

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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Introduction

Qualifications Pack-Dealership Sales and Value Added Services Executive

SECTOR: AUTOMOTIVE

SUB-SECTOR:Automotive Vehicle Sales (Dealer)

OCCUPATION: Sales Support

REFERENCE ID: ASC/Q1012

ALIGNED TO: NCO-2015/5211.0301, 3322.9900

Brief Job Description: A sales executive is responsible for generating sales leads (tele marketing activities) and supporting overall sales process and also make followup calls for sales and service sub-funtion.the individual is also responsible for selling vehicle accessories and other value added services alongwith the sales of the vehicle.

Personal Attributes: The individual on this job must have good communication and interpersonal skills to talk and convence customer . the individualshould have pleasing personality, be patient, good listiening ability and customer centric attitude to tackle rate customer. The individual should have good knowledge of vehicle structure to suggest right assessories and value added services.

Job Details	Qualifications Pack Code	ASC/Q1012		
	Job Role	Dealership Sales and Value Added Services Executive (Applicable for national scenarios)		
	Credits	TBD	Version number	1.0
	Sector	Automotive	Drafted on	18/10/16
	Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	18/10/16
	Occupation	Sales Support	Next review date	20/10/18
	NSQC Clearance on			

Job Role	Dealership Sales and Value Added Services Executive
Role Description	Support the overall sales process to generate sales leads (telemarketing activities) and pass on the leads to superiors to ensure better sales performance and also support overall sales and post sales service activities.
NSQF level	4
Minimum Educational Qualifications	12 th Standard pass, preferably
Maximum Educational Qualifications	Undergraduate degree or diploma in any discipline
Training (Suggested but not mandatory)	On the job training
Minimum Job Entry Age	<ol style="list-style-type: none"> ASDC recommends that candidates should seek full employment not before attaining an age of 18 years. However, as per Factories Act 1948 and Shops & Establishment Act 1953: - No one can be employed before attaining age of 14. Please note that under the Factories Act 1948, and Shops & Establishment Act 1953 different States may have slightly varying provision which need to be adhered to.
Experience	NA
Applicable National Occupational Standards (NOS)	Compulsory: <ol style="list-style-type: none"> ASC/N1107 Generate sales leads through telemarketing activities ASC/N1113 Support the overall sales process ASC/N0001 Plan and organise work to meet expected outcomes ASC/N0002 Work effectively in a team ASC/N0003 Maintain a healthy, safe and secure working environment

Qualifications Pack for Dealership Sales and Value Added
Service Executive

	<p>6. ASC/N0004 Manage customer relationship</p> <p>7. ASC/N1005 Ensure sales of accessories and value added services</p> <p>Optional: NA</p>
Performance Criteria	As described in the relevant OS units

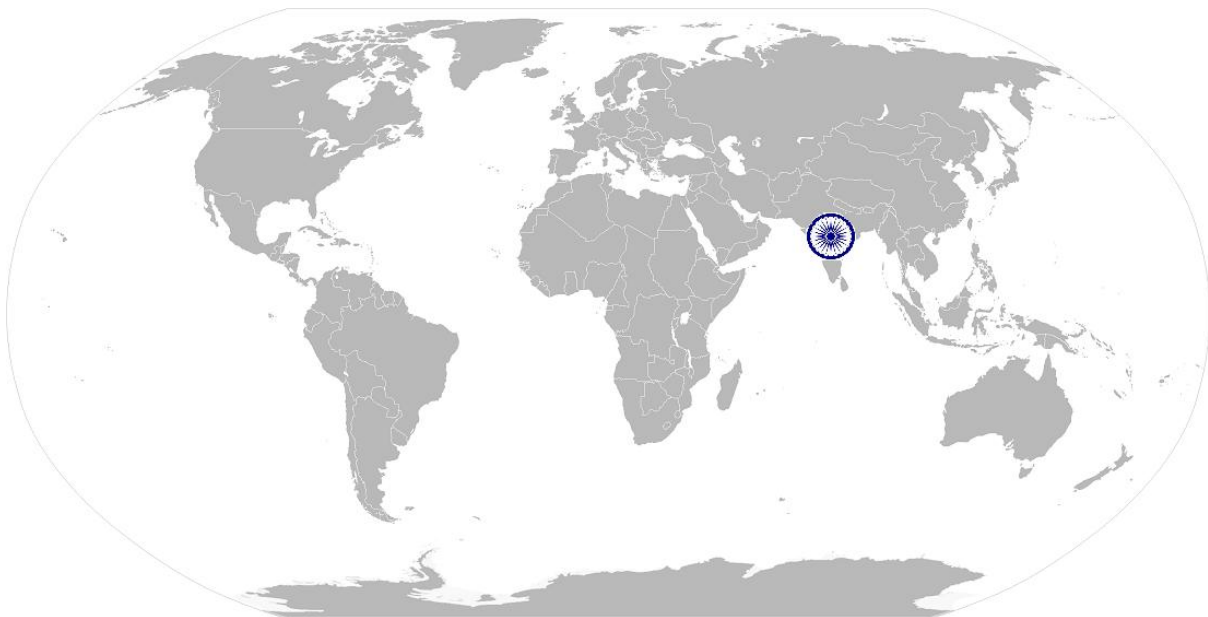
Keywords /Terms	Description
Core Skills/Generic Skills	Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the NOS, these include communication related skills that are applicable 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 a NOS unit, which can be denoted

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Acronyms

	with an 'N'
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do.
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)
NVEQF	National Vocational Education Qualifications Framework
NVQF	National Vocational Qualifications Framework
NSQF	National Standards Qualifications Framework
OEM	Original Equipment Manufacturer
OS	Occupational Standard(s)
QP	Qualifications Pack

National Occupational Standard



Overview

This Occupational Standard describes the knowledge, understanding and skills required of an individual to generate sales leads through telemarketing activities.

ASC/N1107 Generate sales leads through telemarketing activities

National Occupational Standard

Unit Code	ASC/N1107
Unit Title (Task)	Generate sales leads through telemarketing activities
Description	This NOS unit is about an individual who generate sales leads through various telemarketing activities.
Scope	<p>This unit/ task covers the following:</p> <ul style="list-style-type: none"> generate sales prospects or leads through telemarketing including making cold calls and follow-up -up calls for both sales & service sub-functions support sales function in the dealership through other allied activities
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Support sales & service sub-functions through making calls	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. call and enquire about buying plans or interests, as per the calling script, from the prospective calling list assigned</p> <p>PC2. greet the customers and get vehicle buying interests and time schedule from the prospective calling list to get sales leads</p> <p>PC3. mention FAB (features/ advantages/ benefits) and USPs of the vehicle OEM brands available at the dealership over the competitor models</p> <p>PC4. invite, fix and record customer prospective visit for test drive, either at showroom or at any mutually agreed location</p> <p>PC5. ask potential customers for information on reasons for considering purchase and comprehend all customer requirements and needs</p> <p>PC6. assist in pre-sales and post-sales support to customers</p> <p>PC7. record all feedbacks and complaints from customers in the system in a prescribed OEM format</p> <p>PC8. assist in management of key customer relationship and coordinate with sales to ensure that all pending responses are attended to in a timely and satisfactory manner</p> <p>PC9. arrange for vehicle pick up and drops to and from work shops</p> <p>PC10. understand the key customer requirements from a vehicle (during sales pitch) and any pending service related issue (during service calls follow-ups to generate repeat/ referral sales) and highlight the requirements/ issues for early redressal</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company /	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. standard operating procedures of the OEM related with telemarketing sales (including OEM mandated customized sales pitch for a few OEM driven</p>

ASC/N1107 Generate sales leads through telemarketing activities

<p>organization and its processes)</p>	<p>campaigns/ events)</p> <p>KA2. standard operating procedures with in one’s own organisation related with telemarketing and sales</p> <p>KA3. standard operating procedures for customer query reporting along with their resolution mechanism through the sales team in the organisation</p> <p>KA4. customer relationship management (CRM) related framework provided by the organisation</p> <p>KA5. documentation requirements for each procedure carried out as part of roles and responsibilities as per the organizational guidelines</p> <p>KA6. process flow of complete sales and service cycles at the dealership</p> <p>KA7. Institutional and professional code of ethics and standards of practice</p> <p>KA8. safety and health policies and regulations for the workplace including automotive showroom in general</p>
<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. the basic customer and personal service principles and processes for providing customer and personal services through telemarketing calls</p> <p>KB2. how to handle and resolve basic customer queries</p> <p>KB3. training modules and scripts provided by the OEM for the telemarketing</p> <p>KB4. technical aspects related with all varieties of vehicles at the dealership</p> <p>KB5. technical details and problems related with service of all kinds of vehicles</p> <p>KB6. how to manage key customer requirements while making sales calls (during sales pitch) or any service related calls (during follow-ups to generate repeat/ referral sales) and highlight the requirements/ issues for early redressal to Customer Relationship Executive (CRE)</p> <p>KB7. software or Form at such as MS word, excel, PowerPoint and Management Information System (MIS)</p> <p>KB8. statutory compliance of the government and legal aspects</p> <p>KB9. local market procedures & customer preferences of that area along with sales peculiarities based on geographical nuances etc.</p>
<p>Skills (S)</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Reading Skills</p>
	<p>The user/ individual on the job needs should be able to:</p> <p>SA1. read general instructions or guidelines from OEM, mandatory for telemarketing</p> <p>SA2. read telemarketing scripts provided by the OEM and dealership mandatory for making a sales pitch</p> <p>SA3. read feedback from customers on the level of services provided by the dealership</p>

ASC/N1107 Generate sales leads through telemarketing activities

	SA4. read policies and regulations pertinent to the job
	SA5. read follow-up sheet, worksheets and other evaluation sheets prepared as a result for any major marketing campaign by the OEM (e.g. loan mela, free service campaigns to generate additional footfalls in the showroom to generate more sales leads)
	Writing Skills
	The user/ individual on the job needs should be able to: SA6. create documentation required on the job (including follow-up sheets for both sales and service calls) SA7. capture the profile of the customer during the telemarketing initiatives like cold calls (including demographics, preferences which would help in proper follow-up on these leads by the sales team) SA8. write in at least one local language
	Oral Communication (Listening and Speaking skills)
	The user/ individual on the job needs should be able to: SA9. interact with customers for getting their requirements, queries and feedbacks and generate perspective leads SA10. interact with sales, service and administrative function of the dealership SA11. interact with superiors and other support staff function in the one's own organization
B. Professional Skills	Decision Making
	The user/ individual on the job needs should be able to: SB1. analyses information and evaluate results to choose the best solution and solve problems SB2. analyse all the feedbacks provided by the customers and act accordingly
	Plan and Organize
	The user/ individual on the job needs should be able to: SB3. plan work assigned on a daily basis SB4. plan and organise activities achieving business targets on a periodical basis (e.g. in case of telemarketing activities schedules for a particular date like loan mela, free service campaigns, plan the calls in such a way to reach out to maximum target audience and generate additional footfalls to generate more sales leads) SB5. follow up regularly on potential complaints, issues raised by the customer
	CustomerCentricity
	The user/ individual on the job needs should be able to: SB6. ensure that customer's requirements are assessed and satisfactory service is provided

