

Model Curriculum

Dealership Sales and Value Added Service Executive

SECTOR: AUTOMOTIVE
SUB-SECTOR: Automotive Vehicle (Sales)
OCCUPATION: Sales Support
QP NAME: Dealership Sales and Value Added Services Executive
REF ID: ASC/Q1012, v1.0
NSQF LEVEL: 4



Certificate
CURRICULUM COMPLIANCE TO
QUALIFICATION PACK - NATIONAL OCCUPATIONAL
STANDARDS

is hereby issued by the

AUTOMOTIVE SKILLS DEVELOPMENT COUNCIL

for

MODEL CURRICULUM

Complying to National Occupational Standards of
Job Role/Qualification Pack "**Dealership Sales & Value Added Services Executive**" QP No: "**ASC/Q1012 Level 4**"

Date of issuance: August 12th, 2018

Valid up to: July 12th, 2020*

*Valid up to the next review date of the Qualification Pack



Authorised Signatory
(Automotive Skills Development Council)

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Dealership Sales and Value Added Service Executive

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a “Dealership Sales and Value Added Service Executive”, in the “Automotive” Sector/Industry and aims at building the following key competencies amongst the learner

Program Name	Dealership Sales and Value Added Service Executive		
Qualification Code	Pack	ASC/Q1012	
Version No.	1.0	Version Date	Update 21 st September 2018
Pre-requisites Training	to	12th Standard passed	
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Generate Sales through telemarketing Activities: Conduct tele-marketing campaigns, tele-calling, objection handling, collecting feedback, coordination with the team, etc. • Coordinate with sales team for passing on the prospective leads: Know the team members, segregate the queries, maintaining records, Team work, attending meetings, connecting customers to appropriate sales consultant at showroom etc. • Support the overall Sales Process: Active participation in lead generation, sales pitch, FABing, Objection handling, Complaint Handling, Customer Satisfaction etc. • Manage Inventory: Understand the need for inventory, different inventory management techniques etc. • Manage sales of accessories and VAS to achieve lead closure and deliver vehicle to customer: use sales techniques compare and contrast with various models. Resolving objections and queries. Explain facilities available with OEM; close the deal with purchase of accessories etc. • Coordinate with the team: Team work, attending meetings, connecting customers to appropriate sales consultant at showroom etc. • Assist the customer and Resolve queries: Filling up enquiry forms related to finance and insurance of vehicles, service requests, clarification of doubts related to finance. • Follow Safety Measure at workplace: Understand processes, emergency and evacuation procedures, general safety measures, etc. • Plan and Organise work: Time management, Time stealers, Prioritizing, Pickle jar theory, etc. 		

This course encompasses 7 out of 7 National Occupational Standards (NOS) of “Dealership Sales and Value Added Service Executive” Qualification Pack issued by “Automotive”.

S. No.	Module	Key Learning Outcomes	Equipment Required
1	<p>Introduction</p> <p>Theory Duration (hh:mm) 05:00</p> <p>Practical Duration (hh:mm) 00:00</p> <p>Corresponding NOS Code Bridge Module</p>	<ul style="list-style-type: none"> • Outline about Indian automobile industry and opportunities available • List different types of automobiles available in Indian market. • Discuss history and invention of automobiles • List the role and responsibilities of “Dealership Sales and Value Added Service Executive”. 	
2	<p>Generate Sales Through telemarketing activities</p> <p>Theory Duration (hh:mm) 60:00</p> <p>Practical Duration (hh:mm) 140:00</p> <p>Corresponding NOS Code ASC/Q1107</p>	<ul style="list-style-type: none"> • Explain Customer Relationship Management (CRM) • Explain process flow of complete sales and service cycles at the dealership • Demonstrate effective communication with customers over telephone • Identify calling script, from the prospective calling list assigned • Demonstrate fixing an appointment with the customer over telephone • Demonstrate relationship building with the customers • Demonstrate deals negotiation and closing over telephone • Demonstrate sales leads generation through telemarketing • Explain the dealership Process • Demonstrate feedback collection from customer • Demonstrate customer queries handling 	Computers with DMS (Dealer Management Systems), Demonstration Vehicle
3	<p>Support the entire Sales Process</p> <p>Theory Duration (hh:mm) 65:00</p> <p>Practical Duration (hh:mm) 100:00</p> <p>Corresponding NOS CodeASC/Q1113</p>	<ul style="list-style-type: none"> • Conduct marketing activities • Create accurate and timely sales figures in the region • Support the team in increasing leads • Implement sales plans and strategies for developing sales territory • Organize promotional events to ensure maximum customer engagement • Demonstrate objections handling to ensure customer satisfaction • Learn entire sales process • Demonstrate the product to customer • Maintain records of the customers with the type of services offered • Demonstrate feedback collection and follow up with customers 	Registration forms, sample purchase docketts,

