

## QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR AUTOMOTIVE INDUSTRY

### What are Occupational Standards (OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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## Contents

1. Introduction and Contacts.....P.1
2. Qualifications Pack.....P.2
3. Glossary of Key Terms .....P.3
4. NOS Units.....P.5
5. Assessment Criteria.....P.32

## Introduction

### Qualifications Pack-Sales Consultant (Retail) Level 5

**SECTOR:** AUTOMOTIVE

**SUB-SECTOR:** AUTOMOTIVE VEHICLE SALES (DEALER)

**OCCUPATION:** VEHICLE SALES

**JOB ROLE:**SALES CONSULTANT (RETAIL) LEVEL 5

**REFERENCE ID:** ASC/ Q 1005

**ALIGNED TO :**NCO-2004/ Nil

**Sales Consultant(Retail) Level 5** is also known as Automotive Sales Executive, Car Salesman, Automotive Sales Representative ( Dealer).

**Brief Job Description:** A **Sales Consultant (Retail) Level 5** handles potential customer leads, presents value proposition for vehicles and manages vehicle retail sales.

**Personal Attributes:** The individual should have good understanding of the automotive market and should have brand, product and market awareness in the vehicle sales and supply business. The individual should be engaging, outgoing and presentable. Should have excellent communication skills and should enjoy interacting with a variety of people. This job requires individuals to work as a part of a team and requires the ability to be persistent and persuasive.

Job Details	Qualifications Pack Code	ASC/Q1005		
	Job Role	Sales Consultant (Retail)Level 5		
	Credits(NSQF)	TBD	Version number	1.0
	Industry	Automotive	Drafted on	10/06/13
	Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	10/06/13
	Occupation	Vehicle Sales	Next review date	Under revision expected date of revised version 31-Dec-15
	NSQC Clearance on	20/07/15		

Job Role	Sales Consultant (Retail)Level 5
Role Description	Handle potential customer leads, present value proposition for vehicles and manage vehicles retail sales
NSQF level	5
Minimum Educational Qualifications	Graduate degree/diploma in any discipline
Maximum Educational Qualifications	Post graduate degree/ diploma in Business Administration
Training (Suggested but not mandatory)	<p>On the job training</p> <ul style="list-style-type: none"> <li>Desirable for ASDC Sales Consultant (Retail) Level 5 certificate or Post graduate degree / diploma in Business Administration</li> <li>Compulsory for all other qualifications</li> </ul>
Minimum Job Entry Age	<p>1 ASDC recommends that candidates should seek full employment not before attaining an age of 18</p> <p>2 However, as per Factories Act 1948 and Shops &amp; Establishment Act 1953:</p> <p>- No one can be employed before attaining the age of 14</p> <p>3 Please note that under the Factories Act 1948, and Shops &amp; Establishment Act 1953 different States may have slightly varying provision which need to be adhered to</p>
Experience	<ul style="list-style-type: none"> <li>0 years if ASDC Sales Consultant (Retail) Level 5 or Post graduate degree/ diploma in Business Administration</li> <li>Up to 3 years for other qualifications</li> </ul>
Occupational Standards (OS)	<p><b>Compulsory:</b></p> <p>ASC/ N 1001: <a href="#">Handle leads generated from various sources</a></p> <p>ASC/ N 1002: <a href="#">Manage operation to achieve lead closure and deliver vehicle to customer</a></p> <p>ASC/ N 0001: <a href="#">Plan and organise work to meet expected outcomes</a></p> <p>ASC/ N 0002: <a href="#">Work effectively in a team</a></p> <p>ASC/ N 0003: <a href="#">Maintain a healthy, safe and secure working</a></p>

	<a href="#">environment</a>
Performance Criteria	As described in the relevant NOS units

Definitions

Keywords /Terms	Description
Core Skills/Generic Skills	Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the NOS, these include communication related skills that are applicable to most job roles.
Dealership	A business established or operated under an authorisation to sell or distribute an automotive company's goods and services
Description	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 NOS they are looking for.
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of NOS.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization.
Knowledge and Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standard.
National Occupational Standards (NOS)	NOS are Occupational Standards which apply uniquely in the Indian context
Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry.
Organisational Context	Organisational Context includes the way the organization is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task.
Qualifications Pack(QP)	Qualifications Pack comprises the set of NOS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
Scope	Scope is the 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 the quality of performance required.
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.

Sub-Sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Sub-functions	Sub-functions are sub-activities essential to fulfil the achieving the objectives of the function.
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Unit Code	Unit Code is a unique identifier for an NOS unit, which can be denoted with an 'N'
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do.
Vehicle	Mode of personal transport including 2-wheelers, 3-wheelers and 4-wheelers (including passenger vehicles and commercial vehicles). This includes gasoline, petrol, CNG, electrical and hybrid vehicles
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry.
Keywords /Terms	Description
NOS	National Occupational Standard(s)
NSQF	National Standards Qualification Framework
OEM	Original Equipment Manufacturer
OS	Occupational Standard(s)
QP	Qualifications Pack

ASC/ N 1001

Handle leads generated from various sources

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# National Occupational Standards



## Overview

This Occupational Standard describes the knowledge, understanding and skills required of an individual to handle sales leads generated through showroom walk-ins, telephonic leads, marketing campaigns, ATL / BTL activities etc.