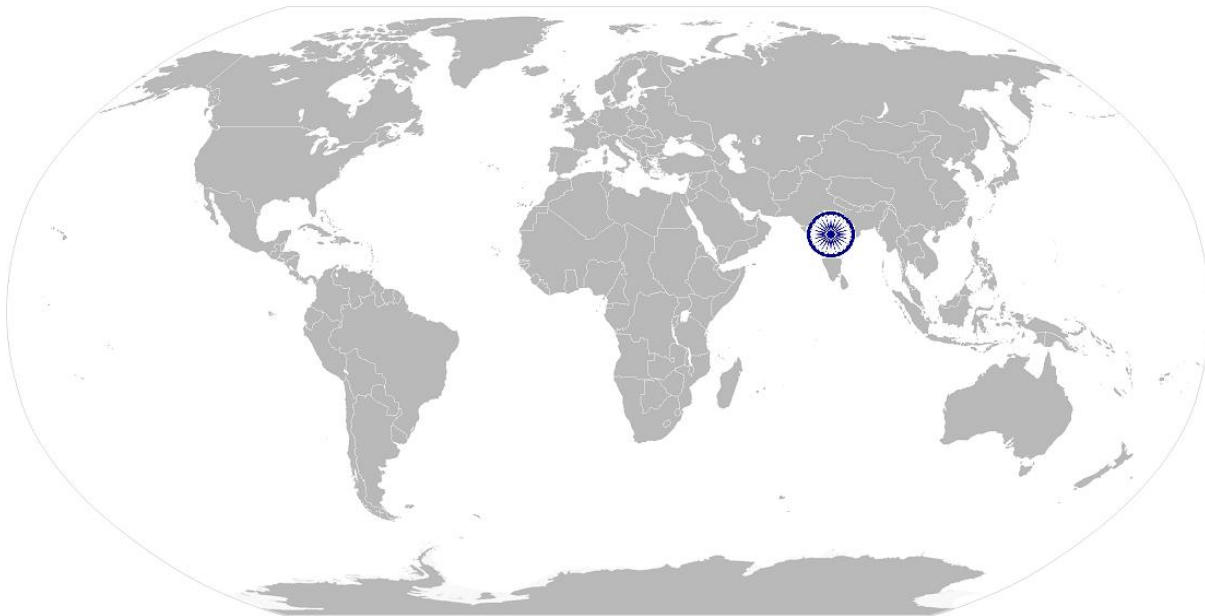
ASC/N1107 Generate sales leads through telemarketing activities

	<p>SB7. ensure that customer is greeted and is attended properly during the duration of the call (cold call or telemarketing call) as per organisation's protocols</p> <p>SB8. ensure that during making cold calls, customers whose contact number is on DND (do not disturb) are not called again</p> <p>SB9. ensure that queries outside the scope of work are addresses and passed on to the relevant person and prompt reply is obtained and passed on to the customer</p>
	<p>Problem Solving</p>
	<p>The user/ individual on the job needs should be able to:</p> <p>SB10. clarify and solve all sales and service function queries generated due to any kind of anomalies and take appropriate actions, as required</p>
	<p>Analytical Thinking</p>
	<p>The user/ individual on the job needs should be able to:</p> <p>SB11. evaluate and identify areas of query from the customer and ensure proper resolution to ensure maximum satisfaction</p> <p>SB12. evaluate customer feedbacks and reviews for its effectiveness by ensuring proper checks and report them</p>
	<p>Critical Thinking</p>
<p>The user/ individual on the job needs should be able to:</p> <p>SB13. analysis, evaluate and apply the information through telemarketing & test driver to improve sales lead process</p>	

ASC/N1107 Generate sales leads through telemarketing activities

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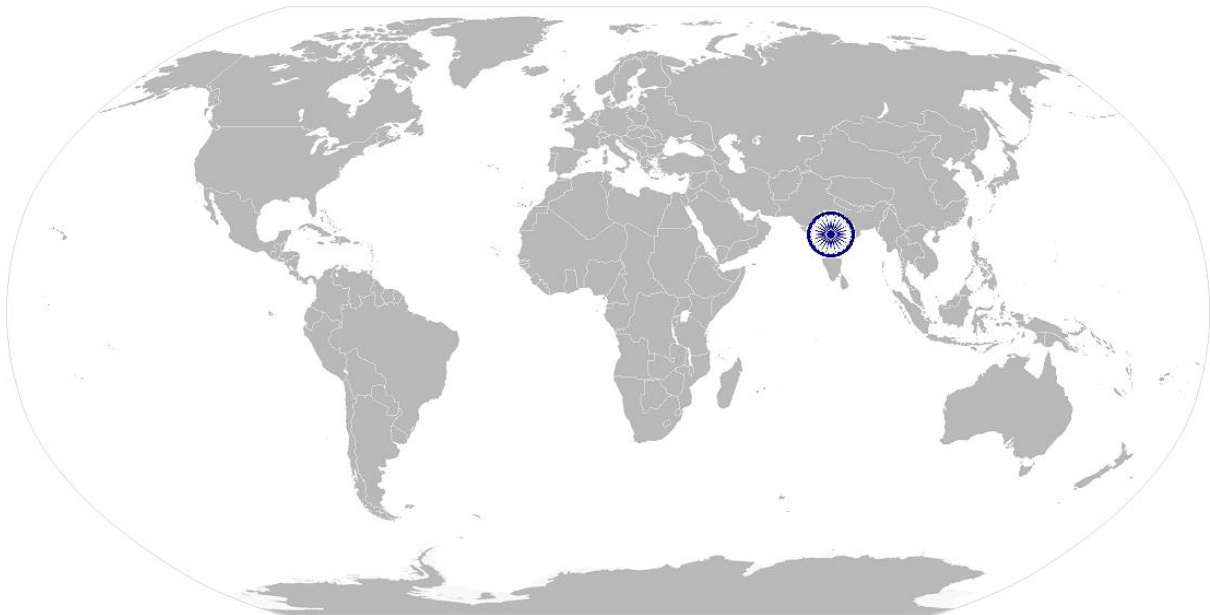
NOS Code	ASC/N1107		
Credits	TBD	Version number	1.0
Industry	Automotive	Drafted on	18/10/16
Industry Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	18/10/16
Occupation	Sales Support	Next review date	20/10/18



ASC/N1113

Support the overall sales process

National Occupational Standard



Overview

This Occupational Standard describes the knowledge, understanding and skills required of an individual to support the overall sales process.

ASC/N1113

Support the overall sales process

Unit Code	ASC/N1113
Unit Title (Task)	Support the overall sales process
Description	This NOS unit is about an individual supporting the overall sales process.
Scope	<p>This unit/ task covers the following:</p> <ul style="list-style-type: none"> assist and support in sales leads generation and support the sales executives in organizing the outdoor activities including ATL/ BTL activities
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Assist and support the sales process and maintain customer relationships	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. support in identification and development of potential customers via email, telephone or in person</p> <p>PC2. gather information about the overall automotive market in the assigned region and gain a clear understanding of customers' businesses and requirements</p> <p>PC3. create, maintain, and provide accurate and timely sales figures in the region including the ones for the competitor</p> <p>PC4. implement sales plans and strategies for developing sales territory as per the requirement of the OEM in the respective region</p> <p>PC5. create detailed proposal documents for prospective customers as desired before the actual sales process is initiated</p> <p>PC6. make cold calls to arrange meetings with potential customers to prospect for new business</p> <p>PC7. convey the value proposition of the product and service to convert prospects as per the USP highlighted in the brochure or conveys by superiors in the sales function of both OEM and dealership</p> <p>PC8. in case of any negotiation is required, highlight it to the superiors to ensure early closure</p> <p>PC9. record sales and order information and send detailed information to the back-end sales office</p> <p>PC10. make accurate, rapid cost calculations and provide customers with quotations under the supervision of the superiors in sales function</p> <p>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</p> <p>PC12. respond positively to and resolve customer objections/queries against the OEM products</p>

ASC/N1113

Support the overall sales process

	<p>PC13. take accurate enquiry details from client and support sales and marketing department about client feedback/ comments relating to product content and pricing</p> <p>PC14. ensure realization of revenues from sales as per planned payment cycle through effective follow up & relationship building with customers</p> <p>PC15. assist in organizing client entertaining & promotional events to ensure maximum customer engagement for selling OEM products in future</p> <p>PC16. represent the OEM product at trade exhibitions, events and demonstrations</p>
Knowledge and Understanding (K)	
<p>A. Organizational Context (Knowledge of the company / organization and its processes)</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. standard operating procedures of the OEM related with telemarketing and sales</p> <p>KA2. standard operating procedures of the dealership related with telemarketing and sales</p> <p>KA3. standard operating procedures of the dealership related with customer experience and satisfaction</p> <p>KA4. standard operating procedures for query and problem reporting and their redressal in the organisation</p> <p>KA5. customer relationship management (CRM) related framework provided by the organisation</p> <p>KA6. documentation requirements for each procedure carried out as part of roles and responsibilities</p> <p>KA7. institutional and professional code of ethics and standards of practice</p> <p>KA8. safety and health policies and regulations for the workplace</p>
<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. complete process flow for a business cycle of sales and services both</p> <p>KB2. gather and analyse automotive market and customer information</p> <p>KB3. requirements of the customers and suggest delivery accordingly</p> <p>KB4. customer problems and queries and documenting it in the organisation's prescribed format</p> <p>KB5. how to do accurate and timely sales forecasts and funnel information</p> <p>KB6. how to develop and implement sales plans and strategies for developing sales territory</p> <p>KB7. how to create detailed proposal documents for prospective customers</p> <p>KB8. software or format used for customer relationship management (CRM) in the organisation</p> <p>KB9. software or format such as MS Word, Excel, PowerPoint and Management Information System (MIS)</p> <p>KB10. time needed for resolution of queries according to the organisation's guidelines</p>

