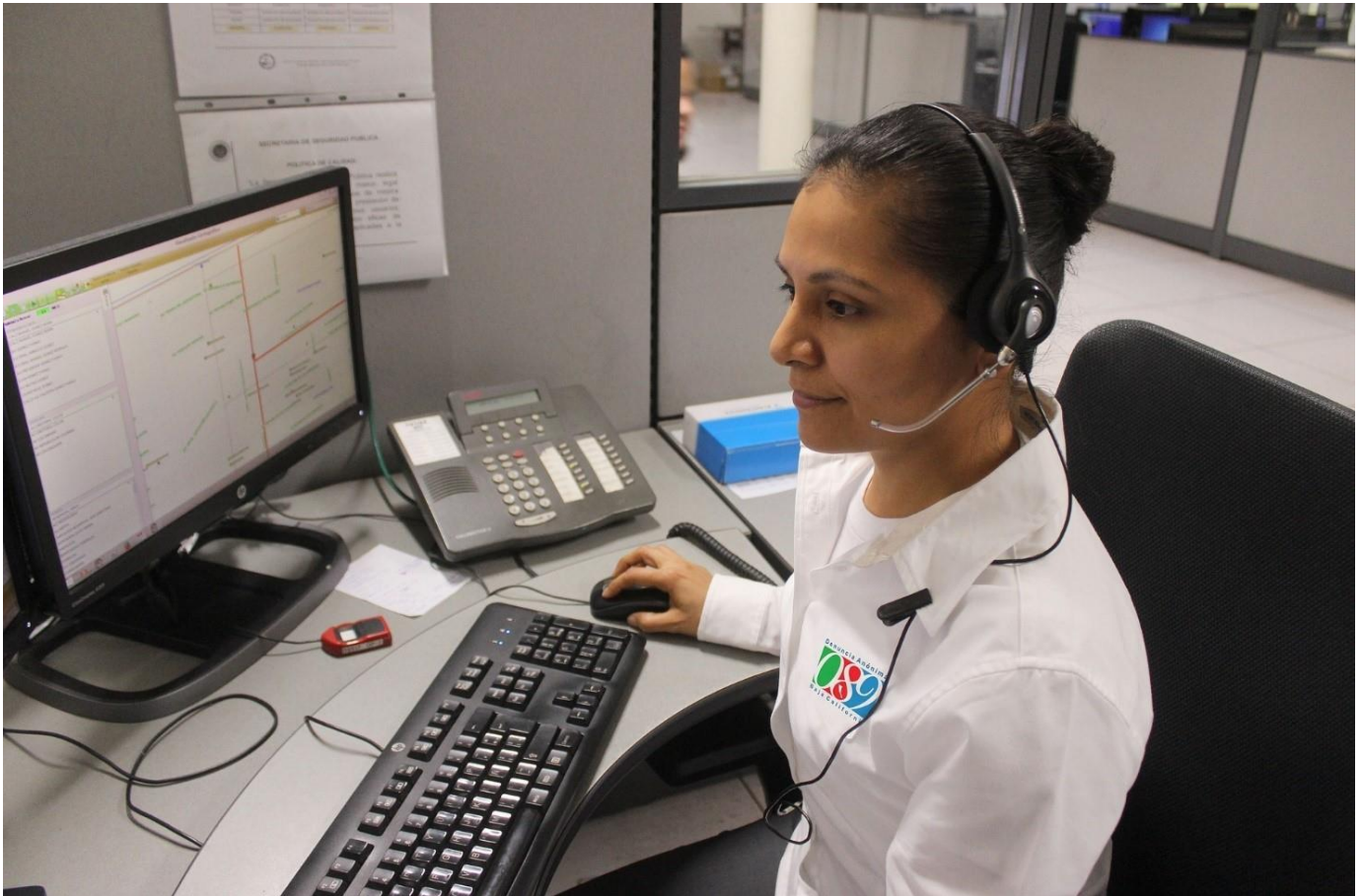


## Qualification Pack



# Automotive Telecaller

QP Code: ASC/Q1105

Version: 2.0

NSQF Level: 4

Automotive Skills Development Council || 153, GF, Okhla Industrial Area, Phase 3  
New Delhi 110020

## Qualification Pack

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## Qualification Pack

### ASC/Q1105: Automotive Telecaller

#### Brief Job Description

The individual in this job, also known as Telecalling officer or Customer support executive, is responsible for making calls to prospective customers to generate sales leads and supporting staff in follow-up calls for both sales and service activities.