ASC/ N 1001

Handle leads generated from various sources

National Occupational Standard

Unit Code	ASC/ N 1001
Unit Title (Task)	Handle leads generated from various sources
Description	This OS unit is about an Sales Consultant handling sales leads generated from various sources and following up to achieve sales or in case of more clarifications/ discounts refer it to superiors or sales team lead.
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>collate sales leads from various sources</li> <li>follow up on sales leads and deliver a sales pitch</li> </ul>
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
<b>Collate Sales Leads, follow-up and deliver a sales pitch</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. handle all leads from various sources like showroom walk-ins, telephonic enquiries, other marketing campaigns and ATL / BTL activities</p> <p>PC2. greet customer on sales floor and takes them through the entire buying process supported by established selling steps, selling policies and procedures</p> <p>PC3. handle potential sales leads generated from telecalling, showroom walk-ins, telephonic enquiries etc.</p> <p>PC4. deliver a sales pitch highlighting unique selling points of the vehicle tailored to requirements of potential customers</p> <p>PC5. explain comparative details about the vehicle features and demonstrate operation of vehicle in showroom and via test drive</p> <p>PC6. explain product performance, application and benefits to prospects and describing all optional equipment available for customer purchase</p> <p>PC7. provide new vehicle to customer through established delivery process, ensuring that the customer understands the vehicle's operating features, warranty and paperwork</p> <p>PC8. process customer orders in a timely manner, ensuring the clients approval</p> <p>PC9. maintain a buyer follow-up system that encourages repeat and referral business and contributes to customer satisfaction</p> <p>PC10. manage a diverse range of customer retention campaigns and initiatives including idea generation and exploration, preparing and presenting sales delivery proposals, oversee the production processes and championing successful execution</p> <p>PC11. analyze campaign outcomes in detail, using a variety of proprietary software applications and draw insights and present them to the sales function to facilitate sound decision making</p> <p>PC12. check availability of test drive cars and arrange / schedule the test drive for interested customers (through leads generated from potential sources)</p> <p>PC13. respond to all customer enquiries on the vehicle, promotions, price etc.</p> <p>PC14. provide enriching customer experience by hassle free buying process, quick documentation, providing entertainment avenues etc., during lead time</p>



**ASC/ N 1001**

**Handle leads generated from various sources**

	<p>PC15. explain facilities available from the OEM and Dealership for finance and insurance</p> <p>PC16. follow up on all post-delivery items including tag/title work, and any special requests to be sure that all customer expectations are met</p> <p>PC17. make follow up calls to existing customers for service reminders and to promote other value-added services</p> <p>PC18. respond to unfavourable comparisons of the vehicle vis-à-vis competitor's products by pitching the USP of the vehicle over other competitor products</p>
<b>Knowledge and Understanding (K) w.r.t. the scope</b>	
<b>Element</b>	<b>Knowledge and Understanding</b>
<b>A. Organisational Context</b> (Knowledge of the Company/ Organisation and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. standard operating procedures of the organisation/ dealership for responding to sales enquiries</p> <p>KA2. promotions, discounts, offers available from the Dealership and the OEM</p> <p>KA3. prices, taxes and other applicable cost elements for the vehicle</p> <p>KA4. documentation requirements for each procedure carried out as part of roles and responsibilities</p> <p>KA5. organisational and professional code of ethics and standards of practice</p> <p>KA6. safety and health policies and regulations for the workplace</p>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. how to greet and meet potential customers walking-in to the showroom</p> <p>KB2. how to handle telephonic queries including the cold calls and must be able to convince the customer on the USP of the vehicle</p> <p>KB3. various promotional activities such as:</p> <ul style="list-style-type: none"> <li>road shows</li> <li>mall activations</li> <li>exchange melas</li> <li>canopy promotions</li> <li>local contests</li> <li>loan melas</li> <li>promotional test-drives</li> </ul> <p>KB4. how to respond to queries about technical, cost and service aspects of the vehicle</p> <p>KB5. how to respond to negative comments or unfavourable comparisons of the vehicle (vis-à-vis a competitor's products)</p> <p>KB6. how to arrive at final on-road cost of a vehicle</p> <p>KB7. promotions, offers, discounts and other schemes available from the dealership and OEM</p> <p>KB8. documents required from potential customer to close a sale</p> <p>KB9. facilities for insurance and finance offered by the Dealership</p> <p>KB10. detailed technical and performance specifications of the vehicle</p> <p>KB11. the competitive landscape including:</p> <ul style="list-style-type: none"> <li>competitor dealerships in the area</li> </ul>



ASC/ N 1001

Handle leads generated from various sources

	<ul style="list-style-type: none"> <li>vehicles offered by competitors</li> <li>pros and cons of the vehicle vis-à-vis those offered by competitors</li> <li>price differentials with competitor's products</li> </ul>
<b>Skills (S) w.r.t. the scope</b>	
<b>Element</b>	<b>Skills</b>
<b>A. Core Skills/ Generic Skills</b>	<b>Writing skills</b>
	The user/ individual on the job needs to know and understand how to:
	SA1. create documentation required on the job (including databases to manage leads, arrange test drives etc.)
	SA2. prepare cost estimates for on-road pricing of vehicles
	SA3. write in at least one language
	<b>Reading skills</b>
	The user/individual on the job needs to know and understand how to:
	SA4. read brochures and technical specifications of the vehicle provided by the Dealership and OEM
	SA5. read policies and regulations pertinent to the job
	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to:
	SA6. interact with the potential customer to elicit information on needs and requirements
	SA7. make customers feel welcomed and relaxed in the showroom environment
	SA8. interact with the customer to build a positive rapport and influence the purchase decision
	SA9. interact with customers to deliver a sales pitch in an engaging manner
<b>B. Professional Skills</b>	<b>Decision making</b>
	The user/individual on the job needs to know and understand how to:
	SB1. analyse the customer profiles and offer them all possible options available so that they can choose the best offer
	<b>Plan and Organise</b>
	The user/individual on the job needs to know and understand how to:
	SB2. plan work assigned on a daily basis
	SB3. follow up regularly on potential leads to close them which may include planning field visits, giving test drive to customers etc.
	<b>Customer centricity</b>
	The user/individual on the job needs to know and understand how to:

**ASC/ N 1001**

**Handle leads generated from various sources**

	SB4. ensure that potential customer needs and requirements are assessed including the vehicle as well as various accessories and value added services
	SB5. ensure that the sales pitch is tailored to needs and requirements of the potential customer
	<b>Problem solving</b>
	The user/individual on the job needs to know and understand how to:
	SB6. handle unfavourable comparisons of the vehicle with competitor's products
	SB7. ensure that the sales process is hurdle-free for the potential customer
	SB8. liaise with stakeholders to ensure all arrangements and documentation are done on time
	<b>Analytical thinking</b>
	The user/individual on the job needs to know and understand how to:
	SB9. analyse unique selling points of the vehicle based on potential customer requirements
	<b>Critical thinking</b>
	The user/individual on the job needs to know and understand how to:
	SB10. evaluate the information gathered from the potential customer and utilise it to ensure a smooth sales process