ASC/N1113

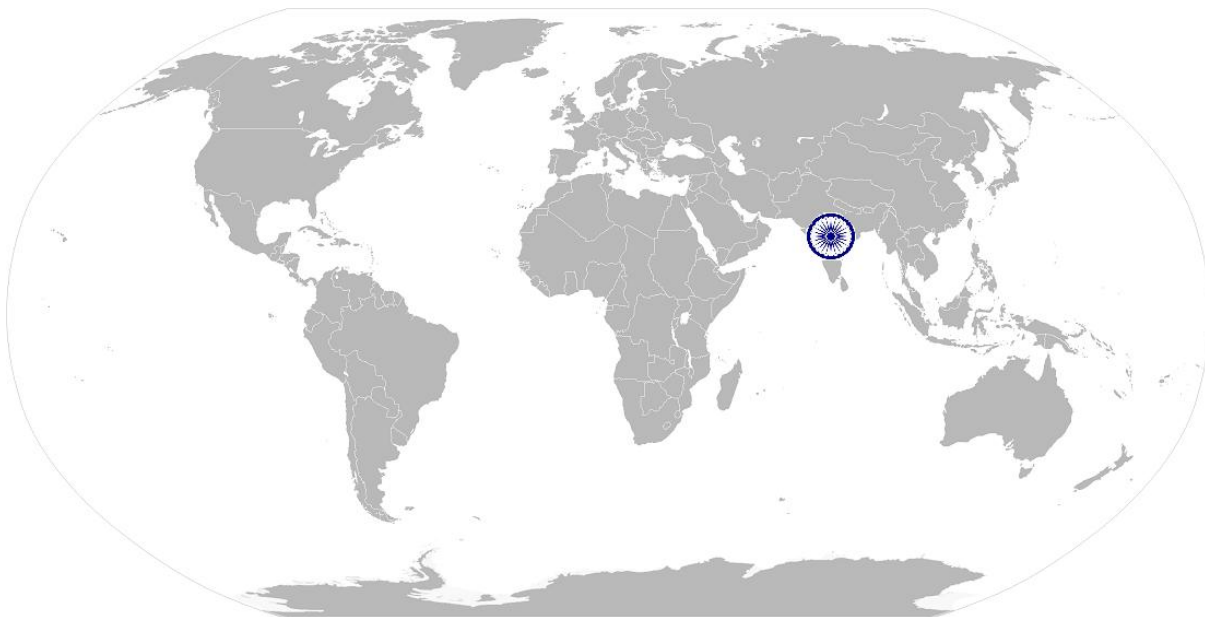
Support the overall sales process

Skills (S)	
A. Core Skills/ Generic Skills	Reading Skills
	The user/ individual on the job should be able to: SA1. read instructions from customers in terms of their requirements, queries and feedbacks SA2. read policies and regulations pertinent to the job
	Writing Skills
	The user/ individual on the job should be able to: SA3. create documents required on the job (including requirement sheets, query sheets, response or feedback sheets, sales reports, sales plans, etc.) SA4. write in at least one local language
	Oral Communication (Listening and Speaking skills)
	The user/ individual on the job should be able to: SA5. interact with the customers for understanding their requirements, queries and feedbacks SA6. interact with organisation's internal stakeholders for efficient customer relationship management
B. Professional Skills	Decision Making
	The user/ individual on the job should be able to: SB1. analyses information and evaluate results to choose the best solution and solve problems
	Plan and Organize
	The user/ individual on the job should be able to: SB2. plan work assigned on a daily basis and provide estimates of time required for each piece of work
	CustomerCentricity
	The user/ individual on the job should be able to: SB3. ensure that customer needs are assessed and satisfactory service is provided SB4. ensure that the customer is fully satisfied with all the work performed SB5. ensure that the customer provides constructive feedback and reviews
	Problem Solving
	The user/ individual on the job should be able to: SB6. analyses all the queries or problems posted by the customers & offer best solutions SB7. deliver and act as per the organization provided/ guided resolutions
	Analytical Thinking
The user/ individual on the job should be able to: SB8. evaluate and identify key customer satisfaction areas	

ASC/N1113

Support the overall sales process

	SB9. evaluate and identify key customer experience enhancing areas
	SB10. assess time and cost required to resolve and implement improvement
	Critical Thinking
	The user/ individual on the job should be able to: SB11. analysis the information gathered from the customer feedback and utilize it to identify timely resolutions

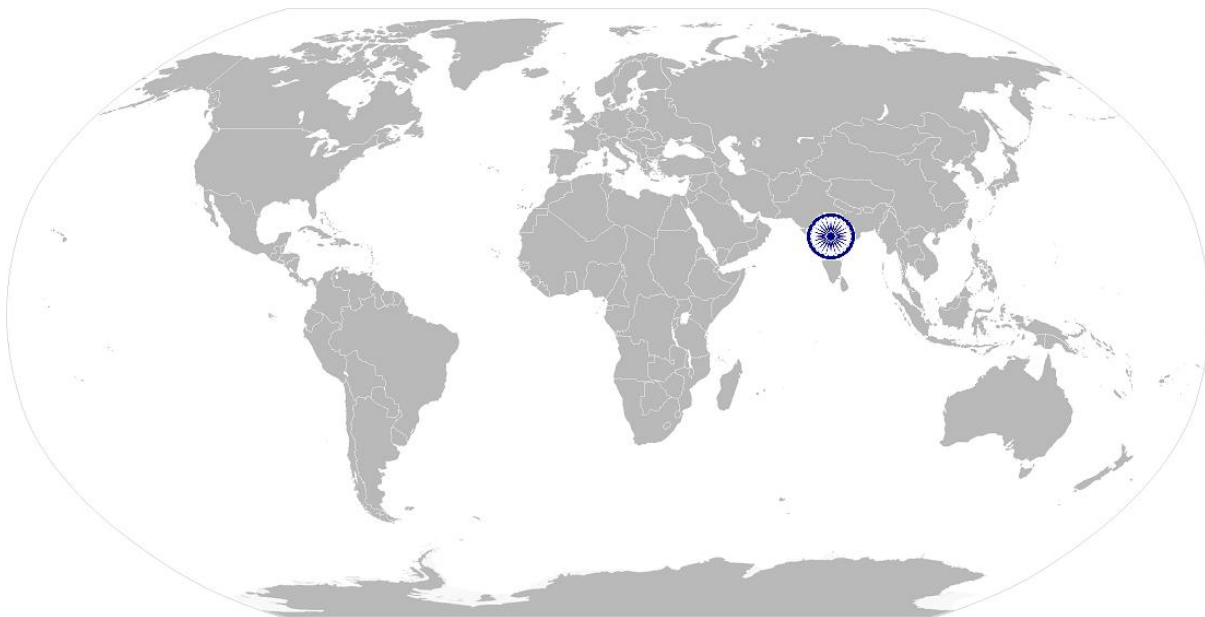


ASC/N1113

Support the overall sales process

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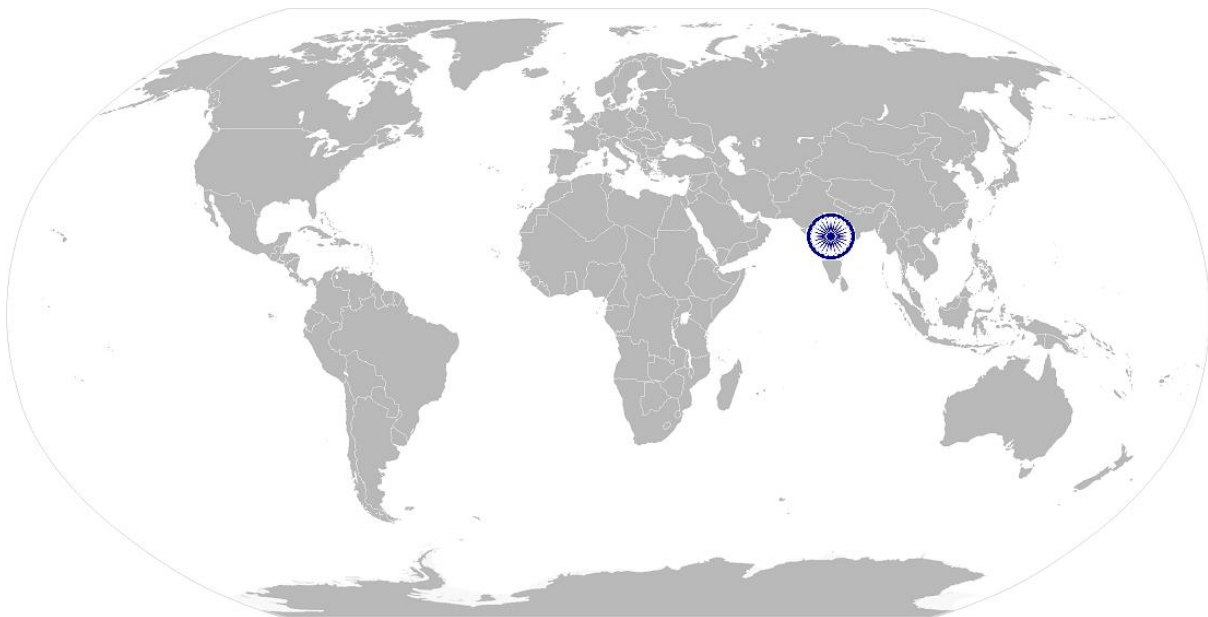
NOS Code	ASC/N1113		
Credits	TBD	Version number	1.0
Industry	Automotive	Drafted on	18/10/16
Industry Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	18/10/16
Occupation	Sales Support	Next review date	20/10/18



ASC/N0001

Plan and organise work to meet expected outcomes

National Occupational Standard




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/N0001

Plan and organise work to meet expected outcomes

National Occupational Standard	Unit Code	ASC/N0001
	Unit Title (Task)	Plan and organise work to meet expected outcomes
	Description	This NOS unit is about planning and organising an individual's work in order to complete it to the required standards on time.
	Scope	<p>This unit/ task covers the following:</p> <ul style="list-style-type: none"> work requirements including various activities, deliverables or work output required in the given time, maintain set quality standards appropriate use of resources (both material/ equipment's and manpower)
	Performance Criteria(PC) w.r.t. the Scope	
	Element	Performance Criteria
	Work requirements including various activities within the given time and set quality standards	<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>
	Appropriate use of resources	<p>To be competent, the user/individual on the job must be able to:</p> <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 efficiently with minimal wastage</p>
	Knowledge and Understanding (K)	
	A. Organizational Context (Knowledge of the company / organization and its processes)	<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> <p>KA9. the purpose and value of being flexible and adapting work plans to reflect</p>

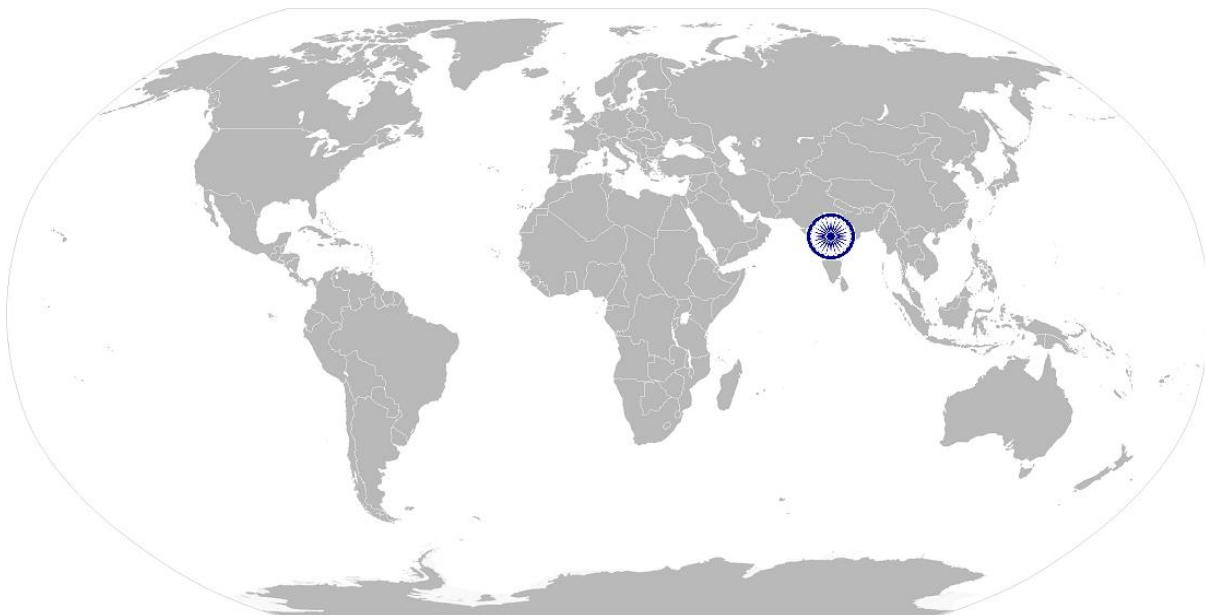
ASC/N0001 Plan and organise work to meet expected outcomes