#### Personal Attributes

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

#### Applicable National Occupational Standards (NOS)

##### Compulsory NOS:

1. [ASC/N9807: Organize work and resources](#)
2. [ASC/N9806: Interact effectively with colleagues, customers and others \(Sales\)](#)
3. [ASC/N1106: Perform activities to support service functions](#)
4. [ASC/N1120: Perform activities to support sales function](#)

#### Qualification Pack (QP) Parameters

Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Dealer Sales Support
Country	India
NSQF Level	4
Aligned to NCO/ISCO/ISIC Code	NCO-2015/5211.0302

## Qualification Pack

<b>Minimum Educational Qualification &amp; Experience</b>	10th Class + 1 year ITI OR 10th Class pass with 2 years relevant experience OR 11th Class OR Certificate-NSQF Level 3 (Automotive Showroom Host/Automotive Sales Assistant) with 2 Years of relevant experience
<b>Minimum Level of Education for Training in School</b>	
<b>Pre-Requisite License or Training</b>	NA
<b>Minimum Job Entry Age</b>	15 Years
<b>Last Reviewed On</b>	25/03/2021
<b>Next Review Date</b>	25/03/2026
<b>NSQC Approval Date</b>	25/03/2021
<b>Version</b>	2.0
<b>Reference code on NQR</b>	2021/AUT/ASDC/04195
<b>NQR Version</b>	1.0

## Qualification Pack

### ASC/N9807: Organize work and resources

#### Description

This NOS unit is about implementing safety, planning work and adopting sustainable practices for optimising use of resources.

#### Scope

The scope covers the following :

- Maintain safe and secure working environment
- Health and hygiene
- Perform work as per quality standards
- Material/energy conservation practices

#### Elements and Performance Criteria

##### *Maintain safe and secure working environment*

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

- PC1. organise work as per organisation's current health, safety and security policies and procedures
- PC2. report any breaches in health, safety and security policies and procedures to the designated person
- PC3. identify any risks and hazards associated with work activities, their causes and prevention

##### *Health and hygiene*

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

- PC4. ensure workstation and equipment are regularly cleaned and sanitized
- PC5. clean hands with soap, alcohol-based sanitizer regularly
- PC6. wear and dispose PPEs regularly and appropriately
- PC7. avoid contact with ill people and self-isolate in a similar situation
- PC8. follow stress and anxiety management techniques

##### *Perform work as per quality standards*

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

- PC9. ensure that work requirements are accomplished within the specified timeline
- PC10. ensure team goals are given preference over individual goals

##### *Material/energy conservation practices*

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

- PC11. identify ways to optimise usage of material and resources like stationary items, electricity and water in various tasks/activities/processes
- PC12. check for spills/leakages around the workstation which may prove to be a potential risk especially around electrical sockets, power sources, computers etc.
- PC13. check if the electronic appliances and peripherals are properly functioning and are turned off when not in use

## Qualification Pack

PC14. identify recyclable and non-recyclable waste generated at the showroom and segregate these into respective categories

PC15. deposit recyclable and reusable material at identified location in the showroom's store/back area

### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1. organisation's procedures for health, safety, security and individual's role and responsibilities in this context
- KU2. different medications used for relieving symptoms of basic ailment
- KU3. organisation's emergency procedures for various situations and the importance of following the same
- KU4. evacuation procedures for workers and visitors
- KU5. how and when to report hazards as well as the responsibility for dealing with hazards
- KU6. potential hazards, risks and threats based on the nature of work
- KU7. efficient utilisation of material and water
- KU8. common practices of conserving electricity and prevalent energy efficient devices
- KU9. common sources of pollution and ways to minimize it
- KU10. categorisation of waste into dry, wet, recyclable, non-recyclable and items of single-use plastics
- KU11. usage of different colours of dustbins
- KU12. waste management
- KU13. significance of greening
- KU14. organisation's policies to maintain personal health and hygiene at workplace

### Generic Skills (GS)

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

- GS1. read instructions/guidelines/Standard Operating Procedures(SOPs)
- GS2. complete statutory documents relevant to safety and hygiene
- GS3. modify work practices to improve them
- GS4. ask for clarifications about the job requirement from superior
- GS5. work with supervisors/team members to carry out work related tasks
- GS6. complete tasks efficiently and accurately within stipulated time
- GS7. inform/report to concerned person in case of any problem
- GS8. make timely decisions
- GS9. be punctual, utilize time and manage workload efficiently
- GS10. write in at least one language and complete written work with attention to detail
- GS11. evaluate strategies to maintain, enhance or reduce the intensity of heightened emotional response