ASC/ N 1001

Handle leads generated from various sources

## NOS Version Control

NOS Code	ASC/ N 1001		
Credits(NSQF)	TBD	Version number	1.0
Industry	Automotive	Drafted on	10/06/13
Industry Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	10/06/13
Occupation	Vehicle Sales	Next review date	Under revision expected date of revised version 31-Dec-15

ASC/ N 1002

Manage operation to achieve lead closure and deliver vehicle to customer

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# National Occupational Standards



## Overview

This Occupational Standard describes the knowledge, understanding and skills required of an individual to ensure closure of sales leads generated from various sources and completion of all required documentation before the delivery of the vehicle.

ASC/ N 1002

Manage operation to achieve lead closure and deliver vehicle to customer

National Occupational Standard

<b>Unit Code</b>	<b>ASC/ N 1002</b>
<b>Unit Title (Task)</b>	<b>Manage operation to achieve lead closure and deliver vehicle to customer</b>
<b>Description</b>	This OS unit is about anSales Consultant ensuring that sales leads generated from various sources are closed and all required sales documentation is completed before the vehicle is delivered.
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>ensure the closure of all the leads generated from various sources and escalate to superiors in case of any hindrances faced to ensure closure</li> <li>assist the customer in selecting the right model, variant of the vehicle and ensure sales closure after completion of all documentation process including corresponding finance &amp; insurance services if required</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Ensure closure of all leads including documentation process</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. handle all leads from various sources like showroom walk-ins, telephonic enquiries, other marketing campaigns and ATL / BTL activities</p> <p>PC2. deliver a sales pitch highlighting unique selling points of the vehicle tailored to requirements of potential customers</p> <p>PC3. explain comparative details about the vehicle features and demonstrate operation of vehicle in showroom and via test drive</p> <p>PC4. explain product performance, application and benefits to prospects and describing all optional equipment available for customer purchase</p> <p>PC5. provide enriching customer experience by hassle free buying process, quick documentation, providing entertainment avenues etc., during lead time</p> <p>PC6. respond to unfavourable comparisons of the vehicle vis-à-vis competitor's products by pitching the USP of the vehicle over other competitor products</p> <p>PC7. respond positively to and resolve customer objections/queries against the OEM products</p> <p>PC8. follow up with potential customers to conclude sales process by agreeing on a purchase price</p> <p>PC9. explain facilities available from the OEM and Dealership for finance and insurance</p> <p>PC10. assist customers in fulfilling all documentation requirements for purchase and registration, financing and insurance of the vehicle</p> <p>PC11. ensuring that all processes for ordering the vehicle and implementing customisations (e.g. model, colour, accessories etc.) including various accessories are completed in time bound manner</p> <p>PC12. receive, process and verify the accuracy of delivered orders from customers utilizing the organisations' internal CRM/ mainframe systems and customer purchase orders</p> <p>PC13. initiate required action for response to customer service requests for order changes, including the maintenance of customer information files and</p>

ASC/ N 1002

**Manage operation to achieve lead closure and deliver vehicle to customer**

	<p>communicates changes to the sales function</p> <p>PC14. follow up with customers after service or repairs on their vehicle and take feedback on the experience</p> <p>PC15. report any complaints or queries from customers to the concerned persons in the organisation</p>
<b>Knowledge and Understanding (K) w.r.t. the scope</b>	
<b>Element</b>	<b>Knowledge and Understanding</b>
<b>A. Organisational Context</b> (Knowledge of the Company/ Organisation and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. standard operating procedures of the organisation/ dealership for responding to sales enquiries</p> <p>KA2. promotions, discounts, offers available from the Dealership and the OEM</p> <p>KA3. prices, taxes and other applicable cost elements for the vehicle</p> <p>KA4. documentation requirements for each procedure carried out as part of roles and responsibilities</p> <p>KA5. documentation requirements for vehicle finance and insurance</p> <p>KA6. organisational and professional code of ethics and standards of practice</p> <p>KA7. safety and health policies and regulations for the workplace</p>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. how to respond to queries about technical, cost and service aspects of the vehicle</p> <p>KB2. how to respond to negative comments or unfavourable comparisons of the vehicle (vis-à-vis a competitor's products)</p> <p>KB3. detailed technical and performance specifications of the vehicle</p> <p>KB4. how to arrive at final on-road cost of a vehicle</p> <p>KB5. promotions, offers, discounts and other schemes available from the Dealership and OEM</p> <p>KB6. processes required to order the vehicle and customise it according to customer preferences (e.g. model, colour, value added services, accessories etc.)</p> <p>KB7. documents required from potential customer to close a sale including the ones required for getting finance, insurance and registration of the vehicle</p> <p>KB8. whom to approach for vehicle finance and Insurance and obtain information on financing offers available both within the dealership and people from Banks / NBFCs</p> <p>KB9. How to coordinate with the people from stockyard and PDI to ensure that the vehicle to be delivered is ready in time as per customers' demand</p> <p>KB10. the competitive landscape including:</p>