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B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. how to complete tasks accurately by following standard procedures KB2. technical resources needed for work and how to obtain and use these
Skills (S)	
A. Core Skills/ Generic Skills	Reading Skills
	The user/ individual on the job should have ability to : SA1. read instructions, guidelines/procedures
	Writing Skills
	The user/ individual on the job should have ability to : SA2. write simple sentences in local language and also preferably in Hindi/ English
	Oral Communication (Listening and Speaking skills)
	The user/ individual on the job should have ability to : SA3. ask for clarification and advice from appropriate persons SA4. communicate orally with colleagues
B. Professional Skills	Decision Making
	The user/individual on the job should be able to : SB1. analyses a given situation and decide on an appropriate action for completing the task within resources
	Plan and Organize
	The user/individual on the job should be able to : SB2. agree upon required output SB3. plan and organize work to achieve targets and deadlines
	CustomerCentricity
	The user/individual on the job should be able to : SB4. meet or exceed internal/external customer/team expectations
	Problem Solving
	The user/individual on the job should be able to : SB5. analyses a problem and attempt to find an acceptable solution and take help of concerned people if required
	Analytical Thinking
	The user/individual on the job should be able to : SB6. anticipate and analyses a given situation from all aspects
Critical Thinking	
The user/individual on the job should be able to : SB7. apply own judgement to identify solutions in different situations	

ASC/N0001 Plan and organise work to meet expected outcomes

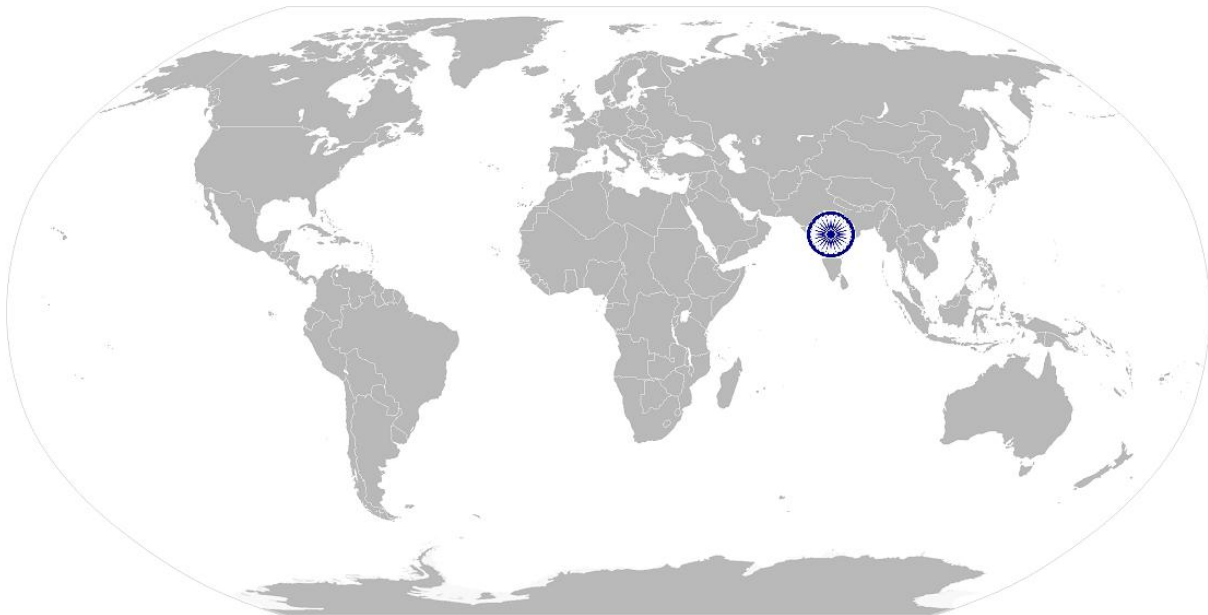
NOS Version Control

NOS Code	ASC/N0001		
Credits	TBD	Version number	1.0
Industry	Automotive	Drafted on	18/10/16
Industry Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	18/10/16
Occupation	Sales Support	Next review date	20/10/18



ASC/N0002 Work effectively in a team

National Occupational Standard



Overview

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

ASC/N0002

Work effectively in a team

National Occupational Standard

Unit Code	ASC/N0002
Unit Title (Task)	Work effectively in a team
Description	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.
Scope	This unit/ task covers the following: Colleagues: <ul style="list-style-type: none"> Interact & communicate effectively with colleagues including member in the own group as well as other groups
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Interact & communicate effectively with colleagues including member in the own group as well as other groups	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. maintain clear communication with colleagues (by all means including face-to-face, telephonic as well as written) PC2. work with colleagues to integrate work PC3. pass on information to colleagues in line with organisational requirements both through verbal as well as non-verbal means PC4. work in ways that show respect for colleagues PC5. carry out commitments made to colleagues PC6. let colleagues know in good time if cannot carry out commitments, explaining the reasons PC7. identify problems in working with colleagues and take the initiative to solve these problems PC8. follow the organisation's policies and procedures for working with colleagues
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. the organisation's policies and procedures for working with colleagues, role and responsibilities in relation to this KA2. the importance of effective communication and establishing good working relationships with colleagues KA3. different methods of communication and the circumstances in which it is appropriate to use these KA4. the importance of creating an environment of trust and mutual respect KA5. the implications of own work on the work and schedule of others
B. Technical Knowledge	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KB1. different types of information that colleagues might need and the

ASC/N0002

Work effectively in a team

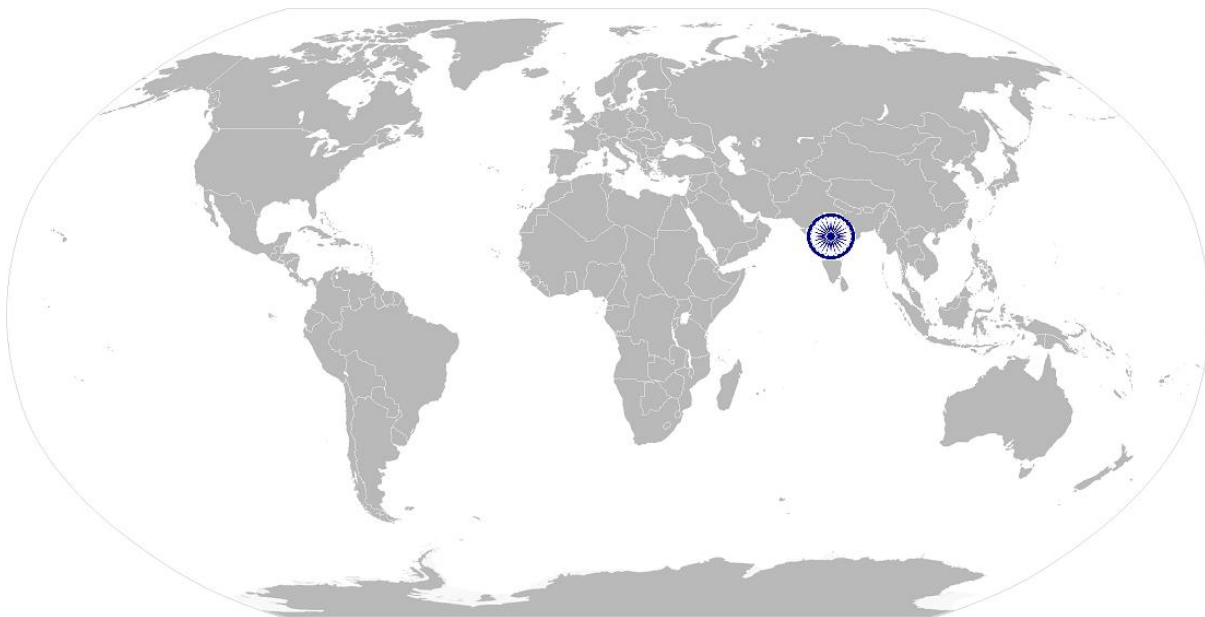
	<p>importance of providing this information when it is required</p> <p>KB2. the importance of helping colleagues with problems, in order to meet quality and time standards as a team</p>
Skills (S)	
A. Core Skills/ Generic Skills	Reading Skills
	The user/ individual on the job should have ability to : SA1. read instructions, guidelines/procedures
	Writing Skills
	The user/ individual on the job should have ability to : SA2. write simple sentences in local language and also preferably in Hindi/ English
	Oral Communication (Listening and Speaking skills)
The user/ individual on the job should have ability to : SA3. listen effectively and orally communicate information SA4. ask for clarification and advice from the concerned person	
B. Professional Skills	Decision Making
	The user/individual on the job should be able to : SB1. analyses a given situation and decide on an appropriate action for completing the task within resources
	Plan and Organize
	The user/individual on the job should be able to : SB2. agree upon required output SB3. plan and organize work to achieve targets and deadlines
	CustomerCentricity
	The user/individual on the job should be able to : SB4. meet or exceed customer/team expectations
	Problem Solving
	The user/individual on the job should be able to : SB5. analyses a problem and attempt to find an acceptable solution and take help of concerned people if required
	Analytical Thinking
	The user/individual on the job should be able to : SB6. anticipate and analyses a given situation from all aspects
Critical Thinking	
The user/individual on the job needs to know and understand how to: SB7. apply balanced judgements to different situations	