## Qualification Pack

GS12. use correct body language and etiquette for attending customers

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Maintain safe and secure working environment</i>	14	3	-	9
PC1. organise work as per organisation's current health, safety and security policies and procedures	4	-	-	3
PC2. report any breaches in health, safety and security policies and procedures to the designated person	5	3	-	3
PC3. identify any risks and hazards associated with work activities, their causes and prevention	5	-	-	3
<i>Health and hygiene</i>	9	6	-	-
PC4. ensure workstation and equipment are regularly cleaned and sanitized	-	3	-	-
PC5. clean hands with soap, alcohol-based sanitizer regularly	-	3	-	-
PC6. wear and dispose PPEs regularly and appropriately	-	-	-	-
PC7. avoid contact with ill people and self-isolate in a similar situation	5	-	-	-
PC8. follow stress and anxiety management techniques	4	-	-	-
<i>Perform work as per quality standards</i>	12	9	-	6
PC9. ensure that work requirements are accomplished within the specified timeline	7	5	-	3
PC10. ensure team goals are given preference over individual goals	5	4	-	3
<i>Material/energy conservation practices</i>	15	12	-	5
PC11. identify ways to optimise usage of material and resources like stationary items, electricity and water in various tasks/activities/processes	5	4	-	3



## Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. check for spills/leakages around the workstation which may prove to be a potential risk especially around electrical sockets, power sources, computers etc.	5	4	-	2
PC13. check if the electronic appliances and peripherals are properly functioning and are turned off when not in use	5	4	-	-
PC14. identify recyclable and non-recyclable waste generated at the showroom and segregate these into respective categories	-	-	-	-
PC15. deposit recyclable and reusable material at identified location in the showroom's store/back area	-	-	-	-
<b>NOS Total</b>	<b>50</b>	<b>30</b>	<b>-</b>	<b>20</b>

## Qualification Pack

### National Occupational Standards (NOS) Parameters

NOS Code	ASC/N9807
NOS Name	Organize work and resources
Sector	Automotive
Sub-Sector	Generic
Occupation	Generic
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	25/03/2021
Next Review Date	25/03/2026
NSQC Clearance Date	25/03/2021

## Qualification Pack

# ASC/N9806: Interact effectively with colleagues, customers and others (Sales)

## Description

This NOS unit is about communicating professionally with customers and colleagues/manager at the showroom.

## Scope

The scope covers the following :

- Communicate effectively with colleagues, customers and others
- Interact with superior

## Elements and Performance Criteria

### *Communicate effectively with colleagues, customers and others*

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

- PC1. communicate timely, clearly with colleagues, customers and others with proper diction, vocabulary and body language
- PC2. coordinate with other departments (finance/insurance, accounts, accessories etc.) for smooth working
- PC3. select appropriate communication styles to be used under different situations i.e. verbal, non-verbal/written, formal or informal as per organisation's policies and procedures
- PC4. adhere to professional etiquette for effective interaction on the showroom shop floor or during a call with colleagues/customers/prospects
- PC5. adjust communication styles to reflect gender and persons with disability (PWD) sensitivity
- PC6. work in a manner that shows gratitude for all customers, colleagues and others
- PC7. acknowledge customer complaint and apologize for the inconvenience caused and promptly forward the complaint to the concerned department
- PC8. present oneself well while dealing/interacting with customers
- PC9. resolve queries/issues of customers with the help of sales team within the scope of work
- PC10. provide relevant, complete, accurate and up-to-date information (price list, new schemes, new vehicle launch etc.) and advice to customers

### *Interact with superior*

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

- PC11. receive instructions from reporting manager and identify work requirements/timelines
- PC12. provide suggestions and ideas to improve work processes (JD power, feedback Score on vehicle delivery, SSI score etc.) within his/her scope
- PC13. identify challenges that are out of scope and report/escalate them to managers
- PC14. prepare a daily report and record necessary information regarding assigned/completed work
- PC15. analyse customer/manager feedback and take appropriate action
- PC16. report completed work to manager