ASC/ N 1002

Manage operation to achieve lead closure and deliver vehicle to customer

	<ul style="list-style-type: none"> <li>competitor dealerships in the area</li> <li>vehicles offered by competitors</li> <li>pros and cons of the vehicle vis-à-vis those offered by competitors</li> <li>price differentials with competitor's products</li> </ul>
<b>Skills (S) w.r.t. the Scope</b>	
<b>Element</b>	<b>Skills</b>
<b>A. Core Skills/ Generic Skills</b>	<b>Writing skills</b>
	The user/ individual on the job needs to know and understand how to:
	SA1. create documentation required on the job (including databases to manage leads, arrange test drives etc.)
	SA2. assist customers in filling forms and other documentation required for registration, insurance and finance
	SA3. prepare cost estimates for on-road pricing of vehicles
	SA4. prepare the detailed document on the various value added services that are sold bundled with the vehicle
	SA5. Write in at least one language
	<b>Reading skills</b>
	The user/individual on the job needs to know and understand how to:
	SA6. read brochures and technical specifications of the vehicle provided by the Dealership and OEM
	SA7. read policies and regulations pertinent to the job
	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to:
	SA8. interact with the potential customer to elicit information on needs and requirements
	SA9. make customers feel welcomed and relaxed in the showroom environment
	SA10. interact with the customer to build a positive rapport and influence the purchase decision
	SA11. interact with customers to deliver a sales pitch in an engaging manner
	SA12. interact with other support stakeholders in the dealership (like stock yard people, PDI and other service people) to ensure that vehicle is ready in time for delivery
<b>B. Professional Skills</b>	<b>Decision making</b>
	The user/individual on the job needs to know and understand how to:
	SB1. analyse the customer profiles and offer them all possible options available so that they can choose the best offer
	SB2. help customer in choosing appropriate accessories and value added services along with the vehicle



ASC/ N 1002

Manage operation to achieve lead closure and deliver vehicle to customer

	SB3. help the sales manager in planning the off take of primary vehicles basis the number of hot leads which are expected to convert into final retail to the end customer
	<b>Plan and Organise</b>
	The user/individual on the job needs to know and understand how to:
	SB4. plan work assigned on a daily basis
	SB5. follow up regularly on potential leads to close them which may include planning field visits, giving test drive to customers etc.
	SB6. plan the sale against the targets leading to off take of primary vehicles by the dealership (for e.g. basis the hot leads available, dealership would place orders for stocking from the OEM)
	<b>Customer centricity</b>
	The user/individual on the job needs to know and understand how to:
	SB1. ensure that potential customer needs and requirements are assessed including the vehicle as well as various accessories and value added services
	SB2. ensure that the sales pitch is tailored to needs and requirements of the potential customer
	SB3. ensure that the vehicle is prepared (including cleaning and PDI) and accessories are fitted prior to the delivery time that is agreed upon with the customer
	<b>Problem solving</b>
	The user/individual on the job needs to know and understand how to:
	SB1. handle unfavourable comparisons of the vehicle with competitor's products
	SB2. ensure that the sales process is hurdle-free for the potential customer
	SB3. liaise with stakeholders to ensure all arrangements and documentation are done on time
	<b>Analytical thinking</b>
	The user/individual on the job needs to know and understand how to:
	SB4. analyse unique selling points of the vehicle based on potential customer requirements
	<b>Critical thinking</b>
	The user/individual on the job needs to know and understand how to:
	SB5. evaluate the information gathered from the potential customer and utilise it to ensure a smooth sales process

ASC/ N 1002

Manage operation to achieve lead closure and deliver vehicle to customer

## NOS Version Control

NOS Code	ASC/ N 1002		
Credits(NSQF)	TBD	Version number	1.0
Industry	Automotive	Drafted on	10/06/13
Industry Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	10/06/13
Occupation	Vehicle Sales	Next review date	Under revision expected date of revised version 31-Dec-15

ASC/ N 0001

Plan and organise work to meet expected outcomes

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# National Occupational Standards



## Overview

This unit is about planning and organising an individual's work in order to complete it to the required standards, on time and within budget in terms of cost and material

ASC/ N 0001

Plan and organise work to meet expected outcomes

National Occupational Standard

<b>Unit Code</b>	<b>ASC/ N 0001</b>
<b>Unit Title (Task)</b>	<b>Plan and organise work to meet expected outcomes</b>
<b>Description</b>	This NOS unit is about planning and organising an individual's work in order to complete it to the required standards on time.
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>work requirements including various activities, deliverables or work output required in the given time, maintain set quality standards</li> <li>appropriate use of resources (both material / equipment's and manpower)</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Work requirements including various activities within the given time and set quality standards</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. keep immediate work area clean and tidy</p> <p>PC2. treat confidential information as per the organisation's guidelines</p> <p>PC3. work in line with organisation's policies and procedures</p> <p>PC4. work within the limits of job role</p> <p>PC5. obtain guidance from appropriate people, where necessary</p> <p>PC6. ensure work meets the agreed requirements</p>
<b>Appropriate use of resources</b>	<p>PC7. establish and agree on work requirements with appropriate people</p> <p>PC8. manage time, materials and cost effectively</p> <p>PC9. use resources in a responsible manner</p>
<b>Knowledge and Understanding (K) w.r.t. the scope</b>	
<b>Element</b>	<b>Knowledge and Understanding</b>
<b>A. Organisational Context (Knowledge of the Company/Organisation and its processes)</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. the organisation's policies, procedures and priorities for area of work, role and responsibilities in carrying out that work</p> <p>KA2. the limits of responsibilities and when to involve others</p> <p>KA3. specific work requirements and who these must be agreed with</p> <p>KA4. the importance of having a tidy work area and how to do this</p> <p>KA5. how to prioritize workload according to urgency and importance and the benefits of this</p> <p>KA6. the organisation's policies and procedures for dealing with confidential information and the importance of complying with these</p> <p>KA7. the purpose of keeping others updated with the progress of work</p> <p>KA8. who to obtain guidance from and the typical circumstances when this may be required</p>

ASC/ N 0001

**Plan and organise work to meet expected outcomes**

	KA9. the purpose and value of being flexible and adapting work plans to reflect change
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. how to complete tasks accurately by following standard procedures</p> <p>KB2. technical resources needed for work and how to obtain and use these</p>
<b>Skills (S) w.r.t. the scope</b>	
<b>Element</b>	<b>Skills</b>
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	The user/individual on the job needs to know and understand how to:
	SA1. write in at least one language
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to:
	SA2. read instructions, guidelines/procedures
<b>B. Professional Skills</b>	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to:
	SA3. ask for clarification and advice from appropriate persons
	SA4. communicate orally with colleagues
	<b>Decision Making</b>
	The user/individual on the job needs to know and understand how to:
	SB1. make a decision on a suitable course of action appropriate for accurately completing the task within resources
	<b>Plan and Organise</b>
	The user/individual on the job needs to know and understand how to:
	SB2. agree objectives and work requirements
	SB3. plan and organise work to achieve targets and deadlines
	<b>Customer Centricity</b>
	The user/individual on the job needs to know and understand how to:
	SB4. deliver consistent and reliable service to customers
	SB5. check own work and ensure it meets customer requirements
	<b>Problem Solving</b>
	The user/individual on the job needs to know and understand how to:
	SB6. refer anomalies to the concerned persons
	<b>Analytical Thinking</b>
	The user/individual on the job needs to know and understand how to:

ASC/ N 0001

Plan and organise work to meet expected outcomes

	SB7. analyse problems and identify work -arounds taking help from concerned persons where required
	<b>Critical Thinking</b>
	The user/individual on the job needs to know and understand how to:
	SB8. apply own judgement to identify solutions in different situations



ASC/ N 0001

Plan and organise work to meet expected outcomes

## NOS Version Control

NOS Code	ASC/ N 0001		
Credits(NSQF)	TBD	Version number	1.0
Industry	Automotive	Drafted on	10/06/13
Industry Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	10/06/13
Occupation	Vehicle Sales	Next review date	Under revision expected date of revised version 31-Dec-15



ASC/ N 0002

Work effectively in a team

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# National Occupational Standards



## Overview

This unit is about working effectively with colleagues, either in own work group or in other work groups within organisation.

ASC/ N 0002

**Work effectively in a team**

National Occupational Standard

<b>Unit Code</b>	<b>ASC/ N 0002</b>
<b>Unit Title (Task)</b>	<b>Work effectively in a team</b>
<b>Description</b>	This NOS unit is about working effectively within a team, either in individual's own work group or in other work groups outside the organisation.
<b>Scope</b>	This unit/task covers the following: Colleagues: <ul style="list-style-type: none"> <li>Interact &amp; communicate effectively with colleagues including member in the own group as well as other groups</li> </ul>
<b>Performance Criteria (PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Interact &amp; communicate effectively with colleagues including member in the own group as well as other groups</b>	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> <li>PC1. maintain clear communication with colleagues (by all means including face-to-face, telephonic as well as written)</li> <li>PC2. work with colleagues to integrate work</li> <li>PC3. pass on information to colleagues in line with organisational requirements both through verbal as well as non-verbal means</li> <li>PC4. work in ways that show respect for colleagues</li> <li>PC5. carry out commitments made to colleagues</li> <li>PC6. let colleagues know in good time if cannot carry out commitments, explaining the reasons</li> <li>PC7. identify problems in working with colleagues and take the initiative to solve these problems</li> <li>PC8. follow the organisation's policies and procedures for working with colleagues</li> </ul>
<b>Knowledge and Understanding (K) w.r.t. the scope</b>	
<b>Element</b>	<b>Knowledge and Understanding</b>
<b>A. Organisational Context (Knowledge of the Company/Organisation and its processes)</b>	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KA1. the organisation's policies and procedures for working with colleagues, role and responsibilities in relation to this</li> <li>KA2. the importance of effective communication and establishing good working relationships with colleagues</li> <li>KA3. different methods of communication and the circumstances in which it is appropriate to use these</li> <li>KA4. the importance of creating an environment of trust and mutual respect</li> <li>KA5. the implications of own work on the work and schedule of others</li> </ul>

ASC/ N 0002

### Work effectively in a team

<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. different types of information that colleagues might need and the importance of providing this information when it is required</p> <p>KB2. the importance of helping colleagues with problems, in order to meet quality and time standards as a team</p>
<b>Skills (S)w.r.t. the scope</b>	
<b>Element</b>	<b>Skills</b>
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. complete written work with attention to detail</p>
	<b>Reading Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA2. read instructions, guidelines/procedures</p>
	<b>Oral Communication (Listening and Speaking skills)</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. listen effectively and orally communicate information</p> <p>SA4. ask for clarification and advice from the concerned person</p>
<b>B. Professional Skills</b>	<b>Decision Making</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. make decisions on a suitable course of action or response keeping in view resource utilization while meeting commitments</p>
	<b>Plan and Organise</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. plan and organise work to achieve targets and deadlines</p>
	<b>Customer Centricity</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. check that the work meets customer requirements</p> <p>SB4. deliver consistent and reliable service to customers</p>
	<b>Problem Solving</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. apply problem solving approaches in different situations</p>
	<b>Critical Thinking</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. apply balanced judgements to different situations</p>

ASC/ N 0002

Work effectively in a team

## NOS Version Control

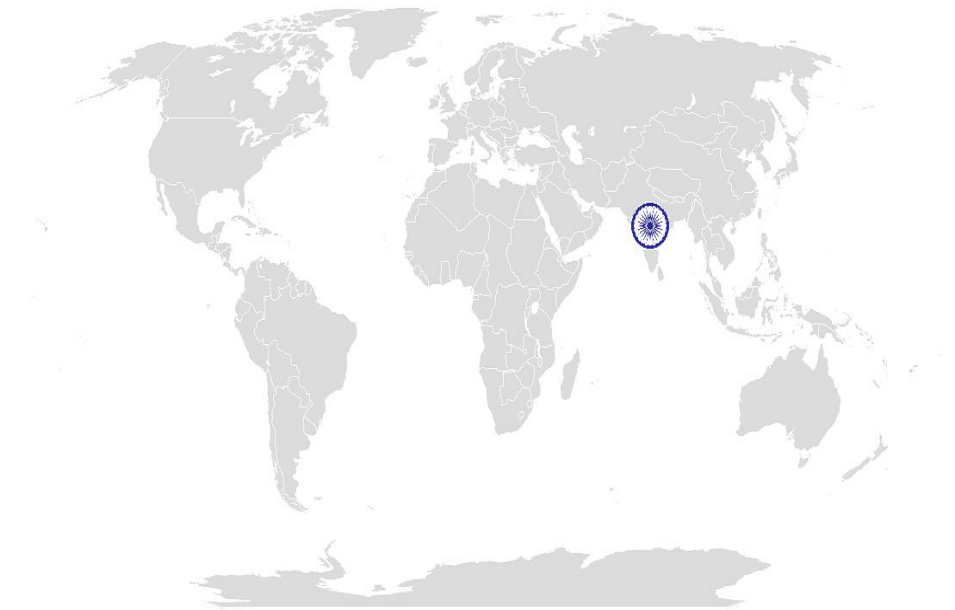
NOS Code	ASC/ N 0002		
Credits(NSQF)	TBD	Version number	1.0
Industry	Automotive	Drafted on	10/06/13
Industry Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	10/06/13
Occupation	Vehicle Sales	Next review date	Under revision expected date of revised version 31-Dec-15

ASC/ N 0003

Maintain a healthy, safe and secure working environment

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# National Occupational Standards



## Overview

This unit is about monitoring work place practices and making sure they meet requirements for health, safety, security and environmental concerns.