S. No.	Module	Key Learning Outcomes	Equipment Required
4	<p>Ensure sales of accessories and value added services</p> <p>Theory Duration (hh:mm) 55:00</p> <p>Practical Duration (hh:mm) 70:00</p> <p>Corresponding NOS Code ASC/N 1005</p>	<ul style="list-style-type: none"> • Memorize right brand, make and variant of accessories available for a particular vehicle model as specified by the OEM. • List value proposition and USP of each value added service • Identify various automobile accessories and match them as per customer requirements • List technical specifications of accessories. • Manage inventory effectively • Implement visual merchandising of accessories • Demonstrate process of after sale services • Demonstrate objections handling and customer concerns to ensure customer satisfaction • Make MIS and quotations for customers • Examine weekly and monthly reports to ensure all outstanding debts • Execute delivery of vehicle within TAT. 	<p>sample accessories brochures, Accessories like Seat covers, floor mats, infotainment, GPS, graphics stickers, roof rail, rain water shield, fog lamps, crash gaurds, foot rest, courtesy lamps, show-beeding and any other local items liked by customers</p>
5	<p>Plan and organize work to meet expected outcomes</p> <p>Theory Duration (hh:mm) 20:00</p> <p>Practical Duration (hh:mm) 70:00</p> <p>Corresponding NOS Code ASC/N0001</p>	<ul style="list-style-type: none"> • Perform the job within given time as per quality standards/work schedule • Identify and manage resources for efficient and effective use. • Perform in accordance with the organisational policies and procedures • Make effective time management at work • Execute best practices to keep workplace clean • Outline knowledge and understanding required for planning & organising. 	<p>screen typical 5 S literature</p>
6	<p>Work effectively in a team</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 30:00</p> <p>Corresponding NOS Code ASC/N 0002</p>	<ul style="list-style-type: none"> • Do effective communication with colleagues including members in the own group • Use all forms of verbal and non-verbal methods for clear and effective communication with colleagues, supervisors,customers and other stakeholders • Use an appropriate approach to deal and judge customer body language • Follow grooming best practices at work • Follow basic etiquettes at workplace • Outline knowledge and understanding required for team working 	<p>screen,case studies</p>

S. No.	Module	Key Learning Outcomes	Equipment Required
7	<p>Maintain a Healthy, Safe and Secure working environment</p> <p>Theory Duration (hh:mm) 10:00</p> <p>Practical Duration (hh:mm) 30:00</p> <p>Corresponding NOS Code ASC/N0003</p>	<ul style="list-style-type: none"> • Perform organisation procedures to maintain a safe,secure working environment • Maintain safe & secure workplace • Use best practice for removing potential hazards at workplace and preventing accidents • Discuss appropriate strategies to deal with emergencies and accidents at workplace • Apply relevant norms to the vehicles and spare parts to ensure no damage to the environment 	Fire extinguisher, First aid, , BS IV-VI and disposal of hazardous items and parts to provide an overview
8	<p>Manage customer relationship & quality service</p> <p>Theory Duration (hh:mm) 15:00</p> <p>Practical Duration (hh:mm) 20:00</p> <p>Corresponding NOS Code ASC/N 0004</p>	<ul style="list-style-type: none"> • Identify the need for a great customer experience. • Examine the impact on customer's service of face to face interaction • Examine the impact on customer's service of telephonic interaction • Use best practices to handle and resolve complaints 	Case studies
	<p>Total Duration</p> <p>Theory Duration 240:00</p> <p>Practical Duration 460:00</p>	<p>Unique Equipment Required: Fire extinguisher, First aid, , BS IV-VI and disposal of hazardous items and parts to provide an overview</p>	