## Qualification Pack

### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1. the importance of effective communication and establishing good relationships with customers, colleagues and manager
- KU2. different methods of communication as per the circumstances and customer type (e.g. using regional language vis-à-vis conversing in English)
- KU3. etiquette and protocols for interaction with customers, colleagues and manager
- KU4. gender-based concepts, issues and legislation
- KU5. different type of information that should be timely and correctly shared with colleagues, such as any promotional scheme, new product/accessories information from OEM, new launch dates, models discontinued by OEM, etc.
- KU6. organisation policies and procedures pertaining to written and verbal communication
- KU7. how to maintain personal hygiene and a presentable appearance to effectively carry out the role and responsibilities

### Generic Skills (GS)

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

- GS1. read instructions/guidelines/procedures and sales scripts
- GS2. communicate effectively using an appropriate body language/tone
- GS3. clarify doubts and seek suggestions from the concerned person
- GS4. maintain positive and effective relationship with colleagues and customers
- GS5. evaluate appropriate solution(s) to customer's requirements/concerns
- GS6. deliver consistent and reliable service to customers
- GS7. complete written work timely with attention to detail
- GS8. ensure that the work meets customer and organizational requirements

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Communicate effectively with colleagues, customers and others</i>	32	13	-	14
PC1. communicate timely, clearly with colleagues, customers and others with proper diction, vocabulary and body language	4	3	-	4
PC2. coordinate with other departments (finance/insurance, accounts, accessories etc.) for smooth working	4	-	-	-
PC3. select appropriate communication styles to be used under different situations i.e. verbal, non-verbal/written, formal or informal as per organisation's policies and procedures	4	-	-	-
PC4. adhere to professional etiquette for effective interaction on the showroom shop floor or during a call with colleagues/customers/prospects	3	-	-	3
PC5. adjust communication styles to reflect gender and persons with disability (PwD) sensitivity	4	4	-	3
PC6. work in a manner that shows gratitude for all customers, colleagues and others	4	3	-	3
PC7. acknowledge customer complaint and apologize for the inconvenience caused and promptly forward the complaint to the concerned department	3	-	-	1
PC8. present oneself well while dealing/interacting with customers	-	3	-	-
PC9. resolve queries/issues of customers with the help of sales team within the scope of work	3	-	-	-
PC10. provide relevant, complete, accurate and up-to-date information (price list, new schemes, new vehicle launch etc.) and advice to customers	3	-	-	-
<i>Interact with superior</i>	18	17	-	6
PC11. receive instructions from reporting manager and identify work requirements/timelines	4	5	-	-

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. provide suggestions and ideas to improve work processes (JD power, feedback Score on vehicle delivery, SSI score etc.) within his/her scope	3	-	-	1
PC13. identify challenges that are out of scope and report/escalate them to managers	-	5	-	3
PC14. prepare a daily report and record necessary information regarding assigned/completed work	4	4	-	2
PC15. analyse customer/manager feedback and take appropriate action	4	3	-	-
PC16. report completed work to manager	3	-	-	-
<b>NOS Total</b>	<b>50</b>	<b>30</b>	<b>-</b>	<b>20</b>

## Qualification Pack

### National Occupational Standards (NOS) Parameters

<b>NOS Code</b>	ASC/N9806
<b>NOS Name</b>	Interact effectively with colleagues, customers and others (Sales)
<b>Sector</b>	Automotive
<b>Sub-Sector</b>	Generic
<b>Occupation</b>	Generic
<b>NSQF Level</b>	4
<b>Credits</b>	TBD
<b>Version</b>	1.0
<b>Last Reviewed Date</b>	25/03/2021
<b>Next Review Date</b>	25/03/2026
<b>NSQC Clearance Date</b>	25/03/2021

## Qualification Pack

### ASC/N1106: Perform activities to support service functions

#### Description

This NOS unit is about generating service leads, making post-service calls to ensure customer satisfaction and supporting service team in other allied activities.