ASC/N0002

Work effectively in a team

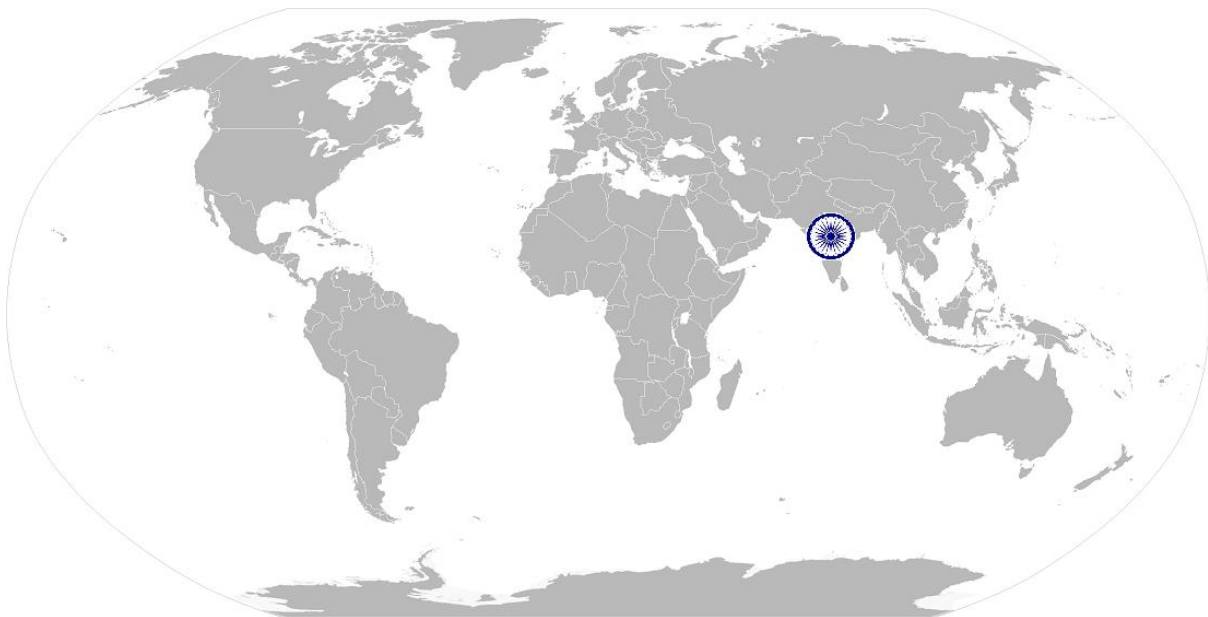
NOS Version Control

NOS Code	ASC/N0002		
Credits	TBD	Version number	1.0
Industry	Automotive	Drafted on	18/10/16
Industry Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	18/10/16
Occupation	Sales Support	Next review date	20/10/18



ASC/N0003 Maintain a healthy, safe and secure working environment

National Occupational Standard



Overview

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

ASC/N0003 Maintain a healthy, safe and secure working environment

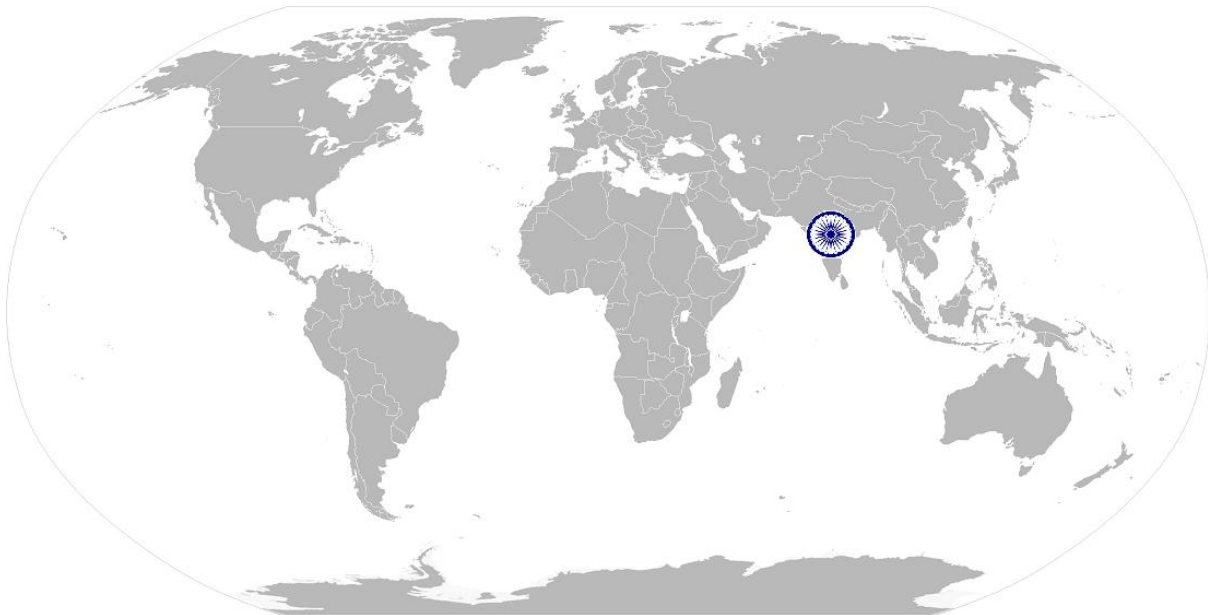
Unit Code	ASC/N0003
Unit Title (Task)	Maintain a healthy, safe and secure working environment
Description	This NOS unit is about monitoring the working environment and making sure it meets requirements for health, safety and security.
Scope	<p>This unit/ task covers the following:</p> <ul style="list-style-type: none"> Resources (both material & manpower) needed to maintain a safe working environment as per the prevalent norms & government policies including emergency procedures for illness, accidents, fires or any other reason which may involve evacuation of the premises.
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Resources needed to maintain a safe, secure working environment	<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 healthy, safe and secure environment for all incorporating 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 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 health and safety records, ensure procedures are well defined</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its	<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/N0003 Maintain a healthy, safe and secure working environment

processes)	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. Technical Knowledge	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
Skills (S)	
A. Core Skills/ Generic Skills	Reading Skills
	The user/ individual on the job should have ability to : SA1. read instructions, guidelines/ procedures/ rules
	Writing Skills
	The user/ individual on the job should have ability to : SA2. write simple sentences in local language and also preferably in Hindi/ English
	Oral Communication (Listening and Speaking skills)
	The user/ individual on the job should have ability to : SA3. listen to and orally communicate information with all concerned
B. Professional Skills	Decision Making
	The user/individual on the job should be able to : SB1. make decisions on a suitable course of action or response
	Plan and Organize
	The user/individual on the job should be able to : SB2. agree upon required output SB3. plan and organize work to achieve targets and deadlines
	CustomerCentricity
	The user/individual on the job should be able to : SB4. meet or exceed customer/team expectations
	Problem Solving

ASC/N0003 Maintain a healthy, safe and secure working environment

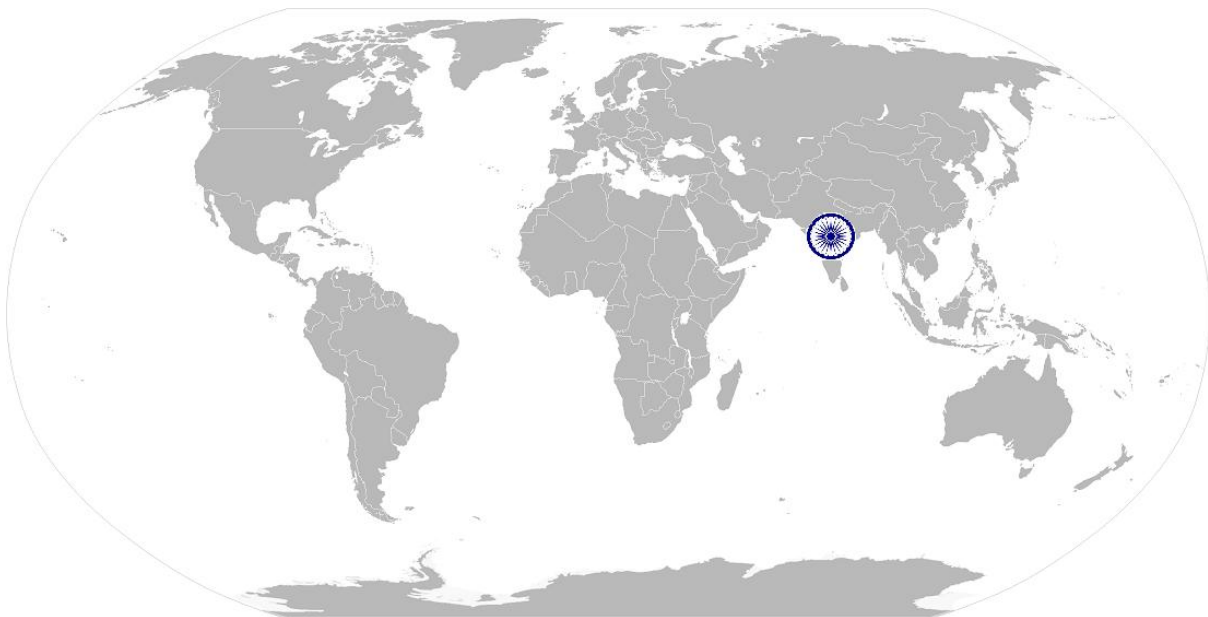
	The user/individual on the job should be able to : SB5. analyses a problem and attempt to find an acceptable solution and take help of concerned people if required
	Analytical Thinking
	The user/individual on the job should be able to : SB6. anticipate and analyses a given situation from all aspects
	Critical Thinking
	The user/individual on the job should be able to : SB7. apply own judgement to identify solutions in different situations



ASC/N0003 Maintain a healthy, safe and secure working environment

NOS Version Control

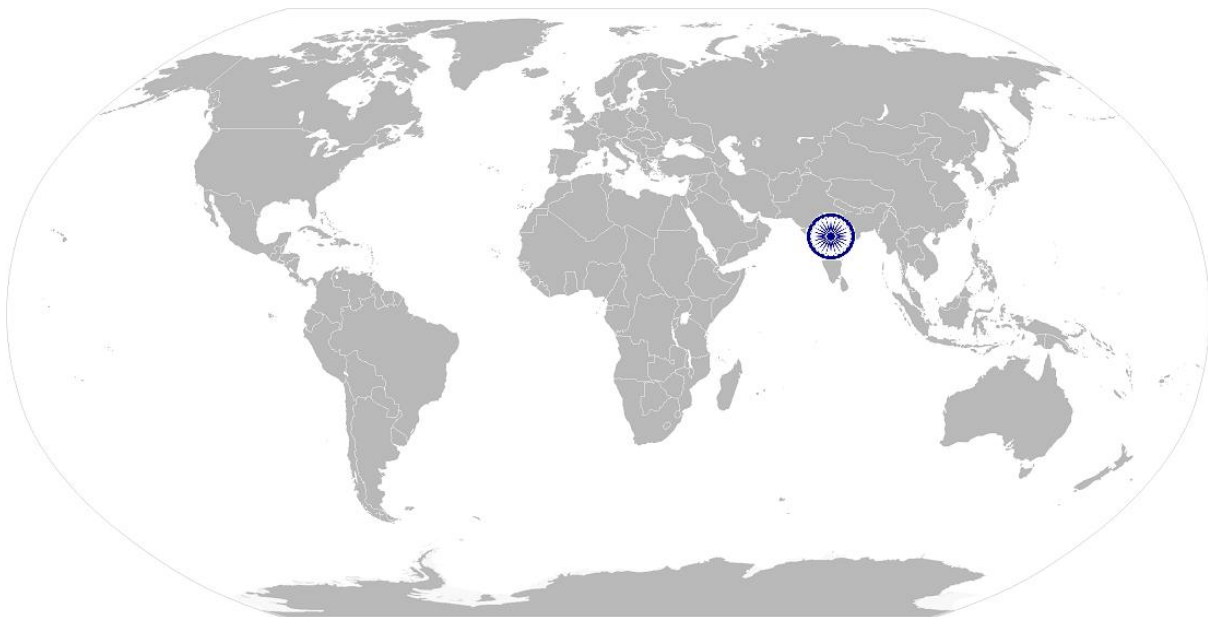
NOS Code	ASC/N0003		
Credits	TBD	Version number	1.0
Industry	Automotive	Drafted on	18/10/16
Industry Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	18/10/16
Occupation	Sales Support	Next review date	20/10/18



ASC/N0004

Manage customer relationship

National Occupational Standard



Overview

This Occupational Standard describes the knowledge, understanding and skills required of an individual to manage relationship with customers, providing quality service and ensuring complete satisfaction.