Grand Total Course Duration: **700Hours, 0 Minutes**

(This syllabus/ curriculum has been approved by [Automotive Skills Development Council](#))

Trainer Prerequisites for Job role: “Dealership Sales and Value added Service Executive” mapped to Qualification Pack: “ASC/Q1012, v1.0”

Sr. No.	Area	Details
1	Description	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with the Qualification Pack “ASC/Q1012”.
2	Personal Attributes	<ul style="list-style-type: none"> • Aptitude for conducting training, and pre/ post work to ensure competent, employable candidates at the end of the training. • Strong communication skills, interpersonal skills, ability to work as part of a team; a passion for quality and for developing others; well-organised and focused. • Eager to learn and keep oneself abreast of the latest developments and newer technologies used in the various systems of the vehicle and its aggregates is highly desirable. • Should be able to demonstrate the usage of workshop equipment, instruments, special instruments and tools. • Should have sharp diagnostic abilities for identifying reasons of problems in vehicles and troubleshoot. • Should be hands on with sales and marketing of vehicles to provide experiential training.
3	Minimum Educational Qualifications	Graduate/Diploma/ Degree in Engineering (Mechanical or Automobile) Diploma /MBA in Sales & Marketing
4a	Domain Certification	Certified for Job Role: “Dealership Sales and Value added Service Executive” mapped to QP:ASC/Q1012. Minimum qualifying score – 80%, as per ASDC guidelines.
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “Trainer” mapped to the Qualification Pack: “MEP/Q0102”. Minimum qualifying score as per SSC guidelines is 80%.
5	Experience	<ul style="list-style-type: none"> • Minimum 6 years of experience in Automobile Sales for graduates • Minimum 4 years of experience in Automobile Sales for MBA • Must have relevant experience in any automobile dealership

	PC10.make accurate, rapid cost calculations and provide customers with quotations under the supervision of the superiors in sales function		9	3	6
	PC11. assist in management of key customer relationship and coordinate with key accounts sales team to ensure that all pending responses are attended to are resolved in a timely and satisfactory manner		5	1	4
	PC12.respond positively to and resolve customer objections/queries against the OEM products		5	1	4
	PC13.take accurate enquiry details from client and support sales and marketing department about client feedback/ comments relating to product content and pricing		7	2	5
	PC14.ensure realization of revenues from sales as per planned payment cycle through effective follow up & relationship building with customers		5	1	4
	PC15.assist in organizing client entertaining & promotional events to ensure maximum customer engagement for selling OEM products in future		7	2	5
	PC16.represent the OEM product at trade exhibitions, events and demonstrations		5	1	4
	All KA, KB for the NOS				
		Total	100	25	75
ASC/N0001 Plan and organise work to meet expected outcomes	PC1.keep immediate work area clean and tidy	100	14	5	9
	PC2.treat confidential information as per the organisation's guidelines		13	4	9
	PC3.work in line with organisation's policies and procedures		10	2	8
	PC4.work within the limits of job role		10	2	8
	PC5.obtain guidance from appropriate people, where necessary		10	2	8
	PC6.ensure work meets the agreed requirements		10	2	8
	PC7.establish and agree on work requirements with appropriate people		13	4	9
	PC8.manage time, materials and cost effectively		10	2	8
	PC9. use resources efficiently with minimal wastage		10	2	8
	All KA, KB for the NOS				
		Total	100	25	75