ASC/ N 0003

Maintain a healthy, safe and secure working environment

National Occupational Standard

Unit Code	ASC/ N 0003
Unit Title (Task)	Maintain a healthy, safe and secure working environment
Description	This NOS unit is about monitoring the working environment and making sure it meets requirements for health, safety and security.
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>Resources (both material &amp; manpower) needed to maintain a safe working environment as per the prevalent norms &amp; government policies including emergency procedures for illness, accidents, fires or any other reason which may involve evacuation of the premises</li> </ul>
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
<b>Resources needed to maintain a safe, secure working environment</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. comply with organisation's current health, safety and security policies and procedures</p> <p>PC2. report any identified breaches in health, safety, and security policies and procedures to the designated person</p> <p>PC3. Coordinate with other resources at the workplace to achieve the healthy, safe and secure environment for all incorporating all government norms esp. for emergency situations like fires, earthquakes etc.</p> <p>PC4. identify and correct any hazards like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority</p> <p>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</p> <p>PC6. follow organisation's emergency procedures for accidents, fires or any other natural calamity</p> <p>PC7. identify and recommend opportunities for improving health, safety, and security to the designated person</p> <p>PC8. complete all health and safety records are updates and procedures well defined</p>
Knowledge and Understanding (K) w.r.t. the scope	
Element	Knowledge and Understanding
<b>A. Organisational Context</b> (Knowledge of the Company/Organisation and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. legislative requirements and organisation's procedures for health, safety and security and individual's role and responsibilities in relation to this</p> <p>KA2. what is meant by a hazard, including the different types of health and safety hazards that can be found in the workplace</p>

ASC/ N 0003

### Maintain a healthy, safe and secure working environment

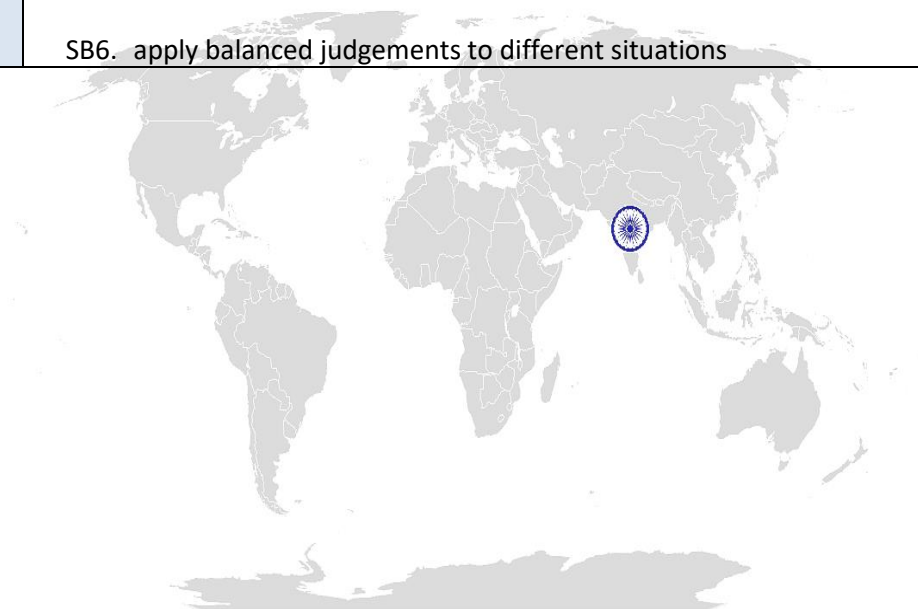
	KA3. how and when to report hazards KA4. the limits of responsibility for dealing with hazards KA5. the organisation's emergency procedures for different emergency situations and the importance of following these KA6. the importance of maintaining high standards of health, safety and security KA7. implications that any non-compliance with health, safety and security may have on individuals and the organisation
<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand:  KB1. different types of breaches in health, safety and security and how and when to report these KB2. evacuation procedures for workers and visitors KB3. how to summon medical assistance and the emergency services, where necessary KB4. how to use the health, safety and accident reporting Procedures and the importance of these
<b>Skills (S) w.r.t. the scope</b>	
<b>Element</b>	<b>Skills</b>
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	The user/individual on the job needs to know and understand how to:
	SA1. complete accurate, well written work with attention to detail
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to:
	SA2. read instructions, guidelines/procedures/rules
<b>B. Professional Skills</b>	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to:
	SA3. listen to and orally communicate information with all concerned
	<b>Decision Making</b>
	The user/individual on the job needs to know and understand how to:
	SB1. make decisions on a suitable course of action or response
<b>B. Professional Skills</b>	<b>Plan and Organise</b>
	The user/individual on the job needs to know and understand how to:
	SB2. plan and organise work to achieve targets and deadlines
	<b>Customer Centricity</b>
	The user/individual on the job needs to know and understand how to:
	SB3. build and maintain positive and effective relationships with colleagues and customers
<b>B. Professional Skills</b>	<b>Problem Solving</b>