ASC/N0004

Manage customer relationship

Unit Code	ASC/N0004
Unit Title (Task)	Manage customer relationship
Description	This NOS unit is about an individual managing relationship with customers, providing quality service and ensuring complete satisfaction.
Scope	<p>This unit/ task covers the following:</p> <ul style="list-style-type: none"> understand complete customer requirements and deliver accordingly to maintain total customer satisfaction with enhanced and pleasant customer experience. resolve complete customer queries, issues & complaints timely including settlement of warranty claims and other performance related issues as per the various terms & conditions and guidelines.
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Manage the total customer satisfaction with enhanced & pleasant customer experience	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. analyse and comprehend all customer requirements and needs</p> <p>PC2. document complete customer requisites and assess them</p> <p>PC3. deliver and assist in delivering as per the noted requirements</p> <p>PC4. understand complete customer queries and complaints</p> <p>PC5. document all customer queries in the prescribed format of the organisation</p> <p>PC6. ensure least turnaround time for any customer query handling/redressal especially issues related to warranty claims and other performance related issues</p> <p>PC7. maximise customer satisfaction through pleasant and excellent customer experience within the organisations framework</p> <p>PC8. document feedbacks and reviews from the customers & implement within the framework of the organization</p> <p>PC9. maintain a healthy & professional relationship with the customers especially key accounts and influencers in the market</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. standard operating procedures within one's own organisation</p> <p>KA2. standard operating procedures for query and complaint reporting along with their redressal mechanism in the organisation</p> <p>KA3. framework and guidelines as prescribed by the organisation for query and complaint redressal</p>

ASC/N0004

Manage customer relationship

	<p>KA4. customer Relationship Management (CRM) related framework provided by the organisation</p> <p>KA5. terms & conditions agreed between the respective auto component/ aggregate and the various OEMs/ OEM channel partners for supply, procurement of the various auto components/ aggregates</p> <p>KA6. documentation requirements for each procedure carried out as part of roles and responsibilities as per the organizational guidelines</p> <p>KA7. organisational and professional code of ethics and standards of practice</p> <p>KA8. safety and health policies and regulations for the workplace</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. the technical specifications of various OEM vehicles and the different variant/ model of auto components/ aggregates used along with those of the competitor auto component manufacturer</p> <p>KB2. how to collaborate with the organizational manufacturing engineering, product management teams along with the service team of the respective OEM vehicle and local channel partner service team</p> <p>KB3. documentation requirements from the customers with respect to warranty claims and other performance related feedback on the for respective OEM vehicle</p> <p>KB4. requirements of the customers and suggest delivery accordingly</p> <p>KB5. software or format used to capture for Customer Relationship Management (CRM) within the organisation</p> <p>KB6. software or format such as MS word, excel, PowerPoint and Management Information System (MIS)</p> <p>KB7. how to capture customer voice/ feedback on the auto components/ aggregates for various OEM vehicles on price, performance, availability of spares, warranty & other service-related aspects etc.</p> <p>KB8. detailed technical and performance specifications of the auto component for various OEM vehicles</p>
Skills (S)	
A. Core Skills/ Generic Skills	<p>Reading Skills</p> <p>The user/ individual on the job should be able to:</p> <p>SA1. read feedback from customers on warranty and other performance related aspects</p> <p>SA2. read the specific requirements, queries that the customer may have on various auto components including any specific technical query</p> <p>SA3. read brochures and technical specifications of the vehicle provided by the OEM and channel partner (Dealership)</p> <p>SA4. read policies and regulations pertinent to the job</p>

ASC/N0004

Manage customer relationship

	Writing Skills
	The user/ individual on the job should be able to: SA5. create documents required on the job (including database on key customers/ accounts and major retailers, response or feedback forms, customer-query sheets, response or feedback sheets etc.) SA6. either write or get it done from subordinates, a detailed failure report analysis in case of a failed component/ aggregate escalating to the auto component manufacturer SA7. write in at least one language
	Oral Communication (Listening and Speaking skills)
	The user/ individual on the job should be able to: SA8. interact with the customers for getting their requirements, queries and feedbacks SA9. interact with organisation's internal stakeholders for efficient customer relationship management interact with team members to work efficiently
B. Professional Skills	Decision Making
	The user/ individual on the job should be able to: SB1. analyses information and evaluate results to choose the best solution and solve problems SB2. analyse any potential issue that may affect the performance of the vehicle and convey it in a timely manner
	Plan and Organize
	The user/ individual on the job should be able to: SB3. plan work assigned on a daily basis SB4. follow up regularly on potential complaints, issues raised by the customer
	CustomerCentricity
	The user/ individual on the job should be able to: SB5. ensure that customer needs are assessed and complete satisfaction is provided to the customer SB6. ensure that performance of the Auto component is up to the mark and any pending issues or complaints are resolved in a timely manner according to the terms & conditions mandated by either the OEM or the Auto component manufacturer
	Problem Solving
	The user/ individual on the job should be able to: SB7. Analyze and help to resolve all the complaints, queries or issues raised by the customers to either the OEM channel partner/ auto component dealer/ retailer in the market

ASC/N0004

Manage customer relationship

	SB8. deliver and act as per the organisation provided/guided resolutions SB9. liaise with all stakeholders to ensure hassle-free resolution of the complaints by the concerned customer in a timely fashion
	Analytical Thinking
	The user/ individual on the job should be able to: SB10. evaluate and identify areas of complaints from the customer affecting the performance of his vehicle SB11. assess time and cost required for customer resolution based on complaints, problems or queries identified SB12. evaluate and identify key customer experience enhancing areas
	Critical Thinking
	The user/ individual on the job should be able to: SB13. evaluate the information gathered from the customer complaint report and utilise it to identify timely resolutions SB14. evaluate the information gathered from the market (including retail segment, key accounts/ customers and OEM along with the OEM channel partners) and use it to ensure higher customer satisfaction

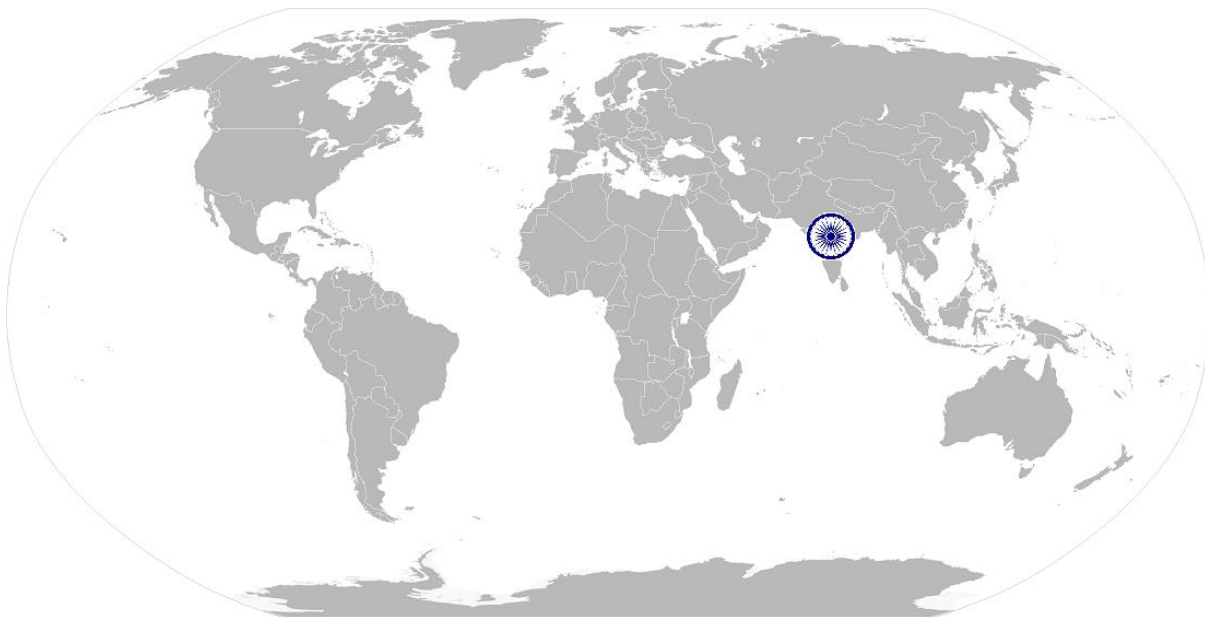


ASC/N0004

Manage customer relationship

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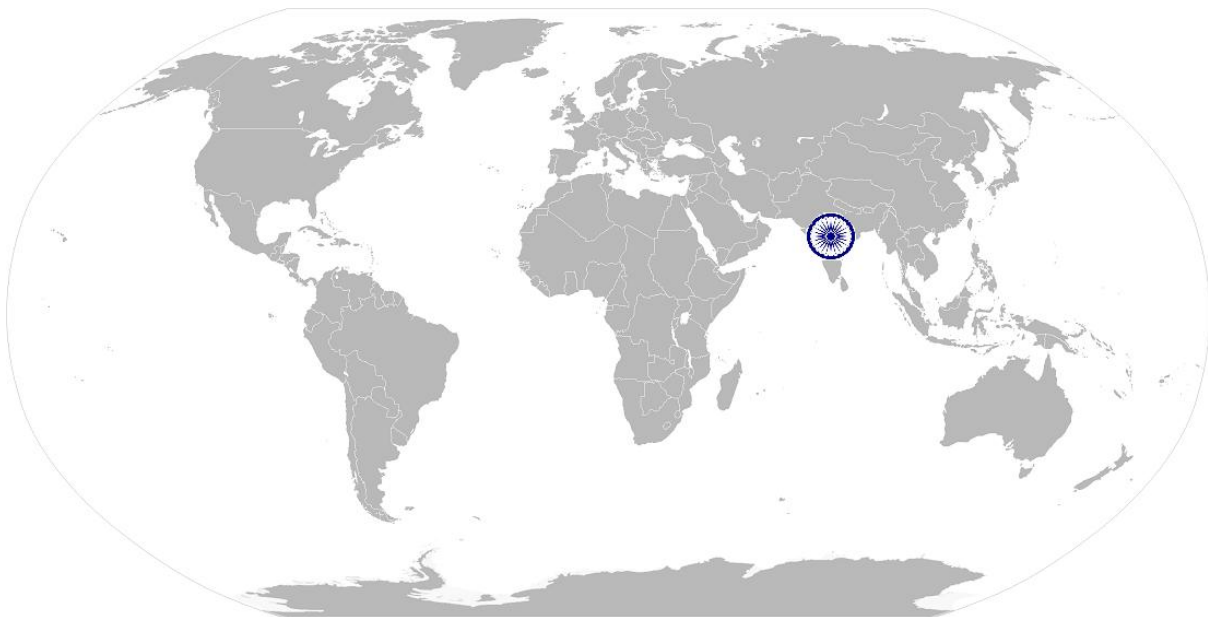
NOS Code	ASC/N0004		
Credits	TBD	Version number	1.0
Industry	Automotive	Drafted on	18/10/16
Industry Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	18/10/16
Occupation	Sales Support	Next review date	20/10/18



ASC/N1005

Ensure sales of accessories and value added services

National Occupational Standard



Overview

This Occupational Standard describes the knowledge, understanding and skills required of an individual to ensure sales of vehicle accessories and value added services.