ASC/N0002 Work effectively in a team	PC1.maintain clear communication with colleagues (by all means including face-to-face, telephonic as well as written)	100	14	4	10
	PC2.work with colleagues to integrate work		13	4	9
	PC3.pass on information to colleagues in line with organisational requirements both through verbal as well as non-verbal means		14	4	10
	PC4.work in ways that show respect for colleagues		12	3	9
	PC5.carry out commitments made to colleagues		12	3	9
	PC6.let colleagues know in good time if cannot carry out commitments, explaining the reasons		12	3	9
	PC7.identify problems in working with colleagues and take the initiative to solve these problems		14	4	10
	PC8.follow the organisation's policies and procedures for working with colleagues		12	3	9
	All KA, KB for the NOS				
		Total	100	25	75
ASC/N0003 Maintain a healthy, safe and secure working environment	PC1.comply with organisation's current health, safety and security policies and procedures	100	13	3	10
	PC2.report any identified breaches in health, safety, and security policies and procedures to the designated person		13	3	10
	PC3. coordinate with other resources at the workplace to achieve healthy, safe and secure environment for all incorporating government norms esp. for emergency situations like fires, earthquakes etc.		12	3	9
	PC4. identify and correct any hazards like illness, accidents, fires or any other natural calamity within the limits of individual's authority		14	4	10
	PC5.report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn other people who may be affected		12	3	9
	PC6.follow organisation's emergency procedures for accidents, fires or any other natural calamity		10	2	8
	PC7.identify and recommend opportunities for improving health, safety, and security to the designated person		12	3	9

	PC8. complete health and safety records, ensure procedures are well defined		14	4	10
	All KA, KB for the NOS				
		Total	100	25	75
ASC/N0004 Manage customer relationship	PC1.analyse and comprehend all customer requirements and needs	100	12	3	9
	PC2.document complete customer requisites and assess them		10	2	8
	PC3.deliver and assist in delivering as per the noted requirements		13	4	9
	PC4.understand complete customer queries and complaints		13	4	9
	PC5.document all customer queries in the prescribed format of the organisation		10	3	7
	PC6.ensure least turnaround time for any customer query handling/redressal especially issues related to warranty claims and other performance related issues		10	2	8
	PC7.maximise customer satisfaction through pleasant and excellent customer experience within the organisations framework		12	3	9
	PC8.document feedbacks and reviews from the customers & implement within the framework of the organization		10	2	8
	PC9.maintain a healthy & professional relationship with the customers especially key accounts and influencers in the market		10	2	8
	All KA, KB for the NOS				
		Total	100	25	75
ASC/N1005 Ensure sales of accessories and value added sales	PC1.understand the specifications related to the various accessories appropriate for the particular brand and make of the vehicle	100	7	2	5
	PC2.ensure proper dealer inventory management for accessories required across various models, colours, sizes and fitments of the vehicle and place orders in case of stock-outs		7	2	5
	PC3.manage the upkeep of display areas and ensure proper visibility of the different variants of accessories prominently within the designated area of the dealership		4	1	3
	PC4.manage space allocation for accessories display areas and ensure display of all colours of designated accessories		7	2	5

	PC5.handle leads generated from various sources including telephonic enquiries, emails, cold calls etc. for accessory sales post the vehicle has been sold / expected to be sold		7	2	5
	PC6.make a sales pitch for accessories and value added services to potential customers		7	2	5
	PC7.inform and explain customers about the USP of the chosen accessories over other available options including their performance as well as its benefits		9	2	7
	PC8.explain all terms, conditions and payment related issues (for value added services and accessories) including various warranty related clauses for the various accessories to the customers		7	2	5
	PC9.answer technical questions asked by the customers in regards to various accessories and value added products for different variants of the vehicle		9	2	7
	PC10.assist customers in selecting the right accessories for their vehicle that respond both to their needs and requirements		7	2	5
	PC11.negotiate the terms of an agreement with the customer and close sales to ensure profitable sales		4	1	3
	PC12.suggest alternative accessories that have the similar performance and serves the same need of the customer to replace the initially desired accessory, in case the required accessory is out of stock		7	2	5
	PC13.perform calculations and provide customers with quotations for the various value added services as per the different payment schedules selected by the customer		6	1	5
	PC14.ensure that vehicles ready for delivery are fitted with proper accessories as selected by the customer well in time before the customer comes for delivery		6	1	5
	PC15.examine weekly and monthly reports to ensure all outstanding debts have been collected for the value added services (including payments for Annual Maintenance Contracts, Extended warranty payments due etc.)		6	1	5
	All KA, KB for the NOS				
		Total	100	25	75
		Sub Total	700	175	525