#### Scope

The scope covers the following :

- Service Marketing activities and scheduling appointments
- Post service activities
- Prepare MIS and maintain open customer concern

#### Elements and Performance Criteria

##### *Service Marketing activities and scheduling appointments*

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

- PC1. extract vehicle data with customer contact details through Dealer Management System(DMS) to make calls and schedule appointments/service reminders
- PC2. review vehicle data such as validity of insurance, extended warranty, road side assistance, service/replacement requirement based on vehicle service history, customer feedback on previous visit etc. prior to service reminder call to the customer
- PC3. call the customer using standard script prior to vehicle service due date for scheduling service with initial cost estimation, current offers/discount/essential services to be renewed/value added services, pick and drop services etc., as per OEM guideline
- PC4. capture all the service requirements, issues mentioned by customer and schedule appointment in DMS as specified by OEM
- PC5. reschedule the service appointment, whenever required, as per customer's request
- PC6. print the appointments for the next day and give one copy each to SAs, SM, receptionist, Auto Spare Parts Operations Lead, security guard as specified by the OEM
- PC7. update the appointment information board as specified by the OEM
- PC8. call customers to share information about discount/running offers/events to support service team for ensuring maximum customer engagement and maintain customer retention

##### *Post service activities*

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

- PC9. review service data for repairs/service on recent visit such as repairs on customer demand, recommended jobs/refusals by customer, specified time mentioned by customer to call etc.
- PC10. call the customer to seek Post Service Feedback(PSF) as specified by OEM, note down the responses and update customer about pending job if any
- PC11. update customers' feedback in specified format as per OEM
- PC12. check customer's feedback through various platforms such as IFC (instant feedback card), email, telephonic, social media, external PSF, etc. and record the same in the database



## Qualification Pack

- PC13. report customers' issues/complaints immediately to concerned person/department and seek action plan for resolution
- PC14. provide best possible solution to the customer and coordinate with team to act according to customer's consent
- PC15. collect customer satisfaction note post resolution of customer issue and process customer concern closure

### *Prepare MIS and maintain open customer concern*

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

- PC16. prepare various performance reports related to service marketing, customer satisfaction, complain closure time, lost customer, pick & drop, open concern etc. as specified by OEM
- PC17. share open customer concern and feedback received on the previous day in the morning meeting
- PC18. follow up for open concern with concerned person and escalate as specified by OEM

## Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1. software or format used for customer relationship management (CRM) in the organization
- KU2. process flow of complete sales and service cycle at the dealership
- KU3. the basic customer service principles and processes
- KU4. technical specifications of OEM vehicles at the dealership along with the service schedules for each of the model/variant of vehicle
- KU5. training modules and scripts provided by the OEM for the telemarketing activities
- KU6. Standard Operating Procedures(SOP) of the dealership related with customer experience and satisfaction
- KU7. SOP of the OEM related with after-sales service process and telemarketing
- KU8. technical bulletins, recall campaign, part or process change circular, common product issues identified by OEM, etc.
- KU9. organisational and professional code of ethics and the related standards
- KU10. documentation requirements for each procedure carried out as part of roles and responsibilities
- KU11. how to use computer

## Generic Skills (GS)

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

- GS1. read and interpret workplace related documentation
- GS2. complete tasks efficiently and accurately within stipulated time
- GS3. interact with customers and other stakeholders in a polite manner
- GS4. identify potential workplace problem and take suitable action
- GS5. communicate effectively using terms, names, grades and other nomenclature pertaining to the automotive trade, features etc. at the work place

## Qualification Pack

**GS6.** write any work related information in English/regional language

**GS7.** analyse and apply the information gathered from observation, experience, reasoning or communication to act efficiently

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Service Marketing activities and scheduling appointments</i>	10	15	-	4
PC1. extract vehicle data with customer contact details through Dealer Management System(DMS) to make calls and schedule appointments/service reminders	2	2	-	1
PC2. review vehicle data such as validity of insurance, extended warranty, road side assistance, service/replacement requirement based on vehicle service history, customer feedback on previous visit etc. prior to service reminder call to the customer	1	2	-	1
PC3. call the customer using standard script prior to vehicle service due date for scheduling service with initial cost estimation, current offers/discount/essential services to be renewed/value added services, pick and drop services etc., as per OEM guideline	2	4	-	-
PC4. capture all the service requirements, issues mentioned by customer and schedule appointment in DMS as specified by OEM	1	2	-	-
PC5. reschedule the service appointment, whenever required, as per customer's request	2	1	-	1
PC6. print the appointments for the next day and give one copy each to SAs, SM, receptionist, Auto Spare Parts Operations Lead, security guard as specified by the OEM	-	1	-	-
PC7. update the appointment information board as specified by the OEM	-	1	-	-
PC8. call customers to share information about discount/running offers/events to support service team for ensuring maximum customer engagement and maintain customer retention	2	2	-	1
<i>Post service activities</i>	13	20	-	10

### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC9. review service data for repairs/service on recent visit such as repairs on customer demand, recommended jobs/refusals by customer, specified time mentioned by customer to call etc.	1	2	-	2
PC10. call the customer to seek Post Service Feedback(PSF) as specified by OEM, note down the responses and update customer about pending job if any	3	5	-	2
PC11. update customers' feedback in specified format as per OEM	2	3	-	-
PC12. check customer's feedback through various platforms such as IFC (instant feedback card), email, telephonic, social media, external PSF, etc. and record the same in the database	3	2	-	2
PC13. report customers' issues/complaints immediately to concerned person/department and seek action plan for resolution	2	3	-	3
PC14. provide best possible solution to the customer and coordinate with team to act according to customer's consent	1	3	-	1
PC15. collect customer satisfaction note post resolution of customer issue and process customer concern closure	1	2	-	-
<i>Prepare MIS and maintain open customer concern</i>	<b>7</b>	<b>15</b>	-	<b>6</b>
PC16. prepare various performance reports related to service marketing, customer satisfaction, complain closure time, lost customer, pick & drop, open concern etc. as specified by OEM	3	7	-	3
PC17. share open customer concern and feedback received on the previous day in the morning meeting	2	3	-	2
PC18. follow up for open concern with concerned person and escalate as specified by OEM	2	5	-	1
<b>NOS Total</b>	<b>30</b>	<b>50</b>	-	<b>20</b>

## Qualification Pack

### National Occupational Standards (NOS) Parameters

NOS Code	ASC/N1106
NOS Name	Perform activities to support service functions
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Dealer Sales Support
NSQF Level	4
Credits	TBD
Version	2.0
Last Reviewed Date	25/03/2021
Next Review Date	25/03/2026
NSQC Clearance Date	25/03/2021

## Qualification Pack

### ASC/N1120: Perform activities to support sales function

#### Description

This NOS unit is about generating sales leads and supporting the sales teams through telecalling.

#### Scope

The scope covers the following :

- Generate sales leads and follow-up with prospective leads
- Support dealer's sales function through other allied activities

#### Elements and Performance Criteria

##### *Generate sales leads and follow-up with prospective leads*

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

- PC1. identify the sources of getting prospective leads/potential database of customers interested to buy OEM products
- PC2. collect and prepare consolidated database of leads from various sources like showroom walk-ins, telephonic enquiries, other marketing campaigns and ATL/BTL activities
- PC3. call the customer as per the script (FAB & USP's) and assist in pre-sales process to follow-up as per the schedule once the purchase plan is confirmed
- PC4. fix meetings and schedule visits for test drive, either at showroom or at any mutually agreed location

##### *Support dealer's sales function through other allied activities*

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

- PC5. forward/share the customer details of the appointments to respective sales team or executives
- PC6. brief the customer about new vehicle related Value Added Services (VAS) and update comments on system for sales team to do follow-up
- PC7. record all interactions, enquiries, feedback and complaints from prospective customers in the system as per prescribed OEM format
- PC8. assist sales and marketing team to build good customer relationship by ensuring timely responses to all queries
- PC9. call customers to invite for events and share information about schemes/offers to support marketing team for ensuring maximum customer engagement for OEM products
- PC10. ensure regular follow ups with customers to realize the revenue as per planned payment cycle

#### Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

## Qualification Pack

- KU1. Data Management Software (DMS) used for Customer Relationship Management (CRM) in the organisation
- KU2. organisational/professional code of ethics, Standard Operating Procedures (SOP) related to telemarketing, sales process and other standards
- KU3. training modules and scripts provided by the OEM for telemarketing
- KU4. sales peculiarities based on geographical nuances such as local customer preferences, local market procedures etc.
- KU5. technical aspects/specifications related with all categories of vehicles at the dealership
- KU6. process of booking test drives based on customer's preferences
- KU7. about warranty, accessories, insurance renewal, Regional Transport Office (RTO) and delivery process
- KU8. common customer problems/queries and the process of documenting it in the organisations' prescribed format
- KU9. least turn around time for any customer query handling/redressal
- KU10. process flow of complete vehicle sales and service cycle at the dealership, including passing on deals to sales consultants
- KU11. CRM related framework/hierarchy provided by the organisation
- KU12. how to schedule pick up and drop facility to ensure customer satisfaction
- KU13. statutory compliance of the government regulations and legal aspects
- KU14. software or format used for billing, financing of the vehicles, services records and warehousing like Tally, SAP and PrimeWare
- KU15. documentation requirements for each procedure carried out in the organization