ASC/N1005

Ensure sales of accessories and value added services

Unit Code	ASC/N1005
Unit Title (Task)	Ensure sales of accessories and value added services
Description	This OS unit is about an individual ensuring the sale of various accessories (which are not a part of the fitment along with the vehicle) and various bundled value added services.
Scope	<p>This unit/ task covers the following:</p> <ul style="list-style-type: none"> ensure proper display of various appropriate vehicle accessories prominently to ensure proper selection by customer and its sale and fitments post sale of desired accessories. promote various bundled value added services along with the sale of the vehicle.
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Sales of desired accessories and bundled Value added services	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. understand the specifications related to the various accessories appropriate for the particular brand and make of the vehicle</p> <p>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</p> <p>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</p> <p>PC4. manage space allocation for accessories display areas and ensure display of all colours of designated accessories</p> <p>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</p> <p>PC6. make a sales pitch for accessories and value added services to potential customers</p> <p>PC7. inform and explain customers about the USP of the chosen accessories over other available options including their performance as well as its benefits</p> <p>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</p> <p>PC9. answer technical questions asked by the customers in regards to various accessories and value added products for different variants of the vehicle</p>

ASC/N1005 Ensure sales of accessories and value added services

	<p>PC10. assist customers in selecting the right accessories for their vehicle that respond both to their needs and requirements</p> <p>PC11. negotiate the terms of an agreement with the customer and close sales to ensure profitable sales</p> <p>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</p> <p>PC13. perform calculations and provide customers with quotations for the various value added services as per the different payment schedules selected by the customer</p> <p>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</p> <p>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.)</p>
Knowledge and Understanding (K)	
<p>A. Organizational Context (Knowledge of the company / organization and its processes)</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. standard operating procedures for installing accessories and replacement of accessories as mandated by the OEM</p> <p>KA2. standard schedules and checklists recommended by the OEM before and after the fitment of the accessory</p> <p>KA3. any recommended changes/ refreshes in the process of fitment for the latest accessories for particular model/ brand of vehicle</p> <p>KA4. the detailed clauses along with various terms and conditions for various value added services and warranty clauses for the sold accessories</p> <p>KA5. safety requirements for equipment and components as prescribed by the OEM</p> <p>KA6. documentation requirements for each procedure carried out</p> <p>KA7. organisational and professional code of ethics and standards of practice</p> <p>KA8. safety, health and environmental policies and regulations for the workplace as well as automotive trade in general</p>
<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. right brand/ make/ variant of accessories available for a particular vehicle model as specified by the respective OEM (e.g. advance GPS system might require more power to operate which while being connected to the battery, which may drain/ or reduce battery life and hence a lower variant of the GPS system would be recommended for entry level cars and hence the higher variant should not be installed)</p>

ASC/N1005 Ensure sales of accessories and value added services

	<p>KB2. the value proposition for each value added service and accessory along with its USP</p> <p>KB3. detailed working of various newly launched technologically advanced accessories having complex electronics/ electrical aggregates</p> <p>KB4. the negotiation skills required to make a deal profitable for the dealership and holds value for the customer</p> <p>KB5. technical specifications of all accessories and their correct usage/ application in various models Technical specifications: exterior accessories, vehicle protection accessories, interior accessories, audio-visual and navigation accessories; security related accessories</p> <p>KB6. how to manage, order and control stock of accessories</p> <p>KB7. how to carry out merchandising procedures for various accessories including the high-end accessories</p> <p>KB8. how to minimise emergency orders and other charges by maintaining stock and planning inventory</p> <p>KB9. how to prepare the procurement, stock adjustment and invoice reports</p>
Skills (S)	
A. Core Skills/ Generic Skills	Reading Skills
	<p>The user/ individual on the job should be able to:</p> <p>SA1. read work orders for the fitment of accessories as per the customer preferences</p> <p>SA2. read the technical specifications and understand the correct usage of various accessories</p> <p>SA3. read the process of fitment of technologically advanced new accessory launched as per the guidelines given in the accessory manual</p> <p>SA4. read policies and regulations pertinent to the job, including OEM guidelines, health and safety instructions etc.</p>
	Writing Skills
	<p>The user/ individual on the job should be able to:</p> <p>SA5. document the product information, price and special requests from customers</p> <p>SA6. maintain appropriate accessories sales record for the various models / variants of the vehicle to ensure proper planning</p> <p>SA7. record the procurement and stock details</p> <p>SA8. write in at least one language</p>
	Oral Communication (Listening and Speaking skills)
	<p>The user/ individual on the job should be able to:</p>

ASC/N1005 Ensure sales of accessories and value added services

	<p>SA9. clearly communicate workplace information and ideas with colleagues (verbal & non-verbal)</p> <p>SA10. interact with the Customer/ Service Advisor for the various value added services including the warranty clause for the services offered</p> <p>SA11. interact with sales and other support staff function to understand the exact customer requirements regarding the need or requirement for fitment of a particular accessory</p> <p>SA12. communicate with the customer to understand their needs or make them understand the terms and condition of value added service</p> <p>SA13. interact and communicate with the customers (if necessary) during the customized fitment of the accessory to understand their preferences with regards to colour/ make/ model/ variant of the required accessory</p>
B. Professional Skills	Decision Making
	<p>The user/ individual on the job should be able to:</p> <p>SB1. help customer decide on right accessory that can be fitted on a particular vehicle model</p> <p>SB2. identify the new product/accessories for the targeted customers for a particular vehicle model</p> <p>SB3. calculate the payment schedule for the various value added services according to the customer requirements and its cost implications (for ex. in case of Annual Maintenance Contracts the customer may want to have a quarterly/ monthly payment schedule or he may want a few additional things also to be covered under AMC which would change the amount payable by the customer)</p> <p>SB4. decide on the most cost and time effective way to fit all the accessories as per the customer preferences</p> <p>SB5. decide which accessories to keep aside and term as dead stock / inventory basis the variant and colour of the accessory</p>
	Plan and Organize
	<p>The user/ individual on the job should be able to:</p> <p>SB6. plan and organize the appropriate display for a new accessory</p> <p>SB7. plan a visual and mechanical check on the accessory to ensure that its damage free</p> <p>SB8. plan and organise the schedule to complete work on the vehicle regarding the accessory fitment in a timely manner so that the vehicle can be delivered as per the schedule</p> <p>SB9. plan and organise the task to meet the sales objectives for both accessory sale and value added services</p>
	CustomerCentricity

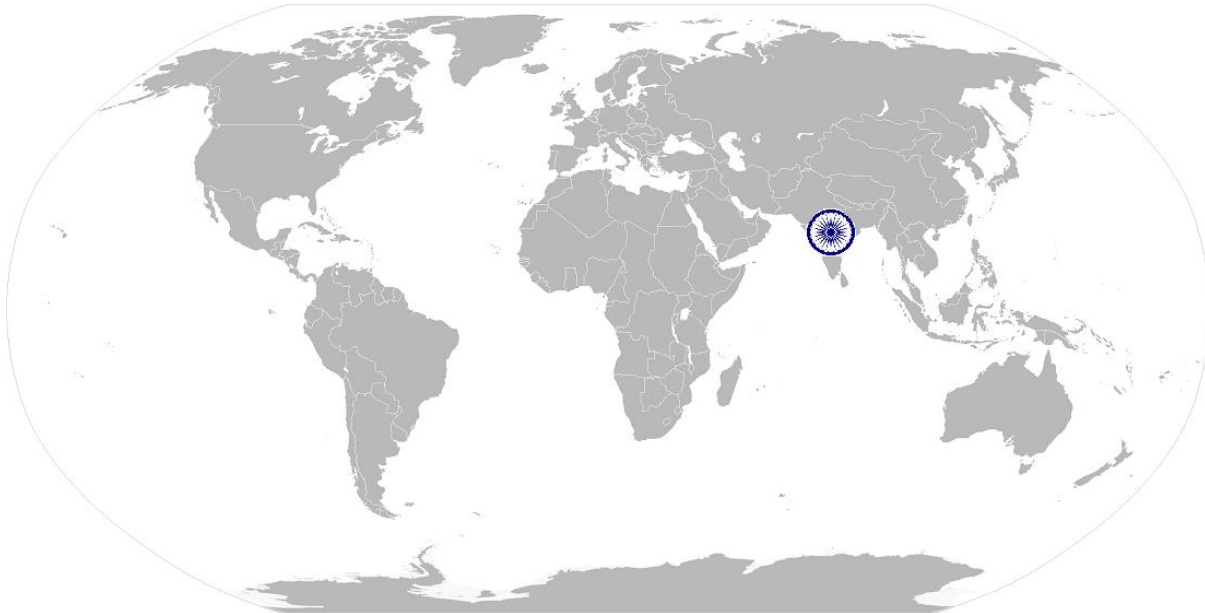
ASC/N1005 Ensure sales of accessories and value added services

	<p>The user/ individual on the job should be able to:</p> <p>SB10. ensure that customer’s requirements with respect to the accessories are assessed and they are installed in a proper manner</p> <p>SB11. ensure information regarding the adequate care to be taken with respect to the accessory is timely communicated to the customer so that the accessory is maintained properly</p> <p>SB12. ensure that customers order for a particular brand/ Varian/ color of the required accessory are processed promptly</p>
	<p>Problem Solving</p>
	<p>The user/ individual on the job should be able to:</p> <p>SB13. handle customer complaints regarding the problem related to particular accessory and provide timely solution.</p> <p>SB14. refer problems outside area of responsibility to appropriate person (e.g. unavailability of a particular variant/ colour of accessory, convey to the spare parts/ accessory procurement team)</p> <p>SB15. suggest alternatives to the customer in case the required accessory is unavailable or not suited for the vehicle</p>
	<p>Analytical Thinking</p>
	<p>The user/ individual on the job should be able to:</p> <p>SB16. analyses and interpret interior and exterior dimensions of car for accurate measurements and accessories fitment</p> <p>SB17. assess the OEM vehicle and take appropriate judgement on the correct brand/ make/ variant of the accessory that needs to be fitted on the vehicle so that there is no mismatch as specified by the respective OEM (e.g. advance GPS system might require more power to operate which while being connected to the battery, which may drain/ or reduce battery life and hence a lower variant of the GPS system would be recommended for entry level cars and hence the higher variant should not be installed)</p> <p>SB18. calculate the prices of various bundled offerings of accessories and other value added services that can be combined with the vehicle</p>
	<p>Critical Thinking</p>
	<p>The user/ individual on the job should be able to:</p> <p>SB19. analyses the information gathered from market analysis and customer feedback and utilise it to identify the product/accessories demand</p> <p>SB20. use the existing knowledge and specification of various available accessories to decide the correct and most convenient method of installing them keeping the ease of installation and durability (long life) of the accessory in mind (e.g. if alloy wheels are to be installed, then they should be installed in such a way that it ensures longer life for the vehicles)</p>

