required by customers and dealers to perform sales procedures.

- 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 valueadded services.
- Employ various methods to analyse the working of vehicle shop floor configurator and presentation of the final version of customised product.

Classroom Aids:

Laptop, white board, marker, projector

Tools, Equipment and Other Requirements







Module 17: On the job training

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

Mandatory Duration: <90:00>	Recommended Duration: <00:00>
Location: On Site	
Demonstrate how to handle vehicle sales leads generated from various sources.	•
 Demonstrate how to interacte 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	







Annexure

Trainer Requirements

Trainer Prerequisites						
Minimum Specialization Educational Qualification		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 6 (Automotive Sales Leader)	Automotive	3	Automobile Sales	1	Automobile Sales	NA
Diploma	Automobile/Me chanical /Electrical/ Electronics Engineering	3	Automobile Sales	1	Automobile Sales	NA
Diploma	Automobile/Me chanical /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 v1.0" Minimum accepted score is 80%.				







Assessor Requirements

Assessor Prerequisites						
Minimum Specialization Educational Qualification		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/Me chanical /Electrical/ Electronics Engineering	4	Automobile Sales	1	Automobile Sales	NA
Diploma	Automobile/Me chanical /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%	"Assessor; MEP/Q2701 v1.0" 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
- 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