## Generic Skills (GS)

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

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

## Qualification Pack

### Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Generate sales leads and follow-up with prospective leads</i>	13	21	-	8
PC1. identify the sources of getting prospective leads/potential database of customers interested to buy OEM products	4	7	-	2
PC2. collect and prepare consolidated database of leads from various sources like showroom walk-ins, telephonic enquiries, other marketing campaigns and ATL/BTL activities	5	5	-	2
PC3. call the customer as per the script (FAB & USP's) and assist in pre-sales process to follow-up as per the schedule once the purchase plan is confirmed	-	4	-	2
PC4. fix meetings and schedule visits for test drive, either at showroom or at any mutually agreed location	4	5	-	2
<i>Support dealer's sales function through other allied activities</i>	17	29	-	12
PC5. forward/share the customer details of the appointments to respective sales team or executives	-	-	-	2
PC6. brief the customer about new vehicle related Value Added Services (VAS) and update comments on system for sales team to do follow-up	3	5	-	2
PC7. record all interactions, enquiries, feedback and complaints from prospective customers in the system as per prescribed OEM format	3	5	-	2
PC8. assist sales and marketing team to build good customer relationship by ensuring timely responses to all queries	3	5	-	2
PC9. call customers to invite for events and share information about schemes/offers to support marketing team for ensuring maximum customer engagement for OEM products	4	7	-	2



### Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. ensure regular follow ups with customers to realize the revenue as per planned payment cycle	4	7	-	2
<b>NOS Total</b>	<b>30</b>	<b>50</b>	<b>-</b>	<b>20</b>

## Qualification Pack

### National Occupational Standards (NOS) Parameters

NOS Code	ASC/N1120
NOS Name	Perform activities to support sales function
Sector	Automotive
Sub-Sector	Automotive Vehicle Sales (Dealer)
Occupation	Dealer Sales Support
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	25/03/2021
Next Review Date	25/03/2026
NSQC Clearance Date	25/03/2021

## Assessment Guidelines and Assessment Weightage

### Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training centre (as per assessment criteria below).
4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training centre based on these criteria.
5. In case of successfully passing only certain number of NOSs, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack.
6. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack

## Qualification Pack

**Minimum Aggregate Passing % at QP Level : 70**

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

### Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
ASC/N9807.Organize work and resources (Sales)	50	30	-	20	100	10
ASC/N9806.Interact effectively with colleagues, customers and others (Sales)	50	30	-	20	100	15
ASC/N1106.Perform activities to support service functions	30	50	-	20	100	35
ASC/N1120.Perform activities to support sales function	30	50	-	20	100	40
<b>Total</b>	<b>160</b>	<b>160</b>	<b>-</b>	<b>80</b>	<b>400</b>	<b>100</b>

## Qualification Pack

### Acronyms

<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>OEM</b>	Original Equipment Manufacturer
<b>PwD</b>	Persons With Disabilities
<b>CRM</b>	Customer Relationship Management
<b>FAB</b>	Features Advantages Benefits
<b>USP</b>	Unique Selling Proposition
<b>CRE</b>	Customer Relationship Executive
<b>MIS</b>	Management Information System
<b>DND</b>	Do Not Disturb

## Qualification Pack

### Glossary

<b>Sector</b>	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
<b>Sub-sector</b>	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
<b>Occupation</b>	Occupation is a set of job roles, which perform similar / related set of functions in an industry.
<b>Job role</b>	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
<b>Occupational Standards (OS)</b>	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
<b>Performance Criteria (PC)</b>	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
<b>National Occupational Standards (NOS)</b>	NOS are occupational standards which apply uniquely in the Indian context.
<b>Qualifications Pack (QP)</b>	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
<b>Unit Code</b>	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
<b>Unit Title</b>	Unit title gives a clear overall statement about what the incumbent should be able to do.
<b>Description</b>	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
<b>Scope</b>	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.

## Qualification Pack

<b>Knowledge and Understanding (KU)</b>	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
<b>Organisational Context</b>	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
<b>Technical Knowledge</b>	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
<b>Core Skills/ Generic Skills (GS)</b>	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
<b>Electives</b>	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
<b>Options</b>	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.