ASC/N1005 Ensure sales of accessories and value added services

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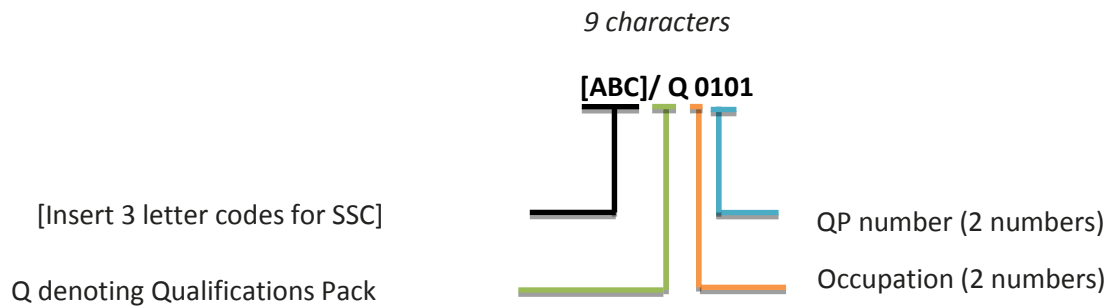
NOS Code	ASC/N1005		
Credits	TBD	Version number	1.0
Industry	Automotive	Drafted on	18/10/16
Industry Sub-sector	Automotive Vehicle Sales (Dealer)	Last reviewed on	18/10/16
Occupation	Sales Support	Next review date	20/10/18



Annexure

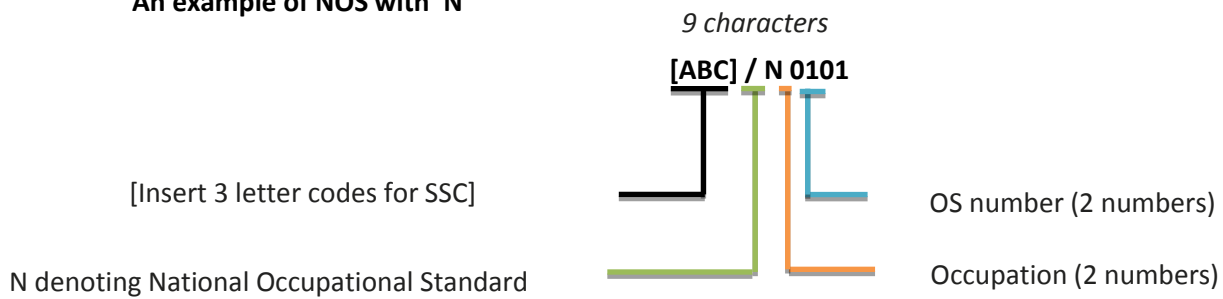
Nomenclature for QP and NOS

Qualifications Pack



Occupational Standard

An example of NOS with 'N'



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	01
Next two numbers	OS number	01

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role: Dealership Sales and Value Added Services Executive

Qualification Pack: ASC/Q1012

Sector Skill Council: Automotive Skills Development Council

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. 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 center (as per assessment criteria below).
4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criteria.
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.

Assessable Outcomes	Assessment Criteria	Total Marks	Out of	Theory	Practical Skills
ASC/N1107 Generate sales leads through telemarketing activities	PC1.call and enquire about buying plans or interests, as per the calling script, from the prospective calling list assigned	100			8
	PC2.greet the customers and get vehicle buying interests and time schedule from the prospective calling list to get sales leads				7
	PC3.mention FAB (features / advantages / benefits) and USPs of the vehicle OEM brands available at the dealership over the competitor models				10
	PC4.invite, fix and record customer prospective visit for test drive, either at showroom or at any mutually agreed location				5
	PC5.ask potential customers for information on reasons for considering purchase and comprehend all customer requirements and needs				8
	PC6.assist in pre-sales and post-sales support to customers				7
	PC7.record all feedbacks and complaints from customers in the system in a prescribed OEM format				8

*Qualifications Pack for Dealership Sales and Value Added
Services Executive*

	PC8. assist in management of key customer relationship and coordinate with sales to ensure that all pending responses are attended to in a timely and satisfactory manner				7
	PC9. arrange for vehicle pick up and drops to and from work shops				7
	PC10. understand the key customer requirements from a vehicle (during sales pitch) and any pending service related issue (during service calls follow-ups to generate repeat/ referral sales) and highlight the requirements/ issues for early redressal				8
	All KA, KB for the NOS			25	
		Total	100	25	75
ASC/N1113 Support the overall sales process	PC1. support in identification and development of potential customers via email, telephone or in person	100			4
	PC2. gather information about the overall automotive market in the assigned region and gain a clear understanding of customers' businesses and requirements				4
	PC3. create, maintain, and provide accurate and timely sales figures in the region including the ones for the competitor				3
	PC4. implement sales plans and strategies for developing sales territory as per the requirement of the OEM in the respective region				5
	PC5. create detailed proposal documents for prospective customers as desired before the actual sales process is initiated				7
	PC6. make cold calls to arrange meetings with potential customers to prospect for new business				5
	PC7. convey the value proposition of the product and service to convert prospects as per the USP highlighted in the brochure or conveys by superiors in the sales function of both OEM and dealership				7
	PC8. in case of any negotiation is required, highlight it to the superiors to ensure early closure				4
	PC9. record sales and order information and send detailed information to the back-end sales office				4
	PC10. make accurate, rapid cost calculations and provide customers with quotations under the supervision of the superiors in sales function				6

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	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				4
	PC12.respond positively to and resolve customer objections/queries against the OEM products				4
	PC13.take accurate enquiry details from client and support sales and marketing department about client feedback/ comments relating to product content and pricing				5
	PC14.ensure realization of revenues from sales as per planned payment cycle through effective follow up & relationship building with customers				4
	PC15.assist in organizing client entertaining & promotional events to ensure maximum customer engagement for selling OEM products in future				5
	PC16.represent the OEM product at trade exhibitions, events and demonstrations				4
	All KA, KB for the NOS			25	
		Total	100	25	75
ASC/N0001 Plan and organise work to meet expected outcomes	PC1.keep immediate work area clean and tidy	100			9
	PC2.treat confidential information as per the organisation's guidelines				9
	PC3.work in line with organisation's policies and procedures				8
	PC4.work within the limits of job role				8
	PC5.obtain guidance from appropriate people, where necessary				8
	PC6.ensure work meets the agreed requirements				8
	PC7.establish and agree on work requirements with appropriate people				9
	PC8.manage time, materials and cost effectively				8
	PC9. use resources efficiently with minimal wastage				8
	All KA, KB for the NOS			25	
		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			10
	PC2.work with colleagues to integrate work				9
	PC3.pass on information to colleagues in line with organisational requirements both through verbal as well as non-verbal means				10
	PC4.work in ways that show respect for colleagues				9

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	PC5.carry out commitments made to colleagues				9
	PC6.let colleagues know in good time if cannot carry out commitments, explaining the reasons				9
	PC7.identify problems in working with colleagues and take the initiative to solve these problems				10
	PC8.follow the organisation's policies and procedures for working with colleagues				9
	All KA, KB for the NOS			25	
		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			10
	PC2.report any identified breaches in health, safety, and security policies and procedures to the designated person				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.				9
	PC4. identify and correct any hazards like illness, accidents, fires or any other natural calamity within the limits of individual's authority				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				9
	PC6.follow organisation's emergency procedures for accidents, fires or any other natural calamity				8
	PC7.identify and recommend opportunities for improving health, safety, and security to the designated person				9
	PC8. complete health and safety records, ensure procedures are well defined				10
	All KA, KB for the NOS			25	
		Total	100	25	75
ASC/N0004 Manage customer relationship	PC1.analyse and comprehend all customer requirements and needs	100			9
	PC2.document complete customer requisites and assess them				8
	PC3.deliver and assist in delivering as per the noted requirements				9
	PC4.understand complete customer queries and complaints				9

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	PC5.document all customer queries in the prescribed format of the organisation				7
	PC6.ensure least turnaround time for any customer query handling/redressal especially issues related to warranty claims and other performance related issues				8
	PC7.maximise customer satisfaction through pleasant and excellent customer experience within the organisations framework				9
	PC8.document feedbacks and reviews from the customers & implement within the framework of the organization				8
	PC9.maintain a healthy & professional relationship with the customers especially key accounts and influencers in the market				8
	All KA, KB for the NOS			25	
		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			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				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				3
	PC4.manage space allocation for accessories display areas and ensure display of all colours of designated accessories				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				5
	PC6.make a sales pitch for accessories and value added services to potential customers				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				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				5

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PC9.answer technical questions asked by the customers in regards to various accessories and value added products for different variants of the vehicle				7
PC10.assist customers in selecting the right accessories for their vehicle that respond both to their needs and requirements				5
PC11.negotiate the terms of an agreement with the customer and close sales to ensure profitable sales				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				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				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				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.)				5
All KA, KB for the NOS			25	
	Total	100	25	75

SSC	QPCode	Name of the QP	NSQF Level	Equipment Name	Minimum number of Equipment required (per batch of 30 trainees)	Unit Type	Is this a mandatory Equipment to be available at the Training Center (Yes/No)	Dimension/Specification/Description of the Equipment/ ANY OTHER REMARK
Automotive	ASC/Q1012	Dealership Sales cum VAS executive	4	A Vehicle For Demonstration	1	units	Yes	any LMV range-car in working condn
Automotive	ASC/Q1012	Dealership Sales cum VAS executive	4	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 Etc	1	set	Yes	
Automotive	ASC/Q1012	Dealership Sales cum VAS executive	4	Classroom	1	units	Yes	
Automotive	ASC/Q1012	Dealership Sales cum VAS executive	4	Computer With Internet	1	units	Yes	
Automotive	ASC/Q1012	Dealership Sales cum VAS executive	4	Computers With Dms (Dealer Management Systems)	30	units	Yes	
Automotive	ASC/Q1012	Dealership Sales cum VAS executive	4	Lcd Projector	1	units	Yes	
Automotive	ASC/Q1012	Dealership Sales cum VAS executive	4	Student Chair	30	units	Yes	
Automotive	ASC/Q1012	Dealership Sales cum VAS executive	4	Student Table	30	units	Yes	
Automotive	ASC/Q1012	Dealership Sales cum VAS executive	4	Trainer Chair & Table	1	units	Yes	

Automotive	ASC/Q1012	Dealership Sales cum VAS executive	4	White Board	1	units	Yes	min size 16 sq ft
Automotive	ASC/Q1012	Dealership Sales cum VAS executive	4	Workshop	1	units	Yes	