ASC/ N 0003

**Maintain a healthy, safe and secure working environment**

	The user/individual on the job needs to know and understand how to:
	SB4. apply problem solving approaches in different situations
	<b>Analytical Thinking</b>
	The user/individual on the job needs to know and understand how to:
	SB5. analyse data and activities
	<b>Critical Thinking</b>
	The user/individual on the job needs to know and understand how to:
	SB6. apply balanced judgements to different situations



ASC/ N 0003

Maintain a healthy, safe and secure working environment

## NOS Version Control

NOS Code	ASC/ N 0003		
Credits(NSQF)	TBD	Version number	1.0
Industry	Automotive	Drafted on	10/06/13
Industry Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	10/06/13
Occupation	Vehicle Sales	Next review date	Under revision expected date of revised version 31-Dec-15

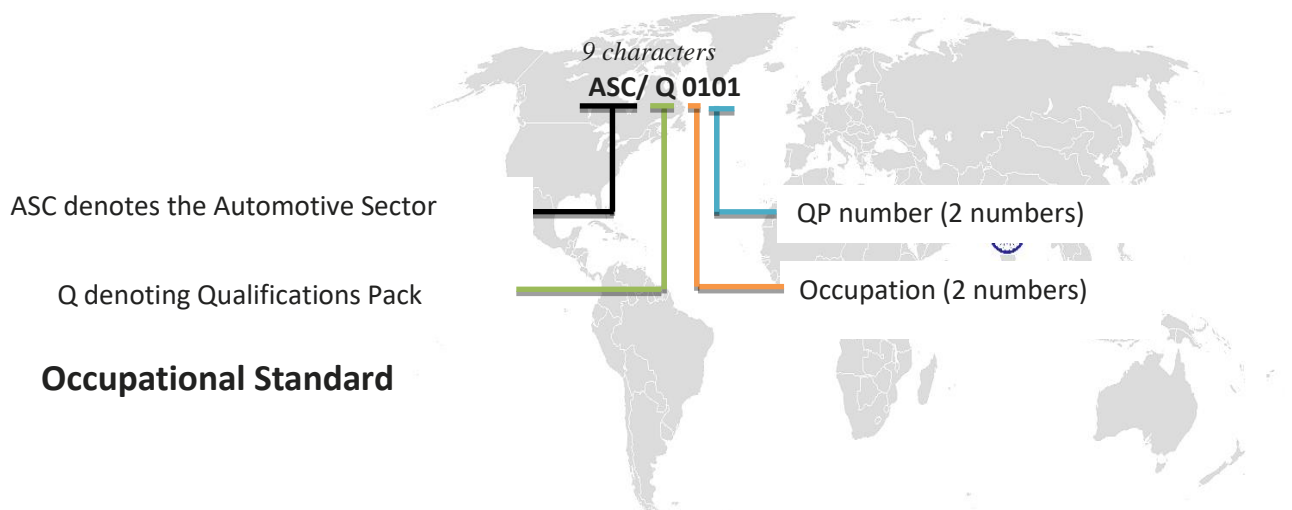
ASC/ N 0003

Maintain a healthy, safe and secure working environment

## Annexure

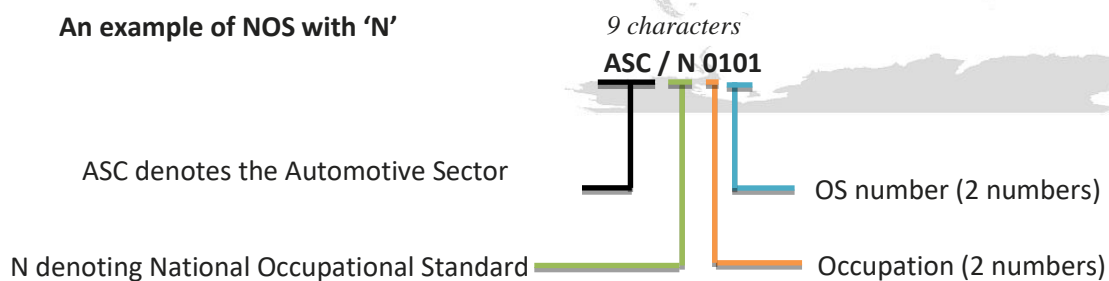
### Nomenclature for QP and NOS

#### Qualifications Pack



#### Occupational Standard

##### An example of NOS with 'N'




[Back to top...](#)

ASC/ N 0003

Maintain a healthy, safe and secure working environment

The following acronyms/ codes have been used in the nomenclature above:

Sub-sector	Range of Occupation numbers
Manufacturing	31 - 45 & 61 - 68
Research & Development	81 - 84
Sales & Service	01 - 21
Road Transportation	96 - 97

Sequence	Description	Example
Three letters	Automotive	ASC
Slash	/	 /
Next letter	Whether QP or NOS	N
Next two numbers	Occupation code	10
Next two numbers	OS number	12

### Qualifications Pack for Sales Consultant –Retail L5

#### Criteria for assessment of Trainees

JOB ROLE	Sales Consultant –Retail L5
Qualification Pack	ASC/Q 1005
No. Of NOS	2 Role specific ,3 generic

#### Guidelines for Assessment

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (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. Each NOS will have assessed both for theoretical knowledge and practical.
3. The assessment will be based on knowledge bank of questions created by the SSC.
4. Individual assessment agencies will create unique question papers for theory and skill practical part for each candidate at each examination/training centre.
5. To pass the Qualification Pack, every trainee should score a minimum of 70% in every NOS.
6. In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack.
7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Compulsory NOS			Marks Allocation		
Total Marks: 500					
Assessment Outcomes	Performance criteria	Total Marks	Out of	Theory	Skills Practical
ASC/ N 1001 Handle leads generated through various sources	PC1. handle all leads from various sources like showroom walk-ins, telephonic enquiries, other marketing campaigns and ATL / BTL activities	100	9	3	6
	PC2. greet customer on sales floor and takes them through the entire buying process supported by established selling steps, selling policies and procedures		5	1	4
	PC3. handle potential sales leads generated from telecalling, showroom walk-ins, telephonic enquiries etc.		7	1	6
	PC4. deliver a sales pitch highlighting unique selling points of the vehicle tailored to requirements of potential customers		8	2	6
	PC5. explain comparative details about the vehicle features and demonstrate		8	3	5

### Qualifications Pack for Sales Consultant –Retail L5

	operation of vehicle in showroom and via test drive				
	PC6. explain product performance, application and benefits to prospects and describing all optional equipment available for customer purchase		8	3	5
	PC7. provide new vehicle to customer through established delivery process, ensuring that the customer understands the vehicle's operating features, warranty and paperwork		6	2	4
	PC8. process customer orders in a timely manner, ensuring the clients approval		4	1	3
	PC9. maintain a buyer follow-up system that encourages repeat and referral business and contributes to customer Satisfaction		4	1	3
	PC10. manage a diverse range of customer retention campaigns and initiatives including idea generation and exploration, preparing and presenting sales delivery proposals, oversee the production processes and championing successful execution		5	2	3
	PC11. analyze campaign outcomes in detail, using a variety of proprietary software applications and draw insights and present them to the sales function to facilitate sound decision making		5	2	3
	PC12. check availability of test drive cars and arrange / schedule the test drive for interested customers (through leads generated from potential sources)		4	1	3
	PC13. respond to all customer enquiries on the vehicle, promotions, price etc.		5	1	4
	PC14. provide enriching customer experience by hassle free buying process, quick documentation, providing entertainment avenues etc., during lead time		4	1	3
	PC15. explain facilities available from the OEM and Dealership for finance and insurance		5	2	3

### Qualifications Pack for Sales Consultant –Retail L5

	PC16. follow up on all post-delivery items including tag/title work, and any special requests to be sure that all customer expectations are met		4	1	3
	PC17. make follow up calls to existing customers for service reminders and to promote other value-added services		4	1	3
	PC18. respond to unfavourable comparisons of the vehicle vis-à-vis competitor's products by pitching the USP of the vehicle over other competitor products		5	2	3
<b>Total</b>			100	30	70
ASC/ N 1002 Manage operation to achieve lead closures & deliver vehicle to the customer	PC1. handle all leads from various sources like showroom walkins, telephonic enquiries, other marketing campaigns and ATL / BTL activities	100	6	1	5
	PC2. deliver a sales pitch highlighting unique selling points of the vehicle tailored to requirements of potential customers		8	3	5
	PC3. explain comparative details about the vehicle features and demonstrate operation of vehicle in showroom and via test drive		8	2	6
	PC4. explain product performance, application and benefits to prospects and describing all optional equipment available for customer purchase		8	3	5
	PC5. provide enriching customer experience by hassle free buying process, quick documentation, providing entertainment avenues etc., during lead time		7	2	5
	PC6. respond to unfavourable comparisons of the vehicle vis-à-vis competitor's products by pitching the USP of the vehicle over other competitor products		8	3	5
	PC7. respond positively to and resolve customer objections/queries against the OEM products		7	2	5



### Qualifications Pack for Sales Consultant –Retail L5

	PC8. follow up with potential customers to conclude sales Qualifications Pack for process by agreeing on a purchase price		6	1	5
	PC9. explain facilities available from the OEM and Dealership for finance and insurance		7	3	4
	PC10. assist customers in fulfilling all documentation requirements for purchase and registration, financing and insurance of the vehicle		7	3	4
	PC11. ensuring that all processes for ordering the vehicle and implementing customisations (e.g. model, colour, accessories etc.) including various accessories are completed in time bound manner		6	1	5
	PC12. receive, process and verify the accuracy of delivered orders from customers utilizing the organisations' internal CRM/ mainframe systems and customer purchase orders		6	2	4
	PC13. initiate required action for response to customer service requests for order changes, including the maintenance of customer information files and communicates changes to the sales function		6	2	4
	PC14. follow up with customers after service or repairs on their vehicle and take feedback on the experience		5	1	4
	PC15. report any complaints or queries from customers to the concerned persons in the organisation		5	1	4
<b>Total</b>			100	30	70
ASC/ N 0001 Plan and organise work to meet expected outcomes	PC1. keep immediate work area clean and tidy	100	11	2	9
	PC2. treat confidential information as per the organisations guidelines		8	2	6
	PC3. work in line with organisations policies and procedures		11	3	8
	PC4. work within the limits of job role		9	3	6

### Qualifications Pack for Sales Consultant –Retail L5

	PC5. obtain guidance from appropriate people, where necessary		10	3	7
	PC6. ensure work meets the agreed requirements		14	3	11
	PC 7. establish and agree on work requirements with appropriate people		12	3	9
	PC8. manage time, materials and cost effectively		14	3	11
	PC9. use resources in a responsible manner		11	3	8
Total			100	25	75
ASC/ N 0002 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		9	2	7
	PC3. pass on information to colleagues in line with organisational requirements both through verbal as well as non-verbal means		11	3	8
	PC4. work in ways that show respect for colleagues		11	3	8
	PC5. carry out commitments made to colleagues		10	2	8
	PC6. let colleagues know in good time if cannot carry out commitments, explaining the reasons		10	2	8
	PC7. identify problems in working with colleagues and take the initiative to solve these problems		13	4	9
	PC8. follow the organisations policies and procedures for working with colleagues		12	3	9
Total			100	25	75
ASC/ N 0003 Maintain a healthy, safe and	PC1. comply with organisations current health, safety and security policies and procedures	100	12	3	9

### Qualifications Pack for Sales Consultant –Retail L5

secure working environment	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 the healthy, safe and secure environment for all incorporating all government norms esp. for emergency situations like fires, earthquakes etc.		13	3	10
	PC4. identify and correct any hazards like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority		15	5	10
	PC5. report any hazards outside the individuals authority to the relevant person in line with organisational procedures and warn other people who may be affected		12	3	9
	PC6. follow organisations emergency procedures for accidents, fires or any other natural calamity		13	3	10
	PC7. identify and recommend opportunities for improving health, safety, and security to the designated person		11	3	8
	PC8. complete all health and safety records are updates and procedures well defined		11	2	9
<b>Total</b>			100	25	75
<b>Total</b>			<b>500</b>	<b>135</b>	<b>